

# HYPERTENSION: PREVALENT YET PREVENTABLE



## HYPERTENSION AFFECTS

1.4  
BILLION PEOPLE



ONLY 45% OF  
PEOPLE WITH  
HYPERTENSION  
RECEIVE TREATMENT

Only around

1 IN 5



people have their  
hypertension **under control**

HYPERTENSION OR HIGH  
BLOOD PRESSURE IS A  
CONDITION THAT OCCURS  
WHEN YOUR BLOOD  
PRESSURE INCREASES TO  
UNHEALTHY LEVELS

## HYPERTENSION IS THE NUMBER ONE RISK FACTOR FOR CARDIOVASCULAR DISEASE

- ♥ It often has no signs or symptoms, frequently going unnoticed.
- ♥ Hypertension is manageable and relatively inexpensive to treat.



## OUR GOAL FOR 2030



500 million **more people**  
**treated** for hypertension



50% hypertension **control**



\$212  
Net economic gains  
of \$212 billion annually

## OUR GOAL BY 2050



AT LEAST 75 MILLION  
DEATHS PREVENTED



## TIPS FOR MANAGING BLOOD PRESSURE AND REDUCING YOUR RISK OF HEART DISEASE



Manage your  
**weight**



Eat a  
**healthy diet**



**Exercise**  
regularly



**Reduce**  
your **stress**



**Reduce** your  
**sodium** intake



**Limit** your **alcohol**  
consumption



**Quit**  
**smoking**



Take your  
**medications as**  
**prescribed**

\* version as of October 2025