

# Prevent and Control America's High Blood Pressure: Mission Possible

## Partner with us to create a healthier America

### Real possibilities for America's business community

Whether you are a product manufacturer or in the service industry, you can play a role in improving America's health. Join the National High Blood Pressure Education Program at the National Institutes of Health and 46 other national organizations in the fight to prevent and control high blood pressure.

We have created "Mission Possible" to mobilize all Americans to reduce the more than 1 million heart attacks, strokes, and kidney failure cases caused annually by high blood pressure. With your help, this Mission is Possible.



**Integrate into Marketing and Advertising Programs:** Include high blood pressure messages in existing product and service advertising as a value-added feature.



**Product Promotions:** Drive retail and online traffic and sales with promotions on selected products and services that provide high blood pressure education to consumers.



**Enhance Online Offerings to Customers:** Bolster customer Web site content with heart healthy messages and information.



**Community Relations:** Sponsor community events such as blood pressure screenings and health-related activities to increase corporate profile and goodwill in the community.



**Improve Employee Health and Lower Health Insurance Premiums:** Offer on-site activity programs for employees or provide group gym rates as a benefit.



U.S. DEPARTMENT OF HEALTH  
AND HUMAN SERVICES  
National Institutes of Health  
National Heart, Lung, and Blood Institute



National High Blood Pressure  
Education Program