ARGENTINA

The Argentinian Society of Hypertension (SAHA) participated successfully in the 2017 global campaign, “May Measurement Month” and “World Hypertension Day” through its local campaign “Conoce y controle tu presión arterial (Know and control your blood pressure). We are happy to report that more than 55 centers actively participated in our campaign, and that a total of 34,862 blood pressure measurements were recorded.

Moreover, we held a massive related campaign to inform the public of the importance of knowing one’s blood pressure numbers and controlling blood pressure. To promote this awareness, we posted daily announcements through our social networks, which created important repercussions for our Society. For more information and photos from our campaign, please visit our facebook page: https://facebook.com/conoceycontrola/

AUSTRALIA

World Hypertension Day and May Measurement Month 2017

By Prof. Markus Schlaich and Prof. Jay Chin-Dusting

Since its inception in 2005, activities on World Hypertension Day in Australia have mostly been organised on a local basis with support from relevant stakeholders such as Hypertension Societies, patient interest groups, pharmaceutical industry, and others. In 2017, the World Hypertension League (WHL) teamed up with the International Society of Hypertension (ISH) to make an even bigger impact and organise activities on a broader level through the May Measurement Month (MMM2017), a global awareness campaign designed to highlight the importance of screening for raised blood pressure. Various national societies such as the High Blood Pressure Research Council of Australia (HBPRCA), the National Heart Foundation (NHF) and the Stroke Foundation supported the initiative.

Australian Members of the ISH Scientific Council and the HBPRCA organised activities across the states of New South Wales, Tasmania, Victoria, and Western Australia. MMM17 was launched at 10 academic centres/universities, 5 hospitals and in several community centres after ethics approval had been obtained. Screening booths were set up at these centres at various times throughout May and staffed by volunteers including nurses, students (medicine, pharmacy, nursing, physiotherapy), doctors, and others. Automated BP devices were generously donated by Omron and A&D Australia and distributed to participating centres. An App
designed by ISH was available to enter data from participants for central analysis. ISH and NHF provided brochures and other information material to increase the awareness of elevated blood pressure and its risk. Most importantly though seemed the direct interaction between participants and volunteers to engage in brief discussions around the measured blood pressure levels and its meaning. Overall, more than 5000 people had their blood pressure measured and additional data collected.

Furthermore, the National Stroke Foundation through collaboration with Priceline Pharmacy delivered over 60,000 free health checks between May 17 and June 14 across 320 locations in Australia which included automated measurement of blood pressure.

Media Coverage of the event included interviews on television, radio, and in print media. Furthermore, several public presentations were held on the topic of blood pressure as part of the National Heart Week organized by the NHF.

With the updated NHF Australian Hypertension Guidelines having been released at the end of 2016, presentations to general practitioners and specialists were organized by the NHF across the country.

CANADA

Hypertension Canada Promotes World Hypertension Day 2017

By Crystal Ceres

Hypertension Canada supported the global World Hypertension Day effort with a two-pronged approach: a national, public blood pressure screening and awareness campaign, with informational receptions for elected government officials, and educational initiatives for health care professionals who treat hypertension.

Minister of Health Dr. Eric Hoskins among the Hypertension Canada team at their Queen’s Park Lobby Day, for World Hypertension Day 2017

National Public Blood Pressure Screening Public Campaign

Sponsored by Canadian company Thermor Limited (BIOS Medical), and entitled “What’s Your Number?”, the blood pressure screening campaign took place in over 1,000 community pharmacies across Canada. Using Thermor Limited (BIOS Medical) home blood pressure monitors, pharmacists took readings from their patients to demonstrate the ease of using the monitors and to reinforce the importance of monitoring blood pressure and the benefits of pharmacist management.

For the fifth successive year, Canadian grocer Loblaw Companies Limited participated in the World Hypertension Day blood pressure screening campaign. Previously recognized by Hypertension Canada for their efforts to raise awareness and to reduce sodium in their private-label food brands, Loblaw participated using their blood pressure kiosks installed in more than 430 wellness centres within their grocery stores across the country. Approximately 278,000 readings were taken throughout the month of May, with 7,700 taken on May 14th alone. Loblaw pharmacists and dietitians, most of whom received training from Hypertension Canada in hypertension management the prior year, identified patients at risk or with hypertension, and provided information and resources about blood pressure control strategies.

May Measurement Month was launched at four academic centres that received ethics approval across Canada and was run collaboratively by students in pharmacy,
medicine and nursing with plans for annual screenings.

In three provincial capitals -- Edmonton, Alberta; Winnipeg, Manitoba; and Toronto, Ontario -- lunchtime receptions were held for elected officials and their staff on the dates leading to World Hypertension Day. Clinical teams were on-site to take blood pressure readings, and Hypertension Canada’s CEO and key researchers made presentations to educate elected officials on hypertension prevalence, complications, and challenges within the provincial health care system.

Across Canada, several monuments were lit up in red to mark World Hypertension Day including the well-known Niagara Falls, Toronto’s CN Tower and TORONTO sign, Calgary Tower, Edmonton’s High Level Bridge, and BC Place.

Professional Education

One-day educational sessions were held in two of Canada’s provincial capitals, Edmonton, Alberta, and Winnipeg, Manitoba. Over 100 family physicians and pharmacists attended to hear the highlights of the 2017 Hypertension Canada clinical practice guidelines, and in-depth information on new thresholds and targets for blood pressure management, and hypertension in children.

Hypertension Canada also conducted live online learning sessions accessible in English and French across the nation to highlight the 2017 Hypertension Canada Guidelines, attended by more than 400 family physicians, pharmacists, nurses, and nurse practitioners. The recorded sessions are viewable here.

EGYPT

Egyptian Hypertension Society (EHS)

Preparations for WHD in Egypt started in January 2017. An organizing committee with representatives from the Egyptian Hypertension Society (EHS) and 4 governorates was formed. The participating governorates were Giza, Damietta, Sohag, and Assiut. Several preparatory meetings were held. An industry sponsor was found to support the activities, and a plan of action, continuous feedback and evaluation of the developed activities and materials were made.

The target audience for the different activities was grouped into two categories. A public awareness programme was developed for the general public, and a physician education program was developed to specifically address physicians. The public awareness program included:

- Media
- Community meetings
- Posters
- Booklets

The WHD was held in the different governorates as follows:

- Damietta & Sohag: May 4th
- Assiut: May 9th (Marathon), May 10th: Seminars
- Giza (The Egyptian Refinery Company - Hawamdia)

The media coverage was remarkable including a number of TV programs. A National Press Conference, on May 15, 2017, attended by representatives of the press and TV channels was organized. The EHS Facebook page reported an impressive activity on posts related to the WHD.

Overall, four community meetings were held, which were attended by approximately 500 guests. The program of these meetings featured:

- Lectures
- BP measurements
- Marathon- sports activities
- Distribution of booklets

The physician education program included the following topics:

- Hypertension management
- BP measurement
- Pitfalls in BP measurement

Overall, WHD was a great success in Egypt!

INDIA

WHL South Asia Chapter

By C. Venkata S. Ram, MD

WHL South Asia Chapter is a vibrant constituent of WHL. Under the governance of South Asia regional office/Dr. C. Venkata S. Ram, BP screening camps were conducted in
India, Nepal, Myanmar, and Sri Lanka in connection with WHD 2017. All the camps conducted in the region were in conjunction with USV Ltd and its numerous volunteers who coordinated the entire logistics and arrangements. The observations from the camps are given below. We congratulate the USV volunteers and so many doctors in south Asia who participated in the BP screening camps, with more than 10,000 people screened. Statistics are indicated in the table below:

<table>
<thead>
<tr>
<th>PARTICULAR</th>
<th>TEAM TAZLOC - INDIA</th>
<th>NEPAL, MYANMAR, SRI LANKA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO. OF CAMPS CONDUCTED</td>
<td>284</td>
<td>69</td>
<td>353</td>
</tr>
<tr>
<td>NO. OF PEOPLE Screened</td>
<td>7930</td>
<td>2406</td>
<td>10336</td>
</tr>
<tr>
<td>NO. OF PEOPLE ABOVE BP 140/90</td>
<td>1386</td>
<td>516</td>
<td>1902</td>
</tr>
<tr>
<td>ADVICE GIVEN FOR FOLLOW-UP</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
</tbody>
</table>

India

Ahmedabad, India
By Maulik Pandya, COO, Aprica Healthcare

The prevalence of hypertension in India is around 33.2%, and the chances of having hypertension are directly proportional to age, with the peak between 50-59 years of age. The prevalence among males and females is 32.4% and 34% respectively. Hypertension found to be highest in respondents with body mass index (BMI >30) i.e. 53.43%. The prevalence of hypertension is slightly higher among smokers than non-smokers and among vegetarians than non-vegetarians.

Our campaign adopted the theme from AHA’s “Salty Six” message, which targets the common six food having high sodium content.

Modus Operandi:
Organizers hung posters in clinical waiting area showing that excess sodium is dangerous and explaining the Salty Six to help patients avoid these foods in their daily diets.

Patient pamphlets were distributed in regional languages about hypertension and foods to avoid. Theme-based print materials were given to healthcare providers across India to increase hypertension awareness. We targeted approximately 10 million of India’s population through this activity.

INDIA

Sodium/Salt poster: Excess Salt is poison

Participating clinician offers a “Salty Six” cap and literature to a patient

Banner showing the AHA theme “Salty Six” in the local (Punjabi) language

Aprica Healthcare organized a public awareness program during World Hypertension Day with a week-long mega-event promoting hypertension awareness to the public.
IRAN

Isfahan Hypertension Research Center
By Alireza Khosravi, Associate Professor

Hypertension Research Centre team members demonstrating proper blood pressure measurement practices

The Hypertension Research Centre related to Isfahan Cardiovascular Research Institute of Isfahan, University of Medical Sciences Iran, measured blood pressures of 1001 individuals referring to clinics related to this research Centre. These measurements were achieved from people over 18 years old during one month, using their right arm. None of these people had their blood pressure measured for at least a year.

Individuals with blood pressure of ≥140/90 mmHg or people with known hypertension (240 people), received a training book about healthy lifestyle. In addition, people with blood pressure of ≥160/100 mmHg (44 people) had a free physician visit. 98 persons, 9.8% of the total number of people, stated that they have known hypertension, but they have not measured their blood pressure in the last year. This means that they have low compliance. Moreover, only 65.3% of these hypertensive patients used their medicines regularly.

We would like to thank and acknowledge all the officials and personnel of the Hypertension Research Centre and people who contributed, especially our Executive team: Maryam Eghbali Babadi, PhD candidate; Sayed Abdullah Ahmadi; Hassan Alikhasi; Hosein Heidari, GP; Mahnaz Jozan; Noushin Mohammadifard, PhD.

IRAN

Tehran, Iran

Physician offers hypertension information to a patient during the World Hypertension Day awareness campaign

Team with educational materials mobilized for World Hypertension Day 2017

Elham Khatami of the Abidi pharmaceutical company in Iran reported that they participated in World Hypertension Day 2017 in order to promote hypertension awareness in Iran. They monitored and recorded blood pressures of their 200 worksite employees, provided them with brochures containing information about Hypertension, its risk factors, and a healthy lifestyle to prevent hypertension and promoted World Hypertension Day with posters distributed to local hospitals and medical centers.

Physician checking a patient’s blood pressure during World Hypertension Day 2017
The Thai Hypertension Society
By Weranuj Roubsanthisuk, MD, Div. of Hypertension, Dept. of Medicine, Siriraj Hospital, Bangkok

On behalf of the Thai Hypertension Society, I would like to report on our activities for World Hypertension Day 2017 in Thailand as follows:

We collected information between April 17 – May 17 through four participating healthcare centers situated in the different regions in Thailand as requested by WHL, mainly from the subjects and their relatives who attended healthcare centers during the screening period.

Overall, we screened a total of 21,379 cases:

- 6,204 cases (29%) reported that they were never diagnosed as HT before
- 1,019 cases (16.4%) had BP >140 /90 mmHg
- 15,175 cases (71%) were already diagnosed as HT before

Only 145 cases (1%) stayed on lifestyle modification only, without any anti-hypertensive lowering medication, while 15,030 cases (99%) received BP-lowering drugs and 8,688 (57.8%) of these cases had their BP under control (BP < 140/90 mmHg).