

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

Partner with us to create a healthier America

Real possibilities for America's grocery chains

Expand your marketing programs and engage your customers while improving the health of all Americans. Join the National High Blood Pressure Education Program at the National Institutes of Health and 40 other national organizations in the fight to prevent and control high blood pressure.

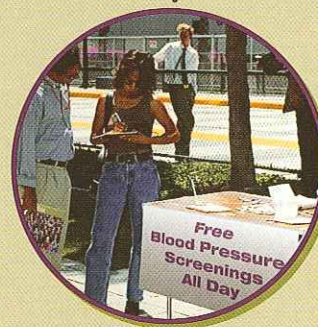
We have created "Mission Possible" to mobilize all Americans to reduce the more than 1 million heart attacks, strokes, and kidney failure cases caused annually by high blood pressure. With your help, this Mission is Possible.



Create Store-Wide Promotions:
Drive traffic and sales with promotions tied to high blood pressure education.



Incorporate Point-of-Purchase into Promotions:
Support healthy eating plans like the DASH eating plan by providing recipe booklets and access to Web sites with recipe print outs.



Integrate into Community Relations Programs:
Sponsor events like community screening days and include high blood pressure education in existing programs.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health
National Heart, Lung, and Blood Institute
National High Blood Pressure Education Program
NIH Publication No. 04-5257
Reprinted September 2005



Expand Your Pharmacy Services:
Offer added value for consumers with education and screening at in-store pharmacy counters.



Enhance Health-Related Product Promotions:
Increase sales of select food products with in-store specials tied to high blood pressure awareness.