The Bulgarian Hypertension League was founded in July 1992 and accepted as the 46th member of the World Hypertension League.

The League has the following aims:
- To unify the efforts of regional medical universities and the Higher Medical Institute in Sofia, non-medical universities, secondary medical educational institutions, non-medical institutions and society as a whole in Bulgaria to fight arterial hypertension.
- To establish contacts with the leading world institutions and independent specialists in the field and utilize their achievements and creativity to build a national hypertension prevention strategy.
- To unify the efforts of scientific groups and researchers and direct their work towards specific goals of national interest.
- To assist in scientific research and its application, and to build an intellectual fund for the fight against arterial hypertension in the future.
- To disseminate the achievements of world science in the field of hypertension, thus overcoming the lack of information caused by recent economic difficulties. Regularly to acquaint society with methods and means of preventing complications associated with arterial hypertension and to preserve the quality of life in accordance with the World Health Organization's principles.

During the short period of its existence the Bulgarian Hypertension League has organized and

WHL News

15th WHL Council Conference

The World Hypertension League held its 15th Annual Council Conference on December 3, 1993, in the city of Padua, Italy, hosted by the Italian League against Hypertension. The conference was preceded by a WHL symposium on “Communicating in Hypertension” and followed by a symposium of the Italian League against Hypertension on “Secondary Prevention of Coronary Artery Disease”.

continued on page 2
conducted four symposia. The League has prepared and published a list of topics for scientific work in 1993 which will be monitored and coordinated by the League.

Bulgaria has one of the highest rates of morbidity and mortality due to cerebral and myocardial infarction. Arterial hypertension plays the leading role in this national disaster. The Bulgarian Hypertension League would appreciate offers for collaboration in scientific research, epidemiological investigations, and the organization of campaigns against hypertension from other members of the World Hypertension League, either institutions or individual researchers.

Professor Choudomir Nachev
Bulgarian Hypertension League
1 St. Georgi Sofijski Str
1431 Sofia
Bulgaria

The Council Conference was attended by 48 representatives from the WHL member organizations and the President of the International Society of Hypertension. The President of the WHL, D. Ganten, welcomed the Turkish Association of Hypertension Control, which was admitted as regular WHL member, and the Nigerian Heartcare Foundation as associate member.

T. Strasser, WHL Secretary General, pointed out in his report that the WHL has developed since its foundation in 1984 with seven member organizations into a truly world federation with 47 regular, six associate, and nine supporting members. The WHL will continue to follow its policy of helping to establish national hypertension leagues in countries where they do not exist, and liaising among the existing leagues and societies.

The Council approved the changes in the statutes proposed by the Executive Board in order to establish a new relationship between the World Hypertension League and the International Society of Hypertension.
Symposium
“Communicating in Hypertension”

Health Communication in General
S. Simonds, Ann Arbor (USA):
Basic principles of communication theory – an introduction

M. A. Modolo, Perugia (Italy):
Communication and the media: health and public messages

U. Grüninger, Bern (Switzerland):
Patient education: an example of one-to-one communication

A. Ribeiro, Sao Paolo (Brazil):
Reaching the public through television. Experience from Brazil, a developing country

Communicating in Hypertension
G. Beevers, Birmingham (UK):
Hypertension periodicals: an overview

J. Chalmers, Bedford Park (Australia):
From science to practice: guidelines, their use and impact

J. Kishegyi, Budapest (Hungary):
The Patient Education Project: a joint WHL-WHO undertaking

T. Unger, Heidelberg (Germany):
Patient-doctor interactions in hypertension

E. Roccella, Bethesda (USA):
Addressing minority populations in the community

P. Puska, Helsinki (Finland):
Direct communication with the population – the North Karelia experience

P. Sleight, Oxford (UK):
Teaching communication skills and theory – part of medical education?

The financial support of Roussel Uclaf, Romainville, France which made this Symposium possible, is much appreciated.

Hypertension League Founded in Costa Rica

The WHL has been informed that a Hypertension League has been founded in Costa Rica. It is part of the Costa Rican Internal Medicine Association. The President of the League is Dr. Jose Fuchs. For further information, contact the League at Apartado 925-1200 San José, Costa Rica Tel: (506) 23 89 48, Fax: (506) 23 59 92

People

Dr. Edward Frohlich, Vice President for Academic Affairs, Alton Ochsner Clinic, New Orleans, Louisiana was presented with the Okomato International Award.

Dr. George Fodor, Vice President of WHL, has been chosen as the recipient of the Distinguished Scientist Award of the Canadian Hypertension Society for 1993.

Dr. Ray W. Gifford, Chair of the Department of Hypertension and Nephrology of the Cleveland Clinic, was presented with the 1992 Bristol-Myers Squibb Lifetime Achievement Award in Hypertension.

Dr. Detlev Ganten, President of the WHL and Director of the Max Delbrück Center for Molecular Medicine in Berlin-Buch, Germany, was the recipient of the 1992 CIBA Award of the Council for High Blood Pressure Research of the American Heart Association.

WHL International Art Competition 1994

The new round of the WHL International Art Competition is well under way. Five national leagues have decided to participate in the contest. Most of them have already finished their national contest or are working with great enthusiasm to finish the competition on time.

The Brazilian Society of Hypertension already presented their entries in a catalogue at the Council Conference in Padua. They determined the winner of the national contest at the end of last year. So has the Chinese Hypertension League – their national contest was held in the late fall of 1993. The National High Blood Pressure Education Program (USA) has issued invitations (see last page) to artists and chosen the members of the national jury. The Israel Hypertension Society is preparing poster entries for the competition, and so is the National Heart Foundation of Australia.

We are looking forward to exhibiting the entries of the five participating leagues at the 15th Scientific Meeting of the International Society of Hypertension in Melbourne, approximately one month from now. By then the international contest will be finished. The international award ceremony for the winning entries will be held on March 23, 1994, in Melbourne.
Invitation to participate in the 1993 round of the WHL International Art Competition, issued in North Carolina, USA.

Impressum
The objectives of the WHL are to promote the detection, control and prevention of arterial hypertension in populations. The World Hypertension League (WHL) is a federation of leagues, societies and other national bodies devoted to this goal. Individual membership is not possible. The WHL is a division of the International Society of Hypertension (ISH), and is in official relations with the World Health Organization (WHO).

Secretariat: 20, ave du Bouchet, CH-1209 Geneva
Phone: (+41) 22 7340071, Fax: (+41) 22 7335893
Board: D. Ganten (Berlin), President
P. Sleight (Oxford), President Elect
G. Fodor (St. John's), Vice-President
A. Amery (Leuven), Past President
C. Lenfant (Bethesda), Special Advisor
T. Strasser (Geneva), Secretary General
H. Ibsen (Glostrup), K.H. Rahn (Münster), members.

The WHL Newsletter is published bimonthly by the World Hypertension League. J. Pötzsch, Editor; E. Pisch, Editorial Assistant
Editorial Office: Max Delbrück Center for Molecular Medicine (MDC).
Robert-Rössle-Str. 10, 13125 Berlin, Germany,
Phone: (+49) 30 9406 3510, Fax: (+49) 30 9406 2254.
ISSN 1013-1639 Production and distribution:
Georg Thieme Verlag Stuttgart New York

The WHL Newsletter is published with the support of Les Laboratoires Servier and their continuing commitment to care in hypertension.