



To whom it May Concern,

A Brief on Know Your Numbers (KYN) Campaign.

1. The Nigerian Cardiac Society (NCS) is a foremost Medical Societies in Nigeria whose primary objective is ensuring that Nigerians live with healthy hearts. This is done through cutting edge research and translating those research findings to societal benefits.
2. A study led by the current president of NCS, Prof. Augustine Odili, revealed that four out of every ten adult Nigerians are hypertensive. Less than one third of this number are receiving treatment for hypertension. The challenge with hypertension is that the sufferer has no symptoms and will only come to the attention of the doctors when one of the complications such as heart failure, stroke, kidney failure sets in.
3. **Know Your Numbers (KYN)** Campaign is a flagship project of the Society borne out of this clear evidence of the huge burden of hypertension in Nigeria
4. It is a nationwide programme with two main objectives
 - a. Train lay people (KYN Ambassadors) on how to measure BP
 - b. Establish BP cubicles to be manned by KYN ambassadors in public areas including shopping malls, airports, markets, religious places, traditional palaces etc.
5. Flag off of the KYN is billed to take place in Abuja on the 17th of May. It will be preceded by a TOT workshop at the University of Abuja Teaching Hospital Gwagwalada on the 16th of May.
6. NCS is proposing a partnership with your shopping mall on the following areas:
 - a. Provide a space, for the ceremony expected to be performed by the honorable Minister of Health. A space that can sit between 50-70 people will suffice.
 - b. Provide a space within the mall for the construction of a BP cubicle
 - c. Nominate three to five members of staff for training on the KYN procedure. They should not be health workers. The only requirement is ability to read and write. Security men or janitors can suffice. (This is not urgent but will only be necessary during the training session for the KYN Ambassadors for North-Central Region.
7. Benefits to your shopping mall:
 - a. Increase the visibility for your premises as there will be a heavy media presence in the premises
 - b. The KYN Campaign is a two-year project and will continue to attract more customers to your premises throughout out this period and beyond.
 - c. Establish a long-term relationship with the Nigerian Cardiac Society for some other projects such as Community Back to Life Project, ECG 24/7 etc, which may become part of the corporate social responsibility of your most revered firm

Accept the assurances of my esteemed regards,

Prof. Augustine Odili,
President, NCS.