



PARTNERSHIP TO ADVANCE
**Cardiovascular
Health**



National Hispanic Health Foundation

MAKE HYPERTENSION

HISTORY

**A Toolkit for National Hispanic
Heritage Month 2024**





INTRODUCTION

High blood pressure takes a toll on the Hispanic community.

Using the resources in this toolkit, advocates can help raise awareness during Hispanic Heritage Month, September 15–October 15, and expand treatment access for the Hispanic community.

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SAMPLE NEWSLETTER LANGUAGE

Use the text below to highlight the burden of hypertension with peers, colleagues and fellow advocates during National Hispanic Heritage Month.

About one in three Hispanic Americans lives with high blood pressure, also known as hypertension. The condition puts them at a higher risk for heart attack, stroke and kidney failure.

Symptoms often go undetected, leading experts to call hypertension the “silent killer.”

Progress begins with greater awareness—of the disease, its impact on Hispanic Americans and the opportunity to reduce its impact through preventive health care.

Advocates can help raise awareness during Hispanic Heritage Month, September 15–October 15, and expand treatment access for the Hispanic community.

Working together—patients, providers, advocates and policymakers can make hypertension history.



EDUCATIONAL RESOURCES

Explore and share these resources to increase awareness about the burden of hypertension—and the need for accessible treatment options for all patients.

PAPER

PRESSURE'S MOUNTING

THE URGENT NEED FOR INNOVATION IN HYPERTENSION CARE

JULY 2023

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ONE-PAGER

NEW HYPERTENSION TREATMENTS GIVE PATIENTS OPTIONS

More than 100 million Americans have hypertension. Nearly a third have uncontrolled hypertension—when a patient is taking 3 or more medications with little blood pressure improvement.

Uncontrolled high blood pressure can be deadly.

New treatment options could help.

One example is a device-based procedure called renal denervation. Recently approved by the FDA, renal denervation is shown to be effective at reducing blood pressure, especially alongside medications.¹

With timely access to the full range of treatment options, patients and health care providers can get stubborn high blood pressure under control.

LEARN MORE

advancecardiohealth.org/hypertension

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1. Reyes KR, Rader F. Long-Term Safety and Antihypertensive Effects of Renal Denervation: Current Insights. *Integr Blood Press Control*. 2023 Sep;7(6):59-70. doi: 10.2147/IBPC.S392410. PMID: 3770366; PMCID: PMC10494925.

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Disparities In Hypertension

VIDEO

HISPANIC AMERICANS ARE MORE LIKELY TO GO UNDIAGNOSED

WATCH VIDEO

Giving Hypertension Patients New Treatment Options

VIDEO

OPTIONS

SUPPORT

TREATMENT ACCESS

WATCH VIDEO

SOCIAL MEDIA GUIDE

Use the sample posts below and share the downloadable social media graphics to help **#MakeHypertensionHistory**.

#HispanicHeritageMonth

#Hypertension

#MakeHypertensionHistory

#HispanicHeritage

#HeartHealth

#HighBloodPressure



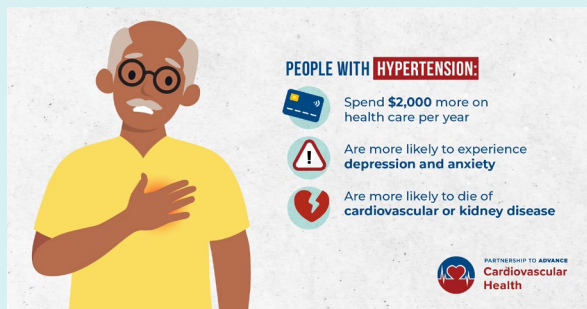
1 in 3 Hispanic Americans have **#HighBloodPressure**, putting them at risk for heart attack and stroke. This **#HispanicHeritageMonth**, let's work together to **#MakeHypertensionHistory**.

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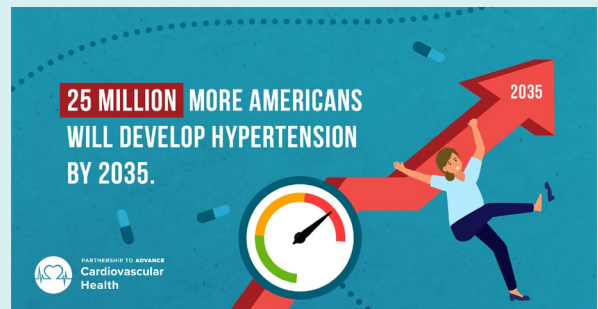
High rates of **#hypertension** increase Hispanic Americans' risk of heart attack and stroke. **#HispanicHeritageMonth** is an opportunity to increase awareness and help **#MakeHypertensionHistory**.

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Hypertension is expensive and dangerous for the 1 in 3 Hispanic Americans who live with it. **#HispanicHeritageMonth** **#MakeHypertensionHistory**

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Skyrocketing rates of **#hypertension** cast a shadow on Hispanic Americans' future. This **#HispanicHeritageMonth**, let's **#MakeHypertensionHistory**.

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National Hispanic Health Foundation

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