

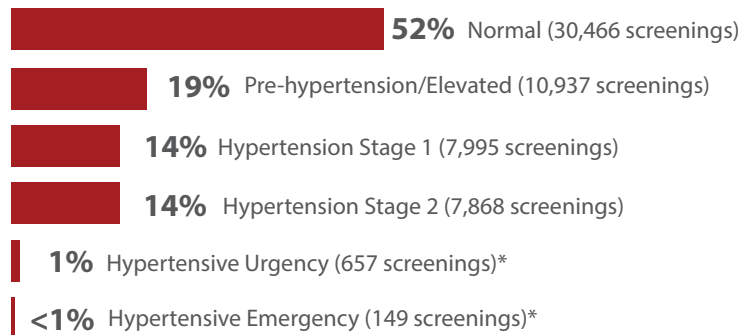
2024 Annual Impact Report

The 13th annual Love Your Heart blood pressure screening event took place February 14-29, 2024 in honor of heart health month and brought together communities across the U.S. and Mexico to increase awareness about heart disease and stroke prevention.

A total of **58,079 participants** (Figure #1) had their blood pressure screened at one of **506 sites** (Figure #2). Of those, a total of **806 participants had blood pressures at hypertensive crisis levels, a screening that potentially saved their life.**

Figure 1. Numbers and Percent of Screenings by Blood Pressure Level at All Sites

*Out of the 58,079 total screenings across the U.S. and Mexico, 58,072 provided blood pressure data.

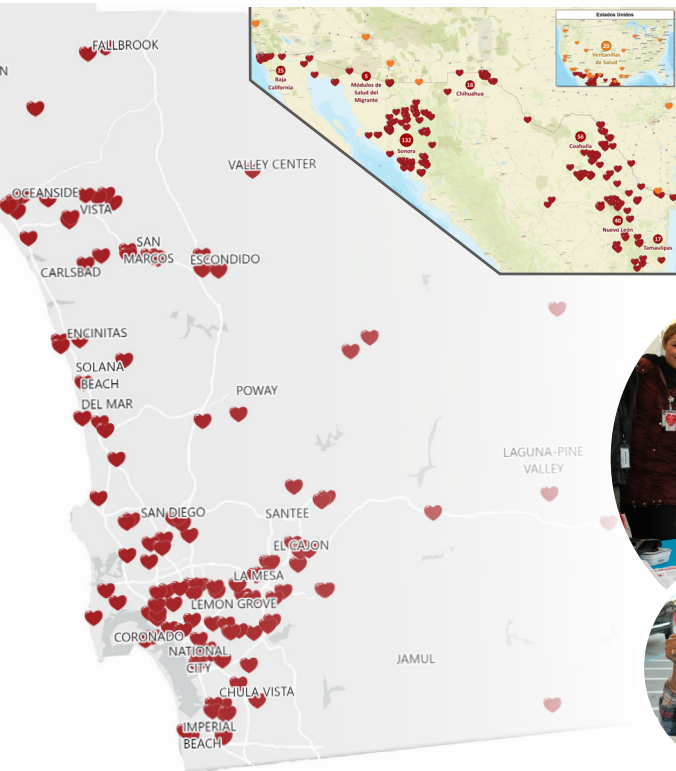


*Hypertensive Urgency and Emergency levels are considered crises that need medical attention.



Figure 2. Love Your Heart Blood Pressure Screening Sites

*Insert map shows Ama tu Corazón sites across Mexico.



“ Blood pressure screenings are part of what we do on the daily here at ADAPT, so when I saw that *Live Well San Diego* was involved in this campaign to expand that to the community and bring awareness, we wanted to get involved because we understand the importance of it.

**Kristee Shepherd, Executive Manager
Adapt Functional Movement Center**



“ I got my blood pressure checked because they were here! And, to see what it is. I was not surprised by my result though. I have a blood pressure monitor of my own and check it regularly.

**Robin Trear, Participant
Carlsbad Senior Center**

*Not pictured

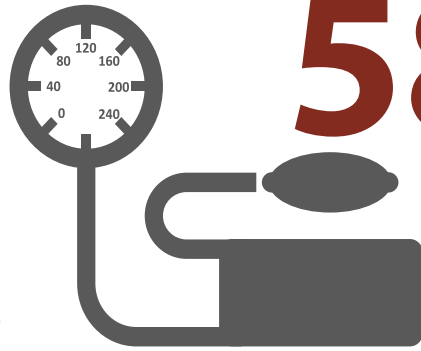
Full 2024 data report and site map are available online at:

LoveYourHeartSD.org



**LIVE WELL
SAN DIEGO**

KNOW OUR NUMBERS



58,079

Total Blood Pressure Screenings Online and In-Person at **506 Sites** Across the U.S. and Mexico

806

Total Screenings at Hypertensive Crises Levels



48%

Percent of Screenings with a Blood Pressure Level Above Normal

AMA  TU CORAZÓN

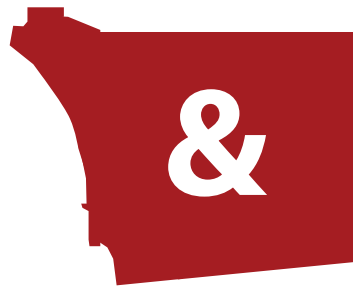
51,716



Total Blood Pressure Screenings at **313 Ama tu Corazón Sites** Across the Mexican Border

6,205

Total Blood Pressure Screenings In-Person at **193 Sites** Across San Diego County



37

Total Blood Pressure Screenings **Submitted Online**

2,700

Total Blood Pressure **Monitors** Distributed Across San Diego County



10,565

Unique Visitors to **LoveYourHeartSD.org** and **subpages** in the month of February.



Total **Reach of Promotional Efforts** Including Digital, Print, Radio, TV, Billboard, and Bus Advertisements

7,257,060