



STRATEGY MEMO

JPR Health Communications Center
712 H Street NE Suite 1112
Washington, DC 20002

TO: All Employees Internal
FROM: Internal Communications Team
SUBJECT: Strategy Memo - Empowering Communities: Promoting Blood Pressure Awareness and Prevention Campaign
DATE: July 1, 2022

Dear Team,

As we embark on our new initiative, the "Empowering Communities: Promoting Blood Pressure Awareness and Prevention" campaign, it is crucial that we align our strategies to effectively address the growing concern of high blood pressure in our communities.

OBJECTIVE

Our primary goal is to ensure that every household has access to a blood pressure reading cuff. By empowering individuals to monitor their blood pressure regularly, we aim to motivate them to make healthier food choices, adopt positive lifestyle changes, and manage hereditary factors effectively.

Strategy:

1. **Distribution of Blood Pressure Reading Cuffs:** We need to identify the most effective and efficient ways to distribute blood pressure cuffs to every household. This could involve partnerships with local health clinics, community centers, or even door-to-door distribution.
2. **Education and Awareness:** Alongside the distribution of cuffs, we must also focus on educating the public about the importance of regular blood pressure monitoring and its role in preventing high blood pressure. This could be achieved through workshops, seminars, and online resources.
3. **Promotion of Healthy Lifestyle:** Encourage healthier food choices and lifestyle changes through various platforms. This could involve collaborating with local grocery stores for healthier food options, organizing community fitness programs, and providing resources on managing hereditary factors.

4. Regular Follow-ups: Implement a system for regular follow-ups with households to ensure they are using the cuffs and making the necessary lifestyle changes. This could be done through phone calls, emails, or community meetings.
5. Partnerships: Collaborate with local health organizations, fitness centers, and food stores to promote our campaign and its objectives.
6. Establish Online Sign-Up Forms: Use our digital strategy to incorporate sign-up forms for individuals to receive a blood pressure cuff on the website to collect demographic data consistently. We will interpret that information to look at a needs assessment.

EXPENDITURE

Our budget allocation will be focused on the following areas:

1. Procurement of Blood Pressure Reading Cuffs: A significant portion of our budget will be allocated to the purchase of blood pressure cuffs. We will also lean on specific grant funded for this campaign.
2. Education and Awareness Programs: Funds will be set aside for organizing workshops, seminars, and creating online resources.
3. Promotion and Partnerships: A portion of the budget will be used for promotional activities and establishing partnerships with local organizations.
4. Forum Management: Funds will be allocated for the setup and management of online and offline forums.
5. Follow-ups and Monitoring: A part of the budget will be used for implementing a system for regular follow-ups and monitoring.

Together, let us work towards building healthier communities and reducing the burden of high blood pressure. Your input and dedication are crucial to the success of this campaign. Let's make a difference in our community.

Best,

Kelley Evans
Director of Communications and Strategy, Senior Consultant
July 1, 2022