

Hypertension: Servier is launching, with the endorsement of the International Society of Hypertension, the second edition of “Because I Say So”: a public campaign to raise awareness of blood pressure measurement

- Hypertension is the leading cause of mortality, responsible for around 10 million deaths worldwide per year¹.
- Only one person in two of people with high blood pressure are aware of it making regular blood pressure checks vitally important.

Paris, France, 29 April 2019 - [Servier](#), an international pharmaceutical company, will launch on May 1st, in collaboration with the May Measurement Month initiative run by the International [Society of Hypertension](#) (ISH) and for the second year, “Because I Say So”, a worldwide campaign to raise public awareness about the importance of having their blood pressure checked.

With an estimated 1.2 billion sufferers² in the world, hypertension is the leading cause of mortality³.

High blood pressure is the most common chronic disease in France, affecting nearly one in three adults. In 2015, the prevalence of hypertension in France was 30.6% and since 2006, there has been no decrease in the prevalence of hypertension and no improvement in the detection and management of hypertension could be demonstrated⁴.

Moreover, hypertension is the leading risk factor for heart disease and stroke. Other complications can include heart failure, peripheral vascular disease, renal impairment, retinal hemorrhage and visual impairment.

Hypertension is known as the ‘silent killer’ because despite there being no signs or symptoms it can lead to serious

10 Million

Each year, hypertension is responsible for around 10 million deaths worldwide. (Source: WHO)

62%

Hypertension is thought to be responsible for 62% of Strokes. (Source: French Federation of Cardiology)

29.2%

An estimated 29.2% of the adult population is expected to suffer from the condition in 2025, representing 1.56 billion people. (Source: Lancet)

¹ Source: World Health Organization (WHO).

² NCD Risk Factor Collaboration (NCD-RisC). Worldwide trends in blood pressure from 1975 to 2015: a pooled analysis of 1479 population-based measurement studies with 19.1 million participants. Lancet 2017;389:37-55.

³ Poulter N et al. Lancet. 2015;386(9995):801-812.

⁴ Perrine AL, Lecoffre C, Blacher J, Olié V. L’hypertension artérielle en France : prévalence, traitement et contrôle en 2015 et évolutions depuis 2006. Bull Epidemiol Hebd 2018;10:170-9.

cardiovascular disease. A blood pressure test is the only way to find out if blood pressure is too high.

“Because I Say So”, a worldwide awareness campaign to incite people to get their blood pressure checked.

Launched in 70 countries, the second international awareness campaign “Because I Say So” aims to refocus public attention by encouraging young adults to motivate their parents and loved-ones to get their blood pressure checked.

“With 50 years of expertise in the field, Servier continues its commitment to high blood pressure to fight this scourge, which is the leading cause of preventable death in the world,” said Dr. Pierre Gaillard, Director of Global Marketing & Market Access at Servier. “The objective of this awareness campaign is to anchor preventive culture among the general public to make everyone an actor in the fight against this silent chronic disease.”

Having their blood pressure checked allows older adults to manage their blood pressure and reduce their risk of a cardiovascular event. The purpose of the campaign is to put this disease back in the spotlight because talking to those around you – friends or family – about hypertension can make a difference to their lives.

The first campaign was implemented in 2018, still in collaboration with the May Measurement Month (MMM) and ISH. The first campaign was implemented in 30 countries across the globe, and 15 million people were reached with the Global posts and messages in different social media (Facebook, LinkedIn and Twitter). The rate of engagement (liked, shared, comments) was superior to 4%, it means twice more than for a similar campaign of awareness.

More information on www.becauseisayso.net

About Servier

Servier is an international pharmaceutical company governed by a non-profit foundation, with its headquarters in France (Suresnes). With a strong international presence in 149 countries and a turnover of 4.2 billion euros in 2018, Servier employs 22 000 people worldwide. Entirely independent, the Group reinvests 25% of its turnover (excluding generics) in research and development and uses all its profits for development. Corporate growth is driven by Servier’s constant search for innovation in five areas of excellence: cardiovascular, immune-inflammatory and neurodegenerative diseases, cancer and diabetes, as well as by its activities in high-quality generic drugs. Servier also offers eHealth solutions beyond drug development. More information: www.servier.com

A key player in hypertension for the last 50 years, number 2 worldwide (outside US and Japan), Servier has 11 major products on the market for Hypertension and 15 million patients are treated daily with one of the Servier drugs. New innovative combinations are currently developed in order to individualize the treatment to the different patient’s profiles but also innovative digital services for supporting the hypertensive patients in their daily life. [Learn more about hypertension on servier.com](#)

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Servier Media Relations contacts

Sonia Marques : sonia.marques@servier.com – Tel. +33 (0)1 55 72 40 21 / + 33 (0) 7 84 28 76 13
Jean-Clément Vergeau : jean-clement.vergeau@servier.com – Tel. +33 (0)1 55 72 46 16 / + 33 (0) 6 79 56 75 96
Karine Bousseau : karine.bousseau@servier.com – Tel. +33 (0)1 55 72 60 37 / + 33 (0) 6 49 92 16 05



About Society of Hypertension (ISH)

The International Society of hypertension (ISH) is dedicated to the prevention and management of cardiovascular diseases around the world. The ISH has identified that awareness is a key issue in the fight against hypertension⁵ and therefore set up the May Measurement Month (MMM) initiative, with the aim of increasing awareness of the issues surrounding raised blood pressure and the importance of having it checked. In 2018, over 1.5 million adults worldwide had their blood pressure measured. Servier will be partnering with the ISH again in order to help raise awareness and motivate those at risk to have their blood pressure checked.

More information: <http://ish-world.com/about/about-us.htm>

⁵ ISH. May Measurement Month – get involved now! <http://ish-world.com/news/a/May-Measurement-Month-Get-Involved-Now/>.