



Live to the Beat American Heart Month Messaging Toolkit Hypertension Control

KEY MESSAGES

- Did you know that about 1 in 3 adults in the United States with high blood pressure don't know they have it? That's because most people with high blood pressure don't have any signs or symptoms - meaning you could be at higher risk for a heart attack or stroke but feel completely fine. The only way to know if your blood pressure is high is to get it checked.
- High blood pressure - also called hypertension - affects a lot more than just your heart. It can impact your whole body, head to toe. But there are lots of things you can do to keep it under control, which means keeping your pressure consistently lower than 130/80.
- When your blood pressure numbers are often higher than 130 over 80, you have uncontrolled high blood pressure, also known as hypertension. Uncontrolled hypertension increases your risk for heart attack and stroke as well as your risk of memory loss and dementia, vision loss, chronic kidney disease AND sexual dysfunction.
- There are lots of things you can do to help keep your blood pressure consistently lower than 130/80. And the best part is that lots of those things can also improve your health in other ways.

Develop a control plan.

- Get your blood pressure checked and do your best to keep track of your numbers - you can even get your own blood pressure cuff to check it at home.
- Make healthy lifestyle choices like cutting back on sodium and getting active – even 5 minutes a day can make a difference!
- Blood pressure can change based on things like activity, stress, caffeine, and even posture. That's why it's important to measure and record your blood pressure regularly, not just at doctor visits.
- If a doctor has prescribed medicine to help control your high blood pressure, follow all instructions for taking them. Most people with hypertension need to take medicine to keep it under control.

Doing damage you can't see.

- Keeping your hypertension under control can reduce your risk of dementia by 15%.
- Uncontrolled hypertension can impact your vision, your sex life and can lead to chronic kidney disease.
- Every moment your blood pressure is out of control, it quietly damages your body. Most people don't have any symptoms, so you often can't feel the damage until it's too late to prevent life-altering health problems. The sooner you take action; the sooner you can stop more damage from happening.



Treatment

- Healthy lifestyle changes are important, but without medicine, they're rarely enough to achieve blood pressure control. Most people - 4 in 5 adults in the U.S. - also need medicine to get their blood pressure under control.
- Everyone's path to blood pressure control is a little different, but most people manage their blood pressure through a mix of taking 1 or more blood pressure medicines along with healthy habits, like eating a low-salt diet, staying active, quitting smoking, and managing stress.
- It could take time to find the right medicine or combination of medicines to get your blood pressure under control.

PROMOTIONAL POSTS & GRAPHICS

Want to create your own content? Please feel free to use any of the messages below. So that we can amplify your message, use the hashtags #LiveToTheBeat and/or #LTTB.

Suggested Graphics:

You can use your own visuals or choose from the [Live to the Beat branded assets available here](#), and pair them with the social copy below.

Suggested Copy:

Did you know about **1 in 3 adults with high blood pressure don't know they have it?** That's because high blood pressure often has **no symptoms**. You can feel completely fine and still be at risk for heart attack or stroke. The only way to know? **Get it checked**. One small step can make a big difference.

♥ Learn More: <https://bit.ly/46hDPgF> #LiveToTheBeat #SmallSteps #KnowYourNumbers

High blood pressure affects more than just your heart. When it's not under control, it can impact your **brain, kidneys, vision, memory - and even your sex life**. The good news? There are many ways to keep your blood pressure in a healthier range - and many of them support your overall health, too.

Learn More: <https://bit.ly/46hDPgF> #LiveToTheBeat #SmallSteps #KnowYourNumbers

When blood pressure consistently stays **above 130/80**, it's considered uncontrolled hypertension. Over time, it can increase the risk of heart attack, stroke, memory loss, vision problems, and kidney disease - often without you feeling a thing. Small steps today can help protect your health tomorrow.

Learn More: <https://bit.ly/46hDPgF> #LiveToTheBeat #SmallSteps #KnowYourNumbers

Keeping high blood pressure under control can reduce the risk of dementia by **up to 15%**. Managing your blood pressure helps protect not just your heart - but your brain, vision, and kidneys too. One small step at a time adds up. Learn More: <https://bit.ly/46hDPgF> #LiveToTheBeat #SmallSteps #KnowYourNumbers



Managing blood pressure doesn't have to be overwhelming.
Start with small, doable steps:

- ✓ Get your blood pressure checked regularly
- ✓ Keep track of your numbers
- ✓ Move your body - even **5 minutes a day counts**
- ✓ Take any medication as prescribed

Progress, not perfection. ❤️ Learn More: <https://bit.ly/46hDPgF> #LiveToTheBeat #SmallSteps #KnowYourNumbers #LiveToTheBeat

If a health care provider has prescribed blood pressure medication, taking it as directed is an important part of care. For most people, medication - along with healthy habits - is what helps keep blood pressure under control. Support and consistency matter. Learn More: <https://bit.ly/46hDPgF> #LiveToTheBeat #SmallSteps #KnowYourNumbers

Healthy habits matter - but for most people, they aren't enough on their own. About **4 in 5 adults** with high blood pressure (or hypertension) also need medication to get their blood pressure under control. Medication + small lifestyle changes = a powerful combination. Learn More: <https://bit.ly/46hDPgF> #LiveToTheBeat #SmallSteps #KnowYourNumbers

There's no one-size-fits-all path to managing blood pressure.
Most people find success with a mix of:

- ✓ Tracking their numbers
- ✓ Cutting back on sodium
- ✓ Moving more
- ✓ Managing stress
- ✓ Taking their medication as prescribed

Your plan should fit *your* life. Learn More: <https://bit.ly/46hDPgF> #LiveToTheBeat #SmallSteps #KnowYourNumbers

Finding the right blood pressure medication - or combination - can take time. That's okay. Managing blood pressure is a process, and support along the way makes a difference. Keep going. You're not alone. Learn More: <https://bit.ly/46hDPgF> #LiveToTheBeat #SmallSteps #KnowYourNumbers