Preparations for May Measurement Month (MMM), the annual global screening campaign that helps people to get their blood pressure (BP) checked, are in full swing ready to launch on 1st May 2022.

With a new refreshed brand look and feel, to coincide with its new independent charity status, and an exciting new campaign to attract participants, MMM is looking ahead to its fifth year of screenings and collaborations.

Over 650,000 people participated in 2021, the results of which will be published in May 2022 to coincide with the launch of this year’s screenings. This year, MMM is also working with the European Heart Journal on a study from smaller countries who have collectively secured over 2000 participants across their MMM campaigns.

80 countries have already signed up for MMM 2022. With COVID-19 restrictions having been eased in most territories, the global MMM team is looking forward to being able to reach many more people this year. Home screening options will also be carried forward into 2022, building awareness of the accessibility of home monitoring as well as increasing the participant base.

MMM is also collaborating with AF-SCREEN this year to begin atrial fibrillation screenings in a selected number of countries. As such, the participant questionnaire now includes questions on whether atrial fibrillation had been detected, diagnosed or treated in the past. The broader questionnaire has also been extended to include information on how participants usually access BP monitoring,
and how that is funded. It also includes questions on whether they have ever experienced heart failure or an irregular heartbeat, and if they’ve had COVID-19, how long their symptoms persisted.

Prof. Neil Poulter, CI of the MMM Campaign said: “Despite COVID-19, the MMM campaign in 2021 has generated several novel and exciting results, shortly to be published. Meanwhile, it is with increased enthusiasm that MMM 2022 is being set up around the world to expand not only screening activities, but also the associated research platform and collaborations”.

Raised BP remains the number one cause of preventable death worldwide. Therefore, it is vital that MMM continues to increase public understanding of the importance of BP measurement, and helps to save lives that need not be lost.

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