

LOVE YOUR HEART

2025 Annual Impact Report

An Overview

The 14th annual Love Your Heart blood pressure screening event took place February 10-14, 2025 in honor of heart health month. The event brought together communities across the U.S. and Mexico to increase awareness about heart disease and stroke prevention, empower the community to know their numbers, and learn what they mean. A total of **57,934 participants** had their blood pressure screened at one of **365 sites**, with **796 hypertensive crises** identified that may have otherwise gone undetected.



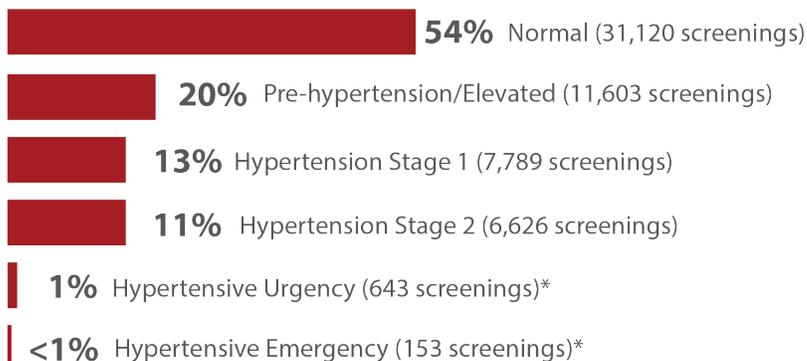
In the Community

“ Events like this make it possible for people to have access to preventative screenings, and considering the impact that chronic diseases can have on overall health, it’s essential that we identify them and that we help people manage them early. I’m really excited that we have this opportunity to connect the community to resources.

Jacinda (JAM) Abdul-Mutakabbir Pharm. D, MPH, AAHIVP
 Community Health and Wellness Clinic
 County of San Diego and University of California San Diego
 Skaggs School of Pharmacy and Pharmaceutical Sciences

**Not pictured*

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



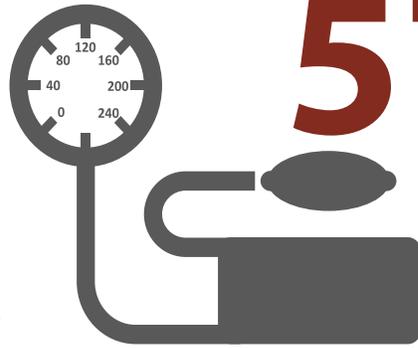
*Hypertensive Urgency and Emergency levels are considered crises that need medical attention.



“We know how important it is to have regular blood pressure screenings and to help prevent heart attacks and strokes... We have blood pressure monitors available for anybody to come in and utilize during library hours all year around.”

Holland Kessinger
 Grossmont Healthcare District
 Health & Wellness Library

KNOW OUR NUMBERS



57,934

Total Blood Pressure Screenings Online and In-Person at **365 Sites** Across the U.S. and Mexico

796

Total Screenings at Hypertensive Crises Levels



46%

Percent of Screenings with a Blood Pressure Level Above Normal

AMA  CORAZÓN

55,626



Total Blood Pressure Screenings at **261 Ama tu Corazón Sites** Across Mexico.

2,304

Total Blood Pressure Screenings at **99 Sites** Across San Diego County



671

Total Blood Pressure Monitors Distributed Across San Diego County

*In addition to 4 total screenings at 5 registered sites across Los Angeles County, Orange County, and Santa Cruz County (AZ)



3,582,631

Total Reach of Promotional Efforts Including Digital, Print, Radio, Streaming, Podcast, TV, and Outdoor Advertisements



8,452

Unique Visitors in February to **LoveYourHeartSD.org** and **subpages:** Ama Tu Corazón, Hearth Health Resources, Love Your Heart @ Home, Read Your Beats and the Promotional Toolkit.