



**WORLD  
ADHERENCE  
DAY** 27 MARCH

# STAY ON TRACK

World Adherence Day, taking place on 27 March 2026, highlights the importance of staying on track with treatment. Stopping or skipping treatment is a life-threatening risk factor, while early initiation and clear support from day one help protect help and avoidable complications.

This year's campaign focuses on adherence as life-saving care. By supporting early action, clear communication, and ongoing support, World Adherence Day calls on patients, caregivers, and healthcare professionals to recognise adherence as essential to protecting health and improving outcomes.





**We invite healthcare professionals and communities to support better adherence by taking three simple steps:**

Share clear information on why adherence matters and how staying on track supports better health outcomes.

Use campaign resources to encourage practical actions that support adherence, from day one and over time.

Join the conversation and share campaign content using #WorldAdherenceDay, #StayOnTrack and #DontMissAMoment to help spread awareness.



中國心血管健康聯盟  
Chinese Cardiovascular Association

Supported by



**fip** ADVANCING  
PHARMACY  
WORLDWIDE

European Society of Hypertension



INTERNATIONAL  
ATHEROSCLEROSIS  
SOCIETY

**SERVIER**  
moved by you



ESC  
European Society  
of Cardiology



SOCIEDADE  
BRASILEIRA DE  
CARDIOLOGIA

