American Society of Hypertension / World Hypertension League

100,000 Blood Pressure Challenge

Presented to: Dr. Mark Niebylski
CEO, World Hypertension League

Presented by: Gilda Caputo Hansen
CEO, Hansen Global Event Management, LLC
EXECUTIVE SUMMARY

Hypertension, or high blood pressure, is one of the key leading risk factors of cardiovascular disease. According to the World Health Organization (WHO), more than one billion people around the world are affected by hypertension, which then leads to heart attacks and strokes. Hypertension is so important it was designated as the theme for World Health Day in 2013.

In the newly released WHO Global Report, one of the key trends in 2014 is labeled “Get that pressure down”. Emphasis is still being placed on Hypertension overall, as it continues to be a silent killer of nearly 9 million people per year. It is the second most preventable cause of death, second only to tobacco usage. It is most important to spread awareness about Hypertension throughout the world to prevent cardiovascular disease. One major barrier to prevention is that people are unaware of hypertension and the harm it does to their hearts.

May 17 of each year is designated “World Hypertension Day” and is dedicated to promoting hypertension awareness. In a collaborative effort, the World Hypertension League (WHL) and the American Society of Hypertension (ASH) challenged the world to collect 100,000 blood pressures during the week of Sunday, May 11 to Saturday, May 17, 2014. All National hypertension, cardiovascular, and public health organizations were invited to email their information to a central database source and the results were tallied and reported at the American Society of Hypertension’s Twenty-Ninth Annual Scientific Meeting and Exhibition, which took place May 16-20, 2014 in New York City.

HISTORY OF THE ORGANIZATIONS

The American Society of Hypertension has engaged in Hypertension Community Outreach since its inaugural intervention in 2008 in New Orleans, Louisiana. Led by Dr. Keith C. Ferdinand, this first initiative ran all the way down Decatur Street beginning at Washington Park and ending at the French Market. This was one of nine (9) events that served to educate and positively impact the lifestyle factors and overall health of residents and visitors in New Orleans. ASH worked with a wide
range of demographics - from children to seniors -- and reached people in the neighborhoods of New Orleans as well as surrounding areas. Since that first major initiative, ASH has implemented outreach screenings in San Francisco, California; Paterson, New Jersey; Queens, New York; and New York City, New York.

The World Hypertension League (WHL) is a federation of leagues, societies, and other national bodies devoted to this goal. The thrust of the WHL's action is in liaison with their member organizations, promoting the exchange of information among them, and offering internationally applicable methods and programs for hypertension control.

In November 1998, the World Health Organization and the Global Forum for Health Research launched the CVD Research Initiative. This collaboration has since expanded to include the Institute of Medicine (IOM), the Centers for Disease Control and Prevention (CDC), the National Institutes of Health (NIH), the World Hypertension League (WHL), and others around the world. The initiative has developed collaborative research projects including community-based interventions. WHL's goal is to bring together organizations committed to the control of hypertension.

**DATA USED AND COLLECTION METHODS**

Primary data for this challenge consisted of direct responses to emails that were disseminated to national organizations, members of ASH and WHL, as well as contacts developed by Hansen Global Event Management (HGEM). A personalized email was attached to the landing page, which included instructions along with a content form (Appendix A). Within the content form, the participants were asked to complete seven fields including: name, email address, name of affiliated group, phone number, the number of blood pressures taken during the week of May 11, 2014 through May 17, 2014, a story about their event, and pictures of the event.
Additionally, there were participants who bypassed the established protocol of completing the form and simply sent emails with the listed number of blood pressures taken during the noted week. Documentation is provided in Appendix B.

A third source of information was elicited during the American Society of Hypertension Annual Scientific Meeting. Attendees were asked if they took blood pressures or worked in an institution that took blood pressures. Appendix B is a list of those physicians who submitted information verbally during the meeting.

It is important to note that some countries were not able to “officially” submit their data; however, they forwarded information describing what they did for Hypertension Day, located in Appendix B.

DATA COLLECTION

Within the week of May 11, 2014 through May 17, 2014, data was collected and reported. A large map of the world was on display at the American Society of Hypertension Twenty-Ninth Annual Scientific Meeting and Exposition held at the Hilton New York Midtown hotel. The map was eight feet long and four feet wide and fit on a poster board display unit.

As results were submitted, a country card from the board game “When and Where in the World” was placed on the country that submitted information. The cards include the latest facts about every country in the world including capitals, major imports and exports, languages and religions and country flag. The map of the world was displayed in the public space adjacent to where ASH displayed its Membership, Foundation, and Hypertension Community Outreach booths, on the third floor promenade, located outside of the Grand Ballroom. Two-thirds of the ASH program took place in the Grand Ballrooms – so this location was a very highly populated and well-traveled area. Doctors and other participants asked many questions about the map and in some cases, participated in the Challenge even though their numbers were quite small.
ANALYSIS

Based upon the information received through the system submissions, the emails and the discussion on site at the ASH Annual Meeting, the challenge was very well received and understood. We received seven submissions (Italy, Turkey, India, Barbados, Malaysia, South Africa, and the United States). On site, we added an additional ten (10) countries.

As stated earlier, a major barrier to prevention is that people are unaware of hypertension and the harm it does to your heart. This “challenge” has to attract the attention of Global media. It has to be supported and reported on in different parts of the world in different languages so that we can create an impact. If we can just get people asking the question “what is blood pressure and what is high blood pressure”, the road would be paved for our public health and medical professionals to go into those countries and provide education, treatment, and control. The global numbers would potentially begin to drop and we would hopefully see fewer deaths related to hypertension.

RECOMMENDATION AND LESSONS LEARNED

While the goal of 100,000 blood pressures was actually tripled, some changes should be made for next year.

1. Reach out to those who submitted their results with a five-question survey tool asking for feedback on the system used; specifically the instructions provided and ease of usage. A free service such as Survey Monkey can be used.

2. Consider sending the forms out in different languages (translate into 3-5 languages).

3. Reach out personally to each of the 51 Members of WHL to get a better representation from around the world.

4. Create a media plan to spotlight the challenge – we have executed the pilot so we have a proven record of accomplishment – the number can be increased to 1 or 2 million.
5. Determine if we want to just collect the number of blood pressures taken or collect additional demographic information such as number of the blood pressures taken; x % male; x% female – of those, % male had systolic BP greater than 140; etc. This type of demographic information would provide us with more usable substantive information from which we can focus additional work towards those countries with poor outcomes.

6. Begin the process early and attempt to get funding for project.

7. Identify five (5) countries where additional awareness campaigns can be mounted to not only create awareness, but to check on the population to determine if hypertension is a health issue, and if so, determine how and what type of education can be implemented to increase awareness and knowledge of hypertension and what can be done to eliminate it. If appropriate funding can be secured, WHL could possibly do a “Hypertension Without Borders” initiative where teams would visit the five (5) countries and coordinate Community Health Screenings with the local medical infrastructure.

CONCLUSION

The goal of the 100,000 Blood Pressure Challenge was met – in fact it was surpassed threefold. The goal for 2015 should be 1-2 million blood pressures, which may be too low as well. It is important to reach the 1-2 – even 5 million blood pressures, in order to make an impact. It is the WOW factor that will start communities asking questions. It is hoped that through this initiative, “Know Your Numbers”, the importance of eating right, exercising, and limiting salt intake will be taught to communities around the world.

World Hypertension Day 2015 should be planned out much more strategically. It should contain specific components including intervention, promotion, and fund raising.
MOVING FORWARD - WORLD HYPERTENSION DAY 2015

In an effort to continue the momentum created in 2014, Hansen Global Event Management (HGEM) would like to collaborate with the World Hypertension League on World Hypertension Day 2015. Below, is a short proposal diagraming ideas for next year. Such ideas are suggestions; HGEM is able to implement these and all other suggestions provided.

GOAL

To assist the WHL with World Hypertension Day in May 2015, and to emphasize opportunities to improve prevention and control of hypertension through screening programs, as well as to identify those with hypertension.

OBJECTIVE

To execute

- a public relations campaign to promote World Hypertension Day 2015;
- a health campaign to gather one million blood pressures, promote World Hypertension Day 2015, and to promote awareness;
- a health campaign to reach out to developing countries and create awareness of hypertension.

PROPOSAL

Intervention – We will work with WHL to determine which countries should be identified as “need” countries.

Strategic Plan – We will then work with WHL to develop a strategic plan for reaching out to the identified countries in order to determine and respond to their stated needs regarding hypertension in a culturally specific and appropriate literacy level.

Implementation Plan – We will assist WHL in determining the best implementation plan to obtain the 1 Million Blood Pressures for 2015.

Database – We will review the WHL database for contacts approach for the campaign. These will be grouped appropriately and a targeted message will be developed for each. We will evaluate the WHL database capabilities for integrating
new contacts and tracking their activity. It is important to review its set-up to see what kind of information is being captured, how it is stored, how it can be used, and what additional information can and should be captured.

Email Communication – We will evaluate the email program WHL is currently using, as well as how WHL uses the lists that are integrated in it. We will segment contact lists so that the WHL message can be targeted to specific groups (i.e. media, supporters, hypertension community, government, partners, etc.)

Website Copy – We will write new copy that supports the campaign. This will be approved by WHL and submitted to the WHL web developer for posting.

Photographs – We will oversee photographs for posting to the website and set-up a procedure for making sure that the proper privacy documents have been signed.

Social Media – We will utilize WHL’s social media outlets to the best extent possible including managing the content on these sites and making the appropriate connections to Internet communities that WHL should be engaged in. Engagement is the key to effective social media marketing. It is not enough to build followers, friends, and “likes”. Getting people to interact with you, recommend you, and become a brand advocate…is the goal.

Blog – We will write content related to the campaign for the WHL blog. Content will be discussed with you prior to drafting the content and all posts will be reviewed by WHL before posting. In addition to the blog writing, we will post any important news to the WHL news page that relates to the campaign.

Advertising – We recommend that WHL establish a budget for advertising. Much of this can be underwritten by sponsors financially or through a barter system with the media outlets. Solicitation for sponsorships should begin immediately; the sooner these are secured, the longer we have to utilize their support (outreach to their constituents, ads on their websites, etc.)
Media Relations – Well placed stories about hypertension that either are about the World Hypertension Day or that mention it as part of a story are well earned media. We would create a press kit (primarily for online use) and contact the major news outlets – national news as well as those in the healthcare industry. We will also contact print, radio, television, and internet media outlets.

Outreach to Sponsors & Key Partners – We can provide you with an outreach program to potential sponsors and government officials. We would create the outreach materials and the lists for review by you. Once approved, we would begin the outreach program immediately.
THE ASH/WHL CHALLENGE
Take 100,000 Blood Pressures for World Hypertension Day

Dear Colleague,

For its 7th Annual Hypertension Community Outreach Program, the American Society of Hypertension (ASH) will collaborate with the World Hypertension League’s celebration of World Hypertension Day. This year ASH and the World Hypertension League are challenging its members and hypertension healthcare providers throughout the world to collectively take 100,000 blood pressure measurements during the 7 days leading up to World Hypertension Day on May 17, 2014.

Please review the document, ASH/WHL Challenge, for more information about this collaborative effort and how you and your team can participate in the ASH CHALLENGE.

Once you have finished taking blood pressures for the week leading up to World Hypertension Day, please complete page 2 of the ASH/WHL Challenge form. When completed, submit the secured information and pictures to the ASH Community Outreach Program.

Thank you in advance for your anticipated cooperation in this effort. Sincerely,
Gilda C. Caputo-Hansen

To open the document, click on the link above, or copy and paste this URL into your browser.
https://www.formstack.com/forms/ASH_CHALLENGE-ash_whl
THE ASH/WHL CHALLENGE
Take 100,000 Blood Pressures for World Hypertension Day

For its 7th Annual Hypertension Community Outreach Program, the American Society of Hypertension will collaborate with the World Hypertension League’s celebration of World Hypertension Day. This year ASH and the World Hypertension League are challenging its members and hypertension healthcare providers throughout the world to collectively take 100,000 blood pressure measurements during the 7 days leading up to World Hypertension Day on May 17, 2014.

One of the most important steps to effective control of hypertension is proper detection and diagnosis of the blood pressure. Simple, affordable efforts to incorporate routine blood pressure assessment into community health programs, workplace wellness programs, and health care settings could play a major role in preventing the serious consequences of uncontrolled hypertension, including stroke and cardiovascular diseases, which is the leading cause of mortality, worldwide.

As a WHL Member, you can get involved in with this extraordinary effort to take 100,000 blood pressures during the week leading up to World Hypertension Day, May 11-17, 2014 by doing the following:

Step 1. Record how many blood pressures you take during the week of May 11-17, 2014.

Step 2. Take a picture of you and your team holding a sign telling us how many blood pressures you took during the week, you may include your organization’s name and location on the sign.

Step 3. Fill out the Blood Pressure Screening Team Results Form on the following page and tell us how you accomplished taking the blood pressures during the week and the impact it had in your practice and community. Please complete and submit the form by noon on Saturday, May 17, 2014.

A banner depicting a large map of the world will be displayed at the ASH Twenty-Ninth Annual Scientific Meeting & Exposition that will take place May 16-20, 2014 in New York City. As each group emails their results, those numbers will be applied to the banner.
Team BP Screening Results Form

Name*

First Name

Last Name

Affiliation (Practice)*

Email*

Phone

Number of Blood Pressures Taken During World Hypertension Week*

Please provide a brief description of your team's screening experience and its impact in the community. Don't forget to include a picture of your team indicating the number of blood pressures taken during the week of May 11-17, 2014.

File Upload

Choose File

File uploads may not work on some mobile devices.
Use this to upload a picture of the sign indicating the number of BPs you and your team took during the challenge.
World Hypertension Day Notice – 2014

Increased blood pressure is the leading risk for death and disability globally as highlighted in the recent global burden of disease study and emphasized by the World Health Organization at World Health Day (1). One of the major barriers to effective control of hypertension is simply that people are not aware their blood pressure is high. Yet simple affordable steps to incorporate routine blood pressure assessment into community programs and workplaces as well as all health care settings could play a major role.

World Hypertension Day, annually celebrated on May 17th, provides an opportunity to emphasize opportunities to improve prevention and control of hypertension. In 2014, the World Hypertension League (WHL) will initiate the celebrations on Friday May 16th by announcing results of its 2013-2014 campaign to assist national hypertension organizations in developing wide spread screening programs to identify those with hypertension. The Campaign ‘Know your blood pressure’ will be repeated annually for the next 5 years to facilitate the development of programs to screen for hypertension.

All National hypertension, cardiovascular and public health organizations are invited to participate and to submit the results of blood pressure screening programs to the WHL by April 2, 2014. The total number of people screened globally and by each participating country will be announced May 16th.

National and regional organizations interested in participating can contact Dr Arun Chockalingam Secretary General of the World Hypertension League at whlsec@sfu.ca for details of the program. All WHL associated screening programs will need to ensure those being assessed are aware of their blood pressure and its’ meaning and to link those with high readings to clinical care for further assessment. Those countries with the greatest successes will be invited to share their experiences with other national organizations through the WHL.

The WHL has a work group to assist in the development of blood pressure screening programs in lower resource settings that will report in 2014

Yours sincerely,

Norman Campbell  
President

Daniel Lackland  
President Elect

Liu Lisheng  
Past President

Arun Chockalingam  
Secretary General

Reference List
American Society of Hypertension / 
World Hypertension League

100,000 Blood Pressure Challenge

Appendix A
Dear advocate and campaigner,

The National Stroke Foundation will host Australia’s Biggest Blood Pressure Check on Wednesday, April 2, providing free checks to thousands of Australians, better informing them of their stroke risk. The checks will be provided at local pharmacies and key city sites and televised on Channel 7 breakfast shows [http://strokefoundation.com.au/australias-biggest-blood-pressure-check/](http://strokefoundation.com.au/australias-biggest-blood-pressure-check/).

NSF-Australia need as many people as possible to come along and be part of this important event – they are trying to set an Australian record! If you have family and/or friends in Australia, please ask them to join. And, if they can’t attend, they can still be involved by wearing the stroke solidarity string.

**Solidarity string launch:** Gala launch of the solidarity string, with Marie Claire Magazine AU and Channel 7. NSF-Australia has a photo wall that they will be populating with images shared through social media channels from both events, and the global stroke community. [http://strokefoundation.com.au/stroke-solidarity-string-photo-wall/](http://strokefoundation.com.au/stroke-solidarity-string-photo-wall/)

As the focal point for your organization leading advocacy and communications efforts in the fight against stroke, it would be great if you could RT and engage with NSF - Australia messages. NSF-Australia would be delighted to receive images from your organizations of your colleagues wearing the solidarity string to post on their wall [http://strokefoundation.com.au/stroke-solidarity-string-photo-wall/](http://strokefoundation.com.au/stroke-solidarity-string-photo-wall/). Wearing the solidarity string shows that we are all united and part of the global movement to stop stroke – *Wear it. Show it. Share it.* Thank you for your continued support!

Yours sincerely,

JJ

**Jose Julio Divino, MPH**
Senior Campaigns Officer, World Stroke Campaign
Manager, Marketing and Communications
World Stroke Organization
1-3, Rue de Chantepoulet
1205 Geneva
Switzerland
From: nhfadmin nhfadmin <nhfadmin@agni.com>
To: mniebylski@yahoo.com; whlsec <whlsec@sfu.ca>
Sent: Friday, May 9, 2014 11:09 PM
Subject:

From :
Prof. R.K. Khandaker, FRCP (Glas), FRCP (Edin)
President, Hypertension Committee of National Heart Foundation of Bangladesh
Professor of Cardiology and Vice President, National Heart Foundation of Bangladesh
Advisor, Bangladesh Cardiac Society
Member, WHL, IHS and WASH
Fax : 88-02-9029694, E-mail : nhfadmin@agni.com

To:
Mark Niebylski, PhD, MBA, MS
CEO-WHL
E-mail : mniebylski@yahoo.com, whlsec@sfu.ca

Dear Mark Niebylski,

Thank you for your e-mail dated 29/04/14.

We will observe World Hypertension Day on 17 May 2014 in a befitting manner and we will also conduct Hypertension screening program in 03 different centers in Dhaka (Capital city of Bangladesh). Our society have 33 affiliated bodies throughout the country, they will also observe World Hypertension Day and carry out screening program.

Best regards,

Sincerely yours,
Barbados

Number of Blood Pressures Taken: 262

Person: Gina Pitts

Email: ceo@hsfbarbados.org

Phone: (246) 437-3312

Team Name: Heart & Stroke Foundation of Barbados

Story: The Heart & Stroke Foundation of Barbados to a focused community approach to International World Hypertension day by appearing on the local TV network and taking blood pressures whilst on set. We then canvassed those patrons waiting for TV services and took their measurements.

Meanwhile back at the Foundation we opened our doors to the locality and ensured that our cardiac rehabilitation patient results for the week were recorded in our offices.

The experience was a positive one for all concerned!
From: "Frida" <fplavnik@terra.com.br>
To: "WHL Secretary" <whlsec@sfu.ca>
Sent: Tuesday, 29 April, 2014 06:37:37
Subject: Re: World Hypertension Day

Dear Mark,

The Brazilian Society of Hypertension has as the Hypertension National Day April 26th. Therefore, we had a huge campaign last Saturday. We collected data from approximately 600 people in São Paulo, but soon we will receive the number collected in 15 Academic Leagues throughout the country. How could we send some data to WHL???

Obviously we won' have a photo, but we are interested in sending some news. Please let me know the best way to do this.

Kindly regards,
Frida Plavnik
Brazilian Society of Hypertension
From: Daniel LEMOGOU <dlems2002@yahoo.fr>
To: Mark Niebylski <mniebylski@yahoo.com>
Sent: Saturday, May 10, 2014 11:23 AM
Subject: Cameroon WHD

My acknowledgments to Norm and WHL executive for this so important support.

The Cameroon Hypertension and salt awareness week (free BP screening, media spots) started yesterday and will end on May 17, 2014 with a press conference.

Warmest regards.
Daniel
Costa Rica

Number of Blood Pressures Taken: Unreported

19/5/2014

Consumo de sodio se duplica en los tícos, basta una cucharadita rasa de sal por día | Crhoy.com

En: Nacionales » Salud

Consumo de sodio se duplica en los tícos, basta una cucharadita rasa de sal por día

El sodio que consumimos los costarricenses proviene principalmente de la sal doméstica, 58 %, es decir la que usamos para preparar los alimentos; seguida por los alimentos procesados y condimentos con sodio agregado que aportan el 25 % y los platos preparados y consumidos fuera del hogar, como el casado y los arroces arreglados un 11 %.

El consumo diario de sodio por persona, recomendado por la Organización Mundial de la Salud (OMS), es de menos de dos mil miligramos lo que equivale a menos de 1 cucharadita rasa de sal por persona por día, pero el tico actualmente consume tres mil 700 miligramos de sodio, casi el doble de lo recomendado.

Estas cifras forman parte de los estudios del “Programa de Reducción del Consumo de Sal/Sodio en Costa Rica”, que lleva a cabo el Instituto Costarricense de Investigación y Enseñanza en Nutrición y Salud (INCIENSA) en conjunto con el Ministerio de Salud.

Los datos reflejan la necesidad de modificar los hábitos relacionados con el uso excesivo de sal en los hogares, señaló la investigadora del INCIENSA y coordinadora del Programa para la Reducción del Consumo de Sal/Sodio en Costa Rica, Dra. Adriana Blanco, el cual cuenta con el patrocinio del Centro Internacional de Desarrollo de la Investigación de Canadá (IDCR).

Reducir el consumo diario de sodio es la medida más barata y efectiva, identificada a la fecha para prevenir y controlar la hipertensión, enfermedad conocida también como el asesinato silencioso, al no presentar síntomas y cuando se diagnostica ya existen daños cardiovasculares irreversibles, además de posibles lesiones en órganos vitales como los riñones, entre otros.

El problema de la ingesta excesiva de sodio se relaciona con la preparación de los alimentos en el hogar y con el consumo de productos procesados altos en sodio, de ahí la necesidad urgente de que la gente haga modificaciones en su casa a la hora de utilizar la sal y los condimentos como cubitos, consomés y sazonadores, entre otros.

De acuerdo con la nutricionista del equipo investigador, Katrina Heredia, también es importante que al realizar las compras se revise la etiqueta de los productos para adquirir aquellos con menos sodio, así como eliminar la costumbre de agregar sal a muchos alimentos como frutas o vegetales que se consumen crudos.

Además de disminuir el consumo de sodio, para prevenir y controlar la hipertensión es necesario aumentar el consumo diario de vegetales y frutas, preferir los lácteos descremados, mantener el peso adecuado y realizar actividad física de forma frecuente.

Escrito por Lady Rojas | lady.rojas@crhoy.com | Ver todos mis artículos.
CCSS insiste en consumo de frutas para evitar enfermedades

Escrito por Paula Ruiz Guevara
Lunes 10 de Mayo de 2016 00:00

Teniendo en cuenta que el consumo de frutas y verduras previene al alimento de enfermedades respiratorias y cardíacas, así como la diabetes, cáncer y la obesidad, la Caja Costarricense de Seguro Social (CCSS) insta al consumo de estos alimentos.

Karel Valverde, nutricionista del Área de Salud de Galápago, indicó que a pesar de una buena alimentación en la que no se oliñen las frutas y verduras, tampoco se debe dejar de lado el ejercicio regular.

"La alimentación saludable y el ejercicio regular mejoran la calidad de vida de las personas, sea cual sea la edad, es por esto que en las guías alimentarias, se incluye la recomendación de consumir cinco frutas y vegetales al día", recuerda Valverde.

Datos del Ministerio de Salud indican que durante el 2013, murieron 4.468 personas por cáncer. En mujeres, el más mortal es el de mama, que cobró la vida de 346 fallecimientos, mientras que en hombres el de próstata cobró 442 fallecimientos.

Los nutricionistas recomiendan el consumo diario de una 5 frutas y verduras. Además, aquellas personas que enfrentan enfermedades crónicas, tampoco deben olvidar comer estos alimentos, explica la especialista en Nutrición.

USO EXCESIVO DEL SAL

Por otra parte, un estudio realizado por la Cartera de Salud, detalla que el sodio consumido por los costarricenses proviene en un 59% de los casos de la sal doméstica, por lo que debemos tomarlo en cuenta.

Esto porque solo de esa forma se puede proteger a la hipertensión. Por eso, si el objetivo de las personas que a la hora de preparar los alimentos utilizan mucho freír o congelados, sobria y salazones deben tomar en cuenta las consecuencias.

La Organización Mundial de la Salud (OMS) recomienda que por día, una persona consume 2 miligramos; lo que equivale a una cucharada pequeña. Sin embargo, los costarricenses consumen casi el doble, a ser 3.070 miligramos de sal.

Precisamente este sábado, se celebró el Día Mundial de la Hipertensión, por lo que las autoridades hicieron un llamado a tener mayor control en este asunto. Un estudio de la CCSS en 2010, reveló que el 50% de la población mayor de 20 años presenta presión arterial elevada.
La hipertensión tiene una cara más juvenil

Por René Rodriguez

La hipertensión tiene una cara más juvenil que suele aparecer entre los 65 años, pero ahora la sufre casi el 50% de los pacientes de 40 y 65 años, y el 14% de quienes tienen menos de 40 años.

Cada vez con más frecuencia, hombres y mujeres entre los 20 y 40 años son diagnosticados con presión alta o hipertensión.

Los médicos le llaman a este padecimiento el "asesino silencioso" por sus efectos casi desapercibidos en sus inicios, pero terriblemente devastadores en la salud de las personas.

Los datos de la Caja Costarricense de Seguro Social (CCSS) revelan que el 16% de las personas que recibe esta noticia entre los 20 y 40 años, algo que hace dos décadas se veía en menos del 5% de la población nacional.

Si duran dos semanas se toma la presión y la encuentra por encima de 140/90 usted tendrá hipertensión, una condición que si no se cuida y controla, desencadenará en enfermedades crónicas que le darán la muerte.

Roy Wong es el epidemiólogo de la CCSS a cargo del último estudio sobre hipertensión en el país. El especialista advirtió que estos problemas pueden traer males mayores en personas
cada vez más jóvenes.

“Si ahora estamos viendo hipertensión a los 30, diabetes a los 25 e infartos a los 40 o 55 años, dentro de 15 años veremos diabéticos a los 20, hipertensión a los 25 e infartos a los 40”, pronosticó.

Cecilia Monge, especialista en medicina interna y salud pública, afirmó que ya ha visto infartos en menores de 40 años.

Para que esto suceda, dice, es porque los malos hábitos comenzaron desde que eran más adolescentes, o antes.

“Desde el momento del diagnóstico, ya hay daño, hay cosas que no pueden volverse atrás. La idea de controlarla para que el daño sea menor y no haya mayores consecuencias”, dijo Monge.

El daño que sufren las arterias tiene varias causas: el sedentarismo, el consumo excesivo de grasas, frutas y carbohidratos, la poca ingestión de frutas, el mal dormir o el fumado...

Ya sea por separado o combinados, o alguna combinación de varios de estos factores, estuvieron acumulando acumulando por años presión en las arterias, lo que dificulta el paso de la sangre por ellas.

Si una arteria es normal, tiene flexibilidad que le permite a la sangre fluir sin contratiempos. Si una persona acumula años de malas hábitos, en las arterias se forman placas que se adhieren a las paredes internas. Estas placas están compuestas de colesterol, grasa, calcio y una sustancia llamada férula.

Estas placas vuelven a la arteria más rígida y menos flexible, lo que dificulta el paso de la sangre hacia el resto del cuerpo.

Cambios de vida. Desde el momento del diagnóstico de hipertensión, se requiere control con medicamentos que deben tomarse al pie de la letra, alimentos en los que la sal debe restringirse al máximo, actividad física, poca grasa, y muchas frutas y verduras.

Para Wong, si esa enfermedad no se controla, puede llevar a otros padecimientos mucho peores que incluso podrían matar a la persona.

El corazón es de los órganos que más sufre con una hipertensión fuera de control.

La obstrucción de las paredes por las arterias hace que sea más difícil para la sangre llegar al corazón y que este pueda bombearla. Las paredes de este órgano se engrosan para transportar más la sangre, pero esto también disminuye el espacio del órgano.

El cerebro también se daña gravemente si la presión arterial no tiene un control adecuado. Las arterias y vasos capilares en esta zona son más delgados y pueden presentar mayores problemas, como un accidente cerebrovascular o derrame cerebral.

Los derrames cerebrales son de dos tipos: el derrame isquémico, que se da cuando a una zona del cerebro no le llega la suficiente sangre y oxígeno.

Una arteria o vena del cerebro se “bloquea” e impide el flujo de sangre a una parte del cerebro. Tras unos minutos, las células empiezan a morir por falta de oxígeno y nutrientes.

También está el derrame hemorrágico, que sucede cuando un vaso sanguíneo del cerebro se rompe y sangra.

Al producirse sangrado dentro del cerebro, las células no reciben oxígeno ni nutrientes.

El pulmón también sufre con una presión arterial elevada. Los alveolos (vastos capilares más pequeños) irigaron sustancias constantemente y con mayor presión, y esto dificulta la respiración.
Complicaciones. Cuanto mayor es la persona, más debe ser el control. Por si sola la edad ya es un factor de riesgo, pero la aparición a una edad cada vez menor hace que conforme avance la edad el asunto se complique.

Esto se debe a que la persona ya tendrá más años de vivir con problemas de presión arterial, y son mayores las posibles enfermedades que le acompañan.

Así, mientras el 41,8% de quienes tienen entre 41 y 64 años son hipertensos y el 66,5% de los mayores de 65 años presenta esta condición, muchos de ellos tienen otras patologías que afectan más su salud, como obesidad, diabetes o colesterol alto.

El 43,9% de las personas con obesidad son hipertensas, así como el 21,8% de los diabéticos, y el 42,9% de quienes sufren problemas de colesterol o triglicéridos.

Esta enfermedad le sale bien cara a la Seguridad Social. El tratamiento para 940.573 personas en la CCSS significa €47.300 millones al año.

En otras palabras, tratar a los enfermos con presión alta representa el 3,47% del presupuesto total de la Caja.

Cada paciente recibe, en promedio, €94.174 anuales en fármacos, consultas médicas y, en los peores casos, hospitalización e incapacidades de personas a las que la enfermedad se le complica.

Por ello, los especialistas recomiendan no siquiera llegar a esta enfermedad y prevenirla.

“No necesitamos ir a un gimnasio o comprar comida cara. Con caminar o trotar alrededor de la casa, eliminar el salero de la mesa y buscar comidas menos condimentadas y con dejar el fumar ya tenemos mucho camino avanzado”, recomendó Wong.

SANGRE A MAYOR PRESIÓN
¿Qué pasa si no se controla la enfermedad?

La hipertensión se caracteriza por mantenerse en forma sistémica una presión arterial superior a los 140/90 mmHg.

**ARTERIA NORMAL**
En la condición normal, las arterias tienen flexibilidad, lo cual permite que la sangre fluya.

**ARTERIA ENDOURECIDA**
La flexibilidad de las arterias disminuye y dificulta el paso del torrente sanguíneo hacia y desde el corazón.

**TRAJO BAJO PRESIÓN**
Las obstrucciones ocasionan que la sangre deba tener más presión para poder circular.

**FACTORES DE RIESGO**
El fumado, la obesidad, el sedentarismo, una edad avanzada, o inclusive factores hereditarios pueden potenciar el padecimiento.

**PLACA**
Está compuesta de colesterol, grasas, calcio y una sustancia coagulada denominada “fibra”, que se adhiere al epitelio que es la pared interna de las vías circulatorias.

**EN ALERTA**
Los prehipertensos son personas con presión entre 121/81 y 139/89, con consideradas pacientes en riesgo.

**DAÑOS AL CORAZÓN**
**DERRAME CEREBRAL**
**DAÑOS EN LOS PULMONES**
**Los Capilares**

Alta presión puede romper los capilares más pequeños y causar derrames; estos son los capilares más pequeños de cada órgano.

1. **Diametro en micrones**: 70
2. **Complejidad**:
   - **En el cerebro**: 70
   - **En el riñón**: 70
   - **En el pulmón**: 70

**Puentes:**
- Texas Heart Institute
- Nancy Hernández
- Publicaciones de la UCR, H. W.,
- Epidemiología: C. H., C. M., M., M. E., y C.F. de la Nación

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**Fecha, Nombre:**

17 de mayo de 2014

**Manuel Echeverría**

(1 de 2) ¡Qué importancia esta información! Odio decir verdad llena la atención de las personas en riesgo porque me veo lesa y valen y sobradamente un poco más de recompensa. Odio las personas tomar conciencia por su propio bien, en lugar de mantenerse al mismo tiempo con falsos consuelos como "soy gordo pero lo amo" como soy y quién que me critica son intolerantes y discriminados.

---

**Costa Rica**
17 de mayo de 2014
7:30 a.m.

**Manuel Echeverría**

Cada día como una columna por qué de la columna el peso del peso, en lugar de ayudar parece que sembran a los gordos a visitarlos, que se sienten tranquilos como están y reniegan a la sociedad que juega la sobredosis. A mí me duele porque hay personas que ama que usen la autoacompañar o los falsos consejos para seguir haciendo daño. Entiendan que la gordura no debe aceptar es un peligro!

Responde Denuncia (obs/056420/1) - 430 votos a favor

17 de mayo de 2014
8:10 a.m.

**Andrés Cubillo**

Muy bien elaborada la noticia, aporta datos epidemiológicos que nos interesan a los que nos dedicamos a este para destacar espíritu a la población las mejores de ver hipertensión, no solo lo tenemos que cumplir...

Responde Denuncia (obs/056420/1) - 100 votos a favor

18 de mayo de 2014
8:59 p.m.

**Salvador Valaz**

Yo acabo de tener un desmayo cerebral... pero GAD nos lo supere. Todo porque no le presté atención a la presión alta. Siempre pensé que "ya se me bajará" pero no fue así. Tuve que estar con los amigos que fueron a la clínica para hacer el análisis de tiempo... me dieron el medicamento del tiempo, pero no salió bien. Este artículo me llegó muy profundo.

Responde Denuncia (obs/056420/1) - 400 votos a favor

Investigan daños ambientales en humedales de Los Chiles (Univisoresambiente-Investigando-ambientes-los-humedales-de-Chiles_0.1415013808.html)

**Cinco estrategias para alcanzar el éxito profesional (viva/17_Emprende-ADEN-Le_Nacion_0.1415013807.html)**

**Penas contra maltrato animal podrían ir a plena en junio (viva/17/Penales-maltrato-animal-podrian-ir-a-plena-en-junio_Penalidad_0.1415013801.html)**

**MICHELLE JOTÓ M.**

Costa Rica
Cuba

Number of Blood Pressures Taken: Unreported

From: Mark Niebylski [mailto:mniebylski@yahoo.com]
Sent: Tuesday, May 20, 2014 6:19 PM
To: Gilda Caputo Hansen (gilda@hansenglobalevents.com)
Subject: Camaguey

Heard Camaguey Cuba did some big events + screenings for WHD throughout May. Believe emails do not go through unfortunately.

They have done some really good stuff re: Hypertension in recent years. Model for low to middle-income countries.
India

Number of Blood Pressures Taken: 2000

Person: Dr. Abhishek Pandey
Email: dr.abhipan@gmail.com
Phone: (989) 349-7166
Team Name: MBBS DIP DIAB DFID Family Medicine and Diabetology

Story:

Good Afternoon World,

I am Dr. Abhishek Pandey working as CMO in Lafarge Medical Center. We have planned workplace wellness initiatives for our workmen and general population and did a mass screening of our work force for hypertension on occasion of World Hypertension Day.

We have screened about 2000 people out of which 1300 were normotensive, 400 were pre-hypertensive, and the remaining 300 were hypertensive.

We have provided information regarding healthy lifestyle, salt restriction, and exercise along with medication to those who needed it.

This was one wonderful experience of doing mass screening on eve of World Hypertension Day.

Stay healthy,
Dr. Abhishek Pandey and the medical team of Lafarge India Pvt. Ltd.
Number of Blood Pressures Taken: 1004

Person: Giuseppe Crippa
Email: g.crippa@ausl.pc.it

Team Name: Hypertension Unit, Guglielmo da Saliceto Hospital, Piacenza, Italy

Story: As a member of the Italian Society of Hypertension (as well as ASH member), my Hypertension Unit took part in the campaign of the X World Hypertension Day. Under the supervision of the President of SIIA Prof. Borghi and the vice-president Prof. Parati, we administered, in almost all the screened subjects, a questionnaire to collect demographic information on the prevalence of cardiovascular risk factors, on the perception and the degree of knowledge about the problem hypertension. We measured BP by using: automated recorders (Microlife A Fib and BpTRU). The subjects with high BP but who were not aware of being hypertensive or patients aware of their hypertensive status but not on antihypertensive treatment, were invited to undergo a free examination at the Unit within the 2 following weeks after the campaign.

The same procedures were applied to all subjects evaluated in our clinics during the week leading up to World Hypertension Day. We then assessed BP to a total of 161 subjects. We took 483 BP reading by using Microlife A-Fib and 360 by BpTRU, for a total number of BP readings of 1004.

During BP measurement, the Microlife instrument signaled 8 possible Atrial Fibrillations in subject not aware of such arrhythmia. In 7 patients, EKG confirmed AF, in one patient AF was not confirmed by EKG (frequent supraventricular ectopies). In 33 patients, we have also measured blood glucose level.
Malaysia

Number of Blood Pressures Taken: 1316

Person: Lim Hooimin
Email: limhooimin@gmail.com
Phone: (016) 408-8876

Team Name: Department of Primary Care Medicine, University Malaya Medical Centre, Kuala Lumpur

Story: The Malaysian Society of Hypertension has done many public forums where BP's were also taken over the past several years. On Sun., 11 May, we will be holding a public forum again in conjunction with World Hypertension Day and will be doing BP screening. Awareness of Hypertension is very low in my country (Malaysia); only about 36% are aware of they have HT. The good thing is that of those who are aware they have HT, about 80% are on treatment, but control rates are not good. We hope by doing these public forums we will be able to get more people to have their BP screened annually, i.e., increase their awareness. We will submit the numbers screened on 11 May 2014.

YC Chia, President, Malaysian Society of Hypertension, email: chiayc@um.edu.my

The Department of Primary Care Medicine, University Malaya Medical Center in collaboration with the Malaysian Society of Hypertension (MSH), has organized activities in conjunction with World Hypertension Day 2014. We have set-up 3 days exhibition and blood pressure screening counters in the concourse area of our hospital. Doctors provide counseling for the public as well. On the last day, we had a public forum on hypertension. Activities during the public forum included blood pressure, glucose and cholesterol screening, exercise, and talks by a family physician, a sport physician, and a dietitian.
Number of Blood Pressures Taken: 455

Person: Dr. Feroz Memon

Email: feroz.memon@isra.edu.pk

Team Name: Pakistan Hypertension League

Story: World Hypertension Day, annually celebrated on May 17th, provides an opportunity to emphasize on improvement, prevention, and control of hypertension.

Increased blood pressure is the leading risk for death and disability globally. One of the major barriers to effective control of hypertension is simply that people are not aware their blood pressure is high. Yet simple affordable step to incorporate routine blood pressure assessment into community programs and workplaces as well as all health care settings could play a major role.

Vice president, Pakistan Hypertension League (PHL) and coordinator Hyderabad Chapter, Prof. Dr. Feroz Memon organized Blood pressure awareness program on 17th May 2014, a World Hypertension Day with a theme “Know your Blood pressure”, at Isra University Hospital, Hyderabad, by Department of Cardiology, Isra University in collaboration with PHL.

Two distinct points were selected for camping. People were openly invited for blood pressure measurements during three hours of camping, between 9:00am to 12:00pm. Two teams of doctors, one covering hospital side supervised by Dr. Owais Shams and Dr. Nadeem Memon, and second covering academic area, supervised by Dr. Zain Islam Arain and Dr. Muhammad Sumair Khan provided awareness and measured Blood Pressure along with Body Mass Index (BMI) of around 455 individuals. Those who were found to have high blood pressure readings were referred to cardiologist for further management. The program was overall supervised by Dr. Nandlal Rathi and Dr. Mohammad Zaman Baloch in a very effective manner.

The event was honored by the Prof. Dr. Asadullah Kazi, Chancellor Isra University, Prof. Dr. Ghulamqadir Kazi, Chairman, Isra Islamic Foundation and the Vice Chancellor of Isra University, and Dr. Abdul Ghani Kazi, Pro Vice Chancellor, Isra University.

This free of cost camping program helped people to “Know their blood pressure” and we are going to assure this work will contribute a lot and beneficial results can be ascertained, as the data collected from here will also be included in the world hypertension pool and then polices can be made to decrease the overall burden of this highly prevalent disease.
Prof. Dr. Feroz Memon

Vice President PHL &
Coordinator PHL Hyderabad Chapter
Paraguay

Number of Blood Pressures Taken: Unreported

Encarnacion, Paraguay will be doing an event of BP readings and assessments including students on May 17, 2014.
Senegal

Number of Blood Pressures Taken: 60

CIRCLE OF SENEGALESE PRIVATE CARDIOLOGISTS (CE.CA.P.S)

REPORT ON THE WORLDWIDE DAY OF ARTERIAL HYPERTENSION 2014
“Know Your Blood Measure”

The free day of awareness and screening organized by the CECAPS in preparation for the worldwide day of arterial hypertension (HTA) is one of the programs of the new office of the association.

We have worked in partnership with SANOFI AVENTIS laboratories after making administrative procedures at the prefet and the City council for the choice of the place (place de l'obélisque).

There was a high level of public response after making an announcement on the media (400 people were present at the scene coming from Dakar, the suburbs regions).

The consultations started at 08 h 00 GMT with the doctors’ members of the association in collaboration with the cardiology services, the health centers’ and paramedical.

The equipment (clinical exam, blood pressure and glycemia measurement and ECG if needed) provided by Sanofi and the offices members of CECAPS was a real support for the success of the day of HTA.

We have benefited from the technical staff of medical offices, staff support of Sanofi, a medical ambulance from SOS Medecin.

Before the beginning of consultations, the President of the association Dr. DIEYE Ousmane explained through the public: that this day is for all people and all doctors and it was aimed to make people aware and screen for high blood pressure (HTA) and other factors of risk of associated cardiovascular disease.

The President, Dr. Ousmane DIEYE gave an interview to SUD FM (Radio) to explain the meaning of this day, to make them aware of the importance and the severity of high blood pressure, but also the pertinence to be screened and the correct support to prevent and fight against f cardiovascular disease related to hypertension in constant progress in the world.

Our goal was to make the entire population be aware, to screen for some of them and direct the others to medical centers’ and services.

The populations were eager to thank the doctors and the organizers and request for a perpetuation of this day and an extension to other regions of the country.
SUGGESTIONS:

➢ To improve the difficulties encountered during the organization of the event.
➢ A better involvement of the office of the Director of Public Health.

LIST OF DOCTORS AND PARAMEDICALS WHO WERE PRESENT: (CF FILE)

Professor BA SERIGNE ABDOU (from chu_hopital_le_DANTEC) was present and sent us around ten cardiologist student as well as Professors DIA MABOURY and KANE ADAMA.

Thanks will be addressed to:

• Laboratories Sanofi-Aventis
• Paramedical services
• Doctor from CECAPS
• Professors from Hospital: Professors Serigne Abdou BA, DIA MABOURY and KANE ADAMA.

THE PRESIDENT
DR. OUSMANE DIEYE
CIRCLE OF PRIVATE CARDIOLOGISTS SENEGAL
(CE.CA.P.S)

WORLD REPORT HTA DAY 2014
"Know Your Blood Pressure"

The celebration of the World Day of hypertension was held May 14, 2014 with the theme "Know Your Blood Pressure"

The CECAAPS (Circle Cardiologists Deprived of Senegal) organized two events on this occasion:

- A UPR Friday, May 16, 2014 on the theme "New recommendations and problem management of hypertension in Senegal" presented by Professor CARS MOUSTAPHA and moderated by the President of CECAAPS Dr DIEYE OUSMANE and Professor DIAO MABOURY.

Hypertension is a cross affection we invited general practitioners, occupational physicians headed by the President of the association of occupational physicians Dr. Ndiaye Marème, hospital cardiologists and health centers (see list presence).

Laboratory SANOFI AVENTIS ended the session with a brief presentation of Mr. Diene ALIE on a range of antihypertensive products (ARA A 2 class IRBESARTAN the APROVEL).

A hearty dinner in one of the most beautiful rooms of the Hotel TERROUBI was offered in addition to an interesting book on coronary heart disease and a manual blood pressure kit with 3 cuffs (pediatric, standard and obese) to each participants.

- A day of awareness and screening was held Saturday, May 17, 2014 instead of the Obelisk. It began with a public awareness by Dr. DIEYE OUSMANE on the severity of the disease and the importance of screening. The involvement of members of CECAAPS was greatly appreciated but also cardiologists to Aristide Dantec Hospital headed by Professor BA SERIGNE ABDOU, President of the SOSECAR, cardiologists health centers and paramedical staff (see List presence). We recorded 350 consultations of which 150 hypertensive patients (new cases, hypertension well controlled and uncontrolled) distributed as 38 women and 112 men with an average age between 20 and 83 years.

The CECAAPS warmly thank SANOFI AVENTIS Laboratory for his support during the celebration of the World Day of hypertension. The organization of the UPR 05/16/2014 and 05/17/2014 awareness day was a great success.

We were able to achieve our goals by educating health professionals and the general population screening.

THE President of CECAAPS
DR. OUSMANE DIEYE
## CONTACTS

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<tr>
<th>Nbre</th>
<th>PRENOM ET NOM</th>
<th>Email</th>
<th>Telephone</th>
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<tr>
<td>1</td>
<td>Dr. Diagne</td>
<td><a href="mailto:madina-yo@moodle.sci">madina-yo@moodle.sci</a></td>
<td>77 659 24 04</td>
</tr>
<tr>
<td>2</td>
<td>Dr. Kadio</td>
<td>kadio.regnaud@tartif</td>
<td>77 644 42 52</td>
</tr>
<tr>
<td>3</td>
<td>Dr. Mabouy</td>
<td><a href="mailto:mabouy@fermail.com">mabouy@fermail.com</a></td>
<td>77 639 68 13</td>
</tr>
<tr>
<td>4</td>
<td>Dr. Gora Seck</td>
<td><a href="mailto:gowech@hotmail.com">gowech@hotmail.com</a></td>
<td>77 649 61 48</td>
</tr>
<tr>
<td>5</td>
<td>Dr. Gueye</td>
<td><a href="mailto:gueye1972@yahoo.fr">gueye1972@yahoo.fr</a></td>
<td>77 641 17 22</td>
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<tr>
<td>6</td>
<td>Dr. Mbaye</td>
<td><a href="mailto:mbaye@telcom.sn">mbaye@telcom.sn</a></td>
<td>77 656 02 84</td>
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<td>7</td>
<td>Dr. Mbaye</td>
<td><a href="mailto:mbaye2012@yahoo.fr">mbaye2012@yahoo.fr</a></td>
<td>77 636 18 67</td>
</tr>
<tr>
<td>8</td>
<td>Dr. Cisse</td>
<td><a href="mailto:cisse3@gmail.com">cisse3@gmail.com</a></td>
<td>77 450 97 70</td>
</tr>
<tr>
<td>9</td>
<td>Dr. Malick</td>
<td><a href="mailto:malick.badian@yahoo.fr">malick.badian@yahoo.fr</a></td>
<td>77 534 96 68</td>
</tr>
<tr>
<td>10</td>
<td>Dr. Manaye</td>
<td><a href="mailto:manaye@yahoo.fr">manaye@yahoo.fr</a></td>
<td>77 658 15 05</td>
</tr>
<tr>
<td>11</td>
<td>Dr. Mbaye</td>
<td><a href="mailto:mbaye2012@yahoo.fr">mbaye2012@yahoo.fr</a></td>
<td>77 632 24 32</td>
</tr>
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<td>12</td>
<td>Dr. Mbaye</td>
<td><a href="mailto:mbaye2012@yahoo.fr">mbaye2012@yahoo.fr</a></td>
<td>77 510 15 30</td>
</tr>
<tr>
<td>13</td>
<td>Dr. Tall</td>
<td><a href="mailto:nancy.senghor@yahoo.fr">nancy.senghor@yahoo.fr</a></td>
<td>77 562 18 62</td>
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<td>14</td>
<td>Mariane Ly</td>
<td><a href="mailto:mariane.ly@orang.cm">mariane.ly@orang.cm</a></td>
<td>+221 5696739</td>
</tr>
<tr>
<td>15</td>
<td>N'Diaye Boukar</td>
<td><a href="mailto:boukar@admin.cm">boukar@admin.cm</a></td>
<td>+221 6098918</td>
</tr>
<tr>
<td>16</td>
<td>Osmane Farin</td>
<td><a href="mailto:fahrin@arc.sn">fahrin@arc.sn</a></td>
<td>+221 638565</td>
</tr>
<tr>
<td>17</td>
<td>Michele Faye</td>
<td><a href="mailto:fay@arxmo.fr">fay@arxmo.fr</a></td>
<td>+221 7812411</td>
</tr>
<tr>
<td>18</td>
<td>Oumar Wane</td>
<td><a href="mailto:wani.to@gmail.com">wani.to@gmail.com</a></td>
<td>+221 6031155</td>
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<td>19</td>
<td>RAAD Brah</td>
<td><a href="mailto:brah@arxmo.fr">brah@arxmo.fr</a></td>
<td>+221 63865</td>
</tr>
<tr>
<td>20</td>
<td>Ndoye Fatimah</td>
<td><a href="mailto:fatimah@fatimah.cm">fatimah@fatimah.cm</a></td>
<td>+221 663 5</td>
</tr>
<tr>
<td>21</td>
<td>Samba Gaye</td>
<td><a href="mailto:gaye@arxmo.fr">gaye@arxmo.fr</a></td>
<td>+221 633124</td>
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<td>22</td>
<td>Cabepl Giis</td>
<td><a href="mailto:giis@arxmo.fr">giis@arxmo.fr</a></td>
<td>+221 3561818</td>
</tr>
<tr>
<td>23</td>
<td>Tine Dama</td>
<td><a href="mailto:dama@arxmo.fr">dama@arxmo.fr</a></td>
<td>+221 5716920</td>
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<td>24</td>
<td>Bah Fatumata</td>
<td><a href="mailto:fatumata@arxmo.fr">fatumata@arxmo.fr</a></td>
<td>+221 778237</td>
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<tr>
<td>25</td>
<td>Omar Djer</td>
<td><a href="mailto:djer@arxmo.fr">djer@arxmo.fr</a></td>
<td>+221 362942</td>
</tr>
<tr>
<td>26</td>
<td>Thalma N'Gue</td>
<td><a href="mailto:ngue@arxmo.fr">ngue@arxmo.fr</a></td>
<td>+221 631511</td>
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**NB**: Les informations sont fictives et ont été générées automatiquement pour des besoins d'exemple.
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<tr>
<td>Dieng</td>
<td>Idrissa</td>
<td>24/02/1985</td>
<td><a href="mailto:idrissa.d178@gmail.com">idrissa.d178@gmail.com</a></td>
<td>723 16 66</td>
<td>12/09/2023</td>
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**FEUILLE DE PRESENCE ACTIVITES PROFESSIONNELLES DE SANTE**

**SANOFI**
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**SANOFI**

**Feuille de présence Activités Professionnelles de Santé**
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**FEUILLE DE PRESENCE ACTIVITES PROFESSIONNELS DE SANTÉ**
Slovenia

Number of Blood Pressures Taken: 359

Person: Jana Brguljan

Email: jana.brguljan-hitij@guest.arnes.si

Phone: 386 (1) 522 4040

Team Name: University Medical Centre Ljubljana Dpt. of Internal Medicine, Hypertension Division

Story: In Slovenia, we will join the action on World Hypertension Day with the questionnaire and survey found on our internet page [http://www.hipertenzija.org](http://www.hipertenzija.org).

This is already the ninth WHD we are celebrating and we hope to get results to be comparable with our previous reports. We have prepared a special publication based on WHL letter and sent it around Slovenia to 359 outpatients clinics, which are specialized to follow chronic patients and among them also hypertension. Specialized nurses work in the cooperation with GPs at these clinics. In addition, we have a good collaboration with drug stores around Slovenia, where pharmacists with additional knowledge of hypertension are employed, and who will help us with the survey.

We plan to close the internet survey at the end of this week and then we will need at least 14 days to collect all the results, which we might get from different sources, and to analyze them. Therefore, we will be able to give our report in about 3 to 4 weeks.

I hope that will be still fine. Please find attached our brochure.

Kind regards from Slovenia,

Jana BRGULJAN, MD, MS

President of Slovenian Hypertension Society

University Medical Centre Ljubljana
Dpt. of Internal Medicine, Hypertension Division
Dr. Peter Držaj Hospital
Vodnikova 62, SI-1000 Ljubljana
T +386 (1) 522 4040
F +386 (1) 522 5600
E jana.brguljan-hitij@guest.arnes.si
K uporabi izobalnega ankeleta k oazervesano o hipertenzijo po sever.

Vnaprej sem vam zahtevala za sodobanje, ker ste sami pridomoč.

den hipertenzije:

Rozvedite o napreščni hipertenziji

Nekateri rizični faktori (npr. starost, tlorij, teža, obremenjenost) vplivajo na razvoj hipertenzije. 

Za lepše vlogo vseh zdravstvenih prakse je treba v pravilni času izvestati o hipertenziji.

 Europeansociety o hipertenziji

Slovenia
Person: Ruan Kruger

Email: ruan.kruger@nwu.ac.za

Phone: (018) 299-2904

Team Name: Hypertension in Africa Research Team, NWU, Potchefstroom, South Africa

Story: This year the Hypertension in Africa Research Team (HART) hosted the World Hypertension Day to support high blood pressure awareness among young people. OMRON, Mediclinic, the South African Blood Service, the Heart and Stroke Foundation of South Africa, the Center of Excellence for Nutrition and the North-West University supported this campaign.

We measured 351 blood pressures, and tested total cholesterol as well as blood groups.

This event was highly successful with a lot of interest from young students up to middle age people in South Africa.
Turkey

Number of Blood Pressures Taken: 50,000

**Person:** Prof. Dr. Lale Tokgozoglu, MD, FACC, FESC
Cardiology Professor, President of the Turkish Society of Cardiology

**Email:** tsc@tkd.org.tr

**Phone:** +902122211730

**Team Name:** Turkish Society of Cardiology

**Story:** We started a national campaign on raising public awareness in 2005 with title "12/8", and have celebrated WHD since 2006.

This year we sent mails to our 2800 members, to the national and local TV channels, radio stations, newspapers; to sister societies in other specialization fields of medicine; reached out to 8 million people who have Facebook and Twitter accounts and asked everybody to measure their own blood pressures together with their family members and neighbours. We also printed and distributed posters for the event.

Clinicians, pharmacists, and followers of our Society working in public and private companies joined our campaign together with the universities, hospitals and the Public Health Authorities of major cities in spreading our call and measuring blood pressures and filling in our online inquiry form. We also organized BPMs during our "Cardio-Spring CME Meeting" and our General Assembly Meeting in parallel of the "Cardio-Spring" in Izmir. We also prepared a special supplement for the World Hypertension Day to be printed and delivered throughout the country together with one of the major daily newspapers of Turkey, "Milliyet" (We are uploading the 4 pages of the supplement and two advertisements by our Society and our sponsor for this year, Servier). The Public Health Authorities of three major cities, Adana and Diyarbakir will have their campaigns at this weekend together with the Akdeniz, Cukurova, and Dicle Universities.

Although our aim was to reach 100 thousand measurements, it seems that we will realize just half of it. However, we believe that we managed to raise the necessity of BPM among the people. I and our other Board Members have also been giving live interviews to several national and local TV channels and radios as well as to the newspapers and magazines.
Hedef 100.000 Ölçüm!

KAN BASINCINI BİL,
ÇEVRENDEKİLERİN DE BİLMESİNİ ve
ÖLÇMESİNİ SAĞLA!

Daha fazla bilgi için:
www.worldhypertensionleague.org
www.tkdi.org.tr #hedefyuzbin

“09-15 Mayıs tarihleri arasında kendinizi ve çevrenizdekilerin kan basınçlarını ölçüp,
TKD web sitesindeki ankete katılın.”

Servier
Koşulsuz destekyle
DÜNYA HİPERTANSİYON GÜNÜ

17 MAYIS 2014

Dünya Hipertansiyon Ligi Girişimidir.

ÖLÇMEDEN BİLEMEZSİNİZ!

Hedef 100.000 Ölçüm!

Daha fazla bilgi için:
www.worldhypertensionleague.org www.tkd.org.tr #hedefyüzbin

09-15 Mayıs tarihleri arasında kendinizi ve çevrenizdekilerin kan basınclarınızı ölçüp, TKD web sitesindeki ankete katılın.
Ölçmeden bilemezsiniz!

Prof. Dr. Lale Tokgozçuoğlu

Yeni tedaviye temkinli yaklaşılması

Tü rk Kardiyoloji Derneği Genel Sekreteri Prof. Dr. Adnan Abacı, yüksek tansiyona çıkmak olarak srunan yeni tedaviler konusunda temkinli davranışlarını tavrısı ettiği.

"Son olarak, "Tü rk kardiyoloji derneklerinin, yüksek basım seviyelerinde tedaviye yol açma" ile ilgili temkinli bir atılıma girmesine sadece uzmanlar tarafından destek veriyoruz," dedi. 

HASTA TAKINAN ORADAN KALKANLAR

"Hastaların tedavisi için en iyi ilaçlar var, ancak bu ilaçların birçoğundaipientsi bozuluyor," dedi. "Bu durumda, hastaların tedavideki ciddi risklerini azaltmak için, sadece ilaçların etkisiyle değil, hastaların yapaylığı da önemlidir."
En çok merak edilen sorular

Prof. Dr. Murat Kamil Ersl

TANSIYONUNU BİR KERE ÖLÇÜM YÜKSEK ÇİFTİ ACABA TANSIYON HASTASI MIYİM?

Tansiyonumuzun ölçülmesine rağmen sadece bir kez ölçülmesi yeterli değildir. Regular olarak tansiyon ölçmek önemlidir. 

TANSIYONUMU KENDİM ÖLÇEBİLİR MİYİM?

Tansiyonun ölçülmesi genellikle sağlık profesyonelleri tarafından yapılır. Ancak, bazı durumlarda kendi başına ölçebilirsiniz. 

TANSIYONUNU ČOK OYNAYIK, YÜKSELİNECE NE YAPALIYIM?

Tansiyonun yüksek olması genellikle stres, az theç, uykusuzluk,♪daşma gibi nedenlerden kaynaklanır. Ancak, bu durumlarınCAPEASST mavi ve rengi ten ve kıkırdayan bir renkten daha açık renkli olabilen olması durumunda, hiperşemiyen kimse korkulabilir.

Hasta ne yapmalısın?

Hasta, en iyi durumda, bir doktorvonun tavsiyesine göre tedavi almalıdır. Ancak, bazı durumlarda, yaşam tarzını değiştirerek tansiyonu düşürebilirsiniz. 

ÖlçüDEN BİLEMEZSİNİZ!

Hedef 100.000 Ölçüm!

DÜNYA HIPERTANSİYON GÜNÜ

Dünya Hipertansiyon Ligi'ndendir.

Daha fazla bilgi için:

www.worldhypertensioinleague.org
www.tkh.org.tr
09-15 Mayıs tarihleri arasında kendinizi ve çevrenize dektereki nasıl koruyunuz, Türkiye web sitesinde onete kabul.

SERVİER

17 MAYIS 2014

DÜNYA HIPERTANSİYON GÜNÜNÜ KUTLAR

17 Mayıs 2014
World Hypertension Day in Turkey
Ukraine

Number of Blood Pressures Taken: 14,875

Person: Elena Negrescu

Email: en@dmt.com.ua

Story: Ukraine held a rally dedicated to the World Day against hypertension (11-17 may). Perhaps the results are not very big - we were not able to measure the pressure of the 100,000 inhabitants of Ukraine. All results - 14875: 7338 in Kiev, the rest - in other Ukrainian cities.

There are a lot of difficulties in Ukraine right now, but all the people who visited our shares were very grateful and asked many questions, so many of the people have learned about pressure measurement. I personally spent 6 large classes with older people to teach them the correct pressure measurement.

All of this is very helpful, and we are pleased to be in a large and powerful company of intelligent and progressive people! Good luck and health to all of us!
Dear Dr. Mark,

Greetings from Al Futtaim Carillion, Dubai

Sir,

I am a general physician working in, in-house General Clinic of Al Futtaim Carillion LLC, a construction company, in Dubai.

I have good number of Hypertensive patients visiting the clinic and me and my team are involved in health surveys, treatment, counselling for lifestyle modifications etc., for the company employees.

I want to know if we can take part in any kind of study organized by World Hypertension League or we can choose group in our company and provide WHL, annual data.

If we want to register AFC with WHL, then what are the required formalities? If I want to register myself as a doctor with WHL, then what are the required formalities?

Waiting for your kind advice.

Many thanks,

Dr. Anila Rashid Mustafa
Company Doctor
Al Futtaim Carillion
P.O. Box 1811
Dubai, United Arab Emirates
T:+ 971(4)4394816 / T:+971(50)6316524
E: Anila.Musthafa@afcarillion.ae
www.afcarillion.ae
Dear Dr. Musthafa:

Dr. Mark Niebylski asked me to reach out to you on behalf of the World Hypertension League.

Help us fight Hypertension – Join the ASH/WHL Challenge of taking 100,000 Blood Pressures during the week of May 11-17, 2014. Please read the message below and join us in reaching out to THE WORLD. Over 50 countries are participating in this challenge. Help us reach the goal!

Gilda
American Society of Hypertension /
World Hypertension League

100,000 Blood Pressure Challenge

Appendix B
Blood Pressure Totals Reported Verbally at the 2014 ASH Annual Scientific Meeting

Canada – 25,200

University of Western Ontario (Dr. George Dresser) – 200 Blood Pressures

McGill University (Dr. Joaquín Madrenas) – 25,000 Blood Pressures

Denmark – 10,000

Danish Society of Hypertension (Dr. Henrik Ibsen) – Denmark did a countrywide screening

Finland – 3,000

Turku University (Dr. Ilkka Kantola)
Blood Pressure Totals Reported Verbally at the 2014 ASH Annual Scientific Meeting

Israel – 1,200

Ben Gurion University (Dr. Esther Paran)

Nigeria - 100

University of Abuja (Dr. Augustine Odili)

South Africa – 1,029

Anonymous
Blood Pressure Totals Reported Verbally at the 2014 ASH Annual Scientific Meeting

Spain – 50

![Spain Flag](image1)

University General Hospital, Albacete (Dr. Cabrera Sole Ricardo)

Switzerland – 120

![Switzerland Flag](image2)

Anonymous

Tunisia – 50

![Tunisia Flag](image3)

Anonymous
Blood Pressure Totals Reported Verbally at the 2014 ASH Annual Scientific Meeting

United States – 189,726

California – 140,000
San Francisco - Kaiser Permanente (Dr. Joseph Young)

Connecticut – 32
Chesire – Connecticut Medical Group (Dr. David Stair)

Florida – 75
Jacksonville – Mayo Clinic (Dr. Hani Wadei)

Michigan – 12,120
Ann Arbor – University of Michigan (Dr. Kenneth Jamerson)

New York – 120
Buffalo – University at Buffalo (Dr. James Lohr) – 20
New York - Mount Sinai (Dr. Deborah Caris) – 100

North Carolina – 10,000
Chapel Hill - University of North Carolina (Dr. Alan Hinderliter)

Ohio – 100
Akron – Summa Health System (Dr. Nick Saunders)

Pennsylvania – 620
Reading – Dr. John Manubay – 120
Wilkes Barre – Veterans Affairs Hospital (Dr. Dipak Mallik) – 500

South Carolina – 5,000
Spartanburg – Spartanburg Nephrology Assoc. (Dr. Muhammed Ebrahim)
Blood Pressure Totals Reported Verbally at the 2014 ASH Annual Scientific Meeting

**South Dakota – 80**
Sioux Falls – Avera Medical Group, Nephrology (Dr. Sridevi Konkimalla)

**Texas – 20,000**
Dallas - UT Southwestern (Dr. Shawna Nesbitt)

**Virginia – 1,500**
Richmond – Virginia Commonwealth University (Dr. Dominic Sica)

**Washington – 79**
Yakima – Pacific Northwestern University (Dr. William Elliott)