



**Measure Up
Pressure Down®**

American Medical Group Foundation

Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!

Impact Report

As part of our efforts during National High Blood Pressure Education Month in May, the American Medical Group Foundation (AMGF) hosted its inaugural *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!* event on May 15, 2014.

On this annual National Day of Action, more than 70 Measure Up/Pressure Down® campaign supporters rolled up their sleeves and joined together in their respective communities to participate in at least one action to improve high blood pressure control. These actions took different forms, based on audience, capabilities, and resources, such as blood pressure screenings, materials dissemination, social media, web chats, website pages, employee trainings, health fairs, media coverage, and more.

Why “Roll Up Your Sleeves”? This theme has double meaning for Measure Up/Pressure Down®. We wanted to:

- ♥ Encourage those at medical groups, health systems, partner organizations, and sponsoring companies to roll up their sleeves and continue the important and ongoing work in blood pressure control; and
- ♥ Motivate patients to literally roll up their sleeves and get a blood pressure reading.

The National Day of Action will be an annual event, hosted again in May 2015. The campaign welcomes sponsors and participants to continue to grow the impact of the event next year.

The following pages provide more information about the astounding impact and reach of this year’s National Day of Action (more than 57.4 million Americans), and highlights the remarkable support of the event’s participants from all across the country.

For more information about how your organization can participate in or support the Measure Up/Pressure Down® campaign and its activities, such as the National Day of Action, please contact mupdcampaign@amga.org.

2014 NATIONAL DAY OF ACTION IMPACT

MEASURE UP/
PRESSURE DOWN®

NATIONAL DAY OF ACTION IMPACT

On May 15, 2014, the national Measure Up/Pressure Down® hypertension campaign hosted its inaugural *National Day of Action: Roll Up Your Sleeves!* event.

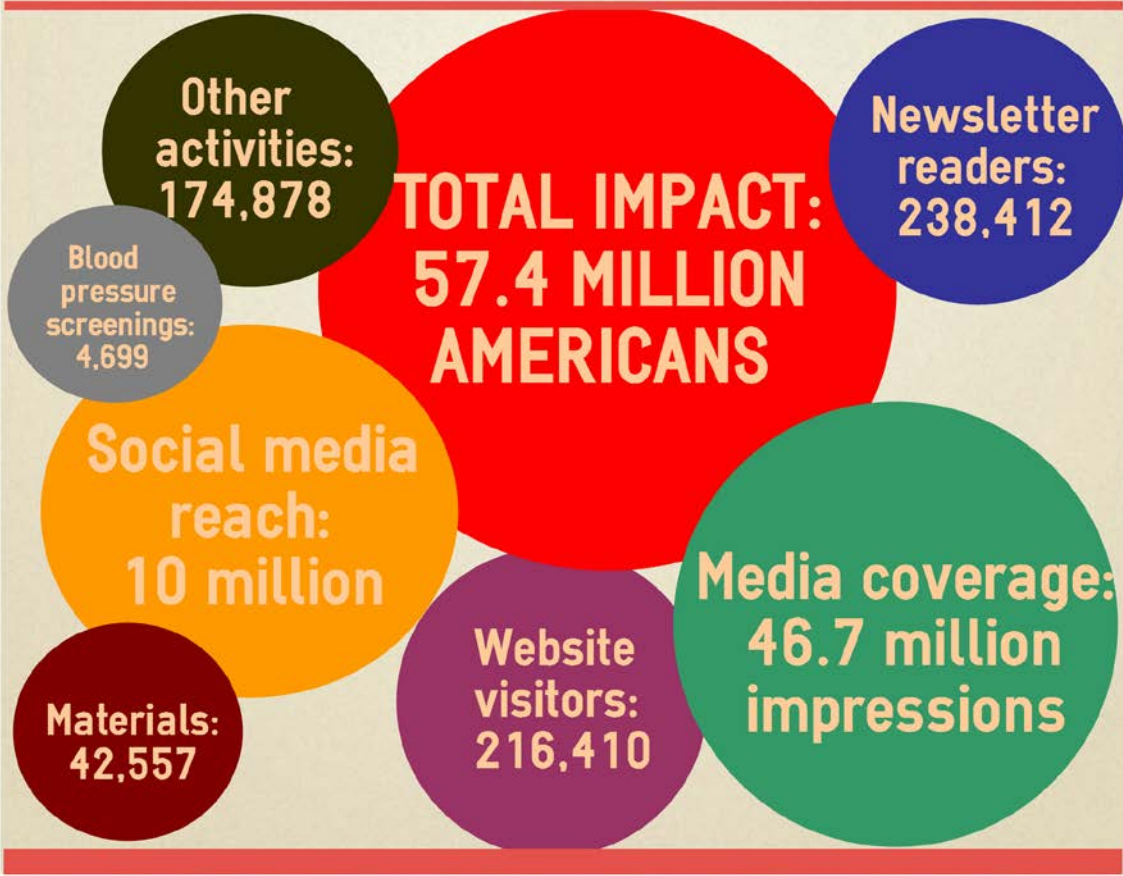
More than 70 campaign supporters across the country took an action for blood pressure control and reached 57.4 million Americans.



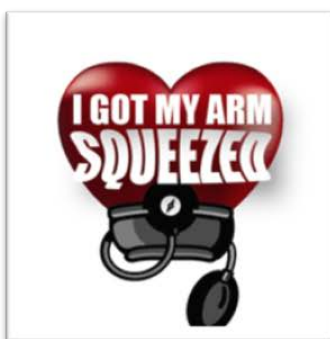
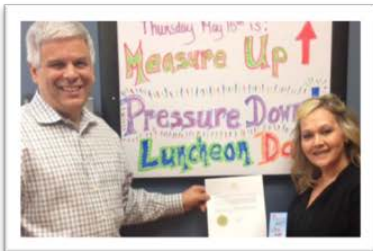
Measure Up
Pressure Down®

American Medical Group Foundation

Note: Metrics indicate total reach
Last updated: July 2, 2014



2014 NATIONAL DAY OF ACTION ACTIVITIES



More pictures available at:
www.facebook.com/MeasureUpPressureDown

www.measureuppressuredown.com

2014 NATIONAL DAY OF ACTION HIGHLIGHTS

The 2014 event garnered national recognition, including:

- ♥ Congressional Proclamation by U.S. Representative James F. Moran (VA) recognizing AMGF for hosting the first Measure Up/Pressure Down® National Day of Action.
- ♥ Media coverage in 38 outlets, including: *Forbes*, *ABC News*, *Becker's Hospital Review*, *Medical Practice Insider*, *Dallas Morning News*, *Tone and Tenor* radio show, FOX 5 (Washington, DC), KAIT-TV (Jonesboro, AR), and KVUE-TV (Austin, TX).

Why Americans Die Unnecessarily From High Blood Pressure

It's a leading cause of death and disability in the U.S., leading to hundreds of thousands of preventable heart attacks, strokes and failed hip/knee each year. About one-third of all American adults have it, according to the Centers for Disease Control, and it costs the nation about \$50 billion annually to treat it and its complications.

"It is high blood pressure, also known as hypertension. It is a symptoms, silent killer. There are effective medications for it. But physicians across the U.S. don't do a great job helping their patients control it. Fixing the problem starts with education - answering questions about what high blood pressure is and how Americans can better control it. Blood pressure is the force of blood pushing against the artery walls as the heart pumps. If this pressure rises too high and stays elevated over time, it damages the body. The American Medical Group Association is on a mission to help Americans get this life-threatening condition under control. The association selected today, May 15, as its national day of awareness. The "Measure Up/Pressure Down National Day of Action" is calling on every medical group in the country to take one positive step toward educating patients and addressing our nation's high blood pressure problem. Already, nearly 150 medical groups and 12 national organizations have committed to the effort.

Measure Up Pressure Down
American Medical Group Foundation

How Do You Measure Up?

Today, I will roll up my sleeves for blood pressure control for the #MUPDNationalDayofAction!
#MeasureUpPressureDown
<http://thndr.it/1iiff2H>

Join Measure Up/Pressure Down Campaign in sharing this message together at the same time - automatically.

Complete!

SUPPORTERS
118 of 100
118% of goal supported

SOCIAL REACH
415,839
People

TIME LEFT
Complete
Ends May 15, 1:00 PM EDT

High blood pressure initiative tracks patients' progress

1981 is emblem and serves tradition of Pol... to our you celebrate 3, please be ends beside freedom and

ENBERO ER

CONGRESSIONAL RECORD — Extensions of Remarks

strates com- munitations in the 1980. May 3 government I Polish Cong- cial Polish fall of com- dained a Lith- ish-American

RECOGNIZING THE AMERICAN MEDICAL GROUP FOUNDATION

HON. JAMES F. MORAN

IN THE HOUSE OF REPRESENTATIVES

Tuesday, April 29, 2014

Mr. MORAN. Mr. Speaker, I rise today to recognize the American Medical Group Foundation, based in Alexandria, Virginia, for hosting the first ever Measure Up/Pressure Down National Day of Action: Roll Up Your Sleeve on May 15, 2014. On this day, medical groups, health systems, partners, and sponsors across the nation will take one "action" to improve blood pressure control in their communities. The services will range from free blood pressure screenings and patient education, to employee brown bag lunches and media outreach.

The Measure Up/Pressure Down™ initiative is a national campaign that raises awareness and control of blood pressure by working with more than 150 medical groups and health systems, partner organizations, and sponsors. High blood pressure (hypertension) is one of the biggest risk factors for heart disease, stroke, kidney disease, and diabetes complications. Nearly one out of three American adults has high blood pressure. Yet out of these 68 million people, only half have the condition under control.

Mr. Speaker, I am pleased to recognize the

my FOX5DC.com The TOP 2 Revealed Tonight!

National High Blood Pressure Education Month

Free Screenings Today

DC Maryland Virginia

Free blood pressure screenings
Time to roll up your sleeves for National High Blood Pressure Education Month! Residents in DC, Maryland and Virginia can get free screenings today. http://www.measureuppressuredown.com/HighBPMonthVtdy_highBPMonth.asp

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Home > Health Blog

Check your blood pressure: May 15 is the Day of Action

By Jane Sadtler
dsjane5@gmail.com
5:33 pm on May 15, 2014 | Permalink

MeasureUpPressureDwn
@MUPDcampaign

Thanks to @DrRichardBesser (@abcDrBchat) for a great Twitter chat on blood pressure control! Highlights: ow.ly/xbnOh #abcDrBchat

Reply Retweet Favorite More

Twitter Chat – May 20

TELL ME THE TRUTH, DOCTOR

Follow:
@MUPDcampaign
@abcDrBchat

Chat Hashtag:
#abcDrBchat

- **WHO:** Measure Up/Pressure Down® and Dr. Richard Besser (ABC News' Chief Health and Medical Editor)
- **WHAT:** Twitter chat on high blood pressure
- **WHERE:** Twitter
- **WHEN:** Tuesday, May 20 at 1 pm EST
- **WHY:** Raise awareness about the dangers of high blood pressure and the importance of blood pressure control

2014 NATIONAL DAY OF ACTION PARTICIPANTS

Participating Campaign Medical Groups & Health Systems

- ♥ Arch Health Partners
- ♥ Austin Regional Clinic
- ♥ Baptist Medical Group
- ♥ Centura Health Physician Group
- ♥ Cleveland Clinic
- ♥ Coastal Carolina Health Care
- ♥ Colorado Springs Health Partners
- ♥ Dartmouth-Hitchcock Clinic
- ♥ Essentia Health
- ♥ HealthPartners
- ♥ Inova Medical Group
- ♥ INTEGRIS Medical Group
- ♥ MedStar Physician Partners
- ♥ Mercy Clinics East Division
- ♥ Meridian Health Resources
- ♥ Mid-Atlantic Permanente Group
- ♥ Mount Kisco Medical Group
- ♥ NEA Baptist
- ♥ New West Physicians
- ♥ Novant Medical Group
- ♥ Oregon Medical Group
- ♥ Premier Medical Associates
- ♥ Prevea Health Services
- ♥ PriMed Physicians
- ♥ Quincy Medical Group
- ♥ Rio Grande Primary Health Net
- ♥ Riverside Medical Clinic
- ♥ Rockford Health Physicians
- ♥ Scripps Medical Foundation
- ♥ Shannon Health System
- ♥ Springfield Clinic
- ♥ Summit Medical Group
- ♥ Susquehanna Health Medical Group
- ♥ The Baton Rouge Clinic
- ♥ The Everett Clinic
- ♥ The Polyclinic
- ♥ UnityPoint Health
- ♥ University of Utah Healthcare
- ♥ USMD Holdings, Inc.
- ♥ Watson Clinic
- ♥ Weill-Cornell Physician Organization
- ♥ Wellmont Medical Associates
- ♥ Westchester Health Associates
- ♥ Wilmington Health

Campaign Partners

- ♥ American Heart Association
- ♥ American Heart Association - Mid-Atlantic Affiliate
- ♥ American Kidney Fund
- ♥ American Stroke Association
- ♥ Men's Health Network
- ♥ Preventive Cardiovascular Nurses Association
- ♥ WomenHeart

Campaign Sponsors

- ♥ Ralphs Pharmacy
- ♥ Withings

Other Supporting Organizations

- ♥ Alpha Kappa Alpha Sorority, Inc. - Lambda Omega Chapter
- ♥ American College of Cardiology
- ♥ American Medical Association
- ♥ American Medical Group Association
- ♥ American Medical Group Foundation
- ♥ Beacon Urgent Care
- ♥ BlueCare Tennessee
- ♥ BodyCraft Fitness/ Recreation Supply, Inc.
- ♥ Cass County Health Department
- ♥ Hendersonville Woman's Club
- ♥ Million Hearts[®]
- ♥ Mitsui E&P USA, LLC.
- ♥ Nodaway County Health Center
- ♥ Prince George's Community College
- ♥ U.S. Food and Drug Association Office of Women's Health
- ♥ UnitedHealthcare Community Plan of Tennessee
- ♥ Washington County Health Department