



# WHL · NEWSLETTER

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

No. 129, September 2010

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## Editorial

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### Primary Prevention of Hypertension – Mission (im)possible?



Dr. A. Kroke

For more than 25 years, the objectives of the WHL are to promote the detection, control and prevention of arterial hypertension in populations. For more than 10 years I have, as editor of the WHL Newsletter,

supported this organization in accomplishing its mission. Now, concluding my function as editor, to look back on what has been achieved and on what the challenges for the future are imposes upon me.

Hypertension remains to be an important public health threat. According to WHO data, hypertension related morbidities such as coronary heart disease and stroke are leading causes of death in high, middle, and increasingly also in low income countries [1]. A very recent publication in “The Lancet” describes hypertension as the leading risk factor for stroke, with a population attributable risk of 34.6 % [2]. In addition, the public health burden related to elevated blood pressure (BP) has increased since the cut-off value for optimal BP has been lowered. Hence, WHO has ranked high BP a leading risk factor. Clearly, these figures are no good news, and it seems as if the need for preventive measures has even increased since WHL’s foundation in 1984.

On the other hand, efforts to combat this epidemic have also grown considerably. First of all, there is clear evidence for the efficacy of non-pharmacologic interventions, as demonstrated in clinical trials such as the DASH-Study [3].

*continued on page 2*

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## WHL News

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### Report from the World Hypertension Day 2010

On May 17, 2010 WHL and its member leagues celebrated the 6<sup>th</sup> World Hypertension Day (WHD). The WHD was initially launched in 2005 as an initiative of WHL. Worldwide rallies, public awareness campaigns, scientific exchanges and media communications



Dr. A. Chockalingam

were held in many parts of the world, similar to the successful WHDs in the previous years.

Creating awareness among the public worldwide and to highlight the serious medical complications of this condition and to communicate to the public information on prevention, detection, treatment and control are the purposes of the *World Hypertension Day*. Every year, May 17<sup>th</sup> is designated as the WHD. It is celebrated worldwide by WHL National Members to raise public, professional and political awareness of

*continued on page 3*

Contents	Page
- <b>Editorial</b>	
Primary Prevention of Hypertension – Mission (im)possible?	1
- <b>WHL News</b>	
Report from the WHD 2010	1
WHL Symposium at ISH conference	3
- <b>New Book Release</b>	3
- <b>People</b>	3
- <b>Calendar</b>	4

*Editorial continued*

Therefore, the field of public health has been increasingly dealing with research questions regarding the effectiveness and efficiency of preventive measures. A count of publications in the online database PubMed underlines this: up to a doubling of publications related to hypertension and primary prevention, public health, and community prevention can be observed (table 1).

Table 1: Number of publications dealing with hypertension and selected terms

Hypertension AND search term:	Number of publications between	
	1990 and 2000	2000 and 2010
	Primary prevention	118
Community prevention	250	401
Public health practise	642	1265
Public health	18.648	29.988

There are various options for public health strategies aiming to reduce population BP levels and hypertension incidence. One approach is to promote public health messages by using mass media campaigns.

WHL engages actively in this: The launch of World Hypertension Day (WHD), for example, is to be looked at as such an approach. [4]. The various activities of the national leagues illustrate the wide variety of activities to increase public awareness, to distribute information, to influence individual behavior, and to advocate health related political issues. But are such activities effective, are they able to influence public health with their messages? Numerous studies have addressed this important question and systematic reviews and meta-analyses allow drawing a positive conclusion [5-8]. It appears that at least modest behavioral changes can be induced by mass media campaigns. Further improvement of the effectiveness might be achieved by developing more comprehensive, ecological approaches which address both the individual and its environment [7]. Worksite interventions that activate social support and change environments to enhance behavioral changes could be such an advanced strategy. WHL currently engages in a multi-national worksite project [9] thereby demonstrating its topical activities.

Another key issue in public health is communication [10]. This does not only apply for communication between professionals and

the public, but also for the communication between professionals. Prerequisites for a good communication are on the one hand communication tools. WHL can proudly look back on a continuous publication serial of its WHL Newsletter which aims to support exchange of information between health care professionals worldwide, offering the opportunity to receive information on activities and to get in contact.

The WHL Newsletter is supported by a continuously improved WHL website. Since consumer acceptance of modern communication technology also in the health context is rising [11], WHL should make increasingly use of this tool and its technological advances.

Communication also requires trust between the sender of messages and the recipient. Social trust has been identified as an important prerequisite in risk communication [12, 13]. WHL as an independent international non-profit organization with strong relations to WHO and other health related non-profit organizations is in the position of being a trustworthy authority with respect to hypertension prevention and control. This treasure should be guarded jealously.

In conclusion, the challenges of WHL's mission remain to be immense. However, over the years, this internationally acting liaison organization has developed a strong capacity in addressing its mission. Therefore, "mission possible", but its accomplishment requires continuous efforts and keen engagement of its members and supporters.

*Aj - Kroke*

Prof. Anja Kroke

#### References:

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- [2] O'Donnell MJ. Lancet 2010; 376:112-23
- [3] Appel LJ. N Engl J Med 1997; 336:1117-24
- [4] Chockalingam A. Can J Cardiol 2008; 24:441-4
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- [6] Noar S. J Health Commun 2006; 11:21-42
- [7] Maibach EW. BMC Public Health 2007; 7:88
- [8] Abrams LC. Annu Rev Public Health 2008; 29:219-34
- [9] WHL Newsletter 2009; 125:9
- [10] Koplan J. Bulletin of the WHO 2005; 83:154-58
- [11] Or CK. J Am Med Inform Assoc. 2009; 16:550-60
- [12] Gilson L. J Health Organ Manag 2006; 20:359-75
- [13] Petraglia J. Health Commun 2009; 24:176-85

*WHL News continued*

hypertension and its consequence to the health of the individuals and to reduce social and economic burden at the regional, provincial and national level. The theme for this year was “**Healthy Weight – Healthy Blood Pressure**” (figure 1). This theme emphasizes the importance of being aware of overweight/obesity and to take responsibility for self health. Being overweight can lead to hypertension. The WHD information booklets included basic information about hypertension, overweight, childhood obesity, calculating the body mass index (BMI), diet and lifestyle. The WHL member countries adopted this information and created public awareness in their countries through different venues and modalities.

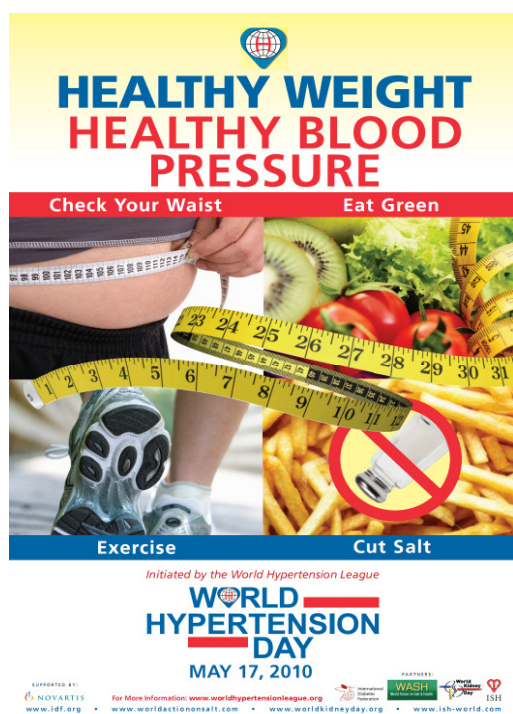


Figure 1: Poster for WHD 2010

WHD 2010 was very successful in fulfilling the general sense of the theme. Through our national partners we reached out to several hundred millions of people and heightened the awareness and actions to address increased body weight and hypertension. WHL is looking forward to continue with its mission through WHD in the upcoming WHD 2011 with a new theme. For more information please visit [www.worldhypertensionleague.org](http://www.worldhypertensionleague.org).

Dr. Arun Chockalingam  
Secretary General, WHL

## WHL News

WHL and the Chinese Hypertension League (CHL) will hold the joint symposium “Traditional Chinese Medicine in the Control of Hypertension” at the ISH Conference in Vancouver.

**Date:** September 26<sup>th</sup>, 09:00-11:30  
**Location:** West Meeting Room 109-110  
Vancouver Convention Centre  
1055 Canada Place  
Vancouver, BC, V6C 0C3, Canada

## New Book Release

### Evidence-based management of hypertension

Edited by Matthew R Weir, MD  
Division of Nephrology, University of Maryland  
Baltimore, MD, USA  
TFM PUBLISHING LTD, UK  
Hardback: 242pp, GBP 50 / USD 99 / EUR 175  
ISBN: 978 1 903378 72 4

## People

Dr. Jyh-Hong Chen has been elected President of the **Taiwan Society of Cardiology** for the period June 2010 to June 2012. Dr. Shing-Jong Lin is the first Vice-President and Dr. San-Jou Yeh is the second Vice President. Secretary General is Dr. Jun-Jack Cheng. The mailing address is: 13F-1, No. 11, Min-Chuan West Road, Taipei 104, Taiwan.

Phone: (+886-2) 259-761 77  
Fax: (+886-2) 259 761 80  
E-mail: [tsoc@tsoc.org.tw](mailto:tsoc@tsoc.org.tw)  
Website: <http://www.tsoc.org.tw>

On May 18, 2010, the board of the **Hellenic Society of Hypertension** changed. Professor A. Lasaridis is President, Dres. A. Tourkantonis, P. Toutouzas, N. Lefkos and V. Votteas are Vice Presidents and Professor Chr. Zamboulis is Secretary General. The mailing address of the Society is: Vas. Sofias Ave. 111, 2<sup>nd</sup> Floor, 115 27 Athens, Greece.

Phone: (+30-210) 646 9358  
Fax: (+30-210) 640 0767  
E-mail: [gramatia@hypertasi.gr](mailto:gramatia@hypertasi.gr)

*continued on page 4*

*People continued*

Professor Mark Caulfield has been elected President of the **British Hypertension Society** until September 2011. Jackie Howarth remains Administrative Officer. The address is: Leicester Royal Infirmary, Clinical Sciences Building, Level 5, PO Box 65, Leicester, LE2 7LX, UK.

Phone: (+44-7717) 467973

E-mail: [bhs@le.ac.uk](mailto:bhs@le.ac.uk)

Website: <http://www.bhsoc.org>

### 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).

#### Secretariat:

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#### Board Officers:

Dr. Liu Lisheng (Beijing, China), President  
Dr. Lawrence Beilin (Perth, Australia), Vice-President  
Dr. Arun Chockalingam (Washington, DC, USA), Secretary General

#### Members:

Dr. Alfredo Dueñas (Havana, Cuba)  
Dr. J. George Fodor (Ottawa, Canada)  
Dr. Graham MacGregor (London, UK)  
Dr. Bruce Neal (Sydney, Australia)  
Dr. Anita Rieder (Vienna, Austria)  
Dr. Xin-Hua Zhang (Hong Kong)

#### ISH Representation:

Dr. Tony Heagerty (Manchester, UK)  
Dr. Lars Lindholm (Umeå, Sweden)

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## Calendar

### 23<sup>rd</sup> Scientific Meeting of the International Society of Hypertension

September 26-30, 2010

Vancouver, Canada

*Information:* Sea to Sky Meeting Management  
Suite 206, 201 Bewicke Avenue  
North Vancouver, BC  
Canada V7M 3M7  
Fax: (+1-604) 984-6434

Website: <http://vancouverhypertension2010.com>

### 2<sup>nd</sup> World Health Summit

#### “Transition – Translation – Transformation”

Presidents: Prof. D. Ganten (Charité, Berlin) and  
Prof. S. Smith (Imperial College, London)

October 10-13, 2010

Berlin, Germany

*Information:* Simone Leiske, KIT Group  
E-mail: [secretariat@worldhealthsummit.org](mailto:secretariat@worldhealthsummit.org)  
Website: <http://www.worldhealthsummit.org>

### 33<sup>rd</sup> Annual Scientific Meeting of the Japanese Society of Hypertension

October 15-17, 2010

Fukuoka, Japan

*Information:* Convention Linkage  
1-3-6 Hakata-ekiminami, Hakata-ku,  
Fukuoka 812-0016, Japan  
Fax: (+81-92) 437-4181  
E-mail: [jsh33@c-linkage.co.jp](mailto:jsh33@c-linkage.co.jp)

### 3<sup>rd</sup> Conference on Fixed Combination in the Treatment of Hypertension, Dyslipidemia and Diabetes Mellitus

Brisbane, Australia

November 18-20, 2010

*Information:* Paragon Conventions  
18 Ave Louis-Casai, 5<sup>th</sup> Floor  
1209 Geneva, Switzerland

E-mail: [fixed2010@fixedcombination.com](mailto:fixed2010@fixedcombination.com)

### 30<sup>es</sup> Journées de l'Hypertension Artérielle and 4<sup>th</sup> International Meeting of the French Society of Hypertension

December 16-17, 2010

Paris, France

*Information:* AIM France SAS, 29-31  
Rue de l'Espérance, 75013 Paris, France  
Fax: (+33-1) 4078 3810  
E-mail: [jhta@aim.france.fr](mailto:jhta@aim.france.fr)