

# ABOUT NATIONAL WOMEN'S BLOOD PRESSURE AWARENESS WEEK



**National Women's Blood Pressure Awareness Week** is a weeklong observance led by the U.S. Department of Health and Human Services Office on Women's Health. The observance, which will take place October 11-17, 2020, will **highlight the importance of blood pressure control and monitoring among all women**, with an emphasis on women ages 18-44. NWBPAAW will empower women to take control of their health by sharing everyday actions they can take to **maintain a healthy blood pressure and improve their overall heart health.**

## WHY IS THE FOCUS ON WOMEN AGES 18-44?

The Centers for Disease Control and Prevention (CDC) estimates that 27.7% of women have hypertension (high blood pressure). Nearly 50% of these women have uncontrolled hypertension. Women of reproductive age (18-44) with hypertension are at an increased risk for mortality due to cardiovascular disease and coronary heart disease. According to the World Health Organization, hypertension, and related complications, is second only to hemorrhage as the most common cause of maternal death internationally.

The CDC also found that pre-eclampsia and eclampsia were related to 6.6% of maternal deaths during pregnancy, 9.3% of deaths within 42 days after pregnancy, and 5.4% of deaths 43 days to 1 year after pregnancy. Data suggests that efforts to improve blood pressure control among women of reproductive age could improve the overall health of women and reduce maternal mortality.

## WHAT ARE THE KEY MESSAGES FOR THE WEEK?

Throughout the week, OWH will share messages to promote a daily theme around high blood pressure or hypertension awareness. The daily themes and are highlighted below.

**Sunday October 11**  
Heart Disease in Women

**Monday October 12**  
High Blood Pressure in Women

**Tuesday October 13**  
Understanding and Controlling Hypertension

**Wednesday October 14**  
Monitor Your Blood Pressure Daily

**Thursday October 15**  
Develop Healthy Heart Habits to Lower Blood Pressure

**Friday October 16**  
Community Resources & Success Stories

**Saturday October 17**  
Sharing What Works: Personal Stories

## HOW CAN YOU PARTICIPATE IN NATIONAL WOMEN'S BLOOD PRESSURE AWARENESS WEEK?

- Promote the health observance on social media
- Include our sample messages in your e-newsletter, blog, etc.
- Share key information with members/customers/clients encouraging them to promote the observance through their own channels
- Promote **National Women's Blood Pressure Awareness Week** on your website





**NWBPAW**  
NATIONAL WOMEN'S BLOOD PRESSURE AWARENESS WEEK

**SAMPLE MESSAGES**

Every minute in America, **a woman dies of a heart attack**, stroke, or another form of cardiovascular disease. Many of these are preventable.  
<https://go.usa.gov/xGMuW>

**Nine out of ten women** have at least one risk factor for heart disease. <https://go.usa.gov/xGecB>

**High blood pressure is the biggest risk factor** for stroke. It makes you 4-6 times more likely to have a stroke. <http://go.usa.gov/cuQSP>

**Approximately 41% of women** with hypertension or high blood pressure, don't have it under control. If you have high blood pressure, here's what you can do to change this: <https://go.usa.gov/xGMhh>

In the United States, **African American women are more likely to have high blood pressure** compared to many women of other racial and ethnic minority groups. Check out this graph to see how the rates differed between 2015-2016:  
<https://go.usa.gov/xGtRd>

Heart disease and stroke caused **more than 1 in 3** pregnancy-related deaths from 2011-2015.  
<https://go.usa.gov/xGeqt>

High blood pressure usually has no symptoms. The only way to know if you have high blood pressure is to **have your blood pressure monitored**:  
<https://go.usa.gov/xGe3c>

Although women over 55 have a higher risk of high blood pressure, recent studies show an increase in the number of **younger women with heart disease**.  
<https://bit.ly/33BuX5y>

**Monitoring your blood pressure at home** by yourself (or self-monitoring) is a great step towards getting it under control. Here are steps to help you correctly monitor your blood pressure at home:  
<https://go.usa.gov/xGe3G>

**Did you know?** Some insurance companies provide free blood pressure monitors. **Talk to your insurance company about the options available to you.**

If you are prescribed medication(s) for high blood pressure, **take them as your provider advises**.  
<https://go.usa.gov/xGe3t>

**Pay attention to the triggers** that can increase your blood pressure. Your blood pressure record can help you determine times and situations when your blood pressure may increase. You can make adjustments to your schedule to avoid or reduce those triggers.

**Uncontrolled high blood pressure during pregnancy** is serious and can harm both you and your baby. If you are pregnant, high blood pressure can damage your organs and increase your risk of stroke. It can also cause early birth (called preterm birth) and low birth weight for your baby.  
<https://go.usa.gov/xGecx>

**Did you know?** Breastfeeding can help lower a mother's risk of high blood pressure.  
<https://go.usa.gov/xGzqx>

