

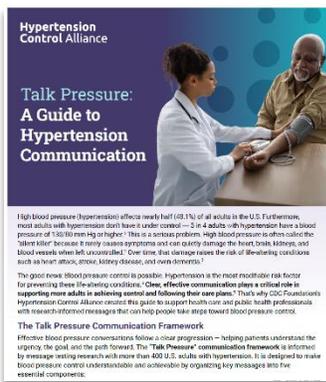
Hypertension Bites

HYPERTENSION BITES TOOLKIT

Use this toolkit to help your audiences understand what blood pressure control means, why it matters, and how to work with a health care professional to take steps that fit their everyday life.

Plug these ready-made messages and creative assets into your existing outreach, helping more people lower their risk of heart attack, stroke, kidney damage, and even dementia. Choose the resources that work best for you and your audiences.

TALKING TO PATIENTS



Use the “[Talk Pressure](#)” Guide to have empowering conversations with those you serve. The Guide equips you with practical messages to help your community understand, feel confident, and take small steps towards hypertension control. Stronger communication helps you build trust, and people are more likely to follow through on treatment plans.

KEY MESSAGES

Use these key messages across your communications—on social media, websites, emails, or in person—to explain what blood pressure control means and motivate your audiences to take small steps toward control.

Blood Pressure Control Basics

- When your blood pressure numbers are often higher than 130 over 80, it’s called high blood pressure, also known as hypertension.
- Control means keeping your blood pressure consistently below 130 over 80.
- Uncontrolled high blood pressure can lead to heart attack, stroke, kidney damage, and even dementia.
- Every moment your blood pressure is out of control, it’s doing serious harm to your body that you can’t always see.

Getting a Blood Pressure Control Plan

- Blood pressure control is possible. Partner with a health care professional (like a doctor, nurse, or pharmacist) to create a personalized control plan.
- For most people, a complete blood pressure control plan includes:
 - **Measurement:** tracking your numbers

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- **Healthy lifestyle:** taking healthy small steps
- **Treatment:** taking blood pressure medicines as prescribed
- Controlling your blood pressure doesn't mean changing your whole lifestyle overnight. It's about making steady changes that stick.
- As your life changes, your blood pressure control plan can change, too. Stay in touch with a health care professional and adjust as needed to stay below 130 over 80.

Key Calls to Action: Measurement, Healthy Lifestyle & Treatment

- Keep track of your blood pressure between health care visits, like by using a blood pressure device at home.
- Take small steps to make healthy lifestyle changes (like getting more physical activity, cutting back on salt, getting more sleep, and managing stress).
- Take your blood pressure medicines every day. Linking it to daily routines can help you stay consistent. Medicine works along with lifestyle changes to help lower blood pressure more effectively and keep it below 130 over 80, ideally below 120 over 80, over time.

DIGITAL COPY

Copy to use on your website, in newsletters, emails, and more to help spread the word about blood pressure control.

Short Option

High blood pressure is hard. Controlling it doesn't have to be. That's why we're partnering with the *Hypertension Bites* campaign to share resources that can help people build a blood pressure control plan to get numbers below 130/80. Lower numbers mean a lower risk of heart attack, stroke, kidney failure and dementia. Get started at MyBPControl.org.

Long Option

Nearly half of U.S. adults have high blood pressure, and many don't even know they have it. High blood pressure often has no symptoms, and it doesn't go away on its own. You might feel fine even while uncontrolled blood pressure is damaging your body in ways you can't yet see, including harm to your heart, brain, and kidneys over time.

That's why we're partnering with the *Hypertension Bites* campaign to share resources that can help people take steps toward blood pressure control.

Hypertension Bites encourages people to by working with a health care professional to create a blood pressure control plan that fits their life. Blood pressure control is possible —

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and it's about finding the right plan for you. For most people, a complete blood pressure control plan includes:

- **Measurement:** tracking your blood pressure regularly
- **Healthy lifestyle:** taking small, steady steps like getting physical activity, limiting salt, and managing stress
- **Treatment:** taking medicines as prescribed, when recommended

Blood pressure control means keeping your numbers consistently below 130 over 80. By keeping blood pressure under control, you can reduce your risk of serious health problems like heart attack, stroke, kidney damage, and even dementia.

Learn how you can take action today at MyBPCControl.org.

SOCIAL MEDIA COPY

No time to create your own posts? Remember, you can always share posts directly from our [Facebook](#) (@HypertensionControlAlliance) or [Instagram](#) (@hypertensioncontrolalliance) accounts, so be sure to follow us!

Share on Instagram, Facebook, and LinkedIn

- Hypertension bites. But it's manageable. We're proud to support the #HypertensionBites campaign which encourages people to take steps toward blood pressure control. Get started today at MyBPCControl.org
- If you have high blood pressure (a.k.a. hypertension), you're not alone. The #HypertensionBites campaign shows how you can take control by making a blood pressure control plan that works for your life. We're partnering with the campaign to share these resources that can help people take control: MyBPCControl.org
- DYK that hypertension can cause serious harm to your heart, kidneys, and brain? We're proud to support the #HypertensionBites campaign, which has good news: you can prevent further damage by keeping your blood pressure below 130 over 80. Get help today at MyBPCControl.org
- DYK that blood pressure control means keeping your blood pressure numbers consistently below 130 over 80? The #HypertensionBites campaign explains that a complete control plan often includes 3 things: measuring your blood pressure, making healthy lifestyle changes, and taking medicines as prescribed. We're proud to bring these resources to our community: MyBPCControl.org

Share on X

- Hypertension bites, but it's manageable. We're partnering with the #HypertensionBites campaign to help you take small steps toward blood pressure control. Get started: MyBPCControl.org

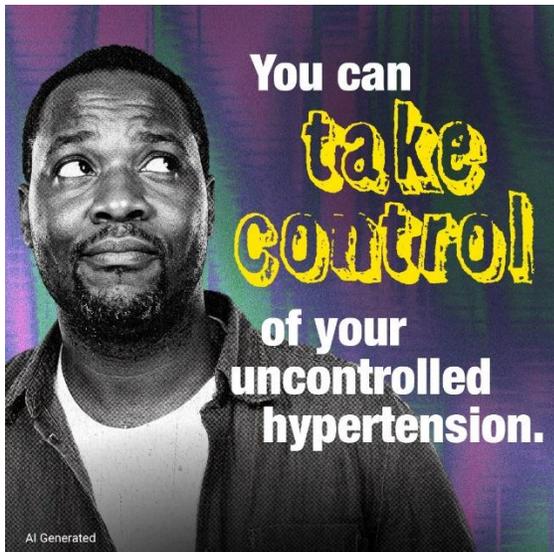
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- If you have high blood pressure, you're not alone. The #HypertensionBites campaign shows how you can take control with a plan that fits your life. We're sharing these resources with our community at MyBPControl.org
- DYK high blood pressure can harm your heart, kidneys, and brain? We're proud to support the #HypertensionBites campaign, which shares how keeping BP below 130/80 can help protect your health. Learn more: MyBPControl.org
- DYK blood pressure control means staying below 130/80? The #HypertensionBites campaign shows that a complete plan includes tracking your numbers, healthy lifestyle steps, and taking meds as prescribed. We're sharing these resources: MyBPControl.org

CAMPAIGN ASSETS

Use these visual assets across your website, social media, newsletters, presentations, or community events. Videos can be shared as TV public service announcements or ads to help raise awareness and inspire action around blood pressure control.

Social media graphics



Videos



Digital banner graphics



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Animated Graphics



USA Today special feature article



PATIENT EDUCATION RESOURCES

Use these materials to start conversations, guide action, and share simple steps to healthy blood pressure control. Display them in your office, share them during visits or events, or give them directly to the people you serve.

For Patients

- [Control Plan Starter](#)

With Patients

- [Blood Pressure Control Plan Journal](#)

For the Office

- [Posters](#)
- [Table Tents](#)

A screenshot of the 'Hypertension Control Plan Tool' interface. The title is 'Hypertension Control Plan Tool'. Below it, a note says 'Once you get started, select your options for each category. You must select at least one option in each category to continue.' The main heading is 'Get started on your control plan'. Below this, it says 'Partnering with a health care professional to create or adjust a blood pressure control plan is the best way to keep your numbers consistently under 130 over 80.' and 'A complete control plan includes three parts:'. There are three columns: 'Measurement' (Tracking your blood pressure numbers), 'Healthy lifestyle' (Building healthy small steps, like getting plenty of activity and eating a low-salt diet), and 'Treatment' (Taking medicine to lower your blood pressure, as prescribed by a health care professional). At the bottom, it says 'Use this tool to start putting together your unique plan and identify the next steps in your control journey.' and a yellow button with 'Get Started →'.

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WHEN TO USE THIS TOOLKIT

This toolkit can be used year-round and is especially effective when aligned with key health observances related to blood pressure, heart, and brain health. Share the suggested copy below during key observances.

Month	Observance	Sample Messaging
February	American Heart Month	American Heart Month is a reminder to know your blood pressure numbers and take steps to keep them under control. Start with a plan that fits your life: MyBPControl.org #HypertensionBites
March	National Sleep Awareness Month	Did you know sleep plays a role in blood pressure control? Prioritizing rest is one small step that can make a big difference. Learn more at MyBPControl.org #HypertensionBites
April	National Stress Awareness Month	Stress can raise your blood pressure over time. Managing stress is an important part of a blood pressure control plan. Learn how at MyBPControl.org #HypertensionBites
	National Minority Health Month	High blood pressure affects some communities more than others. This National Minority Health Month, we're sharing resources to support blood pressure control and better health outcomes. Get started at MyBPControl.org #HypertensionBites
May	High Blood Pressure Education Month	High Blood Pressure Education Month is the perfect time to learn what blood pressure control means and how to keep it below 130 over 80. Start here: MyBPControl.org #HypertensionBites
	World Salt Awareness Week (May 11–17)	Cutting back on salt is a simple step that can help lower blood pressure. Learn more ways to take control at MyBPControl.org #HypertensionBites
	World Hypertension Day (May 17)	Did you know blood pressure control means staying consistently below 130 over 80? This World Hypertension Day, learn what control looks like and how to get there at MyBPControl.org #HypertensionBites
June	Alzheimer's & Brain Awareness Month	Uncontrolled blood pressure can affect brain health over time. Keeping BP under control may help protect your brain. Learn more at MyBPControl.org #HypertensionBites
September	World Alzheimer's Month	Blood pressure control isn't just about your heart — it also supports brain health. Learn why control matters at MyBPControl.org #HypertensionBites
	World Pharmacists Day (Sept 25)	Pharmacists play a key role in helping people measure, manage, and control blood pressure. Learn how they can help you take steps toward

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		better blood pressure control. MyBPControl.org #HypertensionBites
	World Heart Day (Sept 29)	On World Heart Day, take a moment to check your blood pressure and take steps toward control. Your heart will thank you. Get started at MyBPControl.org #HypertensionBites
October	National Women's Blood Pressure Awareness Week	Women's blood pressure can change across life stages. Knowing your numbers and having a plan matters. Learn more at MyBPControl.org #HypertensionBites
	American Pharmacists Month	Pharmacists are trusted partners in blood pressure control. This month, learn how they can support your plan at MyBPControl.org #HypertensionBites
November	Alzheimer's Awareness Month	Keeping blood pressure under control may help lower the risk of dementia over time. Learn how to take action at MyBPControl.org #HypertensionBites
Winter (Seasonal)		Cold weather, less activity, and holiday meals can raise blood pressure. Winter is a smart time to refocus on control. Learn more at MyBPControl.org #HypertensionBites