

Blood Pressure Advocate Program

About High Blood Pressure

High blood pressure is also called hypertension. It is the force of blood pushing against the walls of the arteries as the heart pumps blood. If this pressure rises and stays high over time, it can damage the body in many ways. Small changes to your lifestyle can have a big impact on your blood pressure.

About Us

The Blood Pressure Advocate Program is part of the community-wide High Blood Pressure Collaborative and funded by the NYS Empire State Development Corporation Award.

Managing your Blood Pressure

Do it for you.
Do it for those you love.

CENTER FOR COMMUNITY HEALTH
46 Prince Street • Rochester, New York 14607
(585) 224-3050

www.urmc.rochester.edu/cch



Center for Community Health

You Are Not Alone

Many people have high blood pressure. In fact, 1 in 3 adults may have it and not know it. So, you are not alone.

High blood pressure is called the “silent killer” because there are often no symptoms, so you may not be aware that it is damaging your arteries, heart, and other organs. Left untreated, high blood pressure can lead to a heart attack, stroke, kidney disease, memory loss, and vision problems.

The good news is that high blood pressure can be lowered and managed. And what’s more: Help is available!



We Are Here For You

The Blood Pressure Advocate Program is here to help you get your high blood pressure under control. Help is FREE and available right in the doctor’s office.

Our advocates – highly trained people you can trust – will support you every step of the way.

Here’s what your advocate will do for you:

- Take a blood pressure reading, so you know where you stand.
- Help you understand why it’s so important to control your blood pressure.
- Listen and learn what you are currently doing to control your blood pressure and talk about what gets in the way – what makes it difficult.
- Work with you to create a list of personal goals and steps to help you make healthier choices.
- Share helpful tips, services, and other resources to help you lower your blood pressure and stay on track.
- Communicate with your doctor or health care provider to let them know how you are doing.
- Call or meet with you, as needed, to cheer you on and support your success!

Can we help you?

If you are 18 years or older and have a blood pressure that is 140/90 or greater, please talk with your doctor or nurse to find out how we can help you. Or call us at 224-3050.