



## CONSUMER ADVOCACY PARTNER

### The Challenge

High blood pressure contributes to nearly 1,000 deaths a day.

A leading risk factor for heart disease and stroke is high blood pressure (hypertension). An estimated 67 million people (1 in 3 adults) have hypertension and more than 36 million Americans do not have it under control. Taking hypertension medications as prescribed can greatly reduce a patient's risk for heart attack and stroke, yet 30% of patients stop taking their medications within 6 months and 50% stop within one year.

### Goal

Decrease the number of heart attacks and strokes among people with uncontrolled high blood pressure.

### Objectives

- ▼ Increase the number of people who adhere to blood pressure medications as prescribed by their doctor.
- ▼ Increase the number of people whose blood pressure is controlled for sustained periods of time.

### The Opportunity

Recent research shows that pharmacist-directed care can improve the management of major cardiovascular risk factors—including hypertension—and has a positive impact on health outcomes. In collaboration with other health care professionals, pharmacists are uniquely positioned to help patients control hypertension with lifestyle changes and adhere to prescribed medications. Pharmacists are trained in chronic disease management and have regular interactions with hypertensive patients who come in to pick up prescriptions for themselves or their family members.

### Team Up. Pressure Down. Overview

Million Hearts™ is a national public-private initiative led by the U.S. Department of Health and Human Services (HHS) with the goal of preventing 1 million heart attacks and strokes by 2017. As part of this effort, the Centers for Disease Control and Prevention (CDC) and pharmacists are 'teaming up' to launch *Team Up. Pressure Down.*, a new educational program that promotes team-based care and offers support for health care professionals helping Americans improve medication adherence and more effectively manage their blood pressure.

Launching September 5, 2012, the *Team Up. Pressure Down.* program can be tailored for any pharmacy setting. The program offers effective and time-saving resources—from video vignettes to conversation starters—that encourage and support pharmacists in providing advice and counseling to patients with high blood pressure. A suite of patient education materials will also be available to help people take a more active role in self-management efforts and to encourage increased interaction with their pharmacists on medication adherence and blood pressure control issues.

# Let's Team Up! Collaboration Can Save Lives

CDC and Million Hearts™ invite you to partner with *Team Up. Pressure Down.* Your support will help tackle this important public health challenge by providing pharmacists and patients with the resources they need to better manage hypertension and help reduce our nation's leading cause of death and disability. We look forward to exploring a partnership that helps advance the mission of your organization and *Team Up. Pressure Down.*

## As a consumer advocacy partner of *Team Up. Pressure Down.*, your organization will be:

- ▼ Recognized at national and/or local events.
- ▼ Included in media stories and through social media channels, including Facebook.
- ▼ Promoted on the Million Hearts™ website.
- ▼ Encouraged to co-brand all *Team Up. Pressure Down.* materials to help market your organization's involvement.

## We look forward to tailoring a partnership that advances the collective missions of your organization and *Team Up. Pressure Down.* To get involved, your organization can choose to:

- ▼ **Promote\*** *Team Up. Pressure Down.* and highlight your role in this important effort by:
    - Disseminating promotional materials and program messages at national meetings, conferences, and events.
    - Including information about *Team Up. Pressure Down.* in your organization's newsletters, e-blasts, and on your website.
    - Highlighting your involvement in *Team Up. Pressure Down.* via media relations activities.
- \* In conjunction with the launch of Team Up. Pressure Down. on September 5, 2012, all partners will receive a suite of promotional materials including template press materials, customizable newsletter content, email copy, and a web badge for media outreach and internal promotion as well as talking points, a PowerPoint presentation, and a promotional postcard for event promotion.*
- ▼ **Sponsor** printing of *Team Up. Pressure Down.* patient materials including the *Team Up. Pressure Down.* promotional postcard, blood pressure journal, medication tracker wallet card, refrigerator magnet or reminder tear-pad.
  - ▼ **Disseminate** materials and program information to patients and caregivers at local events or through local chapter.
  - ▼ **Identify and encourage** pharmacies and pharmacists in your communities to customize and tailor *Team Up. Pressure Down.* for their unique settings.
    - **Share** patient insights with your local pharmacists to highlight potential barriers to medication adherence.
    - **Collaborate** with local pharmacies to increase patient enrollment in *Team Up. Pressure Down.*

## Get Involved!

Learn more and sign up to be a *Team Up. Pressure Down.* partner today.

Email: [tupd@cdc.gov](mailto:tupd@cdc.gov) to receive more information.