

Media Campaign to Address High Blood Pressure and Risk of Stroke



□ be there for them



Start WITH
YOUR Heart[®]
*Justus-Warren Heart Disease
& Stroke Prevention Task Force*

Presented by: Jen Sohl-Marion

2018 Media Campaign to Address High Blood Pressure and Risk of Stroke

Phase 1: Blood Pressure ads – Eastern NC

Phase 2: Live Healthy ads - Statewide

Phase 3: Blood Pressure ads – Eastern NC

2018 Media Campaign to Address High Blood Pressure and Risk of Stroke

Phase 1: Blood Pressure ads – Eastern NC

Phase 2: Live Healthy ads - Statewide

Phase 3: Blood Pressure ads – Eastern NC

2018 Media Campaign to Address High Blood Pressure and Risk of Stroke

Phase 1: Blood Pressure ads – Eastern NC
January 29 – March 18

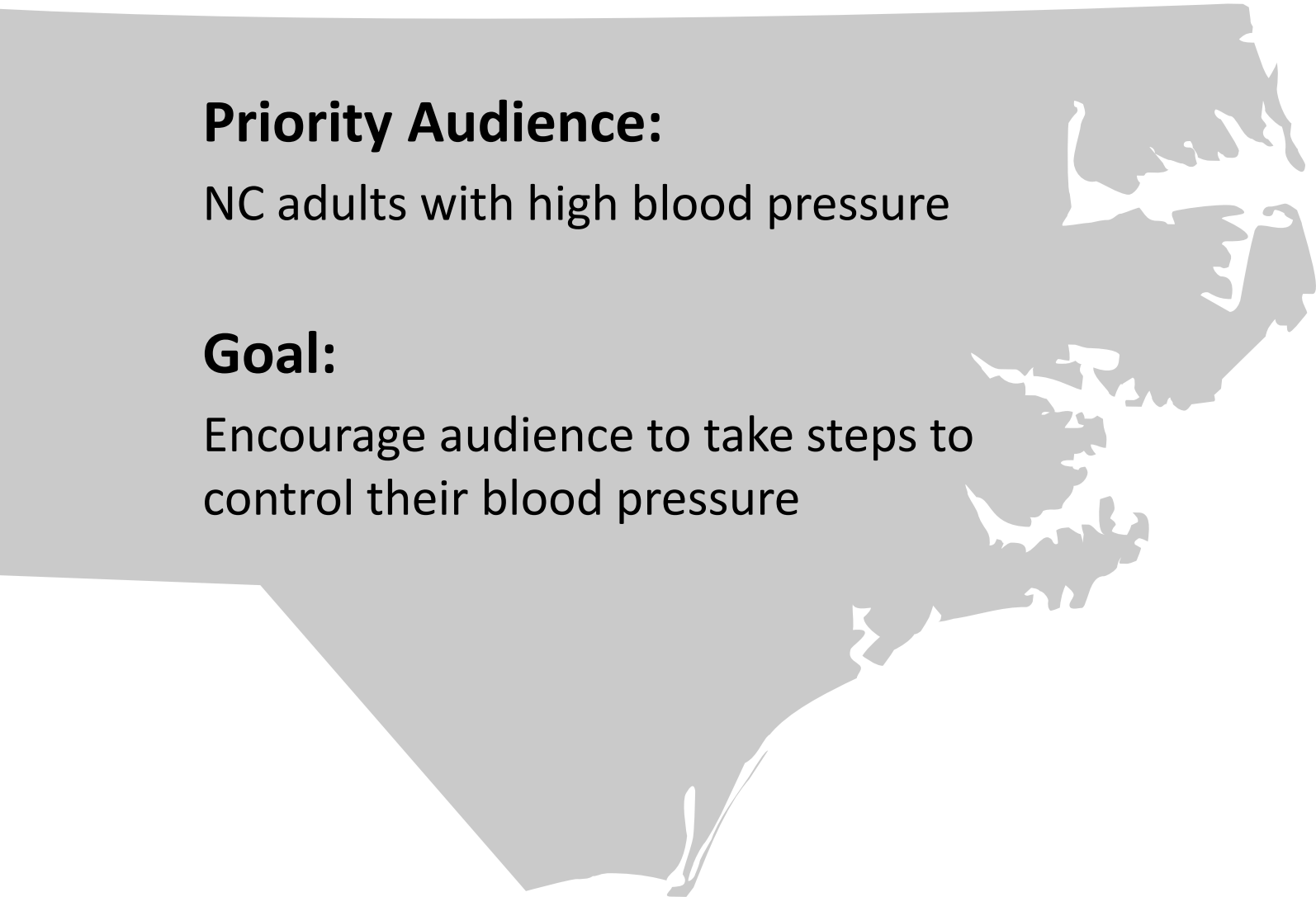
Blood Pressure Media Campaign

Priority Audience:

NC adults with high blood pressure

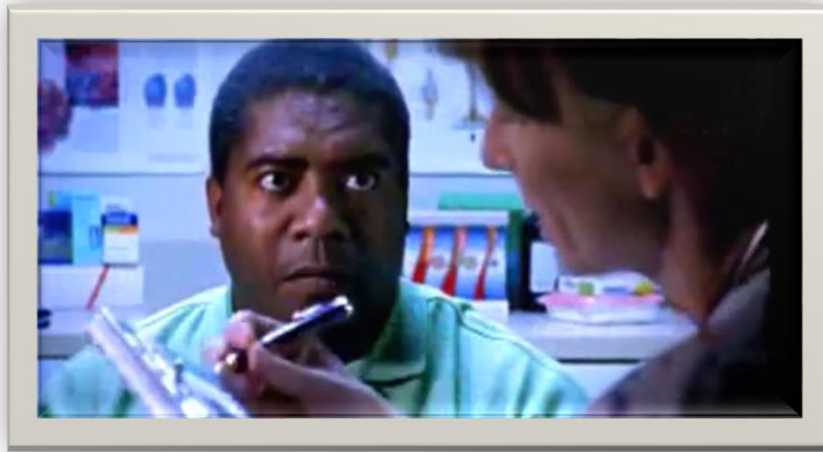
Goal:

Encourage audience to take steps to control their blood pressure





Blood Pressure Media Campaign

Campaign Media Formats



TV

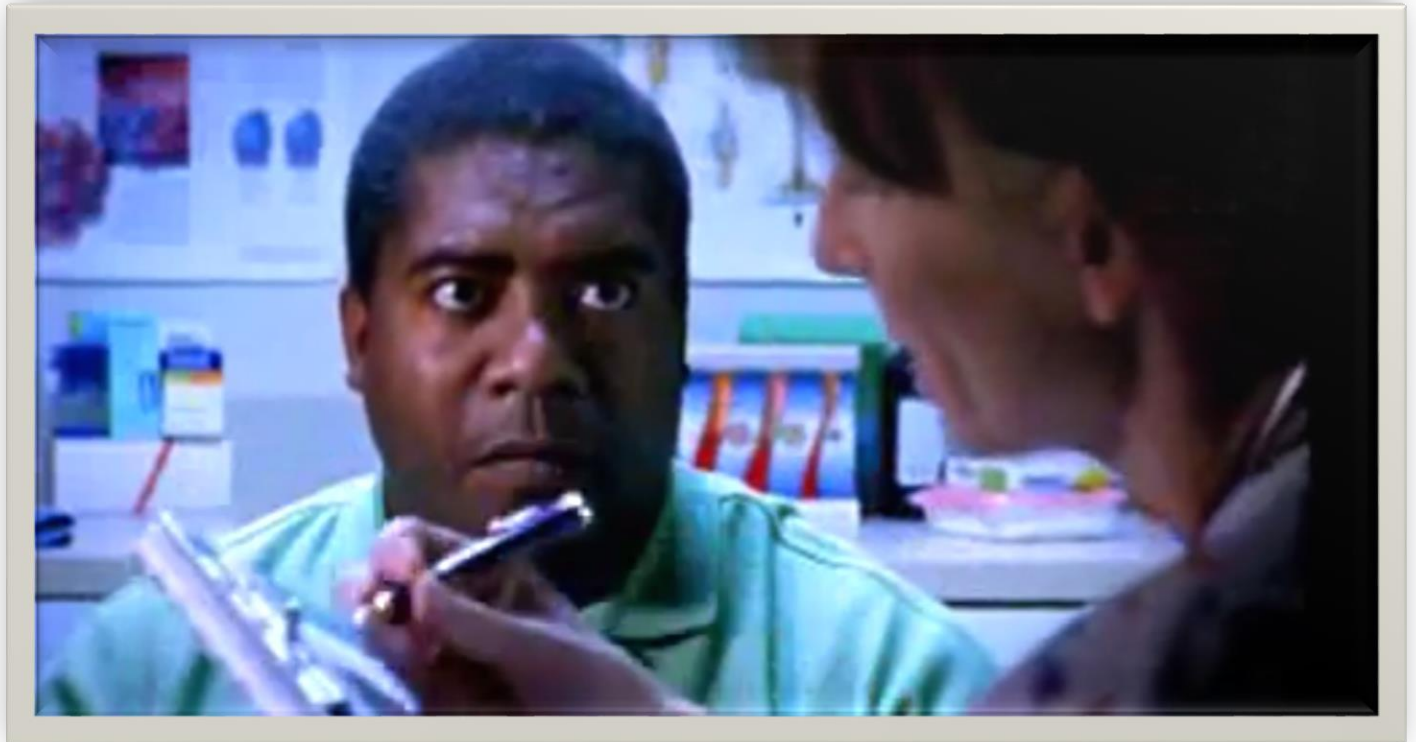
High blood pressure can lead to heart attack and stroke.

-  Work with your doctor.
-  Set your blood pressure goal.
-  Take steps to reach your goal.

LEARN MORE. **Start With Your Heart**

digital / internet

Blood Pressure Media Campaign



Lost in Translation PSA can be found on StartWithYourHeart.com → Resources

Blood Pressure Media Campaign

New digital ads created


Control your high blood pressure.

LEARN MORE. **Start With Your Heart**

based on focus-group tested brochure

Start With Your Heart
Justus-Warren Heart Disease & Stroke Prevention Task Force

Control Your High Blood Pressure



Blood pressure measures the force it takes the heart to pump blood through the body. High blood pressure, or hypertension, means the heart must work harder to pump blood. If untreated, it can lead to heart disease, heart attack and stroke.

There are usually no physical symptoms for high blood pressure. That is why it is so important to know your own blood pressure numbers and to check your blood pressure often.

Don't Let Your Blood Pressure Erupt

Blood Pressure Category for Adults	Systolic mmHg (upper number)	Diastolic mmHg (lower number)
HYPERTENSIVE CRISIS (Consult your doctor immediately)	HIGHER THAN 180	HIGHER THAN 120
HIGH BLOOD PRESSURE (Hypertension) Stage 2	140 OR HIGHER	90 OR HIGHER
HIGH BLOOD PRESSURE (Hypertension) Stage 1	130-139	80-89
ELEVATED	120-129	LESS THAN 80
NORMAL	LESS THAN 120	LESS THAN 80

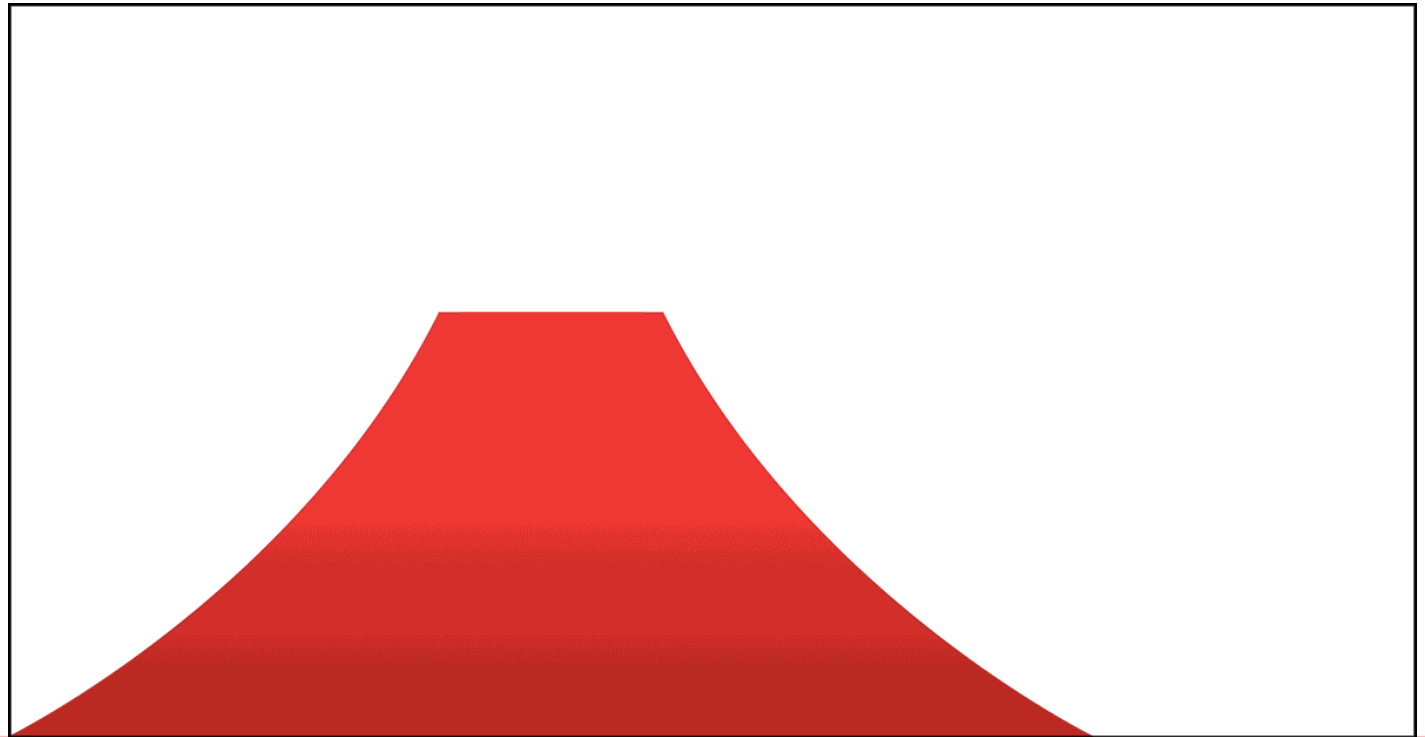
2017 ACC/AHA/AAA/ABC/ACMG/AMA/ASPC/NMA/PCNA Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults: A Report of the American College of Cardiology/American Heart Association Task Force on Clinical Practice Guidelines. J Am Coll Cardiol 2017;70:13.

Contact your health care provider if your top number is **120 or higher**, or your bottom number is **80 or higher**.

Blood Pressure Media Campaign

**High blood pressure
can lead to heart
attack and stroke.**

Blood Pressure Media Campaign



Start WITH
YOUR Heart[®]
*Justus-Warren Heart Disease
& Stroke Prevention Task Force*

2018 Media Campaign to Address High Blood Pressure and Risk of Stroke

Phase 1: Blood Pressure ads – Eastern NC

Phase 2: Live Healthy ads - Statewide

Phase 3: Blood Pressure ads – Eastern NC

2018 Media Campaign to Address High Blood Pressure and Risk of Stroke

Phase 1: Blood Pressure ads – Eastern NC

Phase 2: Live Healthy ads - Statewide

Phase 3: Blood Pressure ads – Eastern NC

2018 Media Campaign to Address High Blood Pressure and Risk of Stroke



Phase 2: Live Healthy ads - Statewide

February 26 – April 29

Start WITH
YOUR Heart[®]

*Justus-Warren Heart Disease
& Stroke Prevention Task Force*

✓ Live Healthy to Be There



Priority Audience:

NC adults over 35 who are at risk for heart disease, stroke, diabetes and certain types of cancer

Goal:

Encourage audience to visit website to learn how to decrease their risk

✓ Live Healthy to Be There

Emphasis:

- understand health numbers
- get health screenings
- engage in healthy behaviors



✓ Live Healthy to Be There

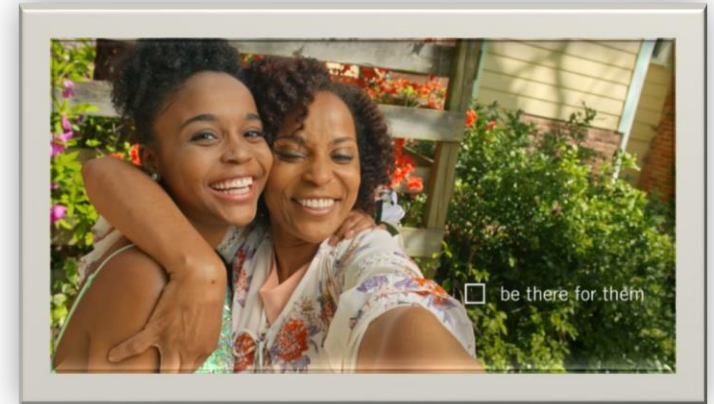


Key Message:

Understanding your risk for chronic disease and making healthy lifestyle changes can help you live a longer, healthier life, so **you can be there for the big moments.**

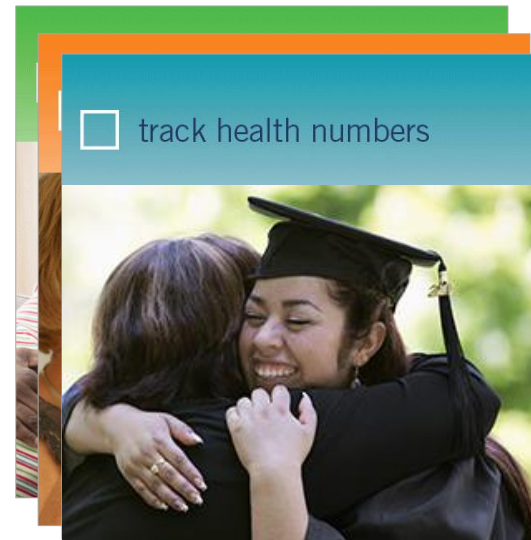
✓ Live Healthy to Be There

Campaign Media Formats



TV

radio



digital / internet / Facebook



Watch Live

Show Clips

News Clips

Fox News Radio

Login



Tips to help you stick to resolution to lose weight

Jan. 02, 2017 - 3:19 - Advice from Dr. Prem Chattoo



Shrink player






Husky Liners Weatherbeater Floor Liners **From \$96.95**
 Pro Comp 7069 Series Alloy Wheels **From \$97.13**

Home / Health / Conditions / High Cholesterol

How to Lower Cholesterol in 12 Proven Steps

Cholesterol is the perfect example of getting too much of a good thing. On one hand, your body needs this waxy, fat-like substance (fun fact: it makes up every cell of your body). But excess—especially LDL (low-density lipoproteins)—can build up in your blood vessels, causing blockages that can hamper blood flow to your heart and brain, increasing your risk of cardiovascular events, like heart attack and stroke. Good news, though: Tiny tweaks—like the ones we've featured here—can [lower cholesterol](#) and protect your ticker.

By Corey Rossi

527 SHARES






COMMENTS (0)



- monitor blood pressure
- control blood sugar
- dance at son's wedding
- live healthy to be there

N.C. Public Health
HEALTH AND HUMAN SERVICES
[Learn more](#)



1 OF 13 |  VIEW ALL

How to Lower Cholesterol: Eat Some Cheese

For a *Journal of Agricultural and Food Chemistry* study, Danish researchers compared urine and fecal samples from 15 healthy men whose diets either contained cheese or milk, or who ate a control diet with butter but no other dairy products. They found that those who consumed cheese had higher fecal levels of butyrate, a compound produced by gut bacteria. So what? Elevated butyrate levels have been linked to reduced cholesterol, which may explain why the

ATTENTION LAWYERS
Acquire New Clients

- Get Found Online
- Retain New Clients





2017 XT5 Luxury



World > North America > United States > North Carolina > Rex

ENGLISH (US), °F



Rex, NC



Follow us on



United States Weather

Rex, NC Local Weather **79°F**

Personalized Forecasts: Cold & Flu

Now

Weekend

Extended

Month

Radar

MinuteCast®

Watch Videos

December 2016

View: [List] [Grid]

January

2017

February 2017

SUN 1/1 Actual Temp 53°/44° Hist. Avg. 52°/31°	MON 1/2 Actual Temp 57°/51° Hist. Avg. 52°/31°	TUE 1/3 Actual Temp 64°/50° Hist. Avg. 52°/30°	WED 1/4 Actual Temp 64°/48° Hist. Avg. 52°/30°	THU 1/5 Actual Temp 49°/32° Hist. Avg. 52°/30°	FRI 1/6 Actual Temp 47°/37° Hist. Avg. 52°/30°	SAT 1/7 Actual Temp 37°/22° Hist. Avg. 52°/30°
---	---	---	---	---	---	---

SUN 1/8 Actual Temp 28° /15° Hist. Avg. 52°/30°	MON 1/9 Actual Temp 34° /14° Hist. Avg. 52°/30°	TUE 1/10 Actual Temp 54° /21° Hist. Avg. 52°/30°	WED 1/11 Actual Temp 65° /45° Hist. Avg. 52°/30°	YESTERDAY Actual Temp 75° /54° Hist. Avg. 52°/30°	TODAY 1/13 76° /44° Partly sunny and very warm Hist. Avg. 52°/30°	SAT 1/14 50° /43° Cloudy and cooler Hist. Avg. 52°/30°
---	---	--	--	---	---	--

SUN 1/15 61° /45° Pleasant and warmer Hist. Avg. 52°/30°	MON 1/16 58° /46° Mostly cloudy Hist. Avg. 52°/30°	TUE 1/17 68° /58° A passing morning shower Hist. Avg. 52°/30°	WED 1/18 71° /59° Rather cloudy and warm Hist. Avg. 53°/30°	THU 1/19 68° /50° Warm with periods of rain Hist. Avg. 53°/30°	FRI 1/20 66° /47° Mostly cloudy, showers around Hist. Avg. 53°/30°	SAT 1/21 66° /47° Cloudy Hist. Avg. 53°/30°
--	--	---	---	--	--	---

- quit tobacco
- eat healthy
- enjoy grandkids
- live healthy to be there

NC
Public Health
HEALTH AND HUMAN SERVICES

[Learn more](#)

Lendingtree
Buying



Gorgeous New Year's Eve Outfit Ideas



I Accidentally Met My Biological Family



The Best Weight Loss Apps for Real Results



12 Fun New Year's Cards to Celebrate 2017



How to Store Your Christmas Decorations

How to Lose Weight Without Even Trying

Fill up on these foods and watch the pounds disappear.

BY JACLYN LONDON, MS, RD, CDN

288

live healthy to be there **NCI** Public Health HEALTH AND HUMAN SERVICES [Learn more](#)



[VIEW GALLERY](#)
07 photos

Subscribe, Renew or Gift.

Subscribe Today, Up to 90% Off. Risk-free Guarantee, Free Shipping.

[magazine-subscription.com-sub.info](#)



A well-balanced breakfast is a key part of any stay-slim plan. Research shows that breakfast eaters

2018 Media Campaign to Address High Blood Pressure and Risk of Stroke

Phase 1: Blood Pressure ads – Eastern NC

Phase 2: Live Healthy ads - Statewide

Phase 3: Blood Pressure ads – Eastern NC

2018 Media Campaign to Address High Blood Pressure and Risk of Stroke

Phase 1: Blood Pressure ads – Eastern NC

Phase 2: Live Healthy ads - Statewide

Phase 3: Blood Pressure ads – Eastern NC



*Justus-Warren Heart Disease
& Stroke Prevention Task Force*

2018 Media Campaign to Address High Blood Pressure and Risk of Stroke

Phase 1: Blood Pressure ads – Eastern NC

Phase 2: Live Healthy ads - Statewide

Phase 3: Blood Pressure ads – Eastern NC

April 12 – June 3

**May is High Blood Pressure
Education & Stroke Month**

For more information, contact:

Jen Sohl-Marion

Healthy Eating and Communications Coordinator

Community and Clinical Connections for Prevention
and Health Branch, NC Division of Public Health

jen.sohl-marion@dhhs.nc.gov