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American Heart Association to recognize West Virginia's 2019 *"Target: BP"* award recipients

The American Heart Association will present awards at special press event

WHAT: With West Virginia leading the nation in hypertension, getting blood pressure under control is more important than ever. For the past two years, thanks to a generous grant from the Claude Worthington Benedum Foundation, the American Heart Association has implemented its **"Target: BP"** program in the Mountain State. This quality improvement program, created in partnership with the American Medical Association, was launched in response to a growing body of evidence that shows high blood pressure is a contributing factor to many major health conditions like heart attack, heart failure, stroke, kidney failure and other disease consequences. This Friday, the American Heart Association will recognize the 2019 group of West Virginia "Target: BP" award recipients in a special press event. At the event, attendees will hear first-hand evidence from participating organizations on improvements they are making.

WHEN: Friday, November 1, 2019; 2 p.m. – 2:45 p.m.

WHERE: WV Primary Care Association (1700 MacCorkle Ave SE, Charleston, WV)

WHO: Guest speakers include Lisa Hamrick, AHA Board Chair, Charleston Metro Board; Johnna S. Beane, Health Strategies Coordinator, American Heart Association; and representatives from awardee organizations. Attendees include WV Primary Care Association staff, primary care center staff from across the state, as well as a representative from the Claude Worthington Benedum Foundation.

MESSAGE HIGHLIGHTS:

- 43.5% of West Virginians have hypertension: Highest rate in the nation *(America's Health Rankings 2019)*
- The overall cardiovascular disease prevalence is highest in the nation at 14.6% (WV Department of Health & Human Resources Bureau for Public Health)
- West Virginia has the highest prevalence in the nation of adults reporting fair or poor health (25.9%)
- Nearly half of all American adults – about 103 million people – has high blood pressure and that number is increasing despite the fact high blood pressure can usually be easily treated.
- By targeting blood pressure early and achieving blood pressure control through the "Target: BP" program, the AHA and AMA hope to help prevent progression to other serious health threats.

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About Target: BP

Target: BP™ is a national collaboration between the American Heart Association and the American Medical Association to reduce the number of Americans who have heart attacks and strokes by urging physician practices, health systems and patients to prioritize blood pressure control. Join the movement to motivate millions to lower blood pressure at TargetBP.org

About the American Heart Association

The American Heart Association is a leading force for a world of longer, healthier lives. With nearly a century of lifesaving work, the Dallas-based association is dedicated to ensuring equitable health for all. We are a trustworthy source empowering people to improve their heart health, brain health and well-being. We collaborate with numerous organizations and millions of volunteers to fund innovative research, advocate for stronger public health policies, and share lifesaving resources and information. Connect with us on heart.org, Facebook, Twitter or by calling 1-800-AHA-USA1.