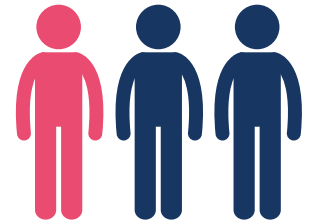


World Hypertension Day 2024

World Hypertension Day (WHD) is celebrated on May 17. Its purpose is to convey the need for awareness of hypertension and its complications, and provide information on its prevention, detection, and management. This year's campaign theme is "Measure Your Blood Pressure Accurately, Control It, Live Longer". It highlights that not only is knowledge of hypertension of significance but also that accuracy in blood pressure measurement is vital firstly to ensure early diagnosis and secondly to facilitate proper management to prevent the development of life-threatening complications.

What is hypertension?

Hypertension is a chronic medical condition which occurs when the pressure in blood vessels is too high. Blood pressure is the force exerted by blood against the walls of our arteries as the heart pumps it around the body. When this force becomes too high, it puts strain on the heart and can lead to damage to various organs, including the brain, heart, and kidneys.



1 in 3 adults aged 30-79 are living with hypertension

The hypertension epidemic

An estimated **33% of adults aged 30 to 79 are living with hypertension worldwide.** Between the years 1990 and 2019 the global prevalence remained steady only increasing from 32% to 33%. However the **number of adults aged 30 to 79 living with hypertension has doubled from 650 million in 1990 to 1.3 billion in 2019.** This increase is largely due to population growth and a shift in age demographics with older groups accounting for a larger proportion of the total population whereby the rate of hypertension increases with age.

Hypertension in Europe

The European region has a **prevalence of 37% equating to 230 million people.** Although prevalence in the European region is above the global average, Europe is faring better than many other regions relating to the proportion of individuals diagnosed, on treatment and living with controlled hypertension.

Region	Hypertension (%)	Diagnosis coverage (%)	Treatment coverage (%)	Effective treatment coverage (%)
Europe	37	66	53	26
Global	33	54	42	21

Prevention, management and risk reduction strategies

Hypertension is the **leading risk factor for mortality from cardiovascular diseases (CVD), and kidney disease**. Hypertension is **responsible for 20% of global deaths and is the leading risk factor for mortality, causing more deaths than any other behavioural, metabolic or environmental risk factors**. As the condition is asymptomatic and almost half of people living with it are unaware of it, prevention and risk reductions strategies are vital.

Hypertension **develops as a result of a combination of unmodifiable factors** such as, genetic and environmental factors **as well as modifiable behavioural risk factors**. The World Health Organisation (WHO) 'Global report on hypertension: The race against a silent killer' identifies five key population-based hypertension risk factors including, dietary sodium, alcohol consumption, tobacco use, physical inactivity, and air pollution. **Primary prevention of hypertension should be tackled by addressing the social determinants of health, promoting health-enabling environments at both national and community level, and developing knowledge and awareness of the condition and screening campaigns.**



Early diagnosis and management are key to ensure that people living with hypertension do not develop severe or fatal complications such as CVD, stroke or kidney disease. **Easy access to basic validated automated blood pressure devices** in primary care facilities is essential to not only facilitate early diagnosis but also to improve accuracy in testing.

Furthermore, **toolkits and 'best-buy' interventions that are feasible and low-cost and safe strategies that can be adapted to national contexts to improve the prevention and management of hypertension have also been identified**. These include for example, the implementation of clear labelling on foods, the 'ACTIVE' toolkit, 'SAFER', and the 'MPOWER' package, Read more about the interventions in the [global report on hypertension here](#).



Sources: [1] Global report on hypertension: the race against a silent killer. Geneva: World Health Organization; 2023. Licence: CC BY-NC-SA 3.0 IGO.

The DigiCare4You Solution

DigiCare4You aims to improve the early prevention and management of T2D and hypertension via a community screening strategy combined with a personcentred intervention, that integrates both social and healthcare systems, supported by the use of digital tools. The goal of this intervention is not only to improve the health status of the users, but also to empower the entire family in adopting a healthy lifestyle. The DigiCare4You solution provides PwD a digital self-care support tool which is also vital to delay or lower the risk of complications.



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