



Dedicated to the Prevention and Control of Hypertension Globally  
**World Hypertension League**

In official relations with the *International Society of Hypertension* and *World Health Organization*

May 17, 2021  
For immediate release

## Accuracy in BP Measurement and Effective Hypertension Control Promoted on World Hypertension Day, May 17<sup>th</sup>

**World Hypertension Day (WHD)** promotes its theme *Measure Your Blood Pressure Accurately, Control It, Live Longer!* with the goal of increasing high blood pressure (BP) awareness, and especially accuracy in BP Measurement, toward effective treatment of hypertension for a healthy, longer life. Raised blood pressure is the biggest single contributing risk factor to global health, and hypertension awareness and effective control has become even more crucial during the COVID-19 era.

In 2019 the WHL issued the Sao Paulo **CALL TO ACTION** for the global prevention and control of high blood pressure, click [here](#) for abbreviated version and key takeaways. This year the **Call to Action for Hypertension Control in Africa**, the most challenging area in the world, will be launched during Hypertension Week. Let's implement the calls and action now!

We are happy to announce our [2021 Excellence Award Winners](#) on World Hypertension Day, for their stellar contributions to Global Hypertension Control and Control. Additionally, **over 200 posters** from around the globe were received in this year's **Children's Art Contest** and will be posted on the [WHL website](#) during World Hypertension Week.

Thank you to our partners the [Coalition for Access to NCD Medicines and Products](#) and the [International Society of Nephrology](#) for joint statements of support issued on World Hypertension Day. **Please join** joint debates and webinars with the [World Stroke Organization on May 20th](#), with the [Pan-American Health Organization \(PAHO\) on May 21](#), and with the [World Heart Federation in early June](#).

An important initial step to control hypertension and help achieve **the United Nations 2025 goal of a 25% reduction** in uncontrolled hypertension is to improve hypertension diagnosis. **To increase awareness of hypertension diagnosis**, WHD promotes three critical components: **(1)** share hypertension messaging and resources on social media **(2)** promote routine and accurate measurement of BP by health-care professionals at all clinical encounters **(3)** promote access to blood pressure screenings and low-cost blood pressure medications.

**To contribute to accuracy in BP measurement**, the WHL promotes several global initiatives:

- A [free new blood pressure measurement certification course](#)
- Studies by investigators from low- and middle-income countries - ["Global Cardiovascular Disease Prevention and Management"](#)
- Guidance on the methodology and technology for accurate blood pressure evaluation via the [STRIDE BP program](#)
- The **Accuracy in Measurement of Blood Pressure (AIM-BP)** collaborative
- [Online tool](#) for checking the validation status of blood pressure monitors in several languages
- **ESH Practice Blood Pressure Monitoring Guidelines** [paper](#) and [posters](#) recently published in the *Journal of Hypertension*.