



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. 142, December 2013

WHL News

Global Hypertension Awareness



Dr. Arun Chockalingam

High Blood Pressure or medically known as *Hypertension* is the major risk factor for heart disease, stroke, kidney disease and even eye diseases. When the blood pressure exceeds a certain threshold we call it as high blood pressure.

Only way to find out

what your blood pressure is it must be measured using acceptable measuring devices. Over a period of time the science has advanced and today blood pressure can be measured at home by your (self-measurement using home blood pressure monitors). The cost of electronic blood pressure measuring devices have come down considerably that most people on this planet can own a device. Unlike any other diseases like head ache or body ache, hypertension has no symptoms and hence it is called the *Silent Killer*.

Nearly one every four people on this planet are living with hypertension. That is nearly 1.8 billion people have hypertension. The unfortunate part is nearly 50 percent of these people are unaware of their condition. Of those who are aware half of them do not take any action to control their blood pressure

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Note from the Editor

This has been an exciting 2013 for many programs and activities in high blood pressure control for the World Hypertension League. President Norm Campbell and Secretary General Arun Chockalingam present major accomplishments from the society members. This issue of the Newsletter also includes an introduction to the new WHL executive officer, Dr. Mark Niebylski. Also included is the recent meeting report from India and the National Forum for Heart Disease and Stroke Prevention. WHL is very enthusiastic about the 2014 Hypertension Day Campaign and look forward to reporting the campaigns of the different societies. And mostly on behalf of the Newsletter, Erika and I would like to wish all societies members the most prosperous of New Year.

Dr. Daniel T. Lackland
Editor, WHL Newsletter

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Global Hypertension Awareness continued

either using lifestyle modification or medication. This means 75 percent of the world's hypertensive population are at risk and are potential candidates for heart disease, stroke or kidney disease or even sudden death.

Good news is that blood pressure is easily measurable without any discomfort. The next good news is, once you know you have an elevated blood pressure you can do something to prevent and control rising blood pressure and thus avoid potential risk.

The World Hypertension League (WHL) recommends that everyone should get their blood pressure checked at least once every year.

- If your blood pressure is below 120/80 (meaning less than 120 mmHg of systolic blood pressure and less than 80 mmHg of diastolic blood pressure) then you have a normal healthy blood pressure. Congratulations and keep it like that and get your blood pressure checked one year from now.
- If your blood pressure is less than 140/90 but above 120/80 you are at a risk of becoming hypertensive. You need to take some immediate steps to improve your lifestyle such as quitting smoking if you are a smoker; reducing your body weight to a healthy level; be more active; improve your dietary habits to include more vegetables and fruits, reduce salt intake and cut down on the amount of fat intake - in other words daily healthy eating pattern; and meet with a health care provider to reassess your blood pressure status every year.
- If your blood pressure is above 140/90 you need to see a health care provider to see if you have hypertension and need treatment to help to avoid stroke and heart disease.

The World Hypertension League initiated the **World Hypertension Day (WHD)** since 2005 to raise public awareness about hypertension throughout the world. May 17th of every year is celebrated as the WHD by the WHL and all its member country leagues in most parts of the world. This year, the WHL is launching the WHD 2014 with a theme **Know your Blood Pressure** and we ask you to participate in a Global Hypertension Awareness Survey.

WE INVITE YOU TO PARTICIPATE IN THE GLOBAL HYPERTENSION AWARENESS SURVEY

We ask you to get your blood pressure measured either at home, or at a doctor's clinic or in a community health center or at your local pharmacy. Write down your blood pressure and pulse readings - preferably repeated three times, each 2 minutes apart. Once you have your readings please enter the data and a few simple questions by connecting to the link <http://www.worldhypertensionleague.org/Pages/GlobalHypertensionAwareness.aspx>. It will take less than 5 minutes of your time. Some information required on the survey is optional while others are mandatory. By providing this information you are actually participating in the WHD. For the first time the WHL is engaging the global population in an interactive manner to raise global awareness of hypertension.

During the first two weeks of May 2014, we will do an analysis of how many people from each country participated in this survey and how many are in each of the category (normal, potential hypertensive or pre-hypertensive and definite hypertensive) and report on country by country basis on the WHD - May 17, 2014.

We thank you, in advance, for your participation to build a global hypertension awareness survey.



Dr. Arun Chockalingam
Secretary General, WHL

People

The new president of the **Japanese Association of Hypertension** is Dr. Toshio Ogihara. The mailing address is: Morinomiya University of Medical Sciences, 1 Chome-26-16, Nankokita, Suminoe Ward, Osaka 559-0034, Japan.

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President's Column



Dr. Norman Campbell

World Hypertension League (WHL) starts 2014

As 2014 starts, the WHL is looking to the future where hypertension has less adverse impact on health. The WHL has undertaken several new initiatives to help work

towards the United Nations targets of a 25 percent reduction in hypertension, a 30 percent reduction in dietary salt and a 25 percent reduction in non-communicable disease.

Preventing hypertension and reducing dietary salt

Reducing dietary salt is estimated to be one of the most cost effective means to prevent and control hypertension, and reduce non-communicable diseases. About 30 percent of hypertension is caused by excess dietary salt. The WHL in collaboration with the International Society of Hypertension has developed a policy statement supporting the WHO salt reduction recommendation of less than 5 g salt/day with lower intake levels for children based on their lower caloric requirements. The Policy statement will be published in the *Journal of Hypertension* and *Journal of Clinical Hypertension* and has been forwarded to national hypertension organizations and international health organizations for endorsement. The WHL will work with endorsing organizations to advocate and promote salt reduction programs and to encourage education programs. The policy statement is located on the right at the top of the WHL home page (<http://www.worldhypertensionleague.org/Pages/Home.aspx>). While it is acknowledged that governments and governmental organizations have the major role in salt reduction programs, non-governmental organization have critical advocacy, oversight 'watch dog', and educational roles. National hypertension organizations therefore need to have a central role in advocacy; education and ensuring government and the food industry are on track in lowering salt additives to food.

Over the next year also expect more policy statements from the WHL that are designed to enhance current advocacy efforts to prevent hypertension. The policy statements will pro-

vide WHL support for World Health Organization and United Nations public health recommendations.

Increasing the diagnosis of hypertension

The WHL has decided to focus for the next 5 years on increasing the diagnosis (awareness) of hypertension. About half of those with hypertension are not aware their blood pressure is high. Improving awareness of the diagnosis is the first and likely most important step to improve blood pressure control. World Hypertension Day (WHD) will focus on 'knowing your blood pressure' and will foster friendly national competition to screen people for hypertension. An electronic application is available at

<http://www.worldhypertensionleague.org/Pages/GlobalHypertensionAwareness.aspx> to enter blood pressure values. The WHL will provide special recognition on WHD to national organizations screening the highest proportion of their population. The annual national competition will start in 2014 and is expected to last at least 5 years. The WHL has also developed two work groups. One work group is developing tools and resources for developing and running a blood pressure screening program in low resource settings. The other work group is developing standards for analyzing hypertension surveys. These work groups will be described in greater detail in subsequent newsletters.

Regional representation and Regional Offices of the WHL

The World Hypertension League is examining interventions to facilitate national efforts for prevention and control of hypertension. A pilot project to examine the impact of regional offices of the WHL is being conducted in China and India in 2014. The regional offices will focus on prevention and control of hypertension and ensuring WHL resources are available and culturally and language appropriate. If successful the WHL will create additional regional offices. The WHL has also added special advisors to its board to increase the global regional representation of the board and to ensure the WHL is addressing regional needs. Please welcome

Dr. Daniel Lemogoum (Cameroon)
Dr. Marcelo Orias (Argentina)
Dr. Krassimira Hristova (Bulgaria)
and Dr. Darwin Labarthe (USA).

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President's Column continued

Further the WHL is reconnecting with its member organizations. Although only 23 member organizations were able to be communicated with in June 2013, this has been increased to 36 and substantive effort will be made to reconnect with all 74 member organizations.

Recognizing those who are dedicated to the prevention and control of hypertension

The WHL has developed recognition awards for individuals and organizations active in reducing dietary salt, and preventing and controlling hypertension. The award descriptions /instructions for nominations can be found at <http://www.worldhypertensionleague.org/page/awardscommittee.aspx>. Please do support deserving people and organizations by nominating them for these awards.

Helping the WHL fulfill its mandate

The WHL has circulated a 'needs assessment' for national hypertension organizations to indicate what they need to facilitate hypertension prevention and control and a standardized annual report for national hypertension organizations to track their activities for prevention and control of hypertension. These forms and reports will help guide the WHL in its mandate. Please ensure your national organization has contributed. Also request your national organization to disseminate this newsletter to its members and partner organizations.

Looking forward

Looking ahead, the WHL will be looking to markedly enhance our activities. One of the first steps is the hiring of a full time executive officer. It is with great pleasure I welcome **Dr. Mark Niebylski, the WHL's inaugural Executive officer**, starting full time January 20th 2014. With Dr. Niebylski in place please expect strategic planning, markedly increased partnerships and resources, a strong fund raising plan and an enhanced updated website in 2014.



Dr. Norman Campbell
President, WHL

WHL News

Introduction WHL Executive Officer



Dr. Mark Niebylski

Dr. Mark Niebylski's career is devoted to developing projects, partnerships, and enterprises that enhance chronic disease management and expand the evidence base to include new and improved healthcare processes and policies.

In describing his hands-on but candid approach, Dr. Niebylski related "I think this is an absolutely wonderful opportunity for all of us and our future partners. I am both honored and excited to apply our reserve of resources, knowledge, experience, and abilities to the challenges that lie ahead. 2014 will truly be an exciting year for the WHL and simply can't wait for it to begin." Most recently, he has been performing reviews of the literature on food and beverage procurement, taxes, and subsidies. Prior to this, Mark oversaw disease management/community health programs and helped launch multiple cardiovascular health based interventions with the state of Montana where he served as the principal investigator on multiple grants from the Centers for Disease Control and Prevention. His other successes include supervising the clinical care management program at Henry Ford Health Systems in Michigan where they developed an award winning chronic kidney disease program, conducting research with the National Institutes of Health-Rocky Mountain Laboratories, and performing innovative studies at the University of Notre Dame to include the isolation, identification, and tracking of novel vector-borne agents. His educational background includes studies at the University of Notre Dame (PhD, BS), University of Arizona (MBA), and Louisiana State University (MS). On the rare occasions Dr. Niebylski does not immediately respond to calls or e-mails (mniebylski@yahoo.com). Mark can be found fly fishing in the mountains of Montana, USA.



Dr. Daniel T. Lackland
Editor, WHL Newsletter

Report from WHL Members



The **Swedish Society of Hypertension** is endorsing a large regional quality registry for primary care, focusing on primary prevention improvement, i.e., the determinants of antihypertensive drug discontinuation. The Society has formed a national working group on therapy resistant hypertension and indications for renal denervation and has established a national registry. Both, the ISH WHO guidelines and the newly revised ESH guidelines, are used and propagated, and were presented extensively in the Society's journal *Vaskulär Medicin* (Vascular Medicine), published quarterly in around 5,000 copies, and one of the most read national medical journals in Sweden.

We arranged an annual two-day course in hypertension and vascular medicine for nurses, and have undertaken an initiative to create a graduate program for nurses in vascular medicine. Since 2009, an annual Nordic research course in hypertension and cardiovascular disease for physicians on PhD study level is being held in collaboration with the Danish, Finnish, and Norwegian hypertension societies.

Two Swedish blood pressure clinics, at Danderyd's University Hospital in Stockholm and Skåne University Hospital in Malmö, are recognized as excellence centers for treatment of hypertension by the European Society of Hypertension.

The Society is involved in the organization of the Annual Swedish Cardiovascular Spring Meeting (held in April), founded in 1998, and the Annual Meeting of the Swedish Society of Medicine (which from 2013 was held in December).

Furthermore, we plan an education program to encourage the prescription of these medications that are now mostly paid for.

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The national meeting of the **Polish Society of Hypertension** was organized in Krakow with an audience of 1,476. This allowed discussion on management of hypertension and difficult clinical situation in the interdisciplinary group of experts. The Didactic Conference "Arterial Hypertension" (500 participants) was organized in Warsaw, with topics interesting for general practitioners. The series of conference in large towns was organized presenting cases of patients common in the general practice, but needing special consideration.

World Hypertension Day (WHD) related events were organized in several cities, including blood pressure measurement and education on prevention of hypertension.

The most recent blood pressure survey (NATPOL 2011) was in 2011 (results are not yet published) and showed a 26 percent improvement in hypertension control rate. The Polish Society of Hypertension developed the national guidelines, published in national language
http://www.nadcisnienietetnicze.pl/dla_lekarczy/zalecenia_i_standardy/zalecenia_ptnt.
An up-date is planned in 2014.

We have a bi-annual hypertension meeting where research on hypertension prevention and control is presented. We plan an education program to fight therapeutic inertia at general practice.

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WHL News

“Sharing Success: Ideas, Insights, and Innovation”

Report from the 11th Annual Meeting of the National Forum for Heart Disease and Stroke Prevention

On October 9, 2013, public health leaders from all over the United States gathered in Washington, DC for the National Forum for Heart Disease and Stroke Prevention’s 11th Annual Meeting. Hosted by Keith C. Ferdinand, MD, FACC, FAHA, Chair of the National Forum Board of Directors, and John M. Clymer, the National Forum’s Executive Director, the event was packed with new ideas, insightful discussions, and presentations on innovative work that addresses heart disease and stroke in the United States.

During the keynote, interview-style session, Hon. Mary Bono, former U.S. Representative for California’s 45th Congressional District, discussed how to effectively promote heart healthy policies at the national level.

“The most effective advocacy is to connect to the heart,” said Representative Bono. “When you’re talking to a member of Congress, you need to effectively tell a story that gets to their heart – a human story. [Cardiovascular disease] is not a partisan issue. This is a human issue and the biggest mistake would be to make it a partisan issue. You can surpass ideology if you can connect with the heart.”



Hon. Mary Bono (former U.S. Representative for California’s 45th Congressional District) and John Clymer (Executive Director, National Forum)

Other highlights from the meeting included: showcasing regional and national prevention efforts, discussing the ten-year update to the Public Health Action Plan to Prevent Heart Disease and Stroke, encouraging patient / physician discussions on aspirin use, paving paths towards health equity, showcasing innovative efforts that address sodium, changing

the way we talk about cardiovascular disease surveillance, and reaching Million Hearts® goals.



(From right to left): Dr. Keith C. Ferdinand and 2013 National Forum Award Winners

The National Forum for Heart Disease and Stroke Prevention leads collaborative policy and programmatic efforts that build a collective voice for heart disease and stroke prevention. Members include 75 US and international public and private, health care, advocacy, academic, policy, and community organizations.

For more information about the National Forum’s Annual Meeting – including news, presentations, photos, and awards – please visit

<http://www.nationalforum.org/annualmeeting2013>

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People continued

Professor Danuta Czarnecka has been elected President of the **Polish Society of Hypertension**. Prof. Krzysztof Narkiewicz is President Elect and Prof. Krzysztof J. Filipiak is Vice President of the Society. The mailing address is: 1st Department of Cardiology, Interventional Electrophysiology and Hypertension, Jagiellonian University Medical College, Kopernika 17, 31-501 Kraków, Poland.

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WHL News

Report from the Hypertension Conclave IV Educational Program in India



Dr. C. Venkata S. Ram

The American Society of Hypertension (ASH) and the Hypertension Society of India (HSI) conducted the **Hypertension Conclave - IV Educational Program** from November 23-24, 2013, in Pune, India. This educational program was a big success

in updating the attendees on various aspects of hypertension diagnosis, therapy, and guidelines. This is the 4th consecutive year for the highly acclaimed Hypertension Conclave conducted by Dr. C. Venkata S. Ram and Dr. Siddharth Shah.

The program included the following topics (in addition to a robust and vibrant interaction between the faculty and the audience):

- Hypertension in India: what should we do?
- Hypertension guidelines and risk stratification
- Interesting clinical case studies in the management of hypertension
- Arterial elasticity and pulse wave velocity in hypertension
- Role of newer beta blockers
- Anti-Hypertensive Enantiomers
- Diabetes and hypertension
- Diabetes and heart
- Rational combination therapies for hypertension
- Resistant Hypertension
- Cardiac Nutrition: New Emerging Dimension for CVD Protection
- Relevance of newer CCBs
- Hypertension in the old, and very old
- Blood pressure and chronic kidney disease

The faculty from ASH and HSI included:

Dr. C. Venkata S. Ram, Hyderabad, India
Dr. Siddharth N. Shah, Mumbai, India
Dr. B. R. Bansode, Mumbai, India
Dr. A. K. Pancholia, Indore, India
Dr. A. N. Rai, Gaya, India
Dr. Ashit M. Bhagwati, Mumbai, India
Dr. D. Prabhakaran, New Delhi, India

Dr. Daniel Lackland, Charleston, USA
Dr. Falguni Parikh, Mumbai, India
Dr. Raymond Townsend, Pennsylvania, USA
Dr. Upendra Kaul, New Delhi, India
Dr. Pritirajan Bhandari, Pune, India
Dr. Prakash Deedwania, Fresno, USA
Dr. Jay M. Deshmukh, Nagpur, India
Dr. V. G. Nadgouda, Hubli, India
Dr. A. Muruganathan, Tiruppur, India
Dr. Anjan Lal Dutta, Kolkata, India
Dr. H. K. Chopra, Delhi, India
Dr. Ashok L. Kirpalani, Mumbai, India
Dr. Jagdish Hiremath, Pune, India

All the sessions were packed with the audience of 650 people who expressed much appreciation for the caliber and content of the scientific program. The meeting concluded with the hope that the deliberations held at the conclave will be translated to the benefit of patients with hypertension and the community at large and it was stated that the programs of this nature will have a profound effect on the public health in India and elsewhere. The program was organized with logistical support from the Pune based Emcure pharmaceuticals, a highly respected global company.



(From left to right): Dr. C. Venkata S. Ram with Faculty members

Dr. C. Venkata S. Ram
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Director, Texas Blood Pressure Institute, University of Texas Southwestern Medical Center, Dallas, TX, USA
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WHD 2014



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).

Board Officers:

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Dr. Arun Chockalingam (Toronto, Canada), Secretary General
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Calendar

17th Annual Symposium on Diet and Hypertension

February 7-9, 2014
Larkana, Pakistan

Information: Chandka Medical College
Shaheed Mohatarma Benazhir Bhutto
Medical University, Secretariat
Fax: (+92-74) 9410702
E-mail: lrkphl2014@yahoo.com

3rd Latin American Congress on Controversies to Consensus in Diabetes, Obesity and Hypertension (CODHy)

March 13-16, 2014

Panama City, Panama

Information: Congress Secretariat
E-mail: codhyLA@codhy.com

7th Central European Meeting on Hypertension and 4th Meeting of the Serbian Society of Hypertension

March 20-23, 2014

Belgrade, Serbia

Information: Dr. Dragan Lovic
President, Serbian Society of Hypertension
E-mail: lovicd@eunet.rs
Website: <http://www.uhsrb-liga.rs>

7th International Symposium on Hypertension and 5th Vascular Risk Workshop

May 26-30, 2014

Santa Clara, Villa Clara, Cuba

Information: Dr. Emilio González Rodríguez
Chairman HTA 2014
E-mail: eglez@uclv.edu.cu

XXII National Congress of the Brazilian Society of Hypertension and XX Scientific Sessions of the Inter-American Society of Hypertension

August 13-16, 2014

Salvador, Bahia, Brazil

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