

ABSTRACT

The problem of Hypertension is prevalent all over the world, as well as in Pakistan. Unfortunately, prevalence data from Pakistan is lacking except a local population studying indicating 24% prevalence.

The incidence of hypertension increases with age. Majority of hypertensives are aware of disease and know about the potential long-term complications yet only 25% or less are controlled to a goal of norm-tension. The situation of awareness of disease, its long-term complications and proper control is even worse in our society.

To tackle with this alarming problem it is very important to identify the contributing factors and act accordingly to solve this major health problem. We have identified few areas and are in process of implementing the recommendations based on it at local level but the need of the day is to devise a plan for the same at city, province and national level.

The contributory factors are:

1. Dietary habits of our population. Salt being a very cheap and important ingredient of our diet is being excessively used not only in meals but also in bread and salads.
2. Majority of hypertensive patients, when given a particular management plan, respond excellently but when the target blood pressure is achieved, the treatment is stopped abruptly without consulting their physician. The thinking of being cured needs proper address of issue.
3. Lack of awareness of patients to the disease, its risk factors and potential long-term complications.
4. The majority of population consults general practitioners who are unable to meet the needs due to busy schedule.
5. Lots of patients go to quacks who are themselves as illiterate of the condition as anyone can be.

Following important interventions can be done to improve the situation:

1. Mass education with the help of Radio, Television, Newspapers and computer.
2. Development of patient education materials in the form of pamphlets, booklets, wall-hangings, etc. which may help the doctor to educate patient saving lot of time.
3. Holding seminars for patients, doctors and even quacks who can be effective as anyone especially in far-flung areas.

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