World Hypertension Day 2008

Activity Report from Egypt

Preparations for WHD in Egypt started already in January 2008. A steering committee with representatives from the Egyptian Hypertension Society and eight universities was formed. Overall, 12 preparatory meetings were held. An industry sponsor was found to support the activities. A plan of action was made and continuous feedback and evaluation of the developed activities and materials were made. The target audience for the different activities was grouped into three strata. A public awareness program was developed for the general public; a physician education program was developed to specifically address physicians; and finally community leaders such as members of the Parliament and its health Committee were addressed.

The public awareness program included:
- Media
- Telephone hotline
- Community meetings
- Posters
- Booklets

The media response was huge. 37 TV and newspaper reporters attended the National Press Conference. 12 popular TV programs with an expected exposure of 120,000 million subjects reported on WHD. In addition, 27 newspaper articles reached about 17 million readers. Further information was provided by the EHS website. Overall, eight community meetings were held, attended by approximately 3,000 people. The program of these meetings featured:
- Lectures
- BP measurements
- Risk factor measurements
- Marathon
- Distribution of booklets

WHL News

Report from the Cuban Hypertension 2008 Conference (HTA-2008) – Santa Clara, Cuba

Cuban Hypertension Society’s annual scientific meeting co-sponsored by WHL was held in Santa-Clara, Cuba, May 27–29, 2008. The meeting was attended by more than 200 physicians from across Cuba, as well as specialists from Latin America and Caribbean countries such as Argentina, Brazil, Venezuela, Colombia, as well as some African countries such as Ghana and Senegal, and European countries such as the UK, Belgium and France.

Opening ceremony of HTA 2008
Seated front row: Dr. Emilio Gonzales (2nd from left), Conference organizer; Dr. Arun Chockalingam, Secretary General, WHL; and Dr. Manuel Caballero-Perez, President of the Cuban Hypertension Society.

Contents

- World Hypertension Day 2008
  Activity Report from Egypt
  Activity Report from India

- WHL News
  Cuban Hypertension 2008 Conference

- New WHL Member
  Heart Foundation of Botswana
  People
  Calendar
WHD Egypt 2008 continued

Pictures 1 and 2 give an impression of these activities. Posters that were displayed in public were another communication tool. Figure 1 gives an example of these posters.

The physician education program included following topics:
- Hypertension management
- Home BP measurement
- Pitfalls of BP measurement
- Case studies

The meeting with members of the Parliament’s Health Committee aimed to point out the problem of hypertension as a major health risk in Egypt, to discuss possible approaches to increase awareness of hypertension, and to provide recommendations to the legislative authorities for the prevention of CVD.

The following recommendations were discussed with the members of the committee:
- Adoption of Egyptian Guidelines for the management of hypertension by health authorities
- Adoption of Egyptian Guidelines for the prevention of cardiovascular diseases by health authorities
- Tax on unhealthy food, pricing control on fatty foods, bans on the import of specific foods
- Subsidies for healthy food
- Restriction on the supply of fatty food
- Prohibition on the domestic sale of specific foods
- Food labelling requirements
- Restrictions on advertisements for unhealthy foods that target children

Overall, WHD 2008 was a great success in Egypt.

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Activity Report from India

This year, World Hypertension Day was celebrated on May 17, 2008. Its theme being “Check your blood pressure at home”, the services of OMRON, which manufactures several monitoring devices used the world over, were requisitioned for the purpose. The event was celebrated at the National Heart Institute (NHI), the heart hospital of the All India Heart Foundation (AIHF) and at a public venue, the India International Centre.

Creating awareness was done by publicity before the event and on May 17. A banner was put up at the entrance to the NHI. Panels highlighting important features of hypertension such as causes, symptoms and treatment by way of modifying lifestyles and drugs available, made by the AIHF were prominently displayed. A video on high blood pressure, both in English and Hindi was also shown.

Electronic blood pressure devices were demonstrated with various sizes for use on the arm and wrist, which had been earlier approved by the AIHF for accuracy. The patients also had height, weight and body mass index checked and advised, if necessary regarding keeping body weight under control. Doctors, nursing and other staff of NHI participated in the deliberations (picture 1).

In the afternoon at India International Centre, the same procedure was repeated in a different group of persons, many of them suffering from high blood pressure. Following this, there was a Question & Answer session moderated by Dr. Padmavati at which the panelists were Dr. Lanka Sivaji, Medical Superintendent, National Heart Institute, Dr. Lokesh Chandra Gupta, Senior Cardiologist and Dr. Chacko George, Senior Pulmonologist at the National Heart Institute.

Mrs. Meherzad Taghizade, Nursing Superintendent of National Heart Institute also answered many questions. The second session was with a more enlightened audience, who were very keen on knowing the many controversies regarding hypertension which appeared in newspapers regarding diet, alternative system of medicines, smoking, sleep apnea etc.

Altogether a very useful day for those interested in Hypertension.

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Cuban Hypertension 2008 Conference continued

The meeting was efficiently organized by Professor Emilio Gonzalez. HTA-2008 was co-sponsored by the Cuban Ministry of Health. The Conference covered several topics from basic biomedical research to clinical to population health to health policy in all vascular areas including diabetes and kidney diseases. At this meeting the Cuban Hypertension Society released its own guidelines for measurement, prevention and control of hypertension.

The Ministry of Health also released its strategy for prevention and control of chronic diseases — cardiovascular diseases including stroke, cancer and diabetes mellitus. The conference composed of plenary sessions, parallel oral presentations, posters and hands-on workshops.

The report prepared by
Dr. Arun Chockalingam
Secretary General, WHL

New WHL Member

The Executive Board admitted the Heart Foundation of Botswana into WHL membership. The WHL welcomes the new member and will do everything to make its membership a fruitful experience. For mailing address, please see ‘people’ section on page 4.
People

The Heart Foundation of Botswana now is a full member of the WHL (see also page 3). Prof. Kiran Bhagat is the President, Ms. Lindsey Jones is Honorary President, Ms. Ruth van der Merwe is the Secretary. The address is: The Village Medical Center, Plot 4921, Moselebe Rd., PO Box 10153, Gaborone, Botswana.

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Electronic Newsletter Delivery

http://www.worldhypertensionleague.org

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

2nd World Congress on Controversies in Diabetes, Obesity and Hypertension (CODHy)
October 30 – November 2, 2008
Barcelona, Spain
Information: ComtecMed, PO Box 68
Tel Aviv, 61000, Israel
Fax: (+972-3) 5666177
E-mail: info@comtecmed.com
Website: http://www.codhy.com

7th Asian Pacific Congress of Hypertension (APCH)
February 19–22, 2009
Kuala Lumpur, Malaysia
Information: Congress Secretariat
8th Floor, PNB, Damansara, No. 19
Lorong Dungun, Damansara Heights
50490 Kuala Lumpur, Malaysia
Fax: (+603) 2089 3339
Website: http://www.msh.org.my

3rd Scientific Congress of the Portuguese Society of Hypertension
February 12–15, 2009
Vilamoura, Algarve, Portugal
Information: Veranatura – Conference Organizers
Rua Augusto Macedo, 12-D Escritório 2
1600-503 Lisboa, Portugal
Fax: (+351-21) 712 0204
E-mail: cidaliasemedo@veranatura.pt
Website: http://www.sphta.org.pt

13th Annual Scientific Meeting of the Egyptian Hypertension Society
April 8–10, 2009
Cairo, Egypt
Information: Mrs. Fathia Said, Egyptian Hypertension Society
1 El-Diwan St., Garden City
Cairo 11519, Egypt
E-mail: fathiaalsaid@link.net
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WORLD HYPERTENSION DAY
May 17, 2009

Initiated by the World Hypertension League

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