

Press Release Template



Your commitment to blood pressure control and improvement can be a compelling angle for local news media, particularly during National High Blood Pressure Education Month and the Measure Up/Pressure Down[®] National Day of Action: Roll Up Your Sleeves! event. The press release template below can be customized for your organization. For questions or requests for media support or a quote from AMGA Foundation, please email MUPDNationalDayofAction@amga.org.

Contact:

NAME

ORGANIZATION

PHONE NUMBER

EMAIL

May 5, 2016

[ORGANIZATION NAME] LEADS HIGH BLOOD PRESSURE EFFORTS IN [LOCATION]

Part of Measure Up/Pressure Down[®] National Day of Action to Improve High Blood Pressure Awareness, Detection, and Control

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, [ORGANIZATION or AMGA Foundation] announced today.

Medical groups, health systems, sponsors, and partners across the nation will take at least one "action" in their local community today 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! event 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.

According to [DATA SOURCE], [INSERT LOCAL HYPERTENSION STATISTICS] in [CITY/COUNTY/STATE].

Led by the AMGA 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. To date, the campaign has improved hypertension detection and control for over half a 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 Measure Up/Pressure Down[®]

AMGA Foundation, the nonprofit arm of the AMGA, 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. The goal of the three-year campaign is to have 80 percent of high blood pressure patients in control of their condition. To date, the campaign has improved hypertension detection and control for over half a million patients. Though Measure Up/Pressure Down[®] officially concluded on December 31, 2015, certain activities such as the National Day of Action will continue in 2016.

Measure Up/Pressure Down[®] includes nearly 150 medical groups and health systems such as Mayo Clinic, Cleveland Clinic, Kaiser Permanente, and Geisinger Health System. The campaign also brings together national partners and sponsor organizations to work collectively to provide patients and communities information and tools that facilitate

lifestyle changes, medication adherence, and other keys to successful blood pressure control. For more information about the campaign, visit www.MeasureUpPressureDown.com.

About AMGA Foundation

AMGA Foundation is AMGA's nonprofit arm that enables medical groups and other organized systems of care to consistently improve health and health care. AMGA Foundation serves as a catalyst, connector and collaborator for translating the evidence of what works best in improving health and health care in everyday practice. To learn more, visit www.amga.org/foundation

About [ORGANIZATION NAME]

[BOILERPLATE]