



## **Guidelines for Third Party Participation in and Sponsorship of May Measurement Month (MMM)**

The aim of this document is to ensure long-term consistent guidance for third party participation and the regulation of commercial interests related to MMM.

### **About MMM**

#### **Overview**

MMM is an initiative launched by the International Society of Hypertension (ISH) and is an annual, month-long, free public blood pressure screening programme – the largest ever synchronised public screening programme of any cardiovascular risk factor.

It was launched in May 2017 to raise awareness of the issues surrounding high blood pressure, which is the no. 1 contributing risk factor for global death, killing over 10 million people each year. A silent killer, high blood pressure often has no symptoms and can therefore go undetected, yet a simple measurement is all that is needed to identify it. Once recognised, high blood pressure can often be controlled through lifestyle change and / or medication, preventing further health issues (such as heart attacks, strokes, and other cardiovascular disease) or death.

Each May, volunteers around the world measure blood pressure in cities, towns, and villages, of people who may have never had their blood pressure taken previously. All participants leave their screening site knowing their blood pressure and anyone detected as having untreated or inadequately treated hypertensive is given advice about what they need to do next.

In the first two years MMM measured the blood pressure of over 2.7 million people. The full global results of MMM17 were published on the eve of World Hypertension Day 2018 in a paper in **The Lancet Global Health**, and 39 national publications are in press with the European Heart Journal Supplement. The global results of the MMM18 campaign are also under consideration by a top medical journal.

#### **Objectives of MMM:**

1. **To raise awareness** (both at a general public and healthcare level) of the risks surrounding high blood pressure and how detection is key in the prevention of CV disease
2. **To gather evidence to influence** governments and policy makers to make BP screening more widely available and management more effective **on a global scale**

For further information, please visit **[www.maymeasure.com](http://www.maymeasure.com)**



## **Guidelines for Third Party Participation in and Sponsorship of MMM**

The ISH Executive and the MMM Management Team recognise that it will not be possible to deliver MMM without a certain level of external support. Whilst acknowledging this fact, they believe that it is important for MMM's reputation and brand proposition to be upheld at all times and therefore accept that external support must be approached with careful consideration.

### MMM will generally accept support from:

- Medical Foundations, Research Organisations, Scientific Societies, Charitable Trusts and similar bodies
- Pharmaceutical Companies
- Medical Instrument Companies
- Diagnostic Technology Providers
- Government Health Departments / Organisations
- Technology companies
- Print Companies
- Logistics Companies
- Financial Institutes / Banks
- Life / Health Insurance Companies
- Publishers
- Philanthropists

MMM will also consider sponsorship linked to the Top 10 Tips for managing a healthy blood pressure as issued by the ISH (<http://bit.ly/Top10TipsBP>), including, but not limited to:

- Food and Nutrition Companies
- Weight Management Programmes
- Sports Products / Leisure Companies

### However, MMM will not accept funding from organisations or industries directly engaged in:

Production, distribution, advertising, marketing or sponsorship of:

- Tobacco and tobacco products
- Salt products
- Sugary drinks and products
- Alcoholic beverages
- Arms production

Or from organisations which engage in unethical practices, such as but not limited to the exploitation of children or child labour.

Funding partnerships will be evaluated and approved on an individual basis. Companies wishing to sponsor MMM must demonstrate a serious and active commitment to tackling high blood pressure, related risk factors (e.g. obesity) and its complications.



### Sponsorship Options

MMM will consider sponsorship of activities that provide value in helping MMM achieve its objectives as mentioned on page 1, including but not limited to:

- **Finance** to fund MMM central costs, volunteer expenses, or a specific event (e.g. MMM investigators meeting)
- **Materials:** Equipment and printed materials (devices / tablets / paper / posters / t-shirts etc)
- **Logistics** to deliver blood pressure measurement devices around the world
- **Publications** to support the cost of producing global, regional and national reports arising from MMM activities
- **Further research** to promote the findings of MMM through additional cohort studies, targeted research etc.

### What Sponsors can expect from MMM

- MMM may be mentioned on the sponsor's webpage
- From signature of agreement, the sponsor may use the line 'Proud to support May Measurement Month [year], an initiative led by the International Society of Hypertension' in their activities
- The MMM logo may be used on the sponsor's own promotional campaigns and materials, subject to approval from the MMM Management Team
- The sponsor will be acknowledged in internal communications to the many investigators and volunteers involved in MMM
- MMM will acknowledge sponsors through MMM social media and in scientific articles where appropriate

### Conditions for sponsorship

In all instances to avoid any compromise of the MMM campaign:

- It must be clear that MMM is not endorsing the sponsor
- No exclusivity can be granted to a sponsor in any given sector
- Approval must be sought for any co-branded materials in advance (with suitable notice given for approval through MMM and appropriate ISH committees)
- In all the sponsor's own materials and campaigns, it must be clear that it is not a joint campaign. It should always be clear that MMM is a campaign lead by the ISH and that the sponsor is supporting the campaign. This can be done with a line such as "Supporting May Measurement Month [year], an initiative from the International Society of Hypertension".

Whilst MMM welcomes any additional promotional support of MMM (such as advertising or social media activity), this is not necessarily deemed as sponsorship and would not necessarily afford the same benefits listed above for organisations providing specific value linked to the MMM objectives as listed at the beginning of this document.

### Local Sponsorship

Please note that these guidelines are related specifically to the central global activities of MMM. Local funding and support may also be sought on a case by case basis by individual country leaders. Please refer to MMM Funding Guidelines.

**Please note: These guidelines are for guidance only and do not replace individual contracts which will be created on an individual sponsor basis.**