



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. 103, October 2005

Editorial

Effects of community intervention on detection and effectiveness of treatment for arterial hypertension – Results of the Polish Four Cities Project



Dr. Tomasz Zdrojewski

Cardiovascular diseases are the main cause of death in the adult Polish population. Arterial hypertension, cigarette smoking and lipid disorders represent the most important risk factors leading to myocardial infarction and stroke. Every third adult in Poland (approximately 9

million people) suffers from hypertension, another 9 million people have high normal blood pressure. Representative studies conducted during transition into market economy in Poland between 1994 and 2002 (NATPOL Projects) showed that in 2002 the number of adults in Poland who did know their own blood pressure decreased by 3.5 million compared to 1994. The highest reduction was observed in small towns and in the countryside, as well as among lower educated people. Preventive programmes should therefore be addressed mainly to those most vulnerable communities.

Raising social awareness concerning necessity for blood pressure measurement and healthy lifestyle is an important part of the fight against hypertension. Using modern social marketing methods may play a crucial role in shaping a healthy lifestyle and making the community aware of health risks. We wanted to check whether implementation of marketing techniques for the increasing of awareness of blood pressure and creation of a healthy attitude may be profitable in small-town and rural communi-

continued on page 2

WHL News

Report from the WHL Regional Meeting in Cairo, Egypt, on April 6, 2005

This was the second WHL regional meeting to be held in Egypt. The meeting was organized jointly with the Egyptian Hypertension Society. There were representatives from Middle Eastern and North African hypertension societies.

In the morning sessions, there were discussions of the problem of obesity in the region, policies to combat hypertension in the community, guidelines for hypertension control in developing countries and approaches to achieve better control of blood pressure.

Dr. Claude Lenfant discussed the important topic of how to prevent the development of hypertension. **Dr. M. Mohsen Ibrahim** discussed hypertension guidelines for developing countries. **Dr. Hussien H. Rizk** of Egypt discussed why hypertension is poorly controlled in most countries and how to bridge the gap between knowledge and patient care. **George Fodor** gave a plenary lecture about hypertension and obesity in Canada. Management of hypertension in Nigeria and impediments to effective control of hypertension were discussed by **Dr. Basden J.C. Onwubere**. In the after-

continued on page 3

Contents	Page
– Editorial	
Results of the Polish Four Cities Project	1
– WHL News	1
WHL Regional Meeting in Cairo	1
ESH Satellite Symposium in Krakow	3
– People	4
– Calendar	4

Editorial continued

ties, where traditional medical screening interventions carry little effect. Such optimisation of preventive interventions and the attempt to level out disproportions in health status are in line with the assumptions contained in the latest EU documents – *Heart Plan for Europe* and *Healthy Heart*.

The aims of the **Polish Four-Cities Project** were: (i) to increase awareness of blood pressure in the general population; (ii) to increase awareness and efficacy of treating hypertension; (iii) to develop the most effective methods of improvements among inhabitants of rural areas and small towns; (iv) to compare standard medical interventions to an approach combined with social marketing methods; and (v) to assess the effectiveness of intensive education across the health service structures.

The project was conducted in the city of Łódź and three small towns. In one of the small towns medical intervention via social marketing was introduced. (Fig. 1).

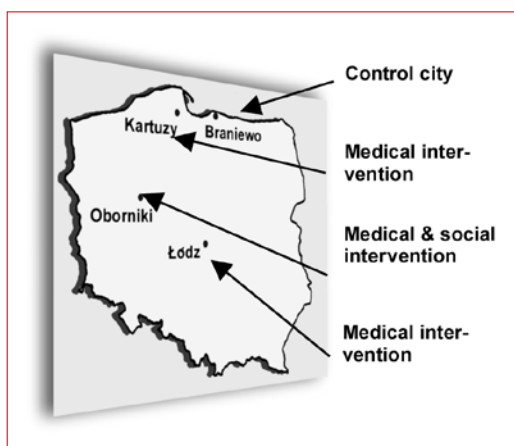


Figure 1: The Polish 4 Cities Project

The program was worked out by well trained specialists in sociology and social psychology (Fig.2). It consisted of several months of intensive education and information campaign by local newspapers, radio and TV. The top event of the media campaign was a special one-day music and fest event organized in the town market square, featuring comedy shows, contests with valuable awards and a music show by popular Polish pop-stars.

Results: The routine medical screening interventions increased only slightly and non-significantly the awareness of blood pressure values.

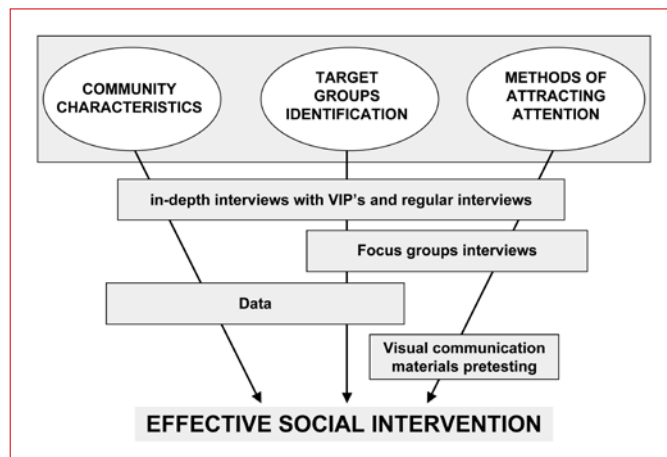


Figure 2: Formative Social Research Project

In contrast, the social marketing activities significantly increased the awareness of one's blood pressure from 61,5% to 79,8% ($p < 0.01$). The most spectacular decrease of non-diagnosed hypertension from 50% to 27% was observed where the combined intervention was conducted (Fig. 3).

Conclusions: Medical intervention supported by a social marketing campaign led to a much greater improvement in self-awareness of blood pressure values among residents of small towns than only medical screening intervention alone. Medical intervention combined with community intervention in countries like Poland (large within country differences) brings the detection of hypertension in small towns up to the level observed in large cities. Medical intervention, especially when combined with social marketing methods and intensive training of the medical personal, improves the efficacy of the treatment of hypertension. In addition, the social marketing intervention appeared to be cost-effective.

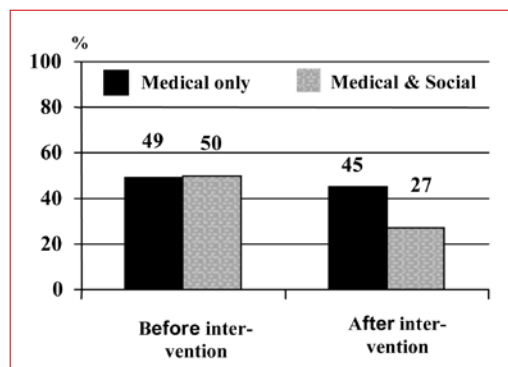


Figure 3: Proportion of non-diagnosed hypertensives (%) in the town with medical intervention only (■), and in the town with medical & social intervention (▒).

The results and conclusions of the **Polish Four-Cities Project** served as a basis for preparation of the **Polish 400 Cities Project** introduced in Poland in 2004, which is now the largest national interventional program in CVD prevention being run in Europe.

Tomasz Zdrojewski, M.D., Ph.D.
Center for CVD Prevention
Dept. Hypertension and Diabetology
Medical University in Gdansk
ul. Debinki 7
80-211 Gdansk, Poland

Phone/Fax: (+48-58) 349 25 38
E-mail: tzdroj@amg.gda.pl

For more results and further details, please refer to T. Zdrojewski, J. Głuszek, A. Posadzy-Malaczynska et al., *Kardiol. Pol.* 2004;61(12):546–55 (in English). ■

WHL Regional Meeting Cairo continued

noon, the results of a physician knowledge survey conducted in five Middle Eastern countries were presented.

The final session was a panel discussion between representatives from Lebanon, Egypt, Tunisia, Morocco, Emirates, Nigeria and Canada. The objective was to find ways to promote cooperation among leagues and societies for control of hypertension and obesity, and ways to bridge the gap between knowing and doing. Areas of mutual interests were discussed with the possibility of a multinational program.



M. Mohsen Ibrahim, MD
President of the Egyptian Hypertension Society
President of the Pan Arab Hypertension Society
1 El-Diwan St.
Garden City
Cairo 11519
Egypt
Phone (+20-2) 794 8877
Fax: (+20-2) 794 8879
E-mail: ehs@link.net ■

WHL News continued

ESH Satellite Symposium in Poland

The Satellite Symposium to the 15th Meeting of the **European Society of Hypertension (ESH)** “Prevention of Arterial Hypertension” was held as scheduled on June 11th, 2005, in Krakow, Poland. It was organized by the I. Cardiac Department of the Jagiellonian University Medical College with Prof. K. Kawecka-Jaszcz as the Chairman of the Organizing Committee.



(From left to right) Alun Evans, Tomasz Zdrojewski, Vilnis Dzerve, Krzysztof Narkiewicz, Aulikki Nissinen, Peter Jonas, Andrzej Rynkiewicz, Renata Cifkova, Kalina Kawecka-Jaszcz, Andrzej Januszewicz, Rok Accetto, Danuta Czarnecka

There were eight invited speakers who gave talks of 15–20 minutes to an audience of about 250 participants. The panel session, in which representatives of various countries in Europe presented national experiences in prevention of arterial hypertension provided an inspiration for closer cooperation between the old and new Member States. Arterial hypertension is not only more frequent in Central and Eastern Europe, but also its control is poorer than in Western countries. The meeting was an occasion to exchange views in order to improve the epidemiological and health situation in the new member states and better implement the European standards of hypertension diagnosis and management.

Prof. Kalina Kawecka-Jaszcz
Jagiellonian University Medical College
I Cardiac Dept., Institute of Cardiology
17 Kopernika St., 31-501 Krakow, Poland

Phone: (+48-12) 424-7300
Fax: (+48-12) 424-7320
E-mail: mckaweck@cyf-kr.edu.pl ■

People

The current chairman of the **German Hypertension League (DHL) – German Hypertension Society (DHG)** is Prof. Hermann Haller. Secretary General is Joachim Leiblein, Berliner Str. 46, 69120 Heidelberg, Germany.

Phone: (+49) 6221-411774
 Fax: (+49) 6221-402274
 E-mail: hochdruckliga@t-online.de
 Website: www.hochdruckliga.de

New e-mail address of WHL Secretary General's office in Toledo, OH, USA

The Medical College of Ohio's name changed to Medical University of Ohio and the new e-mail address is gmonhollen@meduohio.edu (see also impressum).

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:

Medical University of Ohio, Department of Medicine
 3120 Glendale Avenue, Toledo, OH 43614-5809, USA
 Phone: (+1) 419 383-6016, Fax: (+1) 419 383 5360
 E-mail: gmonhollen@meduohio.edu
 Internet: <http://www.worldhypertensionleague.org>

Board Officers:

Claude Lenfant (Gaithersburg), President
 Liu Lisheng (Beijing), Vice-President
 Peter Sleight (Oxford), Past President
 Patrick J. Mulrow (Toledo), Secretary General

Members:

J. George Fodor (Ottawa), Detlev Ganten (Berlin)
 Lawrence Beilin (Perth), Michael Alderman (New York)

Advisors to the Board:

Arun Chockalingam (Vancouver), Patient Education Project
 M. Mohsen Ibrahim (Cairo), Developing Countries
 Jörg Pötsch (Berlin), Communications

The WHL Newsletter is published bimonthly by the World Hypertension League

Anja Kroke, Editor; Erika Pisch, Editorial Assistant

Editorial Office:

Max Delbrück Center for Molecular Medicine (MDC)
 Robert-Rössle-Strasse 10, 13125 Berlin-Buch, Germany
 Phone/Fax: (+49) 30 9406-2123
 E-mail: whl@mdc-berlin.de

ISSN 1013-1639 Production and distribution:
 Georg Thieme Verlag Stuttgart New York

The WHL Newsletter is published with the support of



Calendar

WHL Regional Meeting with the Chinese Hypertension League

October 16, 2005

Beijing, China

Information: Dr. Liu Lisheng
 Cardiovascular Institute & Fu Wai Hospital
 167 Beilishi Lu, Beijing 100037, PRC
 Fax: (+86-10) 6835 1990
 E-mail: chlhypt@163bj.com

5th Genova Meeting on Hypertension, Diabetes and Renal Disease

February 23–25, 2006

Genova, Italy

Information: Ms. Barbara Rossi
 ARISTEA
 Fax: (+390) 105 531-544
 E-mail: rossi@aristea.com

Scientific Meeting of the National Heart Foundation of Australia "Cardiovascular Disease in the 21st Century: Shaping the Future"

March 23–24, 2006

Sydney, NSW, Australia

Information: Heart Foundation
 Conference 2006,
 Conference Secretariat, GPO Box 2609,
 Sydney NSW 2001, Australia
 Fax: (+61-2) 9251-3552
 E-mail: conference@heartfoundation.com.au

WHL Regional Meeting with the 10th Annual Meeting of the Egyptian Hypertension Society

April 4, 2006

Cairo, Egypt

Information: Mrs. Rehab Mohamed
 EHS Secretariat
 1 El-Diwan Street
 Garden City, Cairo, Egypt
 Fax: (+202) 794-8879
 E-mail: ehs@link.net

World Congress on Controversies in Obesity, Diabetes and Hypertension (CODHy)

May 25–28, 2006

Berlin; Germany

Information: Michal Recht
 Tel.: (+49-30) 128-400
 Fax: (+49-30) 128-138
 E-mail: codhy@codhy.com