

MAY MEASUREMENT MONTH 2023

CAMPAIGN OVERVIEW

BACKGROUND AND HISTORY

Elevated blood pressure (BP) remains the No.1 contributing risk factor for global death, causing strokes, heart attacks and other cardiovascular complications. In 2019, an estimated 10.8 million deaths were attributed to raised BP which was completely undetected in most of the victims. A simple, one-minute check could greatly reduce this number.

May Measurement Month (MMM) is an annual global blood pressure screening charity with the aim to improve awareness of BP and hypertension at the individual and population level.

Launched in May 2017, MMM put the spotlight on increasing access to BP screening as potentially the most effective way to reduce hypertension's adverse toll on health. The campaign has come a long way since then, with volunteers in more than 100 countries having screened 5 million adults in cities, towns, and rural areas as part of the largest FREE public BP screening programme in the world. All participants who attended a MMM screening site left knowing their BP and were given advice on what they needed to do next. The detection of over 900,000 adults with untreated or inadequately treated hypertension during these four years, attests to the benefits of such opportunistic screening.

MMM continues to grow year on year with more awareness for the campaign being secured globally through various MMM activities and partnerships. But we need to do more to bring this important message to the forefront and we need help.

AIMS AND OBJECTIVES

Aims

- To highlight the importance of measuring BP and raise awareness of the impact that BP and hypertension can have at the individual and public health level

Objectives

- To screen the BPs of participants aged 18+ particularly those who are not regularly having their BP checked
- To facilitate accurate and standardised BP measurement through global distribution of validated BP devices where required
- To supply diet and lifestyle treatment advice to those with BP in the hypertensive range (> 140/90 mmHg) and facilitate follow up for sufferers
- To use data on untreated/inadequately treated hypertension to motivate governments to improve BP screening and treatment facilities thereby reducing the huge global burden of disease and death caused by raised BP

LOGISTICS

As part of the campaign we work closely with a National Lead in each MMM participating country. Each National Lead is responsible for the roll out of the MMM campaign in their country. This includes:

- Promotion and management of all MMM campaign related activities in their country
- Recruitment of local partners and training volunteers to help support the MMM campaign
- The setup of BP screening sites - which can include retail outlets, places of worship, health centres, corporate offices, town centres and public areas in rural villages

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- Ensuring that the MMM campaign protocol is carried out effectively across all screening sites
- Three sitting BPs are measured and a short questionnaire completed on all volunteer participants

CAMPAIGN REACH

This year, MMM will be promoted through a wide reaching global campaign, incorporating a targeted inclusion of healthcare professionals and spokespeople, as well as a large scale social and digital media drive. Alongside launching refreshed branding and campaign messaging, MMM will be establishing interest in regional news stories surrounding the subject of BP and hypertension and the work the campaign has achieved over the last four years. Each country will also be given tools to promote MMM nationally with the intention of increasing awareness further and engaging even more participants than previous years.

MMM has been extended to run anytime between 01May-31July depending on COVID-19 conditions and over 80 countries will be taking part.

CAMPAIGN HEADLINES AND PUBLICATIONS

- MMM 2017 : Beaney T et al. The Lancet Global Health. May 2018. 2018:6 e736-43
- Over 1.2 million screened from 80 countries - Over 250,000 with untreated or inadequately treated hypertension
- MMM 2018: Beaney T et al. Eur Heart J. 2019. 1;40(25):2006-2017.
- Over 1.5 million screened from 89 countries - Over 330,000 with untreated or inadequately treated hypertension
- MMM 2019: Beaney T et al. Hypertension. May 2020. 76(2): 333-341.
- Over 1.5 million screened in 92 countries - Over 350,000 with untreated or inadequately treated hypertension
- MMM 2020 - Campaign cancelled due to COVID-19
- MMM 2021 - Campaign results to be published in June 2022

Supporters

AF-SCREEN, Arrhythmia Alliance, Blood Pressure UK, Medtronic, Omron |Resolve to Save Lives, Servier, USASCP, World Heart Federation, World Hypertension League