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Biggest Ever May Measurement Month Campaign Gets Underway

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May Measurement Month (MMM), the global campaign initiated by the International Society of Hypertension (ISH) in 2017, that raises awareness of the need for people to get their blood pressure (BP) checked, has now officially started its extended programme of screenings in 2021, with more countries than ever before taking part.

In the first three years of the campaign (2017, 2018 and 2019) over 4.2 million people were screened globally, and almost 1 million people identified with untreated or inadequately treated hypertension. This year the fourth campaign is running from May to November, to allow for countries to be flexible within their COVID-19 restrictions.

MMM is thrilled to welcome Gambia, Kazakhstan, Norway, Tanzania, and Thailand, who are joining the campaign for the first time this year, bringing the number of participating countries to 92 in total. Each country is supported if required with a supply of blood pressure monitors (provided by our partners Omron), marketing assets and educational, easy to digest information around BP,

what it means, the associated risks and optimal management, to share with participants.

In the event of COVID-19 preventing the usual face to face BP screening, in order to help as many people as possible access BP measurement, MMM have also introduced the possibility of home screening this year, with online guides and advice supported by an easy to complete questionnaire to submit their results. These are featured on a newly launched MMM website, maymeasure.org, and a newly designed MMM app – which we hope will encourage more people to record their results digitally which reduces the load of data cleaning.

In further efforts to work with the current pandemic challenges, MMM have teamed up with vaccination centres in the UK, Philippines and Georgia to screen participants whilst they attend for their COVID-19 vaccinations. This setting potentially could involve a huge number of people, albeit under different circumstances of measurement.

MMM is also partnering with the ZOE COVID Symptom Study app in 2021. The ZOE initiative was launched in March 2020 to support vital COVID-19 research by health science company ZOE (with scientific analysis provided by King's College London) and has over 4 million contributors albeit mainly in the UK. MMM is discussing the inclusion of some BP specific questions and to provide another platform for participants to input their home BP results, all data from which will be shared.

The short participant questionnaire that sits alongside the usual MMM BP screening has been updated this year to include questions on COVID-19, use of oral contraceptives and hormone replacement therapy, birthweight, adherence to therapy, usual consultation costs and exercise, as a move to increase the width of the data collected, and outputs of the campaign.

Raised BP remains the biggest single contributing risk factor to global death causing about 30,000 deaths per day. It is therefore vital that MMM continues to increase public understanding of the importance of BP measurement, and helps to save lives that need not be lost despite the variably difficult conditions imposed by COVID-19.

Interest in linking with MMM as a platform for research has arisen from several groups including, The Global Burden of Disease (joint analyses are in progress), Centre for Disease Control in the US (significant funding and research on pollution is being negotiated), Resolve to Save Lives (follow-up in Bangladesh, Philippines and Vietnam of those detected with raised BP by MMM).

MMM held an excellent one-hour session at the 2021 ESH-ISH Virtual meeting in April. The session included a brief summary of the 2017 and 2018 campaigns but featured the main 2019 results, followed by a review of the 12 abstracts

and posters based on MMM data included in the main meeting programme, with four brief regional presentations from China, India, Argentina and Kenya. Finally, the exciting prospects and plans for MMM21 were outlined.

Meanwhile, the third MMM supplement, including 47 national publications from 2019 in the European Heart Journal Supplements is now available online at via the Oxford University Press [website](http://www.oxfordjournals.org/ehj-supplements). With the publication of these new papers, we are very proud to say that we now have over 140 publications arising from MMM.

For more information about how you can support MMM, visit www.maymeasure.org



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