PSAs:

**Emergency Care in COVID-19:**

- Heart attack symptoms:
  - chest pain
  - dizziness
  - blurred vision
  - shortness of breath

  If you experience symptoms of a heart attack or stroke, **call 911 immediately**

**Maintaining Heart Health in COVID-19:**

- Stroke symptoms:
  - numbness
  - slurred speech
  - nausea
  - loss of balance

**Managing heart disease is essential during COVID-19**
Goal: Improve national hypertension control rates to 80% and reduce disparities in hypertension control by 2025.

Surgeon General’s Call to Action to Control Hypertension

- Released on October 7, 2020
- Seeks to make hypertension control a national priority
- Communications Package includes:
  - translation materials for partners
  - social media distribution
  - traditional media engagement

65 member organizations from all relevant sectors, including:
- Government agencies,
- Payers
- Clinicians
- Employers as purchasers
- Non-profits
- State and local agencies

[cdc.gov/bloodpressure/CTA.htm](https://cdc.gov/bloodpressure/CTA.htm)
Goals and Strategies to Improve Hypertension Control

Prioritize Control Nationally
- Increase Awareness of Health Risks
- Recognize Economic Burden
- Eliminate Disparities

Cultivate Community Supports
- Promote Physical Activity Opportunities
- Promote Healthy Food Opportunities
- Connect to Lifestyle Change Resources

Optimize Patient Care
- Use Standardized Treatment Approaches
- Promote Team-Based Care
- Empower and Equip Patients
- Recognize and Reward Clinicians

Promoting Health Equity