

World Hypertension Day 2023

Dear Members of the ESC,

This year's World Hypertension Day will be held on May 17, as in previous years. This important worldwide activity, started by the World Hypertension League, was first held in year 2005 and, since then, World Hypertension Day has been an ever-expanding yearly event.

The theme this year is: “**Measure Your Blood Pressure Accurately, Control It, Live Longer**”, focusing on combatting low awareness rates worldwide and on promoting accurate blood pressure measurement methods. Its purpose is to communicate to the public the importance of hypertension and its serious medical complications, and to provide information on prevention, detection, and management. To do this requires the cooperation of healthcare professionals, the media, volunteer organisations and government in every country.

The ESC Council on Hypertension invites all members of the ESC to take action to improve the detection, awareness, management, and control of hypertension worldwide, in particular among patients referred to their cardiology centres. The Council is organising some activities to mark the day.

A dedicated webinar on how to improve hypertension management is scheduled on 24 May at 15:00 CEST. A dedicated page on the ESC website will also be available to support WHD activities with a short video, and links to available resources and other educational tools.

You can also freely access the resources made available by WHL: www.whleague.org. Other resources available to help healthcare providers raise attention of arterial hypertension on the occasion of the World Hypertension Day include a free online course on accurate automated blood pressure measurement [offered by WHL and PAHO](#) and [guidelines for checking accuracy of BP monitors in 16 languages](#).

We count on your participation in WHD activities, and in your commitment to improving the control of arterial hypertension, still a silent killer in 2023.



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Chairperson, ESC Council on Hypertension

On behalf of the the ESC Council on Hypertension Nucleus Members:

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