



## The American Society of Hypertension, Inc.

*Committed to Eliminating Hypertension and Its Consequences*

### **FOR IMMEDIATE RELEASE:**

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### American Society of Hypertension Practices What It Preaches to Combat 'Neglected Disease' of Hypertension

*ASH Offers Free Blood Pressure Screenings to New York Hilton Employees and Throughout New York City*

**NEW YORK, April 14, 2010** – In the wake of the Institute of Medicine's report on hypertension highlighting it as a 'neglected disease' and urging a more focused and collaborative approach to reduce its prevalence, the American Society of Hypertension, Inc. (ASH), will hold its annual free blood pressure screenings and hypertension counseling in at-risk communities across New York City. This hypertension outreach initiative is a prelude to ASH's 25<sup>th</sup> Annual Scientific Meeting and Exposition.

Free blood pressure, glucose and cholesterol screenings will be conducted at the New York Hilton & Towers on Friday, April 23<sup>rd</sup> for its employees. The employees will participate in follow-up screenings at six months, one year and two years to compile a robust set of data analyzing the impact of the screenings.

“We are extremely proud of the continuing success and impact our outreach programs have had on large numbers of people including in low-access communities in New Orleans, San Francisco, and now in New York,” said Dr. Keith C. Ferdinand, leader of the American Society of Hypertension Community Outreach Program. “Studies demonstrate that a broad public health approach – with contributions from the community, medical experts, industry leaders and government officials – is



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essential to make a significant impact on high blood pressure across various populations, especially for those in need.”

Dr. Ferdinand will join his colleagues at the Society’s annual meeting to address this topic and discuss results from various community- and policy-driven programs. The program serves the dual purpose of furthering the organization’s commitment to evidence-based medical research and reaching underserved communities who may be at higher risk for high blood pressure and its consequences.

“We are grateful to join the American Society of Hypertension in providing our associates with a free blood pressure screening,” said Conrad Wangeman, General Manager, Hilton New York. “We want our associates to be in good health, and these kinds of screenings and health events help educate on the importance of preventative care and can be conducted by employers across the country.”

Untreated high blood pressure can lead to substantial health consequences including heart attacks and stroke. Nearly 74.5 million people in the United States age 20 and older have high blood pressure.<sup>1</sup> Certain populations are disproportionately impacted by the disease. Hypertension is more common among African Americans. In fact, African Americans develop high blood pressure earlier in life and at every age have more severe high blood pressure than Whites.<sup>2</sup> Research also shows that Mexican Americans with hypertension are less likely to know they have the illness and are less likely to be treated compared with other races and ethnicities.<sup>3</sup>

Screenings open to the public will be conducted in other areas of the New York City to extend the initiative deep into the community. The health education events will be held at:

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<sup>1</sup> High Blood Pressure Statistics. American Heart Association. <http://www.americanheart.org/presenter.jhtml?identifier=4621>

<sup>2</sup> ISHIB Health Facts: Hypertension. [http://www.ishib.org/supportfiles/fact\\_hypertension.pdf](http://www.ishib.org/supportfiles/fact_hypertension.pdf)

<sup>3</sup> “Hypertension Awareness, Treatment, and Control – Continued Disparities in Adults: United States, 2005 – 2006”; Centers for Disease Control and Prevention, National Center for Health Statistics; <http://www.cdc.gov/nchs/data/databriefs/db03.pdf>



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- ELMCOR Youth & Adult Activities Community Center – Employment/Health Fair  
Thursday, April 22<sup>nd</sup>; 10:00 a.m. – 3:00 p.m.  
33-16 108 Street & Northern Blvd., Corona, Queens
- Denny Moe’s Superstar Barbershop  
Saturday, April 24<sup>th</sup>; 11:00 a.m. – 3:00 p.m.  
2496 Frederick Douglas Blvd., Harlem

For as long as supplies last, attendees will receive free blood pressure monitors, and pedometers, in addition to the counseling and screenings. ASH will also provide its new patient information pamphlet, which is available in English and Spanish. It was created with a typical patient’s health literacy and understanding in mind, to help educate about blood pressure management and healthy living.

To bring solutions to the communities in need, ASH will complement its screenings with comprehensive training at eight community clinics to strengthen their doctors’ diagnosis and treatment of hypertensive patients or those at high risk. These clinics are in close proximity to where the screenings will be held.

The health monitors have been generously donated by HoMedics, Inc., and Omron, Inc. Educational grants for the initiative have been provided by PepsiCo. Inc. & Forest Pharmaceuticals, Inc.

For more information on the initiative, please visit [http://www.ash-us.org/patient\\_edu/](http://www.ash-us.org/patient_edu/).

### **About the American Society of Hypertension, Inc.**

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The American Society of Hypertension (ASH) is the largest U.S. professional organization of scientific investigators and healthcare professionals committed to eliminating hypertension and its consequences. ASH is dedicated to promoting strategies to prevent hypertension and to improving the care of patients with hypertension and associated disorders. The Society serves as a scientific forum that bridges current hypertension research with effective clinical treatment strategies for patients. For more information, please visit [www.ash-us.org](http://www.ash-us.org).

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