On April 7th, the World Health Organization celebrated World Health Day 1992 under the slogan *Heartbeat – the Rhythm of Health.* The ceremony in Geneva included the International Award Ceremony of the WHL Art Competition; the winning artists attended the ceremonies. The highest rated entries as well as a picture of all WHL participants are displayed in this Newsletter.

The WHL delegation in Geneva

The WHL has chosen communication through art to illustrate the benefits of a healthy lifestyle to a larger audience because, compared with verbal communication alone, art offers new chances to promote health. The goal of the Art Competition is to raise public awareness of the need to prevent, detect and control hypertension as one of the major risk factors for cardiovascular diseases and also to illuminate some of the possibilities of achieving these goals.

Project outline

In 1987 the German National High Blood Pressure Programme organized a poster contest amongst students of the Stuttgart Academy of Arts. The entries received at that time are now being shown in a travelling exhibition throughout Germany. Based on the experience from this project, the WHL has organized over the last 2 years a similar competition in four more countries. The WHL national member organizations in China, Hungary, Israel and Italy participated. Students from art academies were invited to submit posters concerned with cardiovascular disease, high blood pressure and the prevention, detection and control of this condition. The artists were asked to emphasize positive aspects of hypertension control and the benefits to be gained from a healthy lifestyle. The WHL member leagues chose the national winners and organized a national award ceremony. For the international competition all entries were sent to the WHL. The international jury consisted of representatives of the WHL and WHO. The posters were exhibited in the WHO building in Geneva on World Health Day, April 7, 1992. On that day the three international winners were also presented their awards by the Secretary General of the WHO, Dr. Nakajima. During the month of May, the posters were on display for the General Assembly of the WHO in the Palais des Nations in Geneva.

**WHL Art Competition 1992 Awards**

<table>
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<tr>
<th>Prize</th>
<th>Description</th>
<th>Artist</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Prize</td>
<td>The Tree of Live is Evergreen</td>
<td>Luo Zhenru</td>
<td>China</td>
</tr>
<tr>
<td>Second Prize</td>
<td>High blood pressure will shorten your life</td>
<td>Karin Kocher</td>
<td>Germany</td>
</tr>
<tr>
<td>Third Prize</td>
<td>Don’t beat your heart beat</td>
<td>Galit Aka-Maurer</td>
<td>Israel</td>
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</tbody>
</table>
The tree of life is evergreen
by Luo Zhenru from China

High blood pressure will shorten your life
by Karin Kocher from Germany

Don’t beat your heartbeat
by Galit Aka-Maurer from Israel

Attention! High Blood Pressure
by Tibor Mätrey from Hungary
As a follow-up activity to the WHL Art Competition, a travelling exhibition of the 46 posters (size 60 by 90 cm) is currently being organized. The only costs incurred for having the exhibition are the transportation costs for sending the posters from the place of exhibition to the next city where they will be shown or back to Heidelberg. Organizers of an exhibition may also choose to exhibit only a subset of posters. For further information on this, please contact the Newsletter office.

Experience from the project

The WHL International Art Competition has shown that art can be used to communicate to health care professionals, patients and the general public about the chances and possibilities in the prevention, detection and control of hypertension as one of the major risk factors of cardiovascular disease. To avoid misconceptions by the artists, thorough information before the contest is necessary. This is best done through personal contact between a local expert, such as a representative of the WHL member league, and the art school in question. Our experience also suggests that one should stress the positive aspects of prevention to avoid receiving overly negative or scary images. A clear statement of the messages to be conveyed, such as reducing overweight, avoiding excess alcohol and salt, exercising regularly and taking medication as prescribed makes it easier for artists to translate these into visual images. Nevertheless, tapping the creativity of artists opened novel ways of communication and also served to provide new impetus to the participating WHL members. The contest was one step in making high blood pressure an issue in the affected population and can easily be integrated into other continuing efforts of the hypertension societies involved. Making the contest international provided extra visibility to the national efforts and enabled countries in which no national competition had been organized to participate. All WHL members are invited to organize a similar contest in their own country and we are currently finalizing plans to have another International Award Ceremony during the next WHL meeting in San Diego in April 1993. A detailed project manual is available from the coordinator, Dr. Baildon, at the Newsletter office.

The WHL hopes to achieve the goal of raising public awareness of the need to prevent, detect and control hypertension through this art project and sees it as a major step in the efforts to improve communication between the medical professions and the general population.

Acknowledgements

The WHL Art Competition was sponsored by the participating WHL member leagues, the Hungarian Institute of Health Promotion and

<table>
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<th>WHL Poster Exhibition on Hypertension</th>
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<tbody>
<tr>
<td>- 46 posters from the Art Competition</td>
</tr>
<tr>
<td>- Poster size 60 by 90 cm</td>
</tr>
<tr>
<td>- Subsets also available</td>
</tr>
<tr>
<td>- English translations of poster texts included</td>
</tr>
<tr>
<td>- Explanatory panel included</td>
</tr>
<tr>
<td>- Easy to mount on most surfaces</td>
</tr>
<tr>
<td>- Organizers of an exhibition pay only transportation costs</td>
</tr>
<tr>
<td>- For available time periods contact the WHL Newsletter Office</td>
</tr>
</tbody>
</table>
Boehringer Ingelheim. Most of the work was done by the national organizers, Prof. Wang Jian in China, Dr. Apfelbach in Germany, Dr. Kishegyi in Hungary, Dr. Kisch in Israel and Prof. Pessina in Italy. The WHL very much appreciates their efforts. The most important participants were the artists who created all the beautiful images. Special thanks to them.

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WHL International Art Competition
Project Outline

Goal:
To increase public awareness of the need to prevent, detect and control hypertension as one of the major risk factors for cardiovascular diseases.

Target groups:
General public, physicians, media worldwide.

Realization:
A detailed plan for the WHL International Art Competition has been prepared, including the following steps:
1. Participating member leagues issue invitations to artists.
2. A national jury selects the winners and organizes a national award ceremony.
3. An international jury chooses international winners, who will be awarded their prizes at an international award ceremony.
4. As follow-up activities publication of a choice of entries in a catalogue, a traveling exhibition, calendars, posters and production of a video clip have been suggested.

Schedule:
Planning should start now for participation in the next international award ceremony, scheduled for the WHL meeting in La Jolla, April 1993.

Participants:
In 91/92 China, Germany, Hungary, Israel and Italy participated.

All WHL members are invited to organize a similar contest in their own country. Those interested should contact the WHL Newsletter Office in Heidelberg for further information.