

Hypertension Bites

Hypertension Bites is a national, evidence-based public health campaign created by the Hypertension Control Alliance, assembled by the CDC Foundation with support from AstraZeneca and public health partners including APhA, the National Forum for Heart Disease & Stroke Prevention and PCNA to address a deceptively urgent problem. Uncontrolled high blood pressure often has no symptoms, yet can quietly damage the body, increasing risk of heart attack, stroke, kidney disease and dementia.

Hypertension Bites broke from traditional disease awareness campaigns by refusing to make hypertension a glossy, symptom-led story. The strategic idea was simple: Gen X and older millennial adults have learned to “shrug off” stress, caregiving and their own health—but uncontrolled hypertension is the one thing they cannot ignore. The campaign is a culturally fluent wake-up call, using 90s-inspired attitude, a manifesto video, relatable portraits and real voices to replace apathy with action.

Implementation launched nationally in February 2026 during American Heart Month, with emphasis in Atlanta, Chicago and Southern Louisiana—areas with especially high incidence.



496M+

earned reach

95%

said messages made them
confident in a control plan

80%

intent to share

460+

partners

3.73%

creator organic
engagement rate

258K+

website views

ZENO

CDC Foundation
Together our impact is greater

You can't
shrug off
high blood pressure.

Hypertension control is a journey, not a one-time fix. You can do this.

Get help



You can
take control
of your uncontrolled hypertension.

Know your numbers and stay focused on your long-term health goals.

Get help



High blood pressure is hard.

Controlling it doesn't have to be.

Don't shrug off your hypertension. Make a plan to re-take control.

Get help

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