Four months into my presidency and the activities of ISH have been extensive and exciting, focusing mainly on the planning and delivery of May Measurement Month (MMM) 2017. This global BP awareness campaign is being developed in collaboration with the World Hypertension League (WHL) in over 100 countries worldwide. Great strides have been made, with the ISH Secretariat staff increased by one full time appointee (welcome, Shannan Tims!) to cope with the expanding workload.

We have promise of financial support from Centers for Disease Control and Prevention (CDC) and negotiations are ongoing with AstraZeneca, the Novartis Foundation, GSK, Microlife and OMRON among others. We have support from The Lancet, European Society of Cardiology (ESC), European Society of Hypertension (ESH), the World Heart Federation (WHF) and the NCD Risk Collaboration, and we are also talking with the American Heart Foundation (AHA), National Heart, Lung and Blood Institute (NHLBI), and Global Burden of Disease (GBD), not to mention dozens of hypertension and cardiovascular societies around the world.

We are busy identifying national MMM coordinators for as many countries as possible. Their role will be to orchestrate screening activities in each of the collaborating countries.

Meanwhile, the App onto which the data will be entered, and a bespoke MMM website, are being developed and both should be ready by the end of February. In a shorter time-frame we will have a protocol in English (and Chinese) to distribute to all collaborating countries for local adaptation.

Join us to make a difference

We hope that all Society members will get involved wherever they are, and during the month of May, screen as many adults (18+ years) as possible whose BP has not been measured in the previous year.
We expect that there will be a significant research output from the MMM Campaign, given that this is expected to be the largest BP screening programme in every one of the collaborating countries. Each country will generate more BP data than hitherto available from that country, and hence there will be increasing ‘power’ to generate more national, regional and global data and publications.

Many thanks to all the individuals and Societies that have signed up to MMM already. To the others – please come and join us! If MMM works, the next four months could have a huge impact on the profile of ‘Hypertension’ around the world.

However, we are critically dependent on volunteers to set up screening sites – whether in pharmacies, shopping malls, GP clinics, hospital clinics, community health clinics, pop-up clinics or occupational sites. Nevertheless, the fruits of this labour, if marketed properly, should raise the awareness of hypertension to hitherto unchartered heights. That can only be good for people already known to have raised BP (and for those undiagnosed before MMM!)

We have engaged brilliant support and advice on our marketing strategy, pivotal to which is getting ambassadors - national, regional or global - to get involved and promote MMM. So, if you know/look after anyone famous - a star from the world of sport, music, theatre, film or TV - please ask them to help drive MMM as a huge force for good. If they agree we can get them onto YouTube, TV, radio, social media etc. and thereby spread the message!

Meanwhile other bits of important ISH news include the change of date for our 2018 Biennial Scientific Meeting in Beijing. The new dates are 19-23 September.

By way of a slight break from tradition, the annual face-to-face meeting of the ISH Council will take place in early March 2017 - earlier than the usual meeting at ESH in June. This is to facilitate the Council meeting four months earlier in the new ‘Presidency’. We also propose to invite the leaders of the five RAGs and the administrators of NIC, thereby bringing together the ‘top brass’ of the Society, who do not normally get a chance to come together so soon (if at all) after each new President is in place.

Finally – every good wish to all ISH members, friends and families for 2017.

- Neil Poulter

Dear Readers,

Professor Lars Lindholm - the Editor-in-Chief of Hypertension News – has kindly invited me to contribute regular updates on the activities of the Executive, the Council and the Society. These short reports should provide you with some insights into the outcomes of our recent initiatives, the status of the current undertakings and the future outlooks.

ISH 2016 Scientific Meeting:

Those of you who attended our last Biennial Meeting in Seoul will be aware how successful it was. Based on the final report provided by the Organising Committee, I can confirm that a total of 3,623 participants from 91 countries attended the conference. The Organising Committee invited 94 faculty members from 41 countries to deliver their keynote lectures. Of 1607 submitted abstracts, 1555 were accepted for presentation and of those, 335 were selected as oral presentations. Congratulations to presenters from Korea, Japan and China who submitted the greatest numbers of abstracts. I am happy to report that 96% of participants who submitted their feedback after the meeting agreed or strongly agreed that the scientific programme of the meeting was well balanced.

WHO Partnership:

The Society partnered with the World Health Organisation (WHO) and other key stakeholders in the battle against cardiovascular disease. In December 2016 I represented the President and the Society at HEARTS Technical Package Implementation Planning Meeting at WHO Headquarters (Geneva, Switzerland). The main goal of this new initiative under the leadership of WHO, the Pan American Health
Organization (PAHO) and the US Centers for Disease Control and Prevention (CDC) is to strengthen the management of cardiovascular disease in primary health care.

**May Measurement Month:**

Many of you will be familiar with the new flagship initiative of the Society - May Measurement Month (MMM2017). Through partnership with the World Hypertension League we aim to raise awareness of hypertension by measuring blood pressure in 25 million people around the globe! The President himself will provide separate coverage of this exciting undertaking in his report. I also encourage all of you to follow information on MMM2017 through our website.

**2017 Membership Renewals:**

Professor Alta Schutte (the Vice-President and Chair of the Membership Committee) and her team are undertaking the review of non-paying members of the Society. Those of you who have forgotten to submit your annual dues, please do so by the end of February at the very latest.

**New Committee - RSE:**

We have a new Research, Scientific and Education Committee (RSE) in the Society. The Committee will be chaired by the President. Further information on the membership of this Committee is available on our website.

**Our thanks to Trefor Morgan:**

Many thanks to Professor Trefor Morgan who has stepped down as a chair of our Regional Advisory Group (RAG) for Asia and Australasia. We are indebted to Trefor for many years of outstanding service as a chair of the RAG and representing the Society in this part of the world. Trefor has kindly agreed to support the RAG as a regular member.

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**New RAG Chair: Markus Schlaich:**

Congratulations to Professor Markus Schlaich, a member of the Council, who is the newly appointed chair of our RAG for Asia and Australasia. We wish Marcus all the best in his new leadership role.

**Research Scholar Programme:**

Our new Research Scholar Programme has generated a lot of interest. The shortlisting has now been completed and the winning scholar will be identified in the next few weeks.

**IASH-SAHA Meeting:**

The Society is supporting the joint Intra-American Society of Hypertension and Argentinian Society of Hypertension in Mendoza in April 2017. We are providing support for travel awards for young investigators from Latin America to attend this meeting. Please check out the conference website for further information. [http://www.saha.org.ar](http://www.saha.org.ar)

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**Beijing 2018**

For those of you who plan to attend the ISH 2018 Meeting in Beijing, there is a slight update in the schedule - as mentioned in the President’s report. The new dates for the meeting are 19-23 September 2018.

Let me take this opportunity to wish you all a happy and prosperous 2017!

- Maciej Tomaszewski