



International
Society of
Hypertension

MAY
MEASURE
MONTH

MMM Country Leaders – Roles and Responsibilities

MayMeasure.org

Thank you for leading MMM in your country. Below you will find an outline of your key responsibilities, those that need to start before your campaign launch are highlighted in red.

NATIONAL LEVEL

- **Ethical Approval** if required: remember this can take up to 6 months!
- **Source and apply for national funding**
- **Seek opportunities for local partners and sponsors**
- **Be the MMM spokesperson for your country** – for press, public officials...
- **Ensure MMM toolkits are followed** for promoting and setting up MMM screening sites
- **List your screening sites at a national level** and share these sites with the MMM Global team
- **Promote MMM** before launch and the duration of the campaign

SITE LEVEL

- **Ensure the recruitment and training of volunteers** – for both sites and administration
- **Provide each site with a screening identity code** (for data collection)
- **Ensure BP is measured correctly** and the MMM protocol is followed
- **Ensure all sites have an adequate number of appropriate BP measurement devices**
- **Sourcing and allocation of branded materials and resources** to sites

DATA

- **Ensure data is collected correctly**
- **Ensure data is recorded on correct templates**
- **Check all data is authentic and clean**
- **Coordinate a process to collect data via Country Leader**
- **Submit data to MMM before 30th November 2021**
- **Oversee the transcription of any data recorded on paper** – it must be in the correct format before being submitted.

COMMUNICATION

- **Be the main point of contact** or ISH and the central MMM project team
- **Disseminate information and guidance** to all relevant parties
- **Communicate MMM results in your country** – following central guidelines on data availability from the MMM project team
- **Co-ordinate the writing / authorship of any national papers**
- **Provide recognition for your volunteers** – via certificates etc

MMM Support

Your main point of contact for the MMM campaign is Harsha McArdle, Project Manager. If you have any queries or questions, please contact harsha@maymeasure.org

#SLEEVESUP 1 MAY – 30 NOV

May Measurement Month is an initiative led by the International Society of Hypertension and endorsed by The World Hypertension League