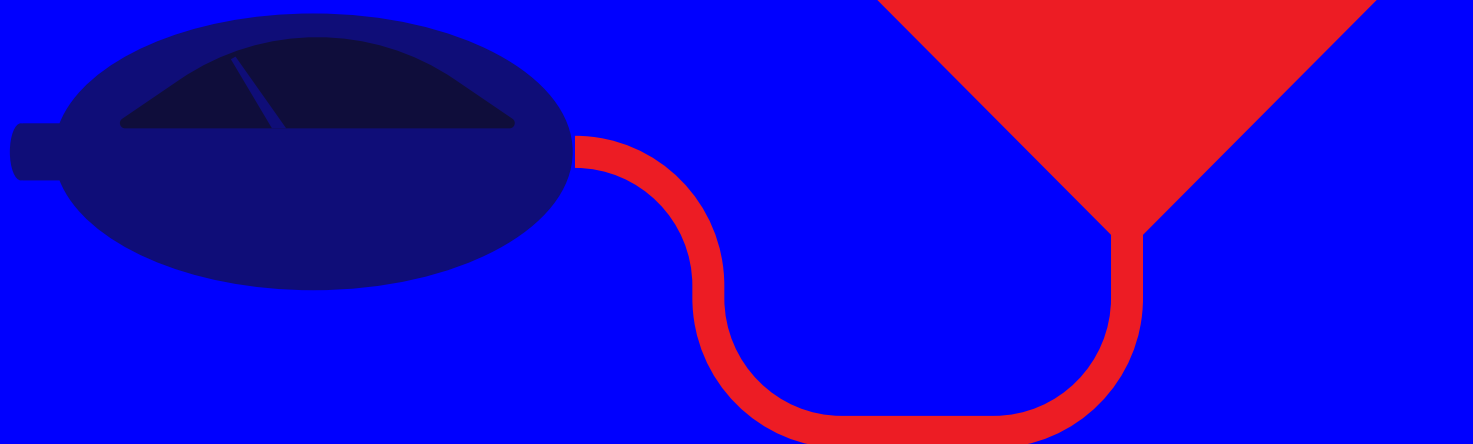


Medtronic

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 digital and environmental resources you can use to highlight special events (such as World Hypertension Day or May Measurement Month), engage patients, or collaborate with advocacy groups.

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



Awareness resources

Infographic

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

 **DOWNLOAD INFOGRAPHIC**

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High blood pressure affects
~50% of U.S. adults¹

Who has it?

- **>1 billion people** worldwide have high blood pressure²
- An estimated **46% of adults** with high blood pressure are unaware they have it²
- High blood pressure disproportionately affects communities of color³



80%

of people with high blood pressure do not have it under control²

What are its effects?

High blood pressure dramatically increases the risk of:

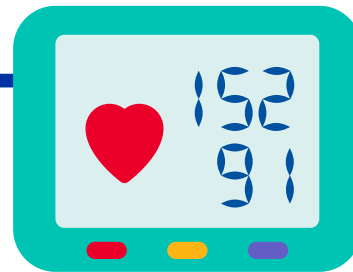
 **Heart attack⁴**

 **Stroke⁴**

 **Heart failure⁴**

 **Kidney failure⁵**

Adults with high blood pressure
**spend 3.2x
more**
on healthcare every year⁶



When should you treat it?

The American Heart Association and the American College of Cardiology recommend treating high blood pressure at 130/80 mmHg.

RECOMMENDED POINT OF TREATMENT

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

DO YOU HAVE HIGH BLOOD PRESSURE?

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

References:

1. U.S. Department of Health and Human Services. The Surgeon General's Call to Action to Control Hypertension. Washington, DC: U.S. Department of Health and Human Services, Office of the Surgeon General; 2020.
 2. World Health Organization. Hypertension fact sheet. 13 September 2019. <https://www.who.int/news-room/fact-sheets/detail/hypertension>
 3. Lackland D. Racial differences in hypertension: implications for high blood pressure management. The American Journal of the Medical Sciences, 348(2), 135-138.
 4. Whelton P, Carey R, Aronow W, et. al. 2017 ACC/AHA/ AAPA/ABC/ACPM/AGS/APhA/ASH/ASPC/NMA/PCNA Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults: A Report of the American College of Cardiology/ American Heart Association Task Force on Clinical Practice Guidelines. Originally published 13 Nov 2017 <https://doi.org/10.1161/HYP.0000000000000065>. Hypertension 2018;71:e13-e115.
 5. Mayo Clinic Staff. High blood pressure dangers: Hypertension's effects on your body. mayoclinic.org website: <https://www.mayoclinic.org/diseases-conditions/high-blood-pressure/in-depth/high-blood-pressure/art-20045868>. Published Jan. 14, 2022. Accessed Jan. 20, 2022.
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Awareness resources

Social media posts

Content covers a range of hypertension topics with post copy, graphics, and hashtags.
Download file for all available social graphics and post copy.

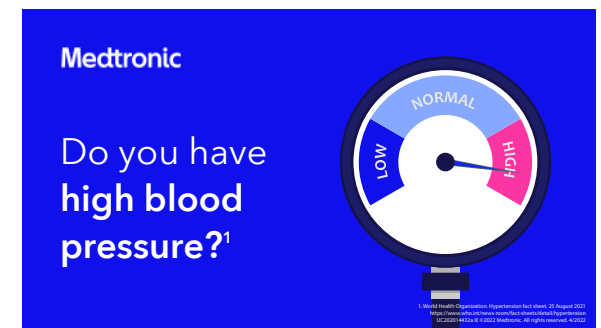
[↓ DOWNLOAD POSTS](#)



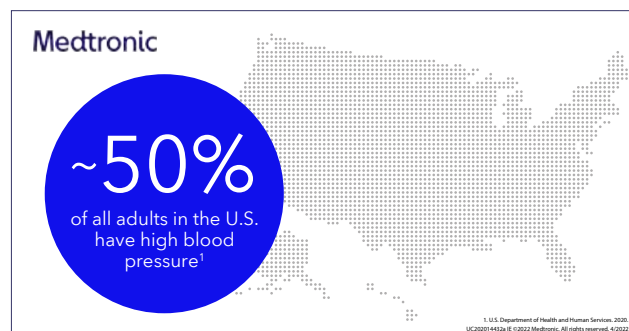
LinkedIn: 1200 x 628



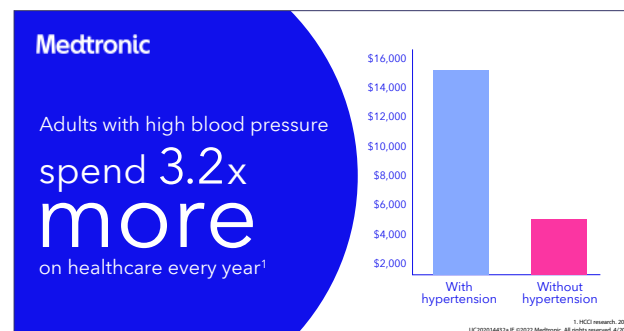
LinkedIn: 1200 x 628



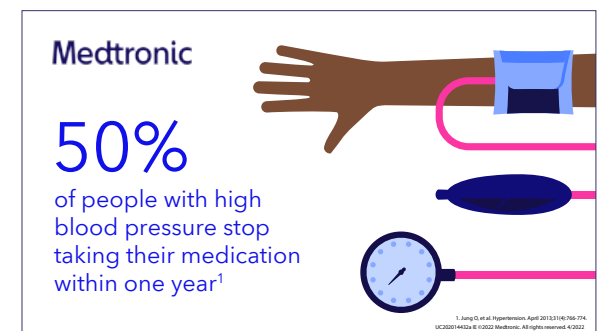
Twitter: 1200 x 628



LinkedIn: 1200 x 628



LinkedIn: 1200 x 628



Twitter: 1200 x 628

Awareness resources

LinkedIn Animated Gif

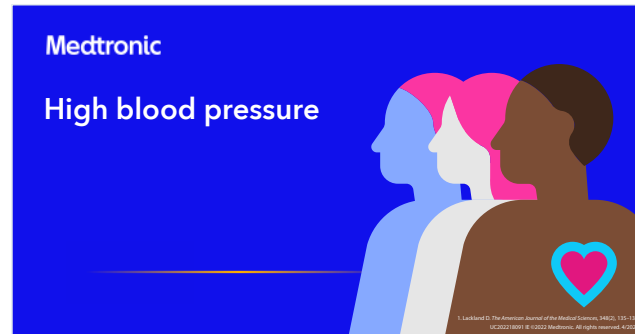
UC202218091 IE

[↓ DOWNLOAD POST](#)

Frame 1



Frame 2



Frame 3



Frame 4



Animation description:

The text fills in as the yellow line moves across the bottom of the ad.

Awareness resources

LinkedIn Animated Gif

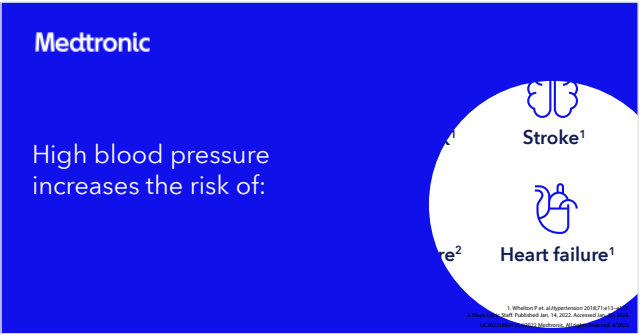
UC202218091 IE

 **DOWNLOAD POST**

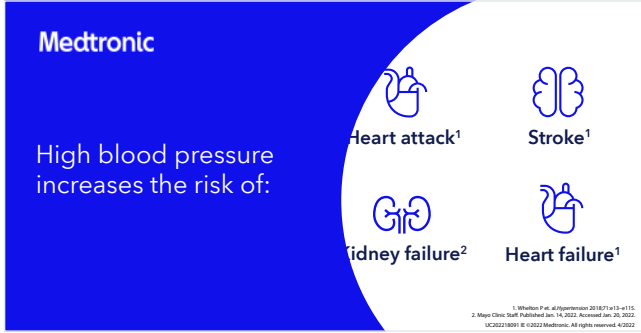
Frame 1



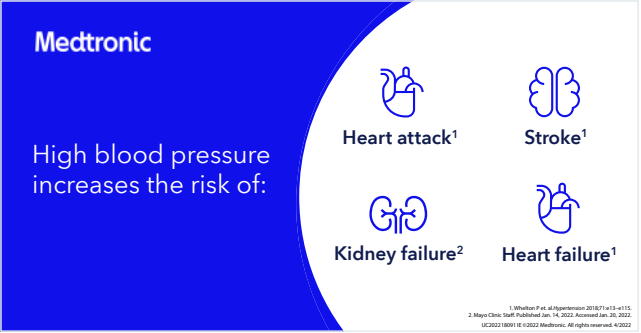
Frame 2



Frame 3



Frame 4



Animation description:

The circle grows to reveal more information.

Awareness resources

Twitter Animated Gif

UC202218091 IE

 **DOWNLOAD POST**

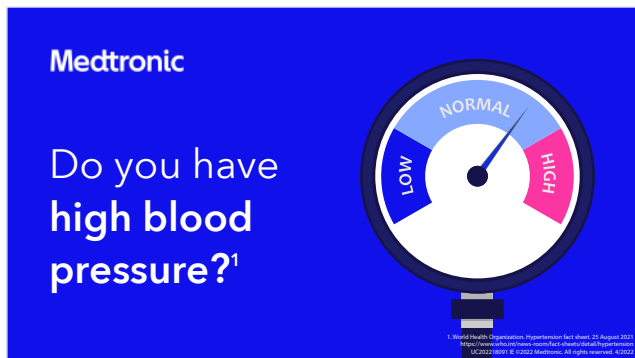
Frame 1



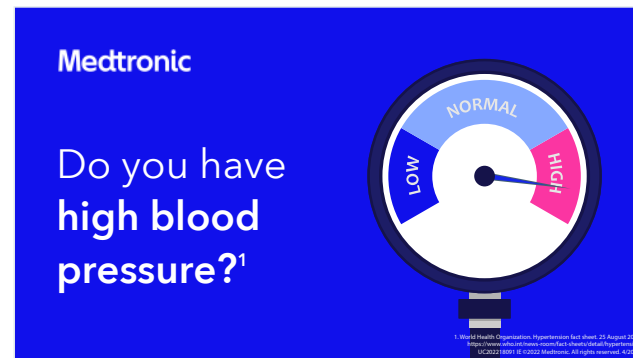
Frame 2



Frame 3



Frame 4



Animation description:

The text fills in and the meter moves from "low" to "high."

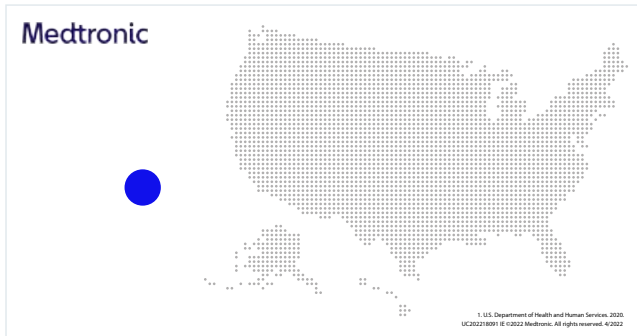
Awareness resources

LinkedIn Animated Gif

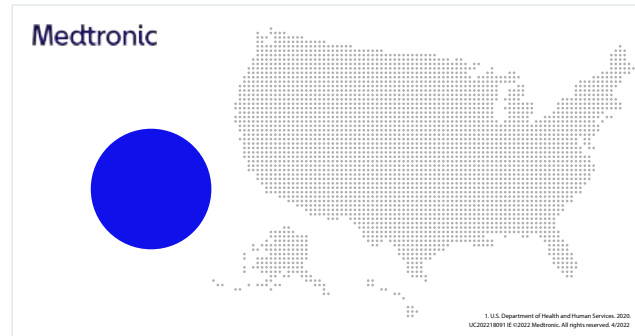
UC202218091 IE

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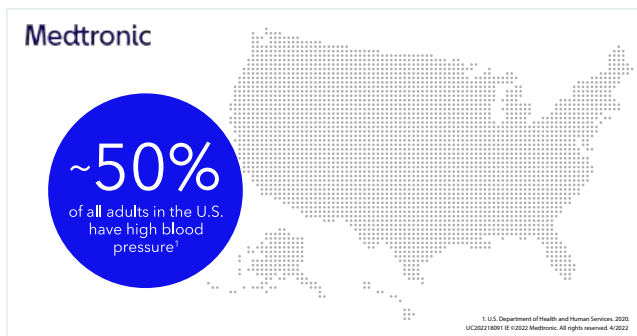
Frame 1



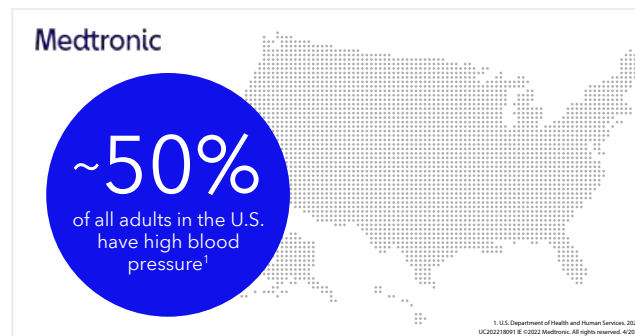
Frame 2



Frame 3



Frame 4



Animation description:

The circle grows to reveal information inside.

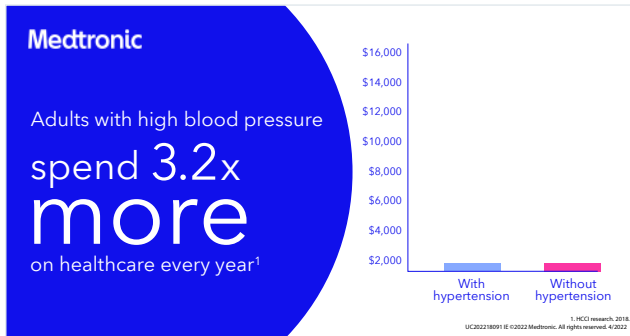
Awareness resources

LinkedIn Animated Gif

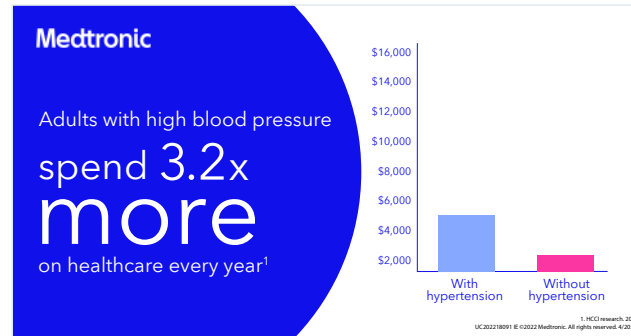
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[↓ DOWNLOAD POST](#)

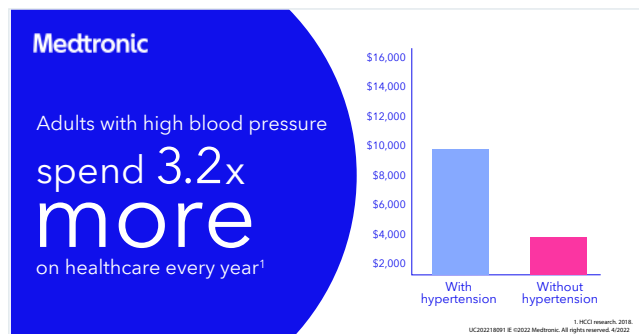
Frame 1



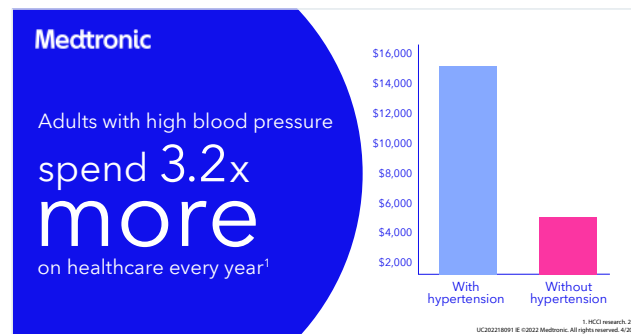
Frame 2



Frame 3



Frame 4



Animation description:

The bar graphs grow taller.

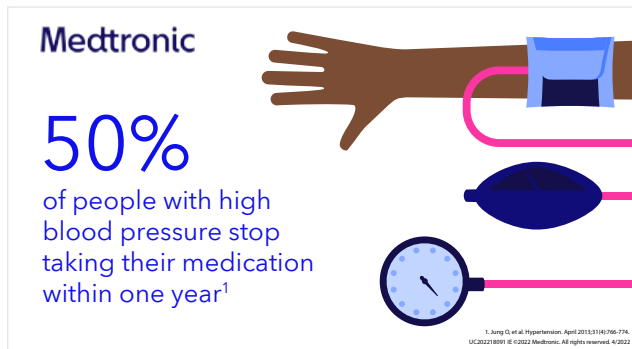
Awareness resources

Twitter Animated Gif

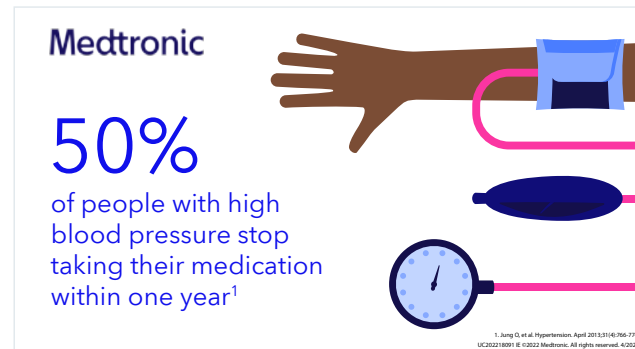
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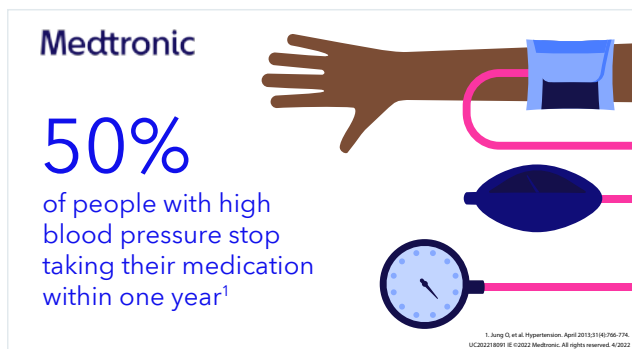
Frame 1



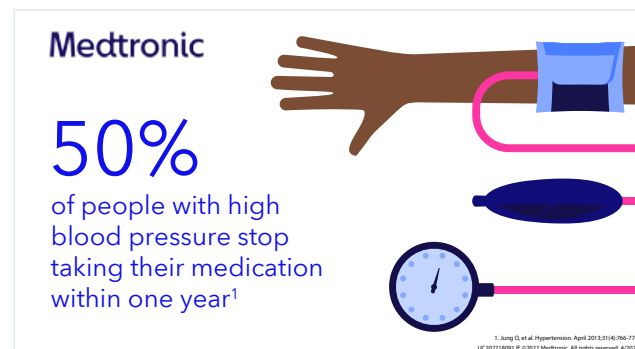
Frame 2



Frame 3



Frame 4



Animation description:

The pump inflates and deflates as the needle moves around.

Awareness resources

Web banner

Add the awareness banner to any website to encourage patients to get their blood pressure checked.

[!\[\]\(0cc5c4c18dd72a91e21b90220aef9c5d_img.jpg\) DOWNLOAD BANNER](#)



970 x 250

Awareness resources

Email

Send this awareness-themed HTML email to generate engagement.

 **DOWNLOAD EMAIL**

Medtronic

High blood pressure

Get the facts.
Know the risks.



One billion people are affected

High blood pressure is a very common health issue around the world. In fact, half of all adults in the U.S. are affected.¹ Get your blood pressure measured today.

High blood pressure poses serious health risks²

Why is it important to know if you have high blood pressure? Because it can increase your risk of heart attack,³ stroke,³ heart failure,³ and kidney failure.⁴

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 treatment⁵

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.

References

1. U.S. Department of Health and Human Services. The Surgeon General's Call to Action to Control Hypertension. Washington, DC: U.S. Department of Health and Human Services, Office of the Surgeon General; 2020.
2. Lim SS, Vos T, Flaxman AD, et al. A comparative risk assessment of burden of disease and injury attributable to 67 risk factors and risk factor clusters in 21 regions, 1990-2010: a systematic analysis for the Global Burden of Disease Study 2010. *Global Burden of Disease Study 2010 Lancet*. 2012.
3. Whelton PK, Carey RW, Aronow W, et al. 2017 ACC/AHA/AAPA/ABC/ACPM/AGS/APHA/ASH/HASPC/NMA/PCNA Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults: A Report of the American College of Cardiology/American Heart Association Task Force on Clinical Practice Guidelines. Originally published 13 Nov 2017 <https://doi.org/10.1161/HYP.0000000000000065>. *Hypertension* 2018;71:e13–e115.
4. Mayo Clinic. High blood pressure dangers: Hypertension's effects on your body. <https://www.mayoclinic.org/diseases-conditions/high-blood-pressure/in-depth/high-blood-pressure/art-20045668>
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