Summary

Dr. Modele Ogunniyi, professor and master clinician at Emory University, joined National Forum Executive Director John Clymer to reflect on key takeaways from the Hypertension Takedown convening. Their conversation reinforced the urgency of addressing hypertension, the value of patient-centered and community-based strategies, and the need for more impactful communication. They praised the event's innovative focus on storytelling, visual messaging, and multi-sector collaboration as essential tools in making blood pressure control a national priority.

Key Points & Takeaways

Hypertension is Preventable – and Modifiable

- **80–90% of hypertension cases** are linked to *modifiable risk factors* (diet, inactivity, alcohol use).
- Many people see hypertension as inevitable — this narrative must change.

Messaging & Communication Need a Shift

- **Facts and data aren't enough** – we need **emotional and visual storytelling**.
- *Hypertension is invisible* compared to diseases like cancer, yet just as deadly.
- Visuals (like graphic abstracts) and emotional appeals (missed life moments) help people understand the **real cost of hypertension**.

Notable Quotes

- *"Uncontrolled hypertension is lethal."* – Dr. Ogunniyi
- *"We must make the invisible visible."* – John Clymer
- *"People usually respond to what they see and what they feel."* – Dr. Ogunniyi
- *"Hypertension needs its own tagline… something repeated like 'The Ultimate Driving Machine.'"* – John Clymer

SMBP Works — But It's Underused

- Crystal Decuir's FQHC increased BP control from **45% to 70% in one year** using **self-measured blood pressure (SMBP)**, leadership buy-in, workflow redesign, and community partnerships.

- SMBP success requires **validated devices**, **tech integration**, and **training** for clinical and non-clinical staff.

Vital Conditions Framework: A Better Way Forward

- Shifts focus from SDOH to **actionable, community-driven change**.
- Emphasizes **belonging and civic muscle** as core elements of well-being.
- Strong alignment with programs like **Move with the Mayor®** that combine physical activity, education, and social connection.

A Call to Action

- **"What are we going to do differently?"** – Dr. Ogunniyi challenges attendees.
- Public health needs to **replicate and scale** successful examples like Crystal's program.
- Emphasis on **multi-solving approaches** that deliver health, education, and social benefits simultaneously.