

File No. T -200181 44/2020-NCD FTS:- 8080894  
Directorate General of Health Services (National NCD Division)  
Ministry of Health & Family Welfare

Nirman Bhawan, New Delhi  
Dated: 15<sup>th</sup> May 2024

To,

1. The Director, All AIIMS
2. State Nodal Officer, All States/UTs
3. Secretary, National Medical Commission
4. Secretary, Pharmacy Council of India
5. Secretary, Indian Nursing Council
6. Secretary, Indian Medical Association
7. Secretary, Dental Council of India

**Subject: Celebration/ Observance of World Hypertension Day, 2024.**

**Dear Sir/Ma'am,**

This is in reference to the World Hypertension Day, which is observed every year on 17<sup>th</sup> May.

In this regard, please refer to the attached letter for the list of suggested activities related to this event. We would like to encourage you to conduct month long celebration/observance of World Hypertension Day 2024 starting from 17<sup>th</sup> May 2024.

**Three best-performing** from each categories viz States/UTs, AIIMS, Medical Colleges, Nursing and Pharmacy Colleges, Branches of Indian Medical Association will be felicitated by the National NP-NCD cell and appreciation certificates will be provided to all.

A brief report in PDF along with pictures of all activities may be e-mailed to MoHFW at [npncd.india@gmail.com](mailto:npncd.india@gmail.com) by 25<sup>th</sup> June 2024.

Yours Sincerely,



Dr. Shikha Vardhan  
ADG, Dte GHS, MoHFW  
011- 23063875

Copy to:-

1. PS to EA (KKT), MoHFW
2. PS to Addl. DDG & Director (EMR), DteGHS, MoHFW
3. PS to DS (SN), DteGHS, MoHFW
4. PS to DADG (SS), DteGHS, MoHFW
5. PS to SMO (AS), DteGHS, MoHFW

डा० शिखा वर्धन/Dr. Shikha Vardhan  
सहायक महानिदेशक/Assistant Director General  
स्वास्थ्य सेवा महानिदेशालय/Dte. G.H.S.  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
Ministry of Health & Family Welfare  
भारत सरकार/Govt. of India  
निर्माण भवन, नई दिल्ली  
Nirman Bhawan, New Delhi

### **List of suggested activities for World Hypertension Day 2024:**

1. Display of IEC material for prevention and management of hypertension in prominent places of health facility/health institution
2. Monitor the Blood Pressure of patients and staff at health facility/health institution.
3. Orientation of medical officer and paramedical staff (CHO and ANM at AAM) for taking efforts for prevention and management of hypertension in the community
4. A public event like a walkathon/marathon, rahagiri, cycle rally, rally, screening, public lectures, health workers' training etc. to mark the event.
5. Pledge Ceremony for healthcare professionals for promoting awareness against hypertension.
6. Pledge Ceremony for the public and patients for monitoring their BP regularly.
7. Selfie Booth with Monitoring Blood Pressure
8. Quiz, slogan writing, reel, meme, chart, painting, short film-making competitions.
9. Social Media coverage (Instagram, Facebook, Twitter, LinkedIn, Institutional Website)
10. Radio/TV campaign/newspaper article/talk shows/street dramas/flash mob to spread awareness to monitor blood pressure regularly.
11. Interactions with the community leaders to create awareness. Leveraging Jan Arogya Samiti and community structures for increasing awareness and community mobilisation.
12. BP monitoring and awareness camps at prominent public places e.g. bus stands, railway stations etc. and identified workplaces to make the public aware.
13. Special camps for BP monitoring and awareness generation in vulnerable populations. E.g. old age homes, underprivileged populations in urban slums, rural remote areas and tribal areas.
14. Continuing Medical Education Programme and training of medical officers, nurses and para medical professionals.
15. Felicitating best practicing districts by the State based on screening and management for hypertension.
16. Identifying and involvement of treatment champions (those who come for regular follow up continuously and have kept BP under control) at facility level/district/state level.

The above activities are only suggestive and not exhaustive. Any other relevant activities, as maybe deemed fit, may also be carried out.



**F.No20011/128/2024/Coordination-NMC**  
**Government of India**  
**National Medical Commission**  
**Policy & Coordination Division**



Pocket- 14, Sector- 8,  
Dwarka, Phase-1, New Delhi-77  
17-05-2024

**Public Notice**

**Subject : Celebration/Observance of World Hypertension Day-2024**

All medical Colleges are hereby informed that World Hypertension Day-2024 will be Celebrated/Observed on 17<sup>th</sup> May 2024. All Medical Colleges are requested to observe World Hypertension Day on 17.5.2024 with necessary awareness activities etc.

2. The list of suggested activities for month long celebrations/observance of World Hypertension Day-2024 starting from 17<sup>th</sup> May 2024 received from MoHFW is attached. This is for information that "Three best-performing from each categories viz States/UTs, AIIMS, Medical Colleges, Nursing and Pharmacy Colleges, Branches of Indian Medical Association will be felicitated by the National NP-NCD cell and appreciation certificates will be provided to all. A brief report in PDF along with pictures of all activities may be e-mailed to MoHFW at [npncd.india@gmail.com](mailto:npncd.india@gmail.com) by 25th June 2024.

3. This issues with the approval of Secretary, NMC.

Signed by

Srinidhi Kari

Date: 17-05-2024 08:25:18

**K SRINIDHI**  
UNDER SECRETARY  
ksrinidhi.kari@gov.in

Dean/Principal of All Medical Colleges