

May 2018 – Million Hearts® Messaging

Commem

Monthly Focus: Self-Measured Blood Pressure Monitoring (SMBP)

May brings us Spring flowers blooming as well as several important health-

Observances for May

- May 17: [World Hypertension Day](#)
- May 31: [World No Tobacco Day](#)
- All month: [May Measurement Month](#)
- All month: [National High Blood Pressure Education Month](#)
- All month: [National Stroke Awareness Month](#) and [American Stroke Month](#)

Social Media Messages

Channels to follow and re-tweet or share

Twitter: @MillionHeartsUS @MayMeasure

Facebook: <https://www.facebook.com/millionhearts>

Hashtags to follow and/or use: #WorldHypertensionDay #CheckIt #checkyourpressure #BrainforLife #StrokeMonth

Twitter

May Measurement Month is about #checkyourpressure – and your patients' blood pressure! Measure more when you measure at home. <http://bit.do/eeY77> [Image #1]

Many people think stroke is an older person's condition. But recent data show that strokes are happening at younger ages. Learn more: <http://bit.do/efhKE> [Image #2]

High blood pressure is the single most important treatable risk factor for stroke. And it's easy to monitor – you can even do it at home! <http://bit.do/eeY5N> [Image #3]

Help patients monitor their #bloodpressure at home with these 5 steps from @millionheartsus <http://bit.do/eeY5a> [Image #4]

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Image

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High blood pressure is the single most important treatable risk factor for stroke. Commemorate May Measurement Month, National High Blood Pressure Education Month and National Stroke Awareness Month by encouraging patients to get their blood pressure checked. It's easy to monitor – it can even be done at home! <http://bit.do/eeY5N> [Image #3]

Clinicians and health care providers, listen up! You can patients monitor their blood pressure at home with these 5 steps: <http://bit.do/eeY5a> [Image #4]

Millions of Americans – 75 million, to be exact – have high blood pressure. But only about half have it under control. High blood pressure can lead to heart disease or stroke, which are the leading causes of death for Americans. Put an end to these numbers by helping patients lower their blood pressure. Studies show that home monitoring can help! Learn more: <http://bit.do/eeY6p> [Image #5]

Studies have found that self-measured blood pressure monitoring (SMBP), combined with appropriate clinical support, is highly effective in reducing blood pressure. It also has been

Image #2



Image #3



National High Blood Pressure Education Month and National Stroke Awareness Month by helping your patients check and control their BP.

Call to Action

Strong scientific evidence substantiates the impact that self-measured blood pressure monitoring (SMBP), plus clinical support, has on lowering blood pressure. Find several evidence-based SMBP tools, resources, and success stories on the [Million Hearts® website](#). Commemorate [May Measurement Month](#), [World Hypertension Day](#), [National High Blood Pressure Education Month](#) and [National Stroke Awareness Month](#) by helping your patients check and control their blood pressure with SMBP.

Co-branding Opportunity

Million Hearts® is partnering with the International Society of Hypertension and World Hypertension League to promote [May Measurements Month](#)

Life After A Stroke