

Cardiovascular  
Round  
Table

**BREAKOUT SESSIONS A**  
**DEVELOPING PATHS AND BLUEPRINTS TO IMPROVE**  
**IMPLEMENTATION**  
**OF THE ESC 2024 HYPERTENSION GUIDELINE**

# Breakout group A: Implementation of the 2024 ESC Hypertension Guidelines

## What do we want to achieve by 2030?

- Alignment within Clinical Community – one number for BP/ clear target
- Every member country has initiated a public awareness campaign by 2030
- Increase public awareness by 30% compared to 2025.
- Increase the secondary prevention reaching target BP – 30%

## Who do we need to reach?

(Patients, primary care, cardiologists, others?)

- Patients & Families / Carers / Public
- Nurses & Allied Professionals
- GPs & Cardiologists need to speak the same language - alignment on which guidelines to follow

## With what message?

(Screening, diagnosis, treatment, special considerations?)

- CV Health Check and align on specific targets
- Measure at national & primary care level
- Patients need to be aware, how to measure and how they can improve – diet, exercise ...

## Through which channels?

- Be wherever people are: Pharmacies, sports events, dentists, hairdressers...
- Public Health Authorities to Publish data
- National Societies
- Media Awareness campaigns
- Digital Health & Telemonitoring

## Who will be our advocates?

(NCS leads, others?)

- National Cardiac & CV Nurses & Allied Prof Societies
- Patients / Patient Orgs
- Celebrities
- Health Politicians