

Raising awareness of hypertension

Sharing educational templates to broaden the awareness of the risks and prevalence of high blood pressure in the U.S.

Spread the word about hypertension

Physicians and advocacy groups understand the prevalence and serious health risks of hypertension, but the average patient may not.

Building awareness of the issue can help more people with high blood pressure get evaluated and treated, and hopefully get their hypertension under control.

This guide can help. It includes ready-made resources you can use to explain hypertension to your patients, help them understand the risk, and encourage them to get checked. You can also use them to highlight special events (such as World Hypertension Day or May Measurement Month) or collaborate with advocacy groups.

If you have questions about any of the materials in this kit, please contact your local Medtronic representative.



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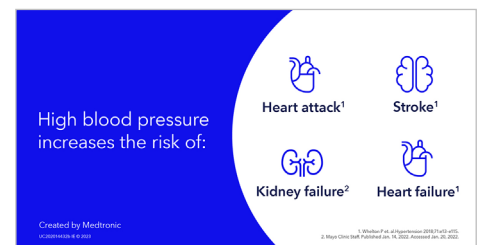
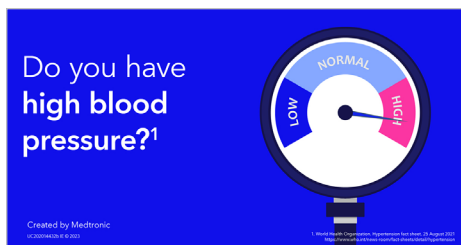
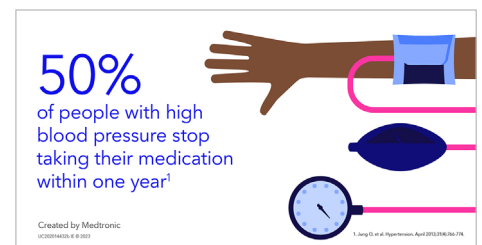
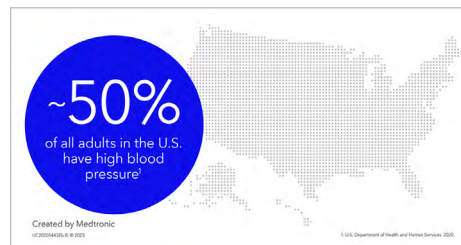
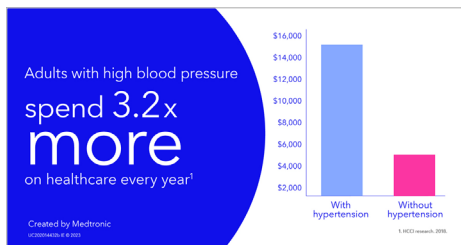
Branded awareness resources

All resources (digital and print) are available through the **Awareness resources QR codes or links.**

Digital

Social posts

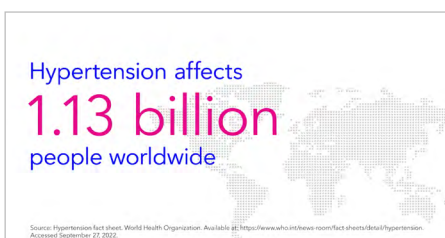
Content covers a range of hypertension topics with post copy, graphics, and hashtags. We offer social graphics (static and animated), copy, and instructions to post on LinkedIn and Twitter.



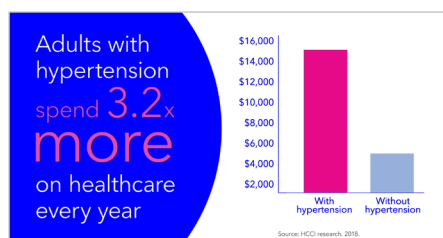
Videos

These short videos highlight the growing problem, risks, and expense of hypertension. These can be played in your waiting room or through digital displays in your office.

The growing problem of hypertension



The expense of hypertension



The risks of hypertension



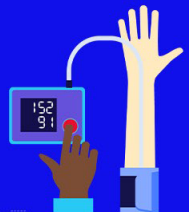
Digital

Email

This email shares the prevalence, risks, and defines hypertension. You can use this to reach out to your uncontrolled hypertensive patients to build awareness and encourage them to get checked.

High blood pressure

Get the facts.
Know the risks.




50% of adults in the U.S. have hypertension¹
 In fact, high blood pressure is a very common health issue around the world, impacting more than a billion people.² Get your blood pressure measured today.

High blood pressure poses serious health risks³
 Why is it important to know if you have high blood pressure? Because it can increase your risk of heart attack,⁴ stroke,⁴ heart failure,⁴ and kidney failure.⁵

How high is too high?
 Your need for treatment depends on overall health, family history, and other risk factors. Lifestyle changes and other treatments prescribed by your doctor can help you achieve target blood pressure levels.

- **Normal**
< 120 / < 80
- **Elevated**
120-129 / < 80
- **Stage 1**
130-139 / 80-89
- **Stage 2**
≥ 140 / ≥ 90
- **Hypertensive crisis**
≥ 180 / ≥ 120



→ Recommended point of treatment⁴

Get measured today
 Talk to your doctor about measuring your blood pressure. If yours is too high, your doctor can help you manage it and find ways to minimize your risks.


Created by Medtronic

Print

Connect to your local Medtronic sales representative to request high-quality copies of the print resources.

Poster

This poster defines high blood pressure, and highlights the prominence and the risks of hypertension. You can put this up in your clinics to start a conversation with your patients.



High blood pressure

Get the facts. Know your risks.

> 1 billion people are affected worldwide¹

~50% of all U.S. adults have high blood pressure²

High blood pressure disproportionately affects communities of color in the U.S.³

High blood pressure increases the risk of:

- Heart attack⁴
- Stroke⁴
- Heart failure⁴
- Kidney failure⁵

Blood pressure levels

- **Normal**
< 120 / < 80
- **Elevated**
120-129 / < 80
- **Stage 1**
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≥ 140 / ≥ 90
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How high is too high?
 Your need for treatment depends on overall health, family history, and other risk factors. Lifestyle changes and other treatments prescribed by your doctor can help you achieve target blood pressure levels.⁶

Do you have high blood pressure? Talk to your doctor to get checked and learn how to manage your high blood pressure and minimize health risks.

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Infographic

This one-sheet quickly explains the facts of hypertension prevalence and its health risks.



High blood pressure

Get the facts and get checked

What is it?
 Blood pressure (BP) measures how strongly the blood pushes against your arteries. High blood pressure, also called hypertension, is when your blood pressure is higher than normal. The American Heart Association and the American College of Cardiology recommend treating high blood pressure at or above 130/80 mmHg.

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What can you do?*
 Individual results may vary.

- Change diet**
Eat fruits, veggies, low-fat dairy, etc.
Approximate SBP reduction: 11 mmHg
- Moderate alcohol intake**
Men: 2 drinks/day
Women: 1 drink/day
Approximate SBP reduction: 5-8 mmHg
- Increase activity**
Aim for 90-150 minutes of moderate activity weekly
Approximate SBP reduction: 5-8 mmHg
- Lose weight**
Approximate SBP reduction: 5 mmHg
- Lower salt intake**
Approximate SBP reduction: 5-6 mmHg

~50% of U.S. adults¹ (~116 million) have high blood pressure.

33% are aware that they have it²

76% of those who are aware, don't have it under control²

It disproportionately affects communities of color³
 Black Americans experience **5x** the mortality risk compared with white Americans.⁴

Even small BP changes can have big impacts on reducing risk of cardiovascular events

<p>5 mmHg reduction⁵</p> <ul style="list-style-type: none"> 5% cardiovascular death 8% coronary heart disease 10% major cardiovascular events 13% stroke 13% heart failure 	<p>10 mmHg reduction⁶</p> <ul style="list-style-type: none"> 13% all-cause death 17% coronary heart disease 20% major cardiovascular events 27% stroke 28% heart failure
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What are the effects?

HEALTH

- Heart attack⁴
- Heart failure⁴
- Stroke⁴
- Kidney failure⁵

COST

Adults with high blood pressure spend **3.2x more** on healthcare every year⁷

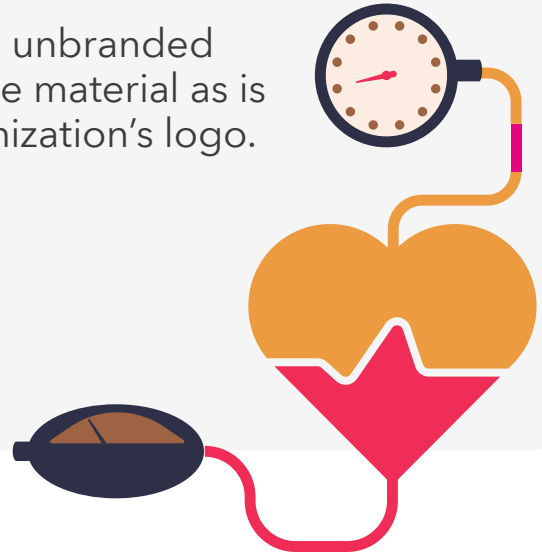
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Interested in making these materials **your own**?

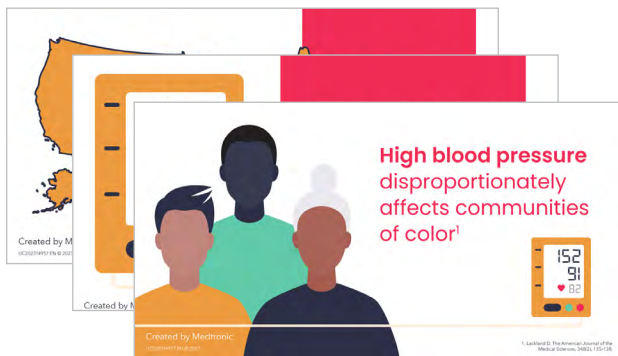
Use the **QR codes or links** for access to the unbranded hypertension awareness kit. You can use the material as is or access the source files to add your organization's logo.

This **unbranded** kit includes:

- Infographic
- Poster
- Email
- Static and animated social posts
- Web banner



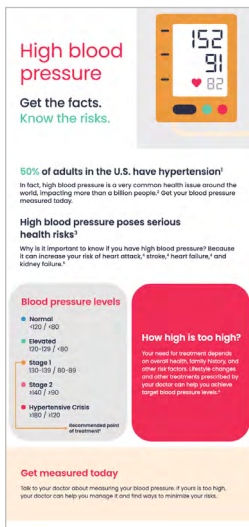
Social posts (6 design options)



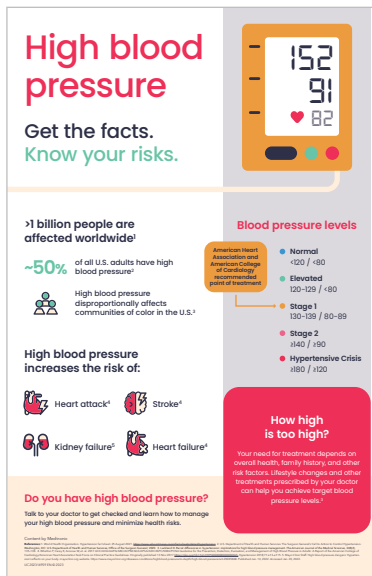
Web banner



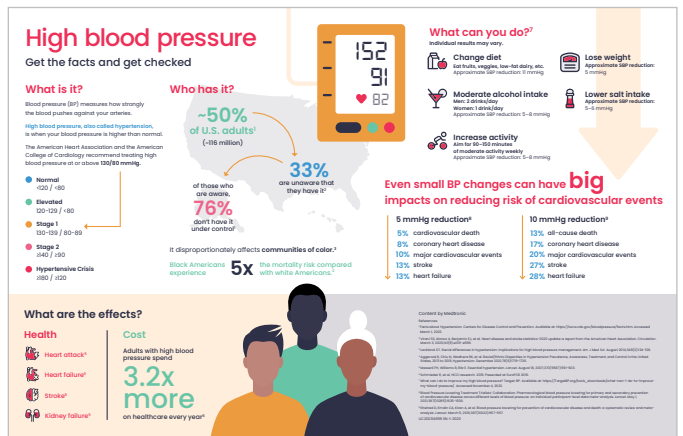
Email



Poster



Infographic



Awareness resources

Click the links or scan the QR codes below to download available files.

Digital

Videos

The growing problem of hypertension



Download

The expense of hypertension



Download

The risks of hypertension



Download

Social posts

Static



Download

Animated



Download

Email



Download

Print

Poster



Download

Infographic



Download

Connect to your local Medtronic sales representative to request high-quality copies of the print resources.

Unbranded

Ready-to-use assets



Download

Editable source files



Download



