

# How to Use the: Ohio Over Hypertension Communication Toolkit



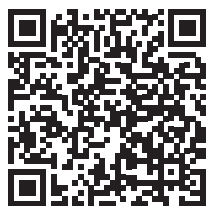
Department of  
Health

Cardiovascular Health Program  
Ohio Over Hypertension

This guide will assist you in raising awareness about Ohio Over Hypertension in your care team, organization, and healthcare professional network by:

- **Sharing on Your Organization's Newsletters, E-Blasts, or Blogs:** Many health systems and professional organizations have blogs or newsletters that are widely read by internal staff and external partners. By periodically including the premade language and images in those communications, you can raise awareness among practitioners.
- **Sharing on Personal or Organizational Social Media:** The social media post in this toolkit provides a great starting point to spread awareness among your professional network. Use the premade language, or make it your own. Though Facebook, Instagram, and X are great outlets for such posts, professionally-focused platforms like LinkedIn may provide an opportunity for greater impact.
- **Sharing During Team Meetings:** Many great ideas emerge from meetings between care or administration team members. Try sharing information and materials from the Ohio Over Hypertension website and toolkit in those meetings.
- **Sharing During Professional Gatherings:** Healthcare-related conferences, retreats, trainings, and webinars provide an easy way to raise awareness. Materials to aid presentations are available, such as a tri-fold brochure.

Another toolkit is also available for **Prepare to Prevent Diabetes**, an [Ohio Department of Health website](#) to help healthcare professionals refer patients to lifestyle change programs. Combined marketing assets are available to help you promote both websites simultaneously.



**SCAN HERE**  
to access your toolkit.



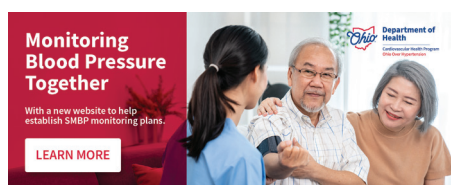
# Toolkit Assets

The marketing assets below can be used to spread the word about Ohio Over Hypertension in a wide variety of ways, including newsletters and e-blasts, blog and social posts, and at in-person events. We've made it easy for you to build these assets into your communication and marketing plan.



## Tri-fold Brochure

Use this tri-fold brochure as a hand-out at professional events, partner gatherings, all-staff meetings, or other places where healthcare professionals congregate. A high-quality version suitable for professional printing is also available.



## Banner Image

This adaptable image can be used on your organization's blogs, newsletters, e-blasts or other communication with health care professionals to raise awareness about the Ohio Over Hypertension website.

## Promotional Text and Images

This resource contains separate text and images that can be copy-pasted into a pre-existing newsletter, blog, or eblast format. The text can be used with the images or alone, and is available for download as a Word document.

### A Comprehensive Website to Establish SMBP with Patients

The Ohio Over Hypertension website is a one-stop resource to assist healthcare professionals in establishing self-measured blood pressure (SMBP) monitoring plans with their patients.

A wide variety of resources are available, including:

- Guides and trainings to establish SMBP with your patients.
- Listings for validated blood pressure monitoring devices.
- Patient resources for managing hypertension.
- Useful ICD-10 and CPT billing codes.

LEARN MORE



## Social Media Post

Share this social media post on your healthcare organization's accounts or in your professional networks.

