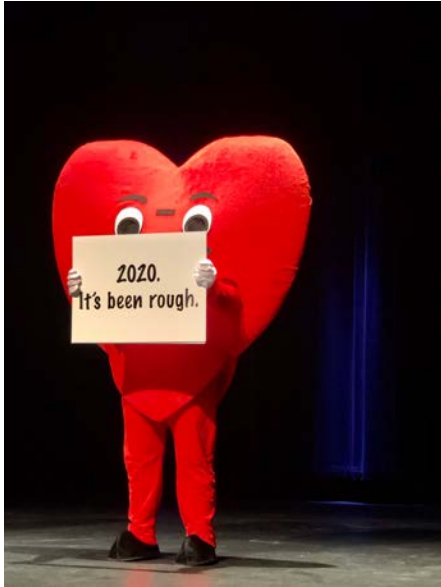


RHIP and COVID-19 MINI-GRANT PROJECT SUMMARIES

RHIP Mini-Grant Final Report for Eclipse Marketing “Central Oregon Blood Pressure Marketing Campaign-extension” Reviewed by the Enhance Physical Health Workgroup



Summary of Results:

- These funds were used to extend the existing grant funded marketing campaign for blood pressure awareness in Central Oregon.
- This campaign was originally budgeted to end November 14th. However, it was important to cut through all of those distractions and make Central Oregonians aware that high blood pressure can be an underlying condition when it comes to COVID infection and the ability to fight the virus.
- Extending this campaign to run through the New Year when people were more likely to be making resolutions around health and wellness gave us a higher likelihood that the message would be heard and acted upon.
- Please see the campaign’s full results on Central Oregon Health Data: <http://www.centraloregonhealthdata.org/tiles/index/display?alias=Beepy>

Quotes:

The KnowMyBP Facebook page received a number of comments from people who wanted to show support, share their experience, or reinforce the message:

"I know my BP!"

"A stroke at 46 robbed me of everything I loved in life. EVERYTHING! Control it please!"

"I have very high blood pressure. Everyone should keep theirs as normal as possible"

"Mine's finally normal again"

"Heard you were leaving. Thanks for your good work BP"