

## 2017 Investigator Meeting and Planning MMM18

*A simple measure to save lives*  
[maymeasure.com](http://maymeasure.com)

Over 70 delegates including representatives from 52 of the countries involved in May Measurement Month (MMM) 2017 met in a hotel near Dorking on the 19th and 20th of January 2018 to share their experiences in preparation for MMM18.

In May 2017, the BPs of over 1.2 million people were screened across over 100 countries, with site locations varying from major cities to remote rural communities in developing countries. Large numbers of those who were screened were found to be hypertensive and not treated, and similar large numbers were on treatment but not controlled. These individuals are now aware of their hypertension and have been given advice on the next steps needed to address their condition. As a result, we hope that large numbers of cardiovascular events have been averted as a direct result of MMM.

From these screenings we are able to analyse data from 1.2 million people and the first tranche of these analyses were presented in mid-January to investigators from 50 countries. Findings from this unique data set will shed light on the links between BP levels and multiple other variables including age, sex, day of the week, hour of the day, pregnancy, body weight, height, diabetes, smoking, alcohol ingestion, established vascular disease and ethnicity. These data will be used to create valuable scientific evidence to help influence public health policies and treatment to reduce the burden of global disease due to raised BP at a local and global level.

We hope to complete and submit our initial global results for publication during March 2018 with the aim of appearing in a top-ranking journal ahead of MMM18 which will take place around the globe from May 1st– 31st 2018. In total, we expect to generate at least 20 publications based on global, regional and national data. Meanwhile, we have asked collaborators to bear with us while we complete the initial global data analysis, and not to compromise the main global publication by publishing at a local level.

During the meeting in Dorking, several investigators presented examples from their respective national efforts on how recruitment of those being screened was optimised and on how the MMM campaign could be improved in 2018.



Emphasis will be placed on producing better quality data in 2018. To do so, significant changes to the bespoke MMM App and data collection have been made based on advice given at the meeting.

It is expected that several countries around the world – including Ethiopia, Finland, France, Latvia, Morocco, Senegal and Seychelles - which were not involved with MMM17 will take part in the 2018 campaign. Furthermore, this year, we will ensure the timely distribution of blood pressure (BP) machines, kindly donated by OMRON, whereas time was more limited last year.

Streamlined logistics and more countries involved and improved resources and support will ensure even more people are screened in 2018.

To enhance public awareness Servier will be launching a BP awareness campaign in over 100 countries, the aim of which is to persuade young people to encourage their parents to get their BP measured. This links perfectly with MMM18 which will provide people with the facilities to do so!

Unlike the 2017 campaign we plan to collate all the 2018 data within 2 months of the end of May and be able to clean and analyse the data in time to present the results at the Beijing ISH meeting (September 20th- 23rd).

Judith Bunn - MMM Manager  
[manager@maymeasure.com](mailto:manager@maymeasure.com)

Lisa Woodward - MMM Communications Manager  
[comms@maymeasure.com](mailto:comms@maymeasure.com)