One investigates the degree of control of the Arterial Hypertension (HA) and the adhesion of the customers to the treatment, besides the exposition of these to the diverse factors of risk for the coronary diseases. The objectives are: to describe the epidemiologist profile of the customers with hypertension who frequent the ambulatory of medical clinic of a University Hospital of the City of Rio de Janeiro and to argue on the strategies of management of the care of Nursing to the customers in conviviality with the cardiovascular factors of risk. This is a quantitative study, with sample of 57 customers, chosen by random. We noticed one high number of customers exposed to such factors, fact that accuses a lack of adhesion to the programs of control and prevention. The performance of the Nurse is important, in these programs and in educative activities, planning to care of in the different levels of intervention.

**Keywords**

Care, Nursing, Arterial Hypertension.