WHL NEWSLETTER

News from the World Hypertension League (WHL).
A division of the International Society of Hypertension, and in official relations with the World Health Organization.

No. 93, February 2004

Special Feature

WHL International Art Competition

First Prize

The winner is...

The 2003 WHL International Art Competition has been successfully finished. Twenty-four posters from Argentina, Bangladesh, China, Nigeria, United States and Uruguay were submitted to the jury. The excellent contribution made it difficult to find the winners. Finally, the first prize, two second prize winners and one third prize winner were identified:

First Prize: 
Miao Yin-tang, China

Second Prizes:
Karen Matchette, USA
and
He Wei, China

Third Prize:
Omolodun Francis Gbolahan, Nigeria

The aim of the WHL poster competition was to promote community awareness of hypertension and obesity through art. The theme to be addressed by the posters was ‘hypertension and obesity’. The importance of the positive aspects of hypertension control and benefits to be gained through a healthy lifestyle should be addressed.

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WHL International Art Competition continued

His works have won several prizes, both, at home and abroad. He also wrote publications about cartoons. Mr. Miao is currently research fellow and senior industrial artist of the Institute of Popular Science. In addition, he acts as an advisor and guest professor at various institutions in China.

Second Prize

by Karen Matchette

Karen Matchette, a freelance artist/cartoonist, is living with her husband and two children in Buffalo, New York, USA.

by He Wei, China

He Wei, born 1934 in China, currently is member of the Cartoon Committee under the Chinese Artists Association, chief supervisor of the Chinese Journalistic Cartoon Research Center and advisor of the American Journal “International Caricature”.

Second Prize

Poster description: Something good turned to be bad, something bad turned to be good.

by He Wei, China

HYPERTENSION AND OBESITY ARE KILLERS!

by Karen Matchette

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Third Prize

by Omolodun Francis Gbolahan, Nigeria


Communication of public health messages through art

Pictures say more than words – a well-known phrase that is and has been successfully implemented in various health promotion campaigns. The wide-spread display of posters in the public space is frequently used to transport crucial aspects of medicine/public health. Posters do so mostly by combining different channels of communication: words and images. The words or phrases transport facts or information, reaching out for the mind of the people. In contrast, the visual art component attracts attention by creating

WHL News

Minutes from the WHL Regional Meeting on October 19, 2003 in Beijing

The Regional Meeting of the World Hypertension League, co-sponsored by the WHL and the Chinese Hypertension League (CHL), was held on Oct. 19, 2003 in Beijing, China. Delegates from Bangladesh, China and Thailand participated in the discussion on Hypertension and Obesity. Dr. Claude Lenfant, President of WHL, and Prof. Liu Lisheng, Vice-President of WHL, co-chaired the meeting.

Prof. Chen Chunming from the Chinese Center for Disease Prevention and Control gave a presentation entitled “Hypertension and Obesity in China” on behalf of the Working Group on Obesity in China (WGOC). She analyzed large cross-sectional surveys held in China. The results indicated that BMI and waist circumference (WC) are important risk factors for the incidence of hypertension and cardiovascular diseases. When BMI is >24 and WC > 85cm for men and >80cm for women, the prevalence of hypertension increases remarkably.

Prof. R.K. Khandaker, Chairman of the Hypertension Committee of the National Heart Foundation of Bangladesh, described surveys carried out in Bangladesh. Hypertension was the 8th leading cause of death in that country. The prevalence of overweight (BMI>25kg/m²) was 6.5 percent, and the prevalence of hypertension in Bangladesh was 9.0 percent.

Prof. Zhou Beifan from Fu Wai Hospital, Chinese Academy of Medical Sciences, gave a presentation entitled “The joint effects of BMI and WC on CVD risk factors in Chinese population”. Again, it was clear that BMI and WC are important risk factors. Dr. Samarn Futrakul from Thailand described the problems of hypertension and obesity in Thailand. Hypertension and obesity were important contributors to the death rate in Thailand. Investigators are asking the Thai government to take appropriate action.

A more detailed report is available on the WHL website or from the Editorial Office in Berlin.

Liu Lisheng
Vice President, WHL
Communication of public health messages through art continued

ing feelings and emotions. By combining these dimensions an active process of acquiring the message may be induced. It is not the content of the (verbal) message or its background complexity that is the attracting feature of a poster. Rather it is the image that reaches the people first and prepares for the overall message. The active linking of the verbal and visual message is thought to enhance its effect both in understanding and memorizing. The winning posters of the WHL International Art Competition are good examples of this concept.

Anja Kroke, Editor

References:

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).

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Calendar

3rd Asian-Pacific Congress of Hypertension 2004
April 3–7, 2004
Singapore
Information: Ace-Daytons Direct (International) Pte Ltd.
2 Leng Kean Road #04-02
Thye Hong Centre
Singapore 159086
Fax: (+65) 6 475 2077
E-mail: admin@acedaytons-direct.com

WHL Regional Meeting with the Czech Society of Hypertension:
Community Control of Hypertension in Central and Eastern Europe
April 24, 2004
Prague, Czech Republic
Information: Dr. Patrick J. Mulrow
Fax: (+1) 419 383 5360
e-mail: gmonhollen@mco.edu

14th European Meeting on Hypertension
June 13–17, 2004
Paris, France
Information: AISC & MGR – AIM Group
Via A. Ristori 38, 00197 Rome, Italy
Fax: (+39) 06-8088 491
E-mail: esh2004@aisc.it
Website: www.aimgroup.it/2004/esh/home

58th Fall Conference and Scientific Session of the Council for High Blood Pressure Research
October 9–12, 2004
Chicago, IL, USA
Information: AHA Scientific Meetings
7272 Greenville Ave, Dallas TX 75231, USA
Fax: (+1) 214 373 3406
E-mail: scientificconferences@heart.org
Website: www.americanheart.org

28th Scientific Meeting of the German Hypertension Society
November 24–27, 2004
Hannover, Germany
Information: Prof. Dr. Hermann Haller
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Carl-Neuberg-Str. 1
30625 Hannover, Germany
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