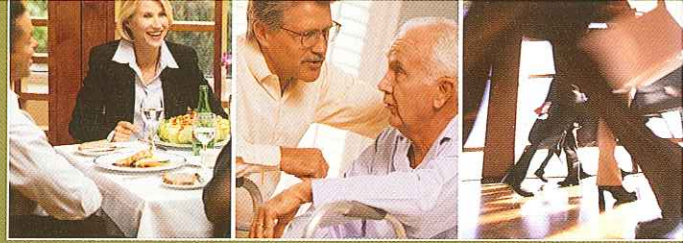
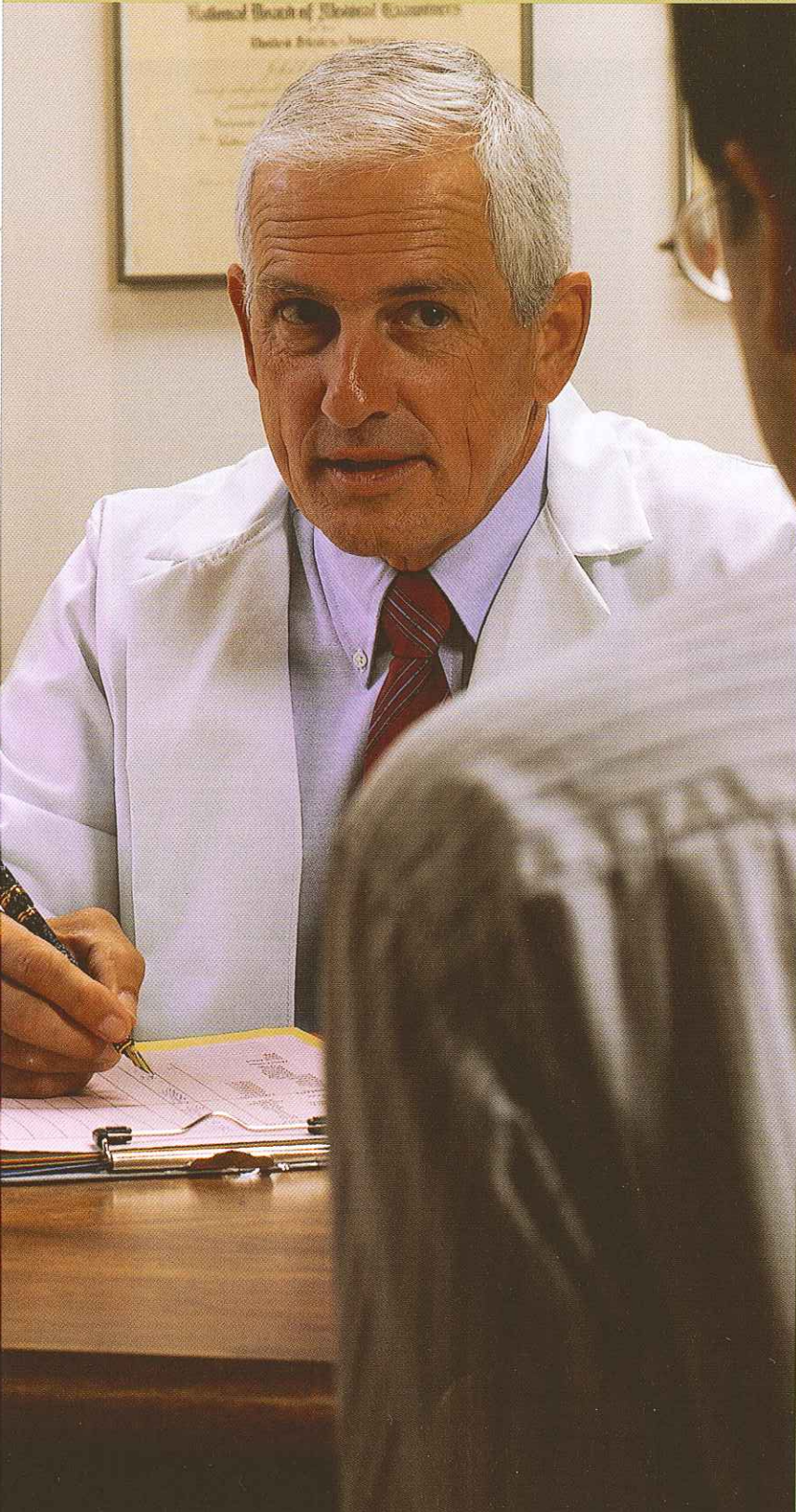


# Prevent and Control High Blood Pressure: Mission Possible



▶▶ What every physician should know



## High blood pressure: A force to be reckoned with

Are you aware that up to 50 percent of patients who begin antihypertensive therapy drop out of care within one year? What's more, 50 percent of those who remain in treatment take less than 80 percent of their medication.

### Know your numbers

High blood pressure is called “the silent killer” because there often are no symptoms. Your numbers are often your only warning.

#### Optimal blood pressure

the pressure of blood in the vessels when the heart beats: **systolic pressure**

less than  
**120/80 mmHg**

millimeters of mercury

the pressure between beats when the heart relaxes: **diastolic pressure**



**High blood pressure**  
140/90 mmHg or higher

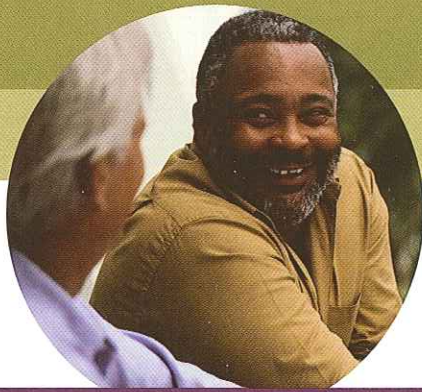
**Prehypertension**  
between 120-39 and/or 80-89 mmHg

**Optimal blood pressure**  
less than 120/80 mmHg

**Enlist in this vital mission to save lives.**



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## Increase patient adherence

Some simple things you can do to increase patient adherence to hypertensive medication:

- Provide simple, easy-to-follow written and oral instructions.
- Tailor instructions so they address patients' lifestyles, needs, and reasons for non-adherence.
- Address potential for adverse effects and tailor regimens to patients' concerns and needs.
- Try behavioral strategies, such as reminder systems, cues, self-monitoring, and feedback.

## Increase patient knowledge

Talk to your patients about:

- Their blood pressure numbers and what they mean.
- Their risk of heart attack, stroke, congestive heart failure, diabetes, and kidney failure.
- The increased risks associated with high normal blood pressure.
- The value of even small changes in diet and physical activity in preventing and controlling high blood pressure.

## Resources to help your patients



*Your Guide to Lowering High Blood Pressure* includes information on how to detect, prevent, and treat high blood pressure. Features the DASH diet, which has been shown to prevent and lower high blood pressure, and information specifically for women.  
[www.nhlbi.nih.gov/hbp/index.html](http://www.nhlbi.nih.gov/hbp/index.html)

*Aim for a Healthy Weight* includes a BMI calculator, tips for shopping and preparing food, and a menu planner that is designed to guide daily food and meal choices based on 1 day's calorie allowance.  
[www.nhlbi.nih.gov/health/public/heart/obesity/lose\\_wt/index.htm](http://www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/index.htm)

*Live Healthier, Live Longer* includes interactive materials for people with heart disease and those who want to prevent it.  
[www.nhlbi.nih.gov/chd/index.htm](http://www.nhlbi.nih.gov/chd/index.htm)

### General information and publications.

NHLBI Health Information Center  
P.O. Box 30105  
Bethesda, MD 20824-0105  
Tel 301-592-8573; Fax 301-592-8563  
(Monday - Friday, 9 a.m. to 5 p.m. eastern time); TTY 240-629-3255  
[www.nhlbi.nih.gov/health/infoctr](http://www.nhlbi.nih.gov/health/infoctr)



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. 04-5266  
March 2004  
Reprinted September 2005