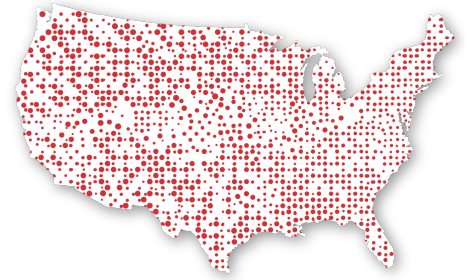


[BP Improvement](#)[Self-Measured BP](#)[Science & Policy](#)[Events](#)[Tools & Resources](#)[Awards](#)

NEARLY HALF OF AMERICAN ADULTS HAVE HIGH BLOOD PRESSURE — MANY DON'T EVEN KNOW THEY HAVE IT.



Target: BP™ is a national initiative created by the American Heart Association (AHA) and the American Medical Association (AMA) in response to the high prevalence of uncontrolled blood pressure (BP). Committed to advancing health equity, we support health care organizations and communities to improve blood pressure control for the patients they serve with the latest scientific evidence from AHA, AMA, and other experts.



1. Join Target: BP

Join hundreds of other health care organizations committed to improving BP control rates and get access to:

BP Improvement Support

Learn how your health care organization can make changes to better diagnose, treat, and manage high BP.

Self-measured BP (SMBP)

Discover how SMBP can be used to improve control rates and embedded into clinic workflows.

BP Guidelines

Review the latest guideline recommendations and key takeaways regarding diagnosis, treatment and prevention of hypertension.

Tools

Utilize a suite of educational and practical resources, including CME opportunities, to help improve care for patients with high BP.



2. Take Steps Towards Improvement

Leverage the latest clinical evidence to more effectively manage your

patients with high blood pressure by using the **BP improvement** resources.



3. Be Recognized

Participants are nationally acknowledged for their efforts to achieve optimal BP control rates through the Target: BP **Achievement Awards**

By empowering care teams to achieve better health outcomes, more patients will avoid life-altering events, such as heart attacks and strokes, leading to a healthier nation.

[Join Now](#)

Featured Resources

Upcoming Events

AUG 12:00 pm – 1:30 pm CDT



[Achieving Accuracy: BP Measurement e-module](#)

28 Target BP: Webinar

[View Calendar](#)

Provides re-training on proper BP measurement techniques for medical professionals.



[In-office Measuring Blood Pressure Infographic](#)

This printable PDF infographic titled 7 Simple Tips To Get An Accurate Blood Pressure Reading displays best practices for measuring BP accurately along with the potential impact of incorrect

positioning. The common positioning errors can result in inaccurate blood pressure measurement. Figures shown are estimates of how improper positioning can potentially impact blood pressure readings. ... [Read more](#)



[Understand Your Blood Pressure Numbers](#)

This printable PDF chart titled Control Your Blood Pressure is a helpful resource to understand blood pressure numbers. It helps patients understand what blood pressure category they fall within:

Normal, Elevated, High Blood Pressure – Stage 1, High Blood Pressure – Stage 2, Hypertensive Crisis.

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