

## Servier is launching, with the endorsement of the International Society of Hypertension, the third edition of “Because I say so” a public campaign to raise awareness of the importance of blood pressure measurement

- . *Hypertension is the leading cause of mortality, responsible for around 10 million deaths worldwide per year.<sup>1</sup>*
- . *Only one in two people with high blood pressure are aware they have it, making regular blood pressure checks vitally important.*
- . *Hypertension was identified as one of the main factors in the occurrence of more severe symptoms in patients with Covid-19.*

Paris, France, April 30<sup>th</sup>, 2021 - [Servier](#), an international pharmaceutical group, will launch on May 1<sup>st</sup>, in collaboration with the May Measurement Month, an initiative run by the International [Society of Hypertension](#) (ISH), and for the third year “Because I say so.” This worldwide campaign aims to raise public awareness about the importance of having blood pressure checked. This year the message is even more crucial as hypertension has been identified as an aggravating factor in Covid-19 patients, and fewer patients have been able to be diagnosed due to greater difficulties in accessing their HCPs.

**With an estimated 1.2 billion sufferers<sup>2</sup> in the world, hypertension is the leading cause of mortality.<sup>3</sup>**

In 2019, an estimated 20 million people were suffering from hypertension in France<sup>4</sup> and this figure is expected to increase. 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. In France we count 150,000 deaths from cardiovascular complications.<sup>5</sup> In these subjects, hypertension is very common.

### 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)

<sup>1</sup> Source: World Health Organization (WHO).

<sup>2</sup> 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.

<sup>3</sup> Poulter N et al. *Lancet*. 2015;386(9995):801-812.

<sup>4</sup> Perrine AL, et al. *Bull Epidémiol Hebd*. 2018;(10):170-9.

<sup>5</sup> Fédération française de cardiologie 2017 <https://www.carenity.com/infos-maladie/hypertension-arterielle/chiffres-cles-et-prevalence-77>



International  
Society of  
Hypertension

MAY  
MEASURE  
MONTH

Hypertension is known as the “silent killer” because despite there often being no signs or symptoms, it can lead to serious cardiovascular disease. A blood pressure test is the only way to know if blood pressure is too high.

**Professor Olivier Hanon, Chair of the Hypertension Committee:** "in France we saw that detecting hypertension early helps to minimize the risk of heart attack, heart failure, stroke, and kidney failure."

**“Because I say so” is a worldwide awareness campaign to incite people to get their blood pressure checked.**

Launched worldwide, the third 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. The campaign will be shared on Facebook, Twitter, LinkedIn, and Instagram throughout the month of May as part of May Measurement Month organized by the International Society of Hypertension.

**David Pédelabat-Lartigau, Director of the hypertension portfolio at Servier:** "Servier has been committed for 50 years in fighting hypertension, and we know that there is still a lot to do as an increased number of patients suffer hypertension and its consequences. In the current health context, it is even more important to raise awareness around hypertension, as this silent chronic disease is an aggravating factor for Covid-19."

The first campaign was implemented in 2018, in collaboration with the May Measurement Month (MMM) and ISH. The 2019 campaign was implemented in 70 countries across the globe, and 150 million people were reached with posts and messages on different social media platforms (Facebook, LinkedIn, and Twitter). In 2020, the campaign was focused on treatment adherence to raise public awareness about the importance of taking one's blood pressure treatment every day and following the doctor's advice about treatment. This campaign reached 27 million people with a high rate of engagement.

Co-developed for the very first time with Global Heart Hub, the Alliance of Heart Patient Organizations, the campaign incorporates new messages and visuals that take into account the current health context of Covid-19.

**Bertrand Renaud, Chief Patient Officer of the Servier Group:** “The patient is at the heart of all we do. Co-developed with Global Heart Hub, the Alliance of Heart Patient Organizations, the 2021 edition of the “Because I say so” campaign is a perfect example of our commitment to working with and for patients.”

**From Professor Alta Schutte as Immediate Past-President of ISH and member of ISH Executive Committee:** “We are delighted to endorse the “Because I say so” campaign which works hand in glove with the May Measurement Month (MMM) campaign to raise awareness of the importance of BP measurement. Both campaigns are particularly important in 2021 because raised BP amplifies the problem of the Covid-19 pandemic. In recognition of the problem which Covid-19 causes, in 2021, MMM will take place anytime between May and November inclusive, depending on local Covid-19 conditions.”

By having their blood pressure checked older adults can better manage their blood pressure and reduce their risk of a cardiovascular event. The purpose of this new campaign is to put this disease back in the

spotlight, because talking to those around you – friends or family – about hypertension can make a significant difference in managing the disease.

More information on [www.becauseisayso.net](http://www.becauseisayso.net)

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#### **About Servier**

Servier is a global pharmaceutical group governed by a Foundation. With a strong international presence in 150 countries and a total revenue of 4.7 billion euros in 2020, Servier employs 22,500 people worldwide. Servier is an independent group that invests over 20% of its brand-name revenue in Research and Development every year. To accelerate therapeutic innovation for the benefit of patients, the Group is committed to open and collaborative innovation with academic partners, pharmaceutical groups, and biotech companies. It also integrates the patient's voice at the heart of its activities, from research to support beyond the pill.

A leader in cardiology, the ambition of the Servier Group is to become a recognized and innovative player in oncology. Its growth is based on a sustained commitment to cardiovascular and metabolic diseases, oncology and immuno-inflammatory, and neurodegenerative diseases. To promote access to healthcare for all, the Servier Group also offers a range of quality generic drugs covering most pathologies. More information: [www.servier.com](http://www.servier.com)

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#### **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 hypertension 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: <https://ish-world.com/about-ish/>