



# PRESS RELEASE

For more information, contact:

Kim Bacon

Community Liaison Officer

West County EMS & Fire Protection District

223 Henry Avenue

Manchester, MO 63011

636.256.2009 or 636.541.3500

[KABacon@wescofire.org](mailto:KABacon@wescofire.org)

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## West County EMS & Fire Protection Launches the National STOP•DROP•CONTROL Campaign

STOP•DROP•CONTROL is a high blood pressure awareness and community health outreach campaign in collaboration with Novartis Pharmaceuticals Corporation, a leader in the development of high blood pressure treatments, patient resources and support materials and the International Association of Fire Fighters.

The program is designed for fire fighters, their families and the community to better understand the risks associated with high blood pressure and to help them manage their condition. Currently the leading cause of on-duty death among fire fighters in this country is heart disease and uncontrolled high blood pressure is a leading cause of heart disease.

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**WHO:** Firefighters, Ms. Sherri Holt, a nutritionist with the Missouri Baptist Medical Center and a culinary student.

**WHAT:** Members of the West County EMS & Fire Protection District will receive education on the dangers of high blood pressure, the data that concludes that they are at increased risk of having uncontrolled high blood pressure and some cooking tips, recipe ideas and practice preparing heart healthy food- and some samples.

**WHEN:** Wednesday, April 22, 2009 at 10 a.m.

**WHERE:** West County EMS & Fire Protection Station 2, 13790 Manchester Road, St. Louis, MO 63121.

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- High blood pressure (HBP), or hypertension, is a major disease affecting approximately 73 million Americans (1 in 3 adults)
  - 45 percent of on-duty fire fighter deaths are caused by heart disease each year
  - High blood pressure (presumably uncontrolled) is one of the contributing factors in on-duty cardiovascular deaths among fire fighters
  - Nearly three out of four fire fighters with high blood pressure do not have the condition adequately under control

[Click here](#) for more information on the **STOP•DROP•CONTROL Campaign**

**You are cordially invited to assign a camera/videographer.**