



**Measure Up
Pressure Down®**

***National Day of Action:
Roll Up Your Sleeves!
2015 Toolkit***

Thursday, May 7, 2015

American Medical Group Foundation



Measure Up Pressure Down®

American Medical Group Foundation

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National High Blood Pressure Education Month (May 2015)

High blood pressure (hypertension) is one of the most important risk factors for heart disease, stroke, kidney disease, and diabetes complications. Nearly one out of three American adults has high blood pressure. Yet out of these 68 million people, only half have the condition under control.

Since the official launch of the [Measure Up/Pressure Down®](#) national hypertension campaign in November 2012, American Medical Group Association (AMGA) members and supporting organizations have joined together to address hypertension – one of the nation’s most important public health challenges.



National High Blood Pressure Education Month, recognized annually in May, is an important observance time for Measure Up/Pressure Down® and its participants to raise awareness, educate, and engage patients across the United States. Last year, 70 campaign supporters participated in the inaugural *National Day of Action: Roll Up Your Sleeves!*, and collectively reached 57.4 million Americans through screenings, local events, materials dissemination, social media, website, media coverage, and more.

We hope that we can count on you – and your organization – to help us impact even more Americans in 2015.

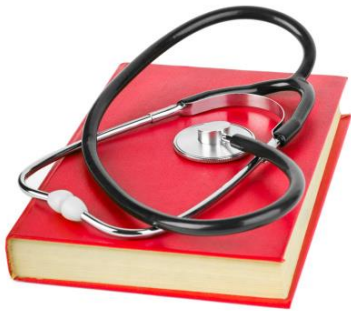
This year marks the second annual ***Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!*** The remainder of this toolkit will arm you with the ideas and tools you need to participate on **May 7, 2015**.

New This Year!

Since last year’s *National Day of Action: Roll Up Your Sleeves!* Toolkit, the campaign staff has developed additional tools and resources for you, including:

- New “action” ideas, inspired by last year’s reported activities
- Innovative materials designed to engage and empower patients – including a “Choose Your Path” animated video and high blood pressure fact sheets developed specifically for African Americans and Hispanics,
- A new “It Takes A Team” video showcasing the importance of team-based care in hypertension control designed for your entire care team
- Media outreach resources to garner publicity in your local market such as press release templates, website content, spokesperson quotes, and more

Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!
(May 7, 2014)



As part of our efforts during National High Blood Pressure Education Month, the American Medical Group Foundation (AMGF) will host the second annual [Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!](#) on Thursday, May 7, 2015.

For the second year, we encourage all Measure Up/Pressure Down® supporters to roll up your sleeves and join together in their respective communities and participate in at least one *action* to raise awareness of high blood pressure – to patients, providers, employees, or the general public. These actions can take different forms, based on your audience, capabilities, and resources. We encourage supporters to get creative and think of ways to incorporate the *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!* into activities and events that already exist at your organization.

The “*Roll Up Your Sleeves!*” theme has double meaning for Measure Up/Pressure Down®. We want to:

- Encourage those at medical groups, health systems, partner organizations, and sponsoring companies to roll up your sleeves and continue the important and ongoing work in blood pressure control, and
- Motivate patients to literally roll up their sleeves and get a blood pressure reading.

Keep reading for action ideas, how to share your plans and results, and resources to support your *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!* efforts.

Checklist for National Day of Action

The 2015 *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!* is designed to bolster your existing blood pressure control efforts; not add to your to-do list.

Here's a handy checklist for how your organization can get involved! Keep reading the National Day of Action Toolkit for more information.

- ☐ **Select one action** for the National Day of Action with the help of your quality team, marketing department, and health education team. Supporters can take on multiple actions, if interested. We've already brainstormed a number of actions, organized by anticipated level of effort (see page 6).
- ☐ **Share your National Day of Action plans** with Measure Up/Pressure Down® **by May 1** so that we can publicize your participation as part of our national effort and increase your visibility. See page 7 of this toolkit for more details, including contact information.
- ☐ **Hold or participate in your selected action(s) on May 7.** Remember, your participation can help millions of Americans with or at-risk of the disease.
- ☐ **Send us your results** with accompanying photos, links, and more **by June 1.** A full description of what we're looking for and contact information is available on page 7 of this toolkit.

Overview of National Day of Action Ideas



To help you get started, we developed a list of actions that may be possible at your medical group, health system, partner organization, or sponsoring company. Depending on which action or actions you select, you can educate at-risk patients, engage your employees, promote your existing activities, or commit to a new blood pressure control effort.

The following chart organizes action ideas by anticipated level of effort – low, medium, and high. **Remember, you don't have to do every action.** Just getting involved in one of the suggested ways (or developing your own action) will raise awareness about high blood pressure and move patients closer to blood pressure control and a healthier life.

Refer to pages 8-13 for more detailed information about each idea. And, to see last year's actions from your organization and other supporters, click [here](#).

New This Year!

Last year, 70 campaign supporters participated in the inaugural National Day of Action: Roll Up Your Sleeves!, and collectively reached 57.4 million Americans. On the pages that follow, we've listed "actions" from 2014 to inspire your ideas.

Action Ideas by Level of Effort

Low

- Provide free high blood pressure education materials in your waiting rooms or during appointments with hypertensive patients.
- Play blood pressure videos in your waiting rooms.
- Post blood pressure signage in relevant care areas.
- Request an official declaration from your public official.
- Follow and post social media content about Measure Up/Pressure Down[®] and high blood pressure.
- Hand out promotional materials highlighting blood pressure control.
- Present certificates of achievement to patients and providers at goal.

Medium

- Offer free or low-cost blood pressure screenings.
- Sponsor blood pressure-related contests.
- Highlight patients who have improved their blood pressure and health.
- Host a brown bag lunch for employees.
- Host a blood pressure related training for employees.
- Feature Measure Up/Pressure Down[®] efforts in your internal employee newsletter.
- Hold a contest for employees to showcase their smarts.
- Create a National Day of Action profile picture.
- Update your website with Measure Up/Pressure Down[®] web banners and a web badge.
- Blog about high blood pressure.
- Submit a success story to feature on the Measure Up/Pressure Down[®] website.

High

- Host a high blood pressure online chat, social media chat, or webinar.
- Start a support group for those with high blood pressure.
- Host a family event with educational activities.
- Engage media around *Measure Up/Pressure Down[®] National Day of Action: Roll Up Your Sleeves!*
- Commit to a new campaign plank.

Share Your National Day of Action Plans & Results

Once you've determined how your organization will participate in the *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!*, let us know!

By sharing your plans and reporting on the action, the campaign will:

- Boost publicity for your planned action(s) on the campaign website and campaign webinars, through social media channels, and in media outreach efforts, reaching thousands of patients, providers, and healthcare organizations,
- Publicly recognize your participation in the second *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!*,
- Highlight your organization among leaders in your city or state for blood pressure control efforts, and
- Measure the impact and success of the National Day of Action – including the number of patients reached – to leverage support for similar events and future campaigns.

Three easy steps is all it takes!

1. Submit your plans (see below for e-mail or website), including a description of the activity, anticipated audience (e.g., patients, employees, media), date and time, and contact person and e-mail, by May 1, 2014.
2. On May 7, 2015, take at least one action to improve blood pressure control.
3. Starting on May 8, using the e-mail or website form below to share what happened, including a description of the activity, actual audience (e.g., patients, employees, media), estimated number of people reached, links and screenshots (for social media and web actions), and photos (if available), by June 1, 2014.

Keep Us Posted

- E-mail MUPDNationalDayofAction@amga.org
- Complete the [action submission form](#), available on our website

National Day of Action Ideas

Low Level of Effort

- **Provide free high blood pressure education materials in your waiting rooms or during appointments with hypertensive patients.** Knowledge is power, according to the popular adage. Equip patients with the knowledge they need to understand the dangers of high blood pressure, evaluate their own risk factors, and work with their healthcare team to control the condition. Measure Up/Pressure Down® launched *Circulation Nation: Your Roadmap to a Healthy Blood Pressure*, a patient booklet (available for download on the campaign website) in 2014. And this year, two new factsheets addressing health disparities and an animated video were created for patients. Refer to the “Promotional and Educational Materials” section for more information
- **Play blood pressure videos in your waiting rooms.** Many campaign partners, including [Million Hearts®](#) and [American Heart Association](#), have videos that educate patients about high blood pressure. This year, Measure Up/Pressure Down® launched its animated “Choose Your Path” patient video. Follow Henry as he learns how one patient can have two different outcomes (long healthy life or potential for stroke or heart attack), depending on what life choices they make (e.g., taking medications, eating healthy, exercising regularly). In fact, your organization might have already produced a PSA or similar video about high blood pressure. If waiting rooms at your medical group or health system have television displays with capability to stream video from the web or files, play blood pressure videos on the *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!* to make patients take notice.
- **Post blood pressure signage in relevant clinic areas.** The campaign’s Provider Toolkit has a myriad of signs, posters, and related resources for use by participating groups and other supporters. Consider posting a sign about accurate blood pressure measurement technique near the cuffs in patient exam rooms or a poster with your clinic’s goals in a staff lunch room.
- **Request an official declaration from your public official.** Ceremonial documents can be prepared by local or state officials to honor observances in their community, including those related to health. Request your mayor or governor declare May 7, 2015 the [YOUR ORGANIZATION’S] *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!*. Check your city or state website for more information about the process. Some even allow you to request such a proclamation online.
- **Follow and post social media content about Measure Up/Pressure Down® and high blood pressure.** Spread the word to your organization’s social media fans and followers by following the Measure Up/Pressure Down® Twitter and Facebook accounts, sharing and retweeting the campaign’s high blood pressure information, and posting your own messages. Sample social media messages are provided in the “Promotional and Educational Materials” section of this *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!* Toolkit.

- **Create “fun” materials featuring blood pressure control messages.** From stress balls and buttons to temporary tattoos and t-shirts, “fun” promotional materials can be cost-effective ways to engage patients and employees alike and keep blood pressure control top of mind. Use these giveaways as incentives or distribute them across your entire organization to generate buzz.
- **Present certificates of achievement to patients and providers at goal.** When a patient or provider meets their blood pressure control goals, recognize their hard work and efforts with a certificate! Consider handing them out to any providers on May 7, or coordinating a mailing during the entire National High Blood Pressure Education Month for patients.

Medium Level of Effort

- **Offer free or low-cost blood pressure screenings.** For existing and potential patients, offer free or low-cost blood pressure screenings at locations throughout your service area — in clinics, at hospitals, or as part of a local health fair. These screenings are important touch points for providers to interact with at-risk patients, educate them about chronic conditions, and improve care. Be sure to consider how readings that are high will be triaged and referred back to a provider.
- **Sponsor blood pressure-related contests.** Getting patients to participate in a blood pressure related contest will increase their excitement to get in the know and then get in control of the disease. Try developing a quiz with high blood pressure facts or common myths, or starting a contest to see how quickly patients can get in control of their high blood pressure. Don't forget – fun prizes and bragging rights can increase participation!
- **Highlight patients who have improved their blood pressure and health.** Many people across the country and in your own community are diagnosed with high blood pressure every day. To inspire these individuals to take control of their health, Measure Up/Pressure Down® shares the stories of remarkable individuals across the nation who are now in control of the disease by measuring their blood pressure, monitoring for changes, and maintaining healthy numbers through lifestyle changes and/or medication on our website. You can learn about the journeys of Lionel, Claire, Rolanda, Nellie, Gail, and others on the [Personal Stories of High Blood Pressure Control](#) webpage. Are there patients in your care who have their own journeys to blood pressure control and are willing to share with others? We bet there are! If you already have patient profiles in written, video, or audio formats on your website, share them with Measure Up/Pressure Down®. We'll work with you to obtain the patient's permission to post the story on our webpage. If you don't already have these, it's an easy process – reach out to providers to identify a patient, interview the patient (we have a list of helpful questions to help guide the conversation), write the story, get their approval (we also can provide a release form), and share with us!
- **Host a brown bag lunch for employees.** A brown bag lunch is an informal opportunity for employees to learn at work. These lunches can be used to convey work information occasionally, but mostly serve to enhance employee knowledge about non-work or job specific issues and ideas. According to the Centers for Disease Control and Prevention, high blood pressure is one of the 10 most expensive health conditions for U.S. employers. Take time on *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!* to educate your employees about high blood pressure, its dangers, and risk factors. Consider bringing in a provider to answer questions and take blood pressure readings during the brown bag lunch. Of course, make sure that the lunch served is heart healthy – replace salted chips with low- or no-salt options or fruit.

- **Host a blood pressure related training for employees.** Employee education can go beyond a brown bag lunch. Consider holding a formal training for employees, such as training direct care staff on accurate blood pressure measurement technique or holding competency checks on May 7 for staff already trained. A viewing of the campaign's new "It Takes a Team" video can also be utilized to reiterate the roles of different care team members in hypertension management – including receptionists, nurse managers, and IT/data staff – and lead a discussion on different topics mentioned in the film.
- **Feature Measure Up/Pressure Down® efforts in your internal employee newsletter.** A feature article about your medical group's commitment to Measure Up/Pressure Down® will help all staff – not just those who work in quality improvement – understand the importance of such initiatives. Consider writing a general article, interviewing the Measure Up/Pressure Down® campaign lead for a Q&A, or highlighting a patient who has recently taken control of their hypertension thanks to your organization's hypertension efforts. Contact campaign staff for boilerplate language or a spokesperson quote for inclusion.
- **Hold a contest for employees to showcase their smarts.** Encourage your employees to show off their knowledge about high blood pressure with a contest. Try hosting a potluck lunch that allows employees to bring in their favorite heart healthy/blood pressure-friendly dish and vote on the tastiest recipe. Or, consider testing accurate blood pressure readings – those employees who follow all steps prescribed by your group could be entered into a prize drawing (see the [Measure Up/Pressure Down® Provider Toolkit](#) for more information and tools on accurate readings).
- **Create a National Day of Action profile picture.** Share your support of *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!* with the world by changing your social media profile images for the day. Encourage your followers, patients, employees, and other stakeholders to do the same.
- **Update your website with Measure Up/Pressure Down® web banners and a web badge.** Measure Up/Pressure Down® offers two easy ways for medical groups, health systems, partners, and sponsors to integrate the campaign on websites without needing to create new web pages or content. Web banners and a web badge are provided in the "Promotional and Educational Materials" section of this *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!* Toolkit. Request your web team post these on May 7, 2015 and then leave them on the website year round.
- **Blog about high blood pressure.** If your organization has a blog or similar online platform for timely content, consider writing about National High Blood Pressure Education Month. Not only will a post educate readers, but organizations can promote their own role and successes in blood pressure control. If you aren't able to create your own blog post, simply copy and paste the blog post in the "Promotional and Educational Materials" section of this Toolkit.

- **Submit a success story to feature on the Measure Up/Pressure Down® website.** Are you a participating medical group or health system well on its way to meeting the Measure Up/Pressure Down® campaign goal of 80 percent of patients in control of their high blood pressure by 2016? If so, submit your success story to be featured on the campaign website. Be sure to review the [success stories](#) of the four groups already featured (Kaiser Permanente Northern California, ThedaCare Physicians, Riverside Medical Group, and Mercy Clinics, Inc.) and send background on your organization, specific actions taken to improve hypertension control, and past and current control rates.

High Level of Effort

- **Host a high blood pressure online chat, social media chat, or webinar.** Research shows nearly three-quarters of U.S. adults living with chronic conditions use the Internet. Interactive chats (on your website, blogs, or through social media accounts like Twitter or Facebook) or webinars offer patients the opportunity to learn about high blood pressure and ask questions in real time to specialists without leaving their homes. If your organization already hosts regular online medical chats, social media chats, or webinars, request high blood pressure as a topic in May.
- **Start a support group for those with high blood pressure.** Blood pressure often requires small and large lifestyle changes to get in control of the disease. Many patients may need additional support and encouragement to help make and sustain these changes, particularly if they are newly diagnosed or dealing with other chronic conditions. Start a support group for those with high blood pressure so that patients can talk to others with the disease, discuss lifestyle changes and medication use, and get in control of the “silent killer.”
- **Host a family event with educational activities.** Because high blood pressure does not discriminate based on age, offer an event for patients and their families. Patients can invite their families to learn more about their condition and how it affects people of all ages and life stages – from youth to pregnant women to the elderly. The family event could feature information on blood pressure control, healthy eating and physical activity tips, and fun activities.
- **Engage media around *Measure Up/Pressure Down*[®] National Day of Action: Roll Up Your Sleeves!.** Media members are drawn to events in their community that provide a local angle to national observances and holidays. In essence, local media members want to cover news in their own backyard. A commitment to blood pressure control and improvement can be a compelling story for local media, particularly during National High Blood Pressure Education Month. To engage media, work with your Media/Marketing/Communications Department to issue a press release specific to the National Day of Action. Our “Promotional and Educational Materials” section of this Toolkit has a press release template for your use. Be sure to include helpful information for the media – background information and statistics around high blood pressure in your local area, planned events in your community, and contact information. Interested media may follow up to attend the events or learn more about blood pressure control efforts in your organization. Share your press releases and any resulting coverage with Measure Up/Pressure Down[®] for inclusion in our [Press Room for Media](#). And, contact the campaign if you need assistance with local pitching and outreach.
- **Commit to a new campaign plank.** When your organization joined Measure Up/Pressure Down[®] as a participating medical group or health system, you committed to implementing at least one [campaign plank](#) (care process). With just six months remaining in the campaign, what better time to boost your efforts to continue on the road to hypertension control by adopting a new primary process or value-added process plank?

Promotional and Educational Materials

Measure Up/Pressure Down® developed a series of promotional and education materials for your use during National High Blood Pressure Education Month, on *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!*, and throughout the year, since high blood pressure shouldn't be a health concern only during this month. Discover our materials and how you can use them:

NEW RESOURCES

All resources listed below will be available on May 1 by visiting the [campaign website](#), unless otherwise noted.

“Choose Your Path” Patient Video

This animated video, developed by Measure Up/Pressure Down®, can be used by medical groups and campaign supporters to educate and empower patients with or at risk of high blood pressure. Follow “Henry” as he learns how one patient can have two different outcomes (long healthy life or potential for stroke or heart attack), depending on what life choices they make (e.g., taking medications, eating healthy, exercising regularly). Show it on televisions in patient waiting areas, display it at a health fair or free screenings, or post it on your website or social media – the possibilities are endless!

“It Takes a Team” Provider Video

Hypertension control takes a team – all members of the care team are integral to helping each patient achieve their personal blood pressure goals. Developed by Measure Up/Pressure Down®, this video reminds eight care team members (specialist care provider, receptionist, medical assistant, primary care provider, nurse manager, IT/data specialist, pharmacist, and patient) of their role in hypertension control. The video can be viewed in one long segment or by care team members. Consider holding a screening at all-staff meetings, posting it to your employee intranet, or disseminating the video via email to reiterate the role that everyone plays in the management of high blood pressure.

Factsheet: African Americans and High Blood Pressure

This one page factsheet features information about African Americans and high blood pressure, including prevalence, risk factors, and prevention tips for this specific audience.

Factsheet: Hispanics and High Blood Pressure

This two-page, bilingual factsheet (in both English and Spanish) features information about Hispanics and high blood pressure, including prevalence, risk factors, and prevention tips for this specific audience.

Newsletter, Blog, or Website Content

Looking to post information about high blood pressure to your newsletter, blog, website, or patient portal? Measure Up/Pressure Down® developed an article (see Appendix) for your use, titled “Six Steps to Control Your Blood Pressure.”

Press Release Template

Local media are often looking for local angles to national events and observances. To support your media outreach, Measure Up/Pressure Down[®] developed a press release template for your use (see Appendix). To request media outreach support or a quote from AMGF, please contact MUPDNationalDayofAction@amga.org.

Sample Social Media Posts

Whether you have hundreds or millions of followers, engage your audience on social media with posts about high blood pressure and the Measure Up/Pressure Down[®] campaign. Use the sample social media posts in this toolkit (see Appendix) or repurpose the web badge or banners (see below) for images.

EXISTING RESOURCES

Patient Booklet

Measure Up/Pressure Down[®] released [*Circulation Nation: Your Roadmap to Managing High Blood Pressure*](#), a patient education hypertension booklet that is available on the campaign website, in April 2014. The 24-page booklet empowers patients with high blood pressure to get in control of the disease through the power of storytelling and with the guidance of characters from across the nation who address 10 different risk factors: eating right, being active, communicating, tracking numbers, taking medication, reducing stress, setting alcohol limits, stopping tobacco use, managing chronic conditions, and knowing risks.

Patient Tip Sheets

Our [10 patient tip sheets](#) use the same approach as the *Circulation Nation: Your Roadmap to Managing High Blood Pressure* patient booklet – educating patients in an easy-to-understand way about high blood pressure, its risk factors, and how to control the disease. Each tip sheet focuses on a risk factor and lists three small steps patients can take for each.

Infographic

Learn the facts and share the message with our [high blood pressure infographic](#). Statistics highlight prevalence, risk factors, and other important information about the disease. Share this infographic on social media channels, post to your website or blog, exhibit at a health screening, or print and hang in your office.

Web Badge



Show your support of the Measure Up/Pressure Down[®] campaign by posting a [web badge or banner](#) on your organization's website. When clicked, the web badge directs patients to the campaign website for more blood pressure control information. And, if you use these, simply click the "Did You Use This Badge? Tell Us!" link on the webpage.

Web Banners



Show the Internet that you're a supporter of blood pressure control. Measure Up/Pressure Down® developed [web banners](#) of all shapes and sizes, so simply copy the codes and display the banners on your site. A variety of static and animated banners are available on the campaign website here. Reporting your "action" of web banner usage is easy – just click the "Did You Use This Badge? Tell Us!" link on the webpage.



Contact Information

For questions about National High Blood Pressure Education Month or the *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!*, please contact:

- **Kendra Gaskins**
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- **Shannon Walsh**
Project Coordinator, Measure Up/Pressure Down® and Chronic Care Initiatives
swalsh@amga.org
(703) 838-0033 ext. 377

NEWSLETTER, BLOG, OR WEBSITE CONTENT

Looking to post information about high blood pressure to your newsletter, blog, website, or patient portal? Measure Up/Pressure Down® developed an article for your use, titled "Six Steps to Control Your Blood Pressure."

Six Steps to Control Your Blood Pressure

A routine doctor's appointment often involves a health professional checking your blood pressure. The screening is not painful or stressful and typically takes less than a minute to measure. However, the results of this simple test may identify a condition that, when managed, could help reduce your chances for stroke or heart attack.

High blood pressure, often referred to as the "silent killer," does not have any symptoms, but can cause serious damage to arteries, leading to heart disease and stroke. Nearly one in three adults in the United States has high blood pressure, and because there are no symptoms, many remain unaware of the condition for years, according to the American Medical Group Foundation (AMGF). A blood pressure screening in a doctor's office can determine if you have healthy or high blood pressure. Doctors, nurses, pharmacists, and other health professionals can help patients understand the risk factors for high blood pressure and its health problems, and recommend lifestyle modifications and/or medicines to control the disease.

The [Measure Up/Pressure Down®](http://www.measureuppressuredown.com) national high blood pressure campaign is an initiative of AMGF to encourage adults to get in control by using lifestyle changes, including:

1. Know your numbers – Understanding what blood pressure is and what your numbers are is an important first step. At its simplest, blood pressure is the force of blood pushing against the walls of the arteries as the heart pumps blood. Work with your health care team to determine your individual blood pressure goals and treatment plan if your numbers are too high.
2. Eat right – A diet with excessive sodium (salt) may cause a person to retain fluid, which can lead to higher blood pressure. Potassium can help the body balance this sodium. Foods high in potassium include bananas, plain baked potatoes, avocados and cooked white beans.
3. Stay active – On average, people who are more active tend to have lower heart rates, which means the heart does less work each time it contracts, reducing the pressure on arteries. Adults should be active at least 30 minutes each day.

4. Reduce stress – Many Americans respond to stressful situations by eating more, getting less exercise, drinking or smoking. Plus, a stressful situation can also increase blood pressure for a short period of time. Try to reduce the occurrence of these situations and look for healthy ways - like meditation or walking - to help you deal with stress.
5. Set alcohol limits and eliminate tobacco – Over time, consuming a high amount of alcohol can damage the heart. Recommendations are for women to limit themselves to one drink a day and for men to two drinks to avoid seeing an increase in blood pressure. Tobacco use and secondhand smoke can immediately raise blood pressure levels and cause damage to the lining of arteries. If you're interested in quitting your tobacco use, call 1-800-QUIT-NOW.
6. Take medication – Your doctor may recommend taking a blood pressure medication to keep levels steady. Be sure to follow the directions provided for taking the medications to ensure you're getting the most benefit from them.

With Measure Up/Pressure Down[®], Americans are encouraged to [measure, monitor and maintain](#) their blood pressure levels to stay in control of this health condition. If you don't know your blood pressure levels and want more information to determine if you might be at risk for high blood pressure, visit MeasureUpPressureDown.com. Or learn more about blood pressure on [Facebook](#) or [Twitter](#).

PRESS RELEASE TEMPLATE

Local media are often looking for local angles to national events and observances. To support your media outreach, Measure Up/Pressure Down[®] developed a press release template for your use. To request media outreach support or a quote from AMGF, please contact MUPDNationalDayofAction@amga.org.

Contact:
NAME
YOUR ORGANIZATION
PHONE NUMBER
EMAIL

May 7, 2015

**[ORGANIZATION NAME] PARTICIPATES IN NATIONAL DAY OF ACTION FOR
HIGH BLOOD PRESSURE AWARENESS, DETECTION, AND CONTROL
*Supports Measure Up/Pressure Down[®] National Campaign***

CITY – [ORGANIZATION NAME] [LIST "ACTION" – e.g., hosted free community blood pressure screening] as part of the *Measure Up/Pressure Down[®] National Day of Action: Roll Up Your Sleeves!* event, the American Medical Group Foundation announced today.

Medical groups, health systems, sponsors, and partners across the nation will take at least one "action" in their local community to raise awareness of high blood pressure to patients, providers, employees, or the general public. The *Measure Up/Pressure Down[®] National Day of Action: Roll Up Your Sleeves!* is held in conjunction with National High Blood Pressure Education Month, recognized annually in May.

[SPECIFIC DETAILS ABOUT YOUR ACTION – INCLUDING AUDIENCE, REACH, AND MORE]

"[QUOTE]," said [SPOKESPERSON, TITLE, YOUR ORGANIZATION].

High blood pressure (hypertension) is one of our nation's most significant health issues. An estimated one in three (68 million) Americans have the disease, often referred to as the silent killer. Uncontrolled high blood pressure can lead to heart disease, stroke, heart attack, kidney disease, and other serious health problems.

[INSERT LOCAL HYPERTENSION STATISTICS], according to [DATA SOURCE].

Led by the American Medical Group Foundation, Measure Up/Pressure Down[®] is a three-year campaign to improve high blood pressure prevention, detection, and control. The campaign mobilizes nearly 150 medical groups and health

systems to achieve the goal of having 80 percent of their patients with high blood pressure under control by 2016. To achieve this goal, health systems adopt one or more evidence-based care processes that lead to measureable improvements in outcomes. Collectively, participating groups and systems deliver care to more than 42 million patients.

For more information about the campaign and *Measure Up/Pressure Down*® *National Day of Action: Roll Up Your Sleeves!*, visit www.MeasureUpPressureDown.com.

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About the Measure Up/Pressure Down® Campaign

The American Medical Group Foundation (AMGF), the nonprofit arm of the American Medical Group Association, launched Measure Up/Pressure Down®, a three-year national campaign to improve care and reduce the burden of high blood pressure on November 29, 2012. Measure Up/Pressure Down® includes nearly 150 medical groups, health systems and national partners such as the U.S. Department of Health and Human Services, Mayo Clinic, Cleveland Clinic, Kaiser Permanente, and Geisinger Health System. The goal of the three-year campaign is to have 80 percent of high blood pressure patients in control of their condition by 2016.

About [ORGANIZATION NAME]
[BOILERPLATE]

SAMPLE SOCIAL MEDIA POSTS

Whether you have hundreds or millions of followers, engage your audience on social media with posts about high blood pressure and the Measure Up/Pressure Down® campaign. Use the sample social media posts in this toolkit or repurpose the web badge or banners for images.

We'll be posting updates on a daily basis from our Twitter (@MUPDcampaign) and Facebook (/MeasureUpPressureDown) accounts, so retweet, like, and share!

Twitter

- [INSERT YOUR ORGANIZATION] and @MUPDcampaign are rolling up our sleeves to improve blood pressure on May 7! <http://ow.ly/KHxjF> #MUPDNationalDayofAction
- We are rolling up our sleeves for blood pressure control today with @MUPDcampaign by [INSERT ACTION] #MUPDNationalDayofAction
- How do you measure up? Discover the facts behind blood pressure control with @MUPDcampaign: <http://ow.ly/vzQ3T> #MUPDNationalDayofAction
- Measure, monitor, maintain your way to a healthy blood pressure on #MUPDNationalDayofAction: <http://ow.ly/vzQ7L> (via @MUPDcampaign)
- TRIVIA: What is a healthy blood pressure? 159/121? 119/77? 145/100? Guess the answer on #MUPDNationalDayofAction (via @MUPDcampaign)
- Download Circulation Nation: Your Roadmap to Managing High Blood Pressure (via @MUPDcampaign)! <http://ow.ly/vzRxY> #MUPDNationalDayofAction
- Which path will you choose? Watch Henry discover how to manage his blood pressure and live a long, healthy life: [LINK AVAILABLE 5/1]
- High blood pressure affects everyone, but race & ethnicity may cause some people to be more at risk for the disease: [LINK AVAILABLE 5/1]

Facebook

- [INSERT YOUR ORGANIZATION] and @Measure Up Pressure Down are rolling up our sleeves to improve blood pressure control on May 7! Learn more: <http://ow.ly/KHxjF>
- On today's second @Measure Up Pressure Down National Day of Action, we're rolling up our sleeves for blood pressure control by [INSERT ACTION]
- How do you measure up? Learn more and discover the facts behind blood pressure control on the first @Measure Up Pressure Down National Day of Action: <http://ow.ly/vzQ3T>
- No better time to measure, monitor, maintain than on the second @Measure Up Pressure Down National Day of Action! Learn more about the three Ms that will start your path to a healthy blood pressure: <http://ow.ly/vzQ7L>
- It's time for blood pressure trivia on the @Measure Up Pressure Down National Day of Action. Which is considered a healthy blood pressure? A. 159/121 B. 119/77 C. 145/93. Guess the healthy numbers in the comments below and we'll share the right answer.

- Take a step to blood pressure control by downloading Circulation Nation: Your Roadmap to Managing High Blood Pressure on today – the @Measure Up Pressure Down National Day of Action! Available in both interactive and PDF formats: <http://ow.ly/vzRxY>
- Which path will you choose? Watch Henry discover how to manage his blood pressure and live a long, healthy life: [LINK AVAILABLE 5/1]
- High blood pressure affects everyone, but race & ethnicity may cause some people to be more at risk for the disease: [LINK AVAILABLE 5/1]