



MMM Funding Guidelines

Who is this document for?	For MMM Country Leaders
Purpose of this document	To provide guidance and inspiration for funding local implementation of MMM

ISH Funding

The ISH has a fixed budget for the MMM campaign and therefore there is very limited ISH funding available to individual countries running MMM. The ISH will provide funding to support each country in gaining **ethical approval** for the campaign. However, Country Leaders should not rely solely on ISH to implement the national MMM campaign.

Each Country Leader is responsible for gaining any additional funding, resources or partnerships required to implement MMM. If you are applying for any funding streams and think that a letter of support from the Global MMM team would assist you, then this can be provided by contacting manager@maymeasure.com

Finding Funding

In previous MMM campaigns, countries have secured external funding from a variety of sources. Try to be imaginative and use the list below to give you some ideas of organisations you could approach. Some may be more appropriate for some countries than others:

- **Hospitals**
- **University departments**

- **Local companies, e.g. banks**
- **Pharmacies**
- **Local Servier office (particularly if they are running the #BecauseIsayso campaign in your country)**

- **National hypertension or cardiac societies**
- **Local government departments**

- **Individual philanthropists**
- **Philanthropic foundations**
- **Local charities**

Partnerships

As well as sourcing funding, you may be able to reduce your financial requirements for MMM by partnering with other businesses, such as:

- **Printing companies** – to produce your branded materials (posters, leaflets, Top 10 Lifestyle tips, BP record card etc.) and data entry sheets if entering BP measurements by hand
- **Logistics companies** – to distribute your BP measuring devices and other resources
- **Clothing companies** - for branded t-shirts
- **Furniture supply companies** – to provide tables and chairs at screening sites
- **Mobile device companies** - for recording data via the app directly
- **Mobile phone networks** – to reduce network charges
- **Schools or universities** – to get students to run your social media

Top 10 Lifestyle Tips

If you are going to promote the MMM Top 10 Lifestyle Tips for managing BP via social media and / or by handing out leaflets at your screening sites, you could also partner with relevant companies who would be able to benefit commercially from being associated with MMM. Here are just some examples below:

LIFESTYLE TIP	EXAMPLE PARTNERSHIP
1. Maintain a healthy body weight	Local health services (for example, local obesity society or weight management company)
2. Exercise for an average of 30 minutes a day	Gym chain, fitness clothes company, bike shop, etc.
3. Eat plenty of fruit and vegetables – daily	Local farm Health food shop Food/drink companies specialising in low salt or low sugar products
4. Cut down on salt consumption	
5. Reduce fat and sugar intake	
6. Don't smoke tobacco	Nicotine-free products Low caffeine products
7. Reduce caffeine	
8. Don't drink too much alcohol	Water companies, juice companies
9. Add beetroot and beetroot juice to your diet	Beetroot juice supplier
10. Avoid stress where possible and allow time for relaxation	Spa / retreats/ leisure businesses

For example: you could offer in return for \$x funding:

1. the company logo will be included on the top 10 tips leaflet handed to patients, or,
2. a discount voucher for their product will be offered to every participant, or,
3. if posting on social media, you could tag their company or link to their website

Useful Statistics – to help with funding applications

When seeking support, remember the MMM statistics which help show the importance of the campaign:

- 1) Over 10 million people die each year due to raised blood pressure (WHO figures)
- 2) Raised blood pressure is the single biggest cause of preventable death worldwide
- 3) Whilst raised BP is easily detectable, less than half of people who are deemed to need to have their blood pressure controlled, even realise they have raised blood pressure.

Reducing the no. of people with hypertension will have significant impact on:

- Reducing death rates
- Improving health
- Reducing the burden on health care systems and society in general

If you have national statistics, for example on the prevalence of raised BP in your country, you can also add these.

Sharing

Please share with us any funding / partnership successes on the MMM Country Leaders Facebook page so that you can use your experiences to help inspire your MMM colleagues. Similarly, you may get ideas from them. Request to join the group by searching for **“MMM Country Leaders”**.

Thank you for supporting May Measurement Month
A Simple Measure to Save Lives