



For immediate release

“Measure Your Blood Pressure Accurately, Control it, Live Longer”

WORLD — HYPERTENSION — DAY **May 17th 2023**

High blood pressure is the biggest single contributing risk factor to preventable deaths globally.

World Hypertension Day (May 17th) is an important opportunity to raise awareness about the substantial health risks that come with high blood pressure and the importance of controlling it.

The global community of health professionals and scientists researching and managing hypertension represented by [the World Hypertension League](#), [the International Society of Hypertension](#), and others aim to communicate to the public the importance of hypertension and its serious medical complications, and to provide information on its prevention, detection, and management.

Acknowledging the alarmingly low detection and control rates of hypertension in Australia, [Hypertension Australia](#) and [Australian Cardiovascular Alliance](#) initiated a [National Hypertension Taskforce](#) which was launched by the Honourable Mark Butler MP, Minister for Health and Aged Care in December 2022. The goal is to improve blood pressure control rates from currently 32% to 70% or more by 2030.

Measure Your Blood Pressure Accurately, Control It, Live Longer is this year’s theme to increase high blood pressure awareness and accuracy in blood pressure Measurement, toward effective treatment of hypertension for a healthy, longer life.

We encourage everyone to have their blood pressure measured accurately and checked by health professionals or by visiting one of the many sites across Australia where **free blood pressure checks** are offered throughout the months of May to July as part of the [May Measurement Month](#) initiative. Useful resources including infographics on blood pressure and its management can be found on the [Hypertension Australia website](#).

Media enquiries

A/Prof Jonathan Mynard, Communications Hypertension Australia jonathan.mynard@mcri.edu.au

Prof Markus Schlaich, President Hypertension Australia, Co-Chair Hypertension Taskforce
markus.schlaich@uwa.edu.au

Professor Alta Schutte, Co-Chair Hypertension Taskforce, ACvA Board Secretary, a.schutte@unsw.edu.au

Kerry Doyle PSM OAM, ACvA CEO, Kerry.doyle@ozheart.org

Nina Cullen, ACvA Communications Manager, nina.cullen@ozheart.org