Evidence has shown that practice changes in the clinical setting are sustainable, impactful, and more effective than lifestyle modification and behavior change of patients alone to achieve life-extending control of high blood pressure.

**THE FACTS**

- **Nearly half of U.S. adults** and **1.3 billion** people worldwide are living with high blood pressure.
- High blood pressure hits communities of color and low-income countries the hardest.
- As little as a **5-point decrease** in blood pressure can reduce mortality from heart disease by **9%** and stroke by **14%**.
- Controlling blood pressure is the most common preventable risk factor for deaths from non-communicable diseases worldwide.
- High blood pressure is easy to overlook until it’s too late due to the typical absence of symptoms.
- Non-invasive diagnosis and affordable medications are available.

**PROPOSED SOLUTION**

**Target:** BP is a proven approach to close gaps in the way high blood pressure is diagnosed and managed. The program allows providers to effectively use three simple, low-cost and high-impact priority clinical practices in the “MAP” framework:

- **MEASURE** blood pressure accurately, every time.
- **ACT** rapidly to address high blood pressure readings.
- **PARTNER** with patients, families, and communities to promote self-management and monitor progress.

Evidence has shown that practice changes in the clinical setting are sustainable, impactful, and more effective than lifestyle modification and behavior change of patients alone to achieve life-extending control of high blood pressure.
FUNDING OPPORTUNITIES

We can turn the tide on this global public health crisis. Our ambitious plan includes both U.S.- and internationally-focused interventions; we are seeking supporters who can help advance the critical work in either arena and can scale the intervention at various levels.

<table>
<thead>
<tr>
<th>Funding Level</th>
<th>Domestic Program</th>
<th>International Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000,000</td>
<td>Train 40,000 providers in BP measurement via online e-module, potentially targeted in a geography or clinic type (e.g. federally qualified clinics) OR Scale the Target: BP program with clinics within one major metro market or region</td>
<td>Adapt and deliver training in BP measurement and coordinate awareness raising events in one major city or district in one country</td>
</tr>
<tr>
<td>$5,000,000</td>
<td>Scale the Target: BP program with clinics and healthcare partners in 2-3 focus regions or one full state</td>
<td>Adapt and deliver training in BP measurement in one full country or major cities in 2-3 countries</td>
</tr>
<tr>
<td>$10,000,000</td>
<td>Scale the Target: BP program in a high-impact, multi-state region or regions (e.g. Stroke Belt states) with wrap-around public awareness campaign</td>
<td>Full international portion of proposed strategy: outreach, training and events in 3 countries (major markets) with rigorous evaluation to inform additional scaling</td>
</tr>
</tbody>
</table>

MISSION PARTNERS

The American Heart Association (AHA) has developed our ambitious strategy in collaboration with the American Medical Association (AMA) for U.S. programming, and with the World Hypertension League (WHL) for global impact. The AHA, the AMA and the WHL each author authoritative clinical guidelines, standards, and/or training for healthcare professionals, and our brands are among the most trusted sources of health information for patients and providers. We have made a shared commitment to scaling hypertension control in mutual recognition that no other single healthcare factor will have more influence in the achievement of our organizations’ missions.

Help us break the silence of this silent killer and promote a world of healthier, longer lives.