

World Hypertension Day and global awareness

Arun Chockalingam MS PhD FACC

A Chockalingam. World Hypertension Day and global awareness. *Can J Cardiol* 2008;24(6):441-444.

The World Health Organization attributes hypertension, or high blood pressure, as the leading cause of cardiovascular mortality. The World Hypertension League (WHL), an umbrella organization of 85 national hypertension societies and leagues, recognized that more than 50% of the hypertensive population worldwide are unaware of their condition. To address this problem, the WHL initiated a global awareness campaign on hypertension in 2005 and dedicated May 17 of each year as World Hypertension Day (WHD). Over the past three years, more national societies have been engaging in WHD and have been innovative in their activities to get the message to the public. In 2007, there was record participation from 47 member countries of the WHL. During the week of WHD, all these countries – in partnership with their local governments, professional societies, nongovernmental organizations and private industries – promoted hypertension awareness among the public through several media and public rallies. Using mass media such as Internet and television, the message reached more than 250 million people. As the momentum picks up year after year, the WHL is confident that almost all the estimated 1.5 billion people affected by elevated blood pressure can be reached. The success of WHD is due to the enthusiasm and voluntary action of multiple stakeholders from every member country.

Key Words: Activities; Awareness; Hypertension; Media; World Hypertension Day

Several surveys from many countries around the world pointed out that the public's awareness of their blood pressure levels was very poor (1-9). Even in highly developed, resource-rich countries with high-quality health care systems, such as Canada, awareness of hypertension was only 58% (8). As many of the developing countries transition from infectious to degenerative chronic diseases, the prevalence of hypertension is increasing (10). At the same time, public awareness of hypertension in these low- and middle-income countries is quite dismal (11). The 2002 World Health Report (12) stated that hypertension is the leading cause of death worldwide.

Epidemiological studies (13-15) have clearly shown that hypertension is a 'silent killer', with no warning signs. Therefore, knowing that one's blood pressure is elevated allows that individual to take some action to mitigate the rising blood pressure, thus preventing potential end-organ damage, including myocardial infarction, kidney failure and cerebrovascular stroke. There is, however, a continued myth among most of the world's population – among both the well educated and the less educated – that not knowing the condition is 'bliss'. On the contrary, a number of studies have shown that early diagnosis and treatment of hypertension leads to better quality of life and increased longevity.

WORLD HYPERTENSION DAY

The World Hypertension League (WHL), an umbrella organization of national hypertension societies and leagues with 85 countries as its

La Journée mondiale de l'hypertension artérielle et la sensibilisation planétaire

L'Organisation mondiale de la santé établit l'hypertension comme la principale cause de mortalité cardiovasculaire. La Ligue mondiale contre l'hypertension (LMH), un organisme parapluie qui regroupe 85 sociétés et ligues nationales contre l'hypertension, convient que plus de 50 % de la population hypertendue du monde n'ont pas conscience de leur état. Pour affronter ce problème, la LMH a lancé une campagne de sensibilisation mondiale sur l'hypertension en 2005 et a désigné le 17 mai comme Journée mondiale de l'hypertension artérielle (JMHA). Depuis trois ans, un nombre croissant de sociétés nationales a adhéré à la LMH et organisé des activités novatrices pour transmettre leur message au public. En 2007, on a constaté la participation record de 47 pays membres de la LMH. Pendant la semaine de la JMHA, tous ces pays, en partenariat avec leurs gouvernements locaux, leurs sociétés professionnelles, leurs organismes non gouvernementaux et l'industrie privée, ont sensibilisé le public à l'hypertension au moyen de diverses actions médiatiques et publiques. À l'aide de médias de masse comme Internet et la télévision, le message a atteint plus de 250 millions de personnes. L'initiative prend de l'ampleur année après année, et la LMH est persuadée qu'il est possible d'atteindre presque tous les 1,5 milliard de personnes qu'on estime atteintes d'hypertension. Le succès de la JMHA est attribuable à l'enthousiasme et à l'action volontaire de multiples intervenants de chaque pays membre.

members, initiated World Hypertension Day (WHD) in 2005. The objective of WHD is to communicate to the public the importance of hypertension and its serious medical complications, and to provide information on prevention, detection and treatment. The WHL launched its first WHD on May 14, 2005. Since 2006, the WHL has been dedicating May 17 of every year as WHD. Many of the member countries have embraced the idea and have been carrying out a number of activities in their respective countries to promote awareness of hypertension (16,17). Such activities included newspaper articles, media coverage, rallies, public forums and mass public physical activities, as well as involvement of politicians, policy makers and popular public figures.

The theme for each WHD is selected by the WHL executive and council members to promote WHD objectives:

- 2005 Awareness of hypertension
- 2006 Prevent hypertension – 'treat to goal'
- 2007 Healthy diet – healthy blood pressure
- 2008 Measure your blood pressure...at home

WHD has caught the imagination of several member countries of the WHL. In most countries, there is a strong partnership between a number of stakeholders that has been built to promote awareness. Such partnership includes, but is not limited to, academia, professional societies, governments, industry and nongovernmental organizations. With the involvement of many sectors, the message is promoted very widely.

Faculty of Health Sciences, Simon Fraser University, Burnaby, British Columbia

Correspondence: Dr Arun Chockalingam, Faculty of Health Sciences, Simon Fraser University, Room EAA 2112, 8888 University Drive, Burnaby,

British Columbia V5A 1S6. Telephone 778-782-7176, fax 778-782-8097, e-mail achockal@sfu.ca

Received for publication March 17, 2008. Accepted April 4, 2008

TABLE 1
Activities around World Hypertension Day in the World Hypertension League member countries

Country	Media					Political promotion	Blood pressure screening	Symposium/ journal	Rallies
	Posters & brochures	Newspaper	Internet	Radio	Television				
North America									
Canada	X	X	X	X	X	X	X	X	–
Cuba	X	X	–	X	X	X	X	X	–
Mexico	X	X	–	X	X	–	X	X	–
United States	X	X	X	X	X	–	X	X	–
South America									
Argentina	X	X	–	X	X	X	X	X	–
Brazil	X	X	–	X	X	X	X	X	X
Chile	X	X	–	–	–	–	X	–	–
Colombia	X	X	–	X	X	–	X	X	–
Ecuador	X	X	–	X	X	X	X	X	X
Australia									
Australia	X	X	X	X	X	X	X	X	–
Asia									
Bangladesh	X	X	–	X	X	X	X	X	X
China	X	X	X	X	X	X	X	X	X
India	X	X	–	X	X	X	X	X	–
Indonesia	X	X	–	X	X	X	X	X	–
Japan	X	X	X	X	X	X	X	X	X
Nepal	X	X	–	X	–	X	X	X	–
Pakistan	X	X	–	X	X	X	X	X	X
Singapore	X	X	X	X	X	X	X	X	X
South Korea	X	X	–	X	X	X	X	X	–
Taiwan, China	X	X	–	X	X	X	X	X	X
Thailand	X	X	–	X	X	X	X	X	X
Philippines	X	X	–	X	X	X	X	X	X
Vietnam	X	X	–	X	X	X	X	X	X
Europe									
Austria	X	X	X	X	X	X	X	X	–
Belgium	X	X	X	X	X	X	X	X	–
Bulgaria	X	X	X	X	X	X	X	X	X
Czech Republic	X	X	–	X	X	X	X	X	–
Denmark	X	X	–	X	X	X	X	X	–
France	X	X	–	X	X	X	X	X	–
Georgia	X	X	–	X	X	X	X	X	–
Germany	X	X	X	X	X	X	X	X	X
Greece	X	X	–	X	X	X	X	X	X
Ireland	X	X	–	X	X	X	X	X	–
Italy	X	X	X	X	X	X	X	X	–
Poland	X	X	–	X	X	X	X	X	X
Portugal	X	X	X	X	X	X	X	X	–
Russia	X	X	–	X	X	X	X	X	X
Slovak Republic	X	X	–	X	X	X	X	X	–
Spain	X	X	–	X	X	X	X	X	X
Turkey	X	X	X	X	X	X	X	X	X
United Kingdom	X	X	–	X	X	X	X	X	–
Middle Eastern crescent									
Egypt	X	X	–	X	X	X	X	X	–
Israel	X	X	–	X	X	X	X	X	–
Lebanon	X	X	X	X	X	X	X	X	–
United Arab Emirates	X	X	–	X	X	X	X	X	–
Africa									
Botswana	X	X	–	X	X	X	X	X	X
Cameroon	X	X	–	X	X	X	X	X	–
South Africa	X	X	X	X	X	X	X	X	X

Download English Version:

<https://daneshyari.com/en/article/2728065>

Download Persian Version:

<https://daneshyari.com/article/2728065>

[Daneshyari.com](https://daneshyari.com)