It’s Time to Release The Pressure

Campaign Overview – August 10, 2020 – Right Care Initiative

Oliver T. Brooks, MD
Chief Medical Officer, Wattshealthcare Corporation
Immediate Past President, National Medical Association (NMA)
The Release the Pressure (RTP) campaign brings together a diverse coalition of health care organizations - the RTP Heart Health Squad - who are dedicated to partnering with the Black community to improve heart health. The COVID-19 pandemic and recent coverage of ongoing verbal and physical violence against Black people has increased the visibility of long-standing inequities, therefore, the RTP Heart Health Squad will use its collective reach, influence, and resources to reduce disparities in hypertension and to advance health equity.

The Mission

The mission of the Release The Pressure coalition is to partner with Black women to take preventive action to protect their heart health and be part of a movement for healthy blood pressure—the leading risk factor for heart attack and stroke.
Meet the Release The Pressure Heart Health Squad
Why do we need to Release The Pressure?

- The prevalence of high blood pressure (HBP) is 36% high in Black women than White women.
- The prevalence of high blood pressure (HBP) in African-American adults is among the highest in the world.
- Black women are 10% less likely to be controlled than White women.
- Only 3 million (20.3%) of African-American adults with HBP are controlled to their goal.
Campaign Goals

Release The Pressure Campaign Goals include:

- **Pledges:** 300K take a pledge to “know your numbers, talk with your doctor, bring your squad”

- **SMBP Training:** 75K complete AMA/AHA SMBP training (video views) and many begin to track their BP measurements via SMBP tracking tools linked with the “Release the Pressure” campaign

- **Virtual Physician Engagement:** 40K join and engage in Release the Pressure virtual events led by physicians from the entire RTP Coalition
Breaking Down the Goals

Release The Pressure *Pledge*:

- Pledges: **300K** take a pledge to “know your numbers, talk with your doctor, bring your squad”
  - The Pledge includes the following

  
  1. **I, __________, pledge to Release The Pressure**
     daily by:

     - Setting a Blood Pressure Goal with A Health Care Professional
     - Monitoring My Blood Pressure at Home
     - Activating My Wellness Plan
     - Checking in with My Squad
Breaking Down the Goals

Release The Pressure **Self Managed Blood Pressure (SMBP) Training:**

- SMBP Training: **75K** to watch SMBP training video and download the BP tracking tool
Breaking Down the Goals

Release The Pressure *Physician Engagement via Virtual Events*:

- SMBP Training: **40K** to join and engage in RTP virtual events
Release The Pressure Campaign Hub

RELEASE THE PRESSURE

It's in all of us—the power to protect our heart and the hearts of those we love. And now more than ever during the COVID-19 pandemic, it's critical that we support each other. Commit to partnering with a health care professional virtually, and encourage your squad-family and friends—to stay healthy too.

If you’re ready to lower your blood pressure, join us.

TAKE THE PLEDGE

Share with Your Squad

#releasethepressure
Release The Pressure Social Media Assets

Instagram & Facebook Stories

YOU’VE GOT THIS!
It’s in all of us - the power to protect our heart and the hearts of those we love. Commit to partnering with a health care professional virtually, and encourage your squad to stay healthy too.
If you’re ready to prioritize your heart health, join us to Release the Pressure.

Pledge Completion Card

I took the pledge to #ReleaseThePressure
Release The Pressure Digital Media Assets

Articles on Essence.com & Digital Banners

Why Heart Health in the Black Community Is More Important Than Ever

5 Things You and Your Squad Should Know and Do

Dedicated EBlast
Our Squad Stands with Black Women to Improve Heart Health

IN COLLABORATION WITH THE RELEASE THE PRESSURE SQUAD

Heart Health® Brain Function® Joint Flexibility®
Now SUPERCHARGED with PhosphoBoost™ Krill Oil

Release The Pressure Podcast
Release The Pressure Printed Media Assets
Release The Pressure at ESSENCE Wellness House

Wellness House Atlanta: March

Virtual Wellness House May
Release The Pressure at ESSENCE Festival

The State of Health in Black America Panel

Ask a Doctor with Dr. Yolanda Lawson
AMA, National Coalition Announce Campaign with ESSENCE to Advocate for Heart Health with Black Women

Published: June 4, 2020

CHICAGO - The American Medical Association (AMA), along with a coalition of national physician organizations and heart health experts, today announced a new campaign with ESSENCE aimed at partnering with Black women to improve their heart health and be part of a movement for healthy blood pressure—the leading risk factor for heart attack and stroke. Together, the AMA, the AMA Foundation, Association of Black Cardiologists, American Heart Association, Minority Health Institute and National Medical Association launched the “Release the Pressure” campaign to provide Black women with resources to identify and track their blood pressure numbers, as well as develop a wellness plan with existing personal support systems of family and friends to manage their heart health virtually.

The COVID-19 pandemic and recent coverage of ongoing verbal and physical violence against Black people has increased the visibility of long-standing inequities, including historical structural inequities such as neighborhood disinvestment, which has led to less healthy and affordable housing, as well as barriers to consistent transportation, health care access, and employment opportunities—contributing to chronic stress and “weathering” that have made Black communities more vulnerable to illness.
## Engagement Opportunities

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<td><strong>World Hypertension Day</strong></td>
<td><strong>Custom Virtual Event - focus on healthy eating</strong></td>
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Help us Release The Pressure

Together in collaboration with health care professionals, organizations and people around the country we can make the partnership connection with Black women

- Practice What You Preach- Start by taking the pledge yourself, then share the message with your patients via in person conversations, digital materials
- Email - Provide campaign information via email
- Share the Message with your Squad via Social
- Giveaways
- Custom Virtual Events
Help us Release The Pressure

Practice What You Preach

- Take the Pledge Yourself - Start by letting others know that you have taken the pledge
  - Begin to bring the message to your patients and send them to the RTP hub to gain valuable resources about monitoring their BP at home & encouraging them to take the pledge, new resources are coming
  - Make it a priority at your office by playing the SMBP in your office lobby, digital waiting room or emailing a link in your appointment follow up materials about next steps. The landing page also includes links to trackers & other resources
    - Print resources from the website such as the Blood Pressure Chart, At Home BP Tracker and Guide to managing BP at home so that patients can take home the resources with them
  - Ask other health care professionals to take the pledge and share the information with their patients
Email

- Email the message to your professional & Personal Networks
  - BP Management is important for everyone. Share the message and encourage others to take the pledge and join your squad
  - Professional Networks - Share the message with your professional networks (organizations, offices, etc.). Ask representatives from the campaign to share messaging, links and information as needed. Encourage your contacts to set a goal together with a reminder that health is more important than ever
  - Personal Networks - Get the movement going through your own family and friends, encourage a Squad Check in on our health to improve and maintain heart health during this time. Take the pledge together
Help us Release The Pressure

Share with your Squad via Social

● Use your social media connections
  ○ Now more than ever social media is crucial to share messages in a socially distanced manner. Please consider sharing the messages with your groups about the pledge

● Social Media Graphics Can be downloaded here:
  ○ - FB/IG/Twitter Pledge Completion
  ○ - FB/IG Story
  ○ - FB/IG Story 2
  ○ - IG Post
  ○ - FB Post
Help us Release The Pressure

Share with your Squad via Social

● Sample Posts
  ○ Facebook & LinkedIn
    Join the #ReleaseThePressure movement with @ESSENCE, @AmericanMedicalAssociation and their heart health squad. Take the pledge ReleaseThePressure.org
  ○ You have the power to protect your <3. Join @ESSENCE, @AmericanMedicalAssociation and their heart health squad to #ReleaseThePressure ReleaseThePressure.org
  ○ We’ve teamed up with the @AmericanMedicalAssociation and the #ReleaseThePressure heart health squad. Take the pledge ReleaseThePressure.org

  ○ Twitter & Instagram
    Join the #ReleaseThePressure movement with @ESSENCE, & the heart health squad. Take the pledge ReleaseThePressure.org
    You have the power to protect your <3. Join @ESSENCE, @AmerMedicalAssn and their heart health squad to #ReleaseThePressure ReleaseThePressure.org
    We’ve teamed up with the @AmerMedicalAssn and the #ReleaseThePressure heart health squad. Take the pledge ReleaseThePressure.org
Help us Release The Pressure

Giveaways

- Provide helpful products
  - Are there products or connections you have to products that could benefit those working to improve their heart health? Speak with members of the Release The Pressure Coalition to see if it’s something that could be distributed to those who are “Taking the Pledge”
  - This could be blood pressure cuffs, heart health and/or weight management tools, exercise subscriptions, equipment, tracking tools, etc.
  - The possibilities are endless however all products would eventually have to be approved by all members of the RTP Coalition
Help us Release The Pressure

Custom Events

- Partner with the Release The Pressure Squad
  - Help us reach members of your organization or networks by hosting a custom event. This could take place via Zoom, Facebook or Instagram. Bring in influencers from your campaign and speak about heart health, its relation to overall health and encourage others to get involved either directly for themselves or indirectly through their networks & patients.
  - Virtual events or panels can have many shapes and forms so we encourage working with members of the Release The Pressure coalition to develop a custom event.
THANK YOU!

http://www.essence.com/releasethepressure