

WORLD ADHERENCE DAY 2026

Global organisations mark World Adherence Day



The ISH was one of several global health bodies to mark World Adherence Day on 27 March 2026.

The campaign, co-ordinated by the World Heart Federation, and now in its second year, raises awareness of the importance of adherence to medication and lifestyle changes to prevent cardiovascular disease.

In advance of the day, the ISH was part of a taskforce which developed a survey of healthcare professionals (HCPs) to understand their experience and attitudes around adherence.

Physicians, nurses, community health workers, pharmacists, and other HCPs took part in the survey, which found:

- HCPs routinely discuss adherence with patients – but have limited time for the discussion
- Adherence is not strongly embedded in formal clinical frameworks
- One third said they had received no training in medication adherence

- Overall, HCPs said their biggest training need was for communication and motivational interviewing
- 60% of HCPs said they need staffing support and funding to support adherence
- They said structured follow up systems rather than opportunistic discussion during office visits would help with ensuring patient adherence.

Read the [full survey results](#).

The survey results will guide future advocacy efforts organised by the global partners involved in World Adherence Day, including the ISH.

In the December 2025 edition of *Hypertension News*, we carried a special series of articles on the topic of adherence. [Read the December 2025 edition](#).

