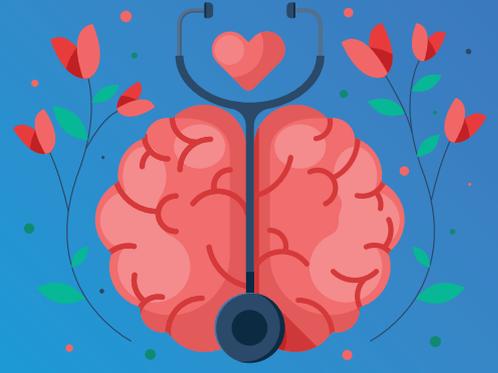


Beat the pressure, save your brain

Control hypertension to prevent stroke!



This year's World Hypertension Day falling on 17 May, focusses on the theme 'Measure your blood pressure accurately, control it, live longer!'

Hypertension, often referred to as the "silent killer," can silently damage the heart, kidneys, and other vital organs without noticeable symptoms, making regular monitoring essential for prevention and management.

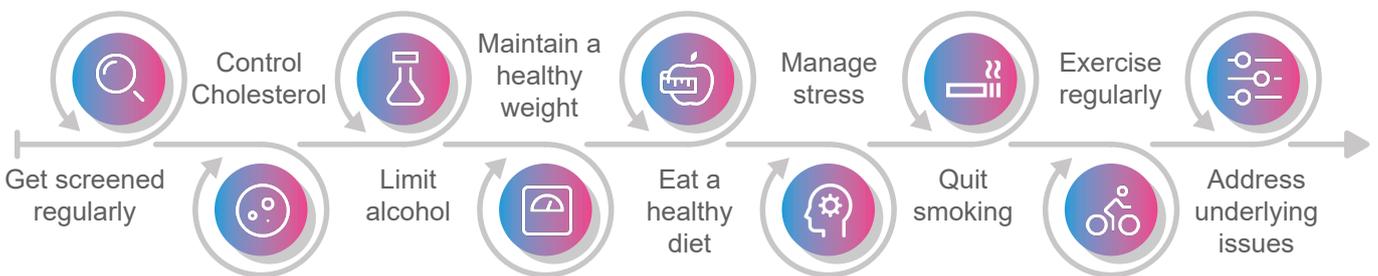
- Approximately 4 out of every 5 individuals with hypertension in India are not adequately treated
- Recent studies indicate a rapid increase in hypertension prevalence among rural populations and younger individuals in India.

Hypertension can lead to stroke through a series of interconnected steps:

- High Blood Pressure:** Strains blood vessels, making them stiff.
- Vessel Damage:** Constant pressure harms artery linings, causing plaque buildup (atherosclerosis).
- Narrowed Arteries:** Plaque reduces blood flow to the brain, increasing clot risk.
- Blood Clot Formation:** Ruptured plaque can block blood flow in arteries.
- Reduced Brain Blood Supply:** Blocked flow leads to brain cell death from lack of oxygen.
- Ischemic Stroke:** Prolonged blockage results in an ischemic stroke.
- Hemorrhagic Stroke:** Weakened vessels may rupture, causing bleeding in the brain.
- Brain Damage:** Lack of blood or bleeding can cause permanent damage or death.

Protect yourself from stroke: Your action plan

Stroke due to high blood pressure is largely preventable! Here's how you can take control of your health:



By adopting healthy lifestyle habits and effectively managing your blood pressure, you can greatly lower your risk of stroke and enjoy a longer, healthier life.

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Did you know?

25%

In India, nearly 1 in 4 adults (25%) suffer from high blood pressure – (HBP) WHO

70%

High Blood Pressure is the leading cause of stroke in India, contributing to over 70% of stroke cases.

-SYSTUP India study

Stroke is the second leading cause of death

-Indian Council of Medical Research