



## **Healthy Heart Africa Programme to hold free Blood Pressure screening events on World Hypertension Day in Ethiopia**

**Addis Ababa, Ethiopia, May 15<sup>th</sup> 2017** - Today the Addis Ababa Regional Health Bureau and AstraZeneca's Healthy Heart Africa (HHA) programme announced plans to hold free major Blood Pressure screening events as part of this year's World Hypertension Day, which is observed every year on May 17<sup>th</sup>.

The planned screening events are scheduled as follows

1. Yeka HC
  - Meagenagagna Square
2. Beletshachew HC
  - Lideta Church Area
  - Abinet Roundabout
3. Addisu Gebeya HC
  - Piassa St George Church Square
  - Kechene Church area
  - Infront of the health centre (Taxi last point)
4. Selam HC
  - Rufael Round About
5. Kality HC
  - Akaki Kality Subcity Office compound
6. Akaki HC
  - At taxi last point in the HC area

Hypertension is one of the main risk factors for cardiovascular disease (CVD),<sup>i</sup> (one of the four main types of NCDs), and CVDs are now the number 1 cause of death globally.<sup>ii</sup> Across WHO regions, the prevalence of hypertension is highest in Africa with almost half the population affected by it (46%).<sup>iii</sup>

In June 2016, the Federal Ministry of Health in Ethiopia entered into a partnership with AstraZeneca with the goal of tackling Hypertension by implementing the Healthy Heart Africa programme and integrating its' models into the Ethiopian healthcare system in support of the Government of Ethiopia's National Strategic Action Plan for Non-Communicable Diseases. The HHA programme and partnership in Ethiopia is designed to provide the same programmatic elements that have been successful in Kenya, which was the first country of implementation, while ensuring their appropriate adoption to meet the needs of the Government's healthcare

system by utilizing the Government's extensive Health Extension Program to bring care closer to the community.

**Ashling Mulvaney, Senior Director Healthy Heart Africa at AstraZeneca** said: "We are pleased to be working with the Ethiopian Government in support of their progressive National Strategic Action Plan for Non-Communicable Diseases. Through the screening events, we are keen to communicate to every Ethiopian adult that it is essential to "know your blood pressure numbers" in order to avoid living with hypertension. We therefore hope to see a great turnout this World Hypertension Day!"

The HHA Programme aims to reach 10 million people with high blood pressure in Africa in support of the World Health Organization's (WHO) global hypertension target of 25% reduction in the prevalence of raised blood pressure by 2025.<sup>iv</sup> The programme has three components;

- Educating the general public on hypertension and awareness of its risk factors
- Training healthcare providers to provide screening, and linking those found to be at risk to healthcare facilities, and to offer appropriate treatment
- Developing a supply chain and distribution model that ensures access and affordability of treatment.<sup>v</sup>

The goal for the Ethiopia-HHA partnership is to decentralize and scale up high-quality hypertension care and treatment at health facilities in twelve hospitals and thirty-six health centres across seven regions. Program implementation is being adapted in partnership with the Ethiopian Ministry of Health for integration into public facilities.

-Ends-

**For more information contact:**

Local: Hannah Gebreselasie, +251 91 355 5925, hha@newmark.co.ke

Regional: Selfine Onyango, hha@newmark.co.ke

**Notes to Editors**

**Further information on HHA**

**Since November 2016 the programme has achieved:**

- **Screened over 100,000 people for high blood pressure**
- **Identified over 13,000 people with high blood pressure**
- **Trained over 900 Health Workers and Health Extension workers**
- **Activated 12 hospitals and 36 healthcare centres.**

**For any additional information about the programme, please visit:**  
**<https://www.astrazeneca.com/sustainability/access-to-healthcare/healthy-heart-africa.html>**

## About hypertension

- High or raised blood pressure, also known as ‘hypertension’, is a condition in which the blood vessels have persistently raised pressure, putting them under increased stress.<sup>vi</sup>
- ‘Normal’ blood pressure (BP) is defined as blood pressure of 120 mm Hg when the heart beats (systolic) and a blood pressure of 80 mm Hg when the heart relaxes (diastolic), while ‘high’ BP is defined as a systolic blood pressure of/above 140mm Hg and a diastolic blood pressure of/above 90mm Hg.<sup>1</sup>
- However, most people with high BP have no symptoms at all; which is why it is often referred to as the ‘silent killer’; and why regular check-ups are so important.<sup>vi</sup>

## About AstraZeneca

AstraZeneca is a global, innovation-driven biopharmaceutical business that focuses on the discovery, development and commercialization of prescription medicines, primarily for the treatment of cardiovascular, metabolic, respiratory, inflammation, autoimmune, oncology, infection and neuroscience diseases. AstraZeneca operates in over 100 countries and its innovative medicines are used by millions of patients worldwide. For more information please visit: <https://www.astrazeneca.com/>

---

<sup>i</sup> Hypertension, World Heart Federation. Available at <http://www.world-heart-federation.org/cardiovascular-health/cardiovascular-disease-risk-factors/hypertension/> Last accessed January 2017.

<sup>ii</sup> Cardiovascular Diseases fact sheet, World Health Organization. Available at: <http://www.who.int/mediacentre/factsheets/fs317/en/> Last accessed January 2017.

<sup>iii</sup> World Health Organization (WHO). Global health observatory (GHO) data: raised blood pressure. Available at: [http://www.who.int/gho/ncd/risk\\_factors/blood\\_pressure\\_prevalence\\_text/en/](http://www.who.int/gho/ncd/risk_factors/blood_pressure_prevalence_text/en/) Last accessed April 2017.

<sup>iv</sup> Global Status Report on Non-Communicable Diseases 2014, World Health Organization. Available at: [http://apps.who.int/iris/bitstream/10665/148114/1/9789241564854\\_eng.pdf](http://apps.who.int/iris/bitstream/10665/148114/1/9789241564854_eng.pdf) Last accessed January 2017.

<sup>v</sup> AstraZeneca. Healthy Heart Africa. Strengthening healthcare capabilities. Available from: <https://www.astrazeneca.com/sustainability/access-to-healthcare/healthy-heart-africa.html> Accessed 8 May 2017

<sup>vi</sup> World Health Organization (WHO). Q&As on hypertension. 2015. Available at: <http://www.who.int/features/qa/82/en/> Last accessed April 2017.