

MAY MEASUREMENT MONTH IS SET TO REPEAT ITS GLOBAL BLOOD PRESSURE SCREENINGS IN 2018

TO IMPROVE GLOBAL HEALTH AND SAVE LIVES

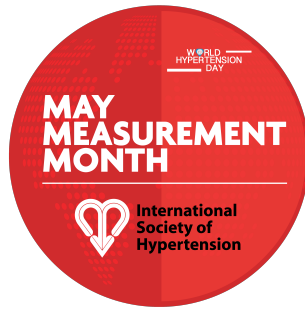
Following the success of the inaugural May Measurement Month (MMM) in 2017, plans are in place to repeat the mass synchronised global blood pressure (BP) screening campaign in May 2018. MMM is an initiative led by the International Society of Hypertension (ISH) and endorsed by the World Hypertension League - building on World Hypertension Day, to raise awareness of the issues surrounding raised BP during the month of May. Why? Because raised BP (often called hypertension) is the number one cause of death worldwide.

Around 10 million people die each year due to conditions related to high BP – such as heart attacks, strokes and kidney failure - but unless hypertension is detected we cannot treat it to prevent these conditions. According to the PURE* study only 46.5% of people who have hypertension actually know they have it, despite the fact that detection is very simple. It costs very little and takes only a few minutes to measure someone's BP which if raised can be easily treated. However, unless the public has access to screening which makes them aware, then the impact of effective treatments for controlling hypertension are limited, and that's where MMM comes in.

Professor Neil Poulter, ISH President stated: ***"We want May Measurement Month to help turn 46% awareness to 96%. When we reach that level, we can stop"***.

In 2017 May Measurement Month measured the BP of over 1.2 million people across 100 countries in one month - with limited resources, relying on the goodwill of its many volunteers. During the month, the screenings identified over 140,000 people with previously unidentified hypertension and over 100,000 with inadequately treated hypertension, all of whom can now take action to improve their health.

Professor Poulter added: ***"The common desire to increase awareness of the issues surrounding hypertension is what made this possible. We can often reduce BP with known lifestyle changes and existing drugs, but unless people know they have hypertension they can't be treated. So, a key objective of MMM is, not only to increase public awareness, but also to***



collect the evidence needed to help influence global health policy and make BP screening more widely available around the world.”

The global breadth of MMM covered vastly differing cultures -- including the Philippines, China, India, South America, Africa and parts of Europe including the United Kingdom. The screenings themselves were held in many locations, including hospitals, community centres, schools, supermarkets and factories.

To find out where your nearest MMM screening site is taking place in 2018, visit www.maymeasure.com (add local country details)

#checkyourpressure

Reference:

* *Hypertension: Awareness, Treatment & Control by National Income: 2003 – 2009. PURE Study. Chow et al. JAMA 2013; 310(9):959-68.*

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