

Know Your Numbers. Take Action.



www.thebigsqueezesf.org

Blood Pressure Categories



BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120 – 129	and	LESS THAN 80
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1	130 – 139	or	80 – 89
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2	140 OR HIGHER	or	90 OR HIGHER
HYPERTENSIVE CRISIS (consult your doctor immediately)	HIGHER THAN 180	and/or	HIGHER THAN 120

High blood pressure accounts for the second largest number of preventable heart disease and stroke deaths, second only to smoking.

It's known as the **“silent killer”** because often there are no symptoms, despite its role in significantly increasing the risk for heart disease and stroke.

The American Heart Association recently released new guidelines for identifying and treating high blood pressure.

69% of people who have a first heart attack also have high blood pressure.

76% of people who have a first stroke also have high blood pressure.

! Your risk of stroke increases **4-6x** if you have high blood pressure.

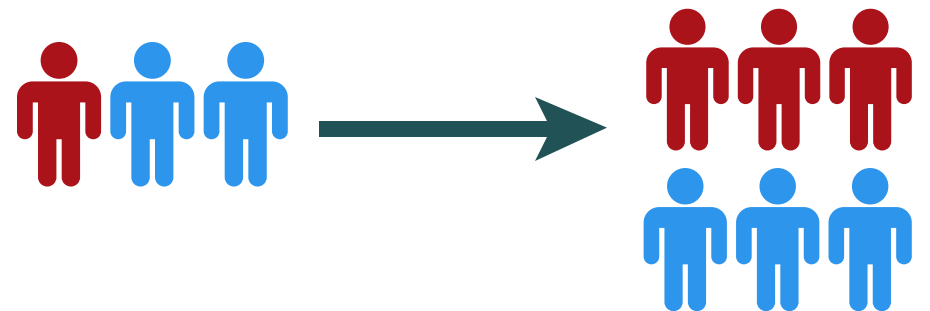
At age 50, total life expectancy is **five years longer** for those with normal blood pressure.

www.heart.org/bloodpressure

New Guidelines: What You Need to Know

Under the previous guidelines, **1 in 3** adults were considered to have high blood pressure.

With the new guidelines, **nearly half (46%)** of adults have high blood pressure.



10:1 Return on Investment

Improving self-management of chronic diseases like high blood pressure saves money and improves health. Studies show that 50% of medications for chronic disease are not taken as prescribed, and 20%-30% of prescriptions are never filled.

M. Christopher Roebuck, Joshua N. Liberman, Marin Gemmill-Tayama, Troyen A. Brennan. *Medication Adherence Leads to Lower Health Care Use*. Also Prescriptions 4 Health, *A Treatable Problem: Addressing Medication Adherence by Reforming Government Barriers*.



A diet rich in fruits & vegetables, whole grains and low-fat dairy and skimps on saturated fat and cholesterol can lower BP by up to 14 mmHg.¹



Regular physical activity, defined as getting at least **30 minutes** of activity on most days of the week, can lower BP by 4 to 9 mmHg.²



Nicotine constricts blood vessels and raises blood pressure, and the carbon monoxide in cigarette smoke forces the heart to work harder. **Quitting smoking** can naturally lower BP by 5 to 10 points.³



Excess sodium contributes to high blood pressure. The daily recommendation is **2,300 mg** (about 1 teaspoon of salt), but the average American currently consumes more than **3,400 mg** a day. If adults **reduced sodium** by just 400 mg a day, our nation could **save 28,000 lives** and **\$7 billion** in health care costs each year.⁴

1. Mayo Clinic. 2. Physical activity and the prevention of hypertension. Diaz KM, Shimbo D Curr Hypertens Rep. 2013;15(6):659. 3. American Cancer Society. 4. New England Journal of Medicine, August 11, 2016.