Stop the Pressure
The American Heart Association’s Efforts and Resources to Address Uncontrolled Hypertension

It is estimated that more than 100 million American adults have some level of hypertension with **significantly higher rates** for various sub-populations including rural communities. Moreover, blood pressure control rates, which had been trending upwards, **dipped to about 44% in 2018** and continued their descent over the course of the COVID pandemic. Such rampant rates of (uncontrolled) hypertension have tremendous consequences for the **physical health** of individuals and the **economic health** of our society.

To help address this monumental health challenge, the American Heart Association – in collaboration with the American Medical Association – launched **Target: BP** in 2015. Built on the **M.A.P. Framework**, TBP provides educational resources for providers and patients while offering **recognition** to health care organizations (HCOs) for their commitment to and success in achieving higher rates of blood pressure control. Last year, over 1000 organizations participated in the program!

Now, as a relentless force for a world of longer, healthier lives, the AHA is committed to helping HCO’s achieve even better results by working to adjust new **policies and practices** that have been demonstrated to improve chronic disease management.

We aim to provide support for achieving sustainable quality improvement with efforts like:

1. Supporting implementation of the **MAP Framework**, especially around **Accurate Blood Pressure Measurement**. The AHA has helped HCOs adopt these **evidence-based practices** like annual accurate BP measurement training for staff, build out blood pressure treatment algorithms, and develop **validated device** procurement policies.

2. Stand up **Self Measured Blood Pressure** (SMBP) programs. SMBP efforts have the potential to offer substantial health – and economic – benefits but can face challenges in getting up and running. Starting with our **Quick Start Guide**, AHA has helped a variety of HCOs launch (or enhance) comprehensive SMBP programs.

3. Foster community-clinical connections around hypertension. We have helped groups like libraries, churches, grocery stores and more connect with HCOs to meet the community where they are, establishing a practice to **Screen. Educate. & Refer.** to care as needed.

**Key AHA Educational Resources on HBP**

- **M.A.P. Framework Quick Start Guides**
  - Helpful for HCOs wanting improvement
- **Check, Change, Control Implementation Tools**
  - Resources for CBOs to address BP
- **Let’s Talk About BP.**
  - Mobile friendly BP conversation guide
- **Answers by Heart.**
  - Fact sheets on CVD conditions/treatments (Eng/Spa).
- **Healthy For Good.**
  - Infographics on diet, physical activity, stress, and more. (Eng/Spa)

If your organization/collaborative would like more information on these opportunities or the American Heart Association’s efforts to improve blood pressure control, please contact:

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**Note:** Thanks to generous support from corporations, foundations, and individuals these tools have been developed and made available at no cost to HCOs.