



# 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. 109, October 2006

## WHL News

### Expression of thanks to Dr. Claude Lenfant

Dear Claude,

on behalf of the members of the WHL, we wish to express our heartfelt gratitude and appreciation for your leadership and extraordinary contributions to the League over many years. You were present at the beginning when the WHL was first founded in the early 1980's, and you remained on the WHL Executive Board in various capacities, including President for the past six years. During your Presidency, the WHL introduced several important initiatives, such as the Obesity Initiative in 2000 and World Hypertension Day in 2005. In addition, you travelled tirelessly around the world spreading the gospel of hypertension by lecturing at regional hypertension meetings and communicating with the WHL members. Those of us who worked closely with you were impressed with your dedication and commitment to the goals of the WHL: the control and prevention of hypertension.

We wish you continued success in your future endeavors.

Liu Lisheng, M.D.,  
Acting President

Detlev Ganten, M.D.,  
Past President (1990–1995)

Patrick J. Mulrow, M.D.,  
Past Secretary General

## WHL News

The 41<sup>st</sup> WHL Executive Board Meeting and the WHL Symposium will be held in conjunction with the 21<sup>st</sup> Scientific Meeting of the International Society of Hypertension from October 15–19, 2006 in Fukuoka, Japan. The preliminary program of the workshop is presented below.

### WHL Symposium

#### **“Prevention and Control of Hypertension: A focus on the programs in Asian countries”**

Sunday, October 15, 2006  
9am to 1pm

- *Community control of hypertension in China* (Liu Lisheng)
- *Population salt reduction and its possible influence on population BP during the past three decades in Japan* (Hirotugu Ueshima)
- *Family-oriented treatment of hypertension in the Philippines* (Esperanza I. Cabral)
- *Strategies on hypertension control and its consequences in Taiwan* (Yuan-The Lee)
- *Current status of hypertension and diabetes control in Korea* (Cheol Ho Kim)

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**Editorial**

**Social Marketing to Improve Public Awareness of Hypertension**



Dr. Robert Petrella

At the time when novel recommendation processes, compelling new research findings, and the efficacy of new treatment regimens have demonstrated that hypertension control is achievable and can lower rates of congestive heart failure, stroke and death, improvements in hypertension control rates have been elusive. Many health surveys, including a Canadian, observed a significant lack of awareness of hypertension and low risks of adequately controlled hypertensives. Since treatment of many chronic diseases, like hypertension, have strong behavioural components much emphasis in public health has been directed recently on changing individual behaviour by community programs; many by promoting or trying to increase awareness and knowledge of risk. However, when knowledge has been increased, this has not necessarily led to improved behaviour to achieve control among those at risk. Less understood is how improving awareness can complement knowledge needs among those at risk, in particular using audience-specific delivery strategies in multiple formats over time. Specifically, social marketing research principles have recently been shown effective in raising awareness of cardiovascular disease factors because the messages and delivery are geared to the target market.

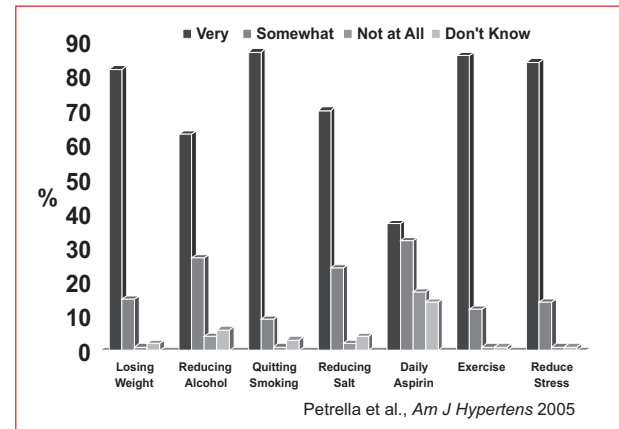
The genesis of the Canadian Coalition for High Blood Pressure Prevention and Control (now known as Blood Pressure Canada) hypertension awareness strategy was based on the poor awareness and need for knowledge that could parallel important activities to support dissemination and implementation of hypertension, diagnosis, and treatment recommendations in Canada. Blood Pressure Canada is a public interest education coalition comprised of health care professional, volunteer, and governmental organizations and corporations who aim to stimulate and promote coordinated efforts to prevent and control high blood pressure (BP) in Canada.

To determine the impact of a social marketing media campaign on public awareness of hypertension, we developed a social marketing awareness program to determine baseline awareness,

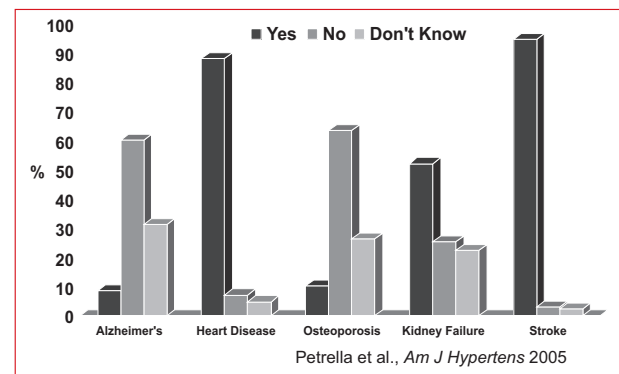
knowledge, and treatment behaviour, and then study the impact of a targeted media intervention among randomly surveyed adults at risk in two representative urban communities of over 300,000 inhabitants (one community serving as control) immediately after the one-month intervention and then six months later to determine the impact and decay of the intervention over time. A social marketing awareness strategy and mass media intervention incorporating television, radio, print, direct-to-patient, and interactive techniques was developed and implemented in the “test” city only.

A sample of 6,873 men and women, over age 35 and aware of their high BP, demonstrated a high prevalence of high BP in the general population (approximately 34% in both communities). At baseline the population had poor knowledge of their own BP and poor understanding of the diseases related to high BP (figure 1).

Although few considered high BP a health concern, they had good understanding of lifestyle interventions for high BP prevention and control (figure 2).



**Figure 1: Combined Survey Results – Knowledge of Treatment**



**Figure 2: Combined Survey Results – Knowledge of Consequences**

The media intervention was delivered over one month with a number of respondents who claimed to have high blood pressure increasing immediately after the intervention to 38% in the “test” community ( $p < 0.02$ ), whereas the number of respondents who were treated and uncontrolled decreased compared to control ( $p < 0.05$ ). There was also a significant increase in patients’ knowledge of consequences and in their perception that they were most responsible for high BP control in the “test” community ( $p < 0.005$ ). At six months, no further changes were observed in those claiming to have high BP in either city, whereas there was a decay back to baseline in those treated but controlled and those claiming responsibility for their BP control.

### Conclusions

High BP is a very prevalent condition in adults and knowledge of lifestyle options for its management is encouraging. In the short term, although our media awareness program increased the number of respondents claiming to have high BP and patient self-efficacy for BP control, this was not maintained in a longer term. We did not change knowledge of consequences or importantly, the health importance of BP control among those at risk. Hence, in addition to mass media campaigns, attention should be focused on dissemination of awareness knowledge information through medical professionals at the point of care. We believe this initiative, in parallel with professional and public recommendations for high BP prevention and control as introduced in Canada, will improve general understanding as well as overcome barriers to BP prevention and control in the community.



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For more results and further details, please refer to: Petrella, RJ, Speechley, M, Kleinstiver, P, Ruddy, T. Impact of a Social Marketing Media Campaign on Public Awareness of Hypertension. *Am J Hypert* 2005; **18**:270-275. ■

## World Hypertension Day 2006

### Activity Report from India

World Hypertension Day (WHD) was observed on May 13, 2006, by the All India Heart Foundation. The Foundation celebrates this occasion every year.



Panel discussion followed by a very interactive public session

The day began with a free blood pressure and BMI check of the patients and visitors to the out-patients wing of the Foundation’s National Heart Institute, a premier heart institute of the city of Delhi. This was carried out by a health team comprising a physician specialist, nurse, counselor and dietician. Posters illustrating the importance of treating high blood pressure ‘*to goal*’ were prominently displayed.

In the evening, a symposium was organized at the India International Centre on Hypertension where a panel of expert cardiologists from around the city addressed issues of ‘*treat to goal*’, diet, exercise and life style modifications. This was followed by a very interactive public session with the audience. Dr. S. Padmavati, president of the All India Heart Foundation, moderated both sessions. The event was well appreciated and widely acclaimed in the local dailies. The Foundation’s bimonthly newsletter ‘*Heart News*’, carried the details of the event and was circulated to all its members.

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## People

Professor Ambrose O. Isah was elected President of the **Nigerian Hypertension Society**. The address is: University of Benin Teaching Hospital, Department of Medicine, P.M.B. 1111, Benin City, Edo State, Nigeria.

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 E-mail: ambroseisah@yahoo.com

The **Swedish Society of Hypertension** elected a new board: Dr. Thomas Kahan is President and Dr. Fredrik H. Nystrom is Secretary General, University Hospital of Linköping, Department of Endocrinology and Metabolism, Faculty of Health Science, 581 85 Linköping, Sweden.

Tel. (+46-13) 227 749  
 Fax: (+46-13) 223 506  
 E-mail: fredrik.nystrom@lio.se  
 E-mail: thomas.kahan@ds.se

### 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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 Internet: <http://www.worldhypertensionleague.org>

### Board Officers:

Liu Lisheng (Beijing), Acting-President  
 Peter Sleight (Oxford), Past President  
 Arun Chockalingam (Vancouver), Secretary General

### Members:

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

### Advisors to the Board:

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 Jörg Pöttsch (Berlin), Communications

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## Calendar

### WHL Symposium

**“Prevention and Control of Hypertension: A focus on the programs in Asian countries” at the 21<sup>st</sup> Scientific Meeting of the ISH**  
 October 15, 2006

Fukuoka, Japan

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 Toledo, OH 43614-5809, USA  
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 E-mail: gmonhollen@meduohio.edu

### 15<sup>th</sup> European Congress on Obesity

April 22–25, 2007

Budapest, Hungary

*Information:* EASO, 231 NorthGower Street,  
 London NW1 2NR, UK  
 Fax: (+44-20) 7387 6033  
 Website: [www.eco2007.org](http://www.eco2007.org)

### 17<sup>th</sup> Scientific Meeting of the Inter-American Society of Hypertension

May 6–11, 2007

Miami, FL, USA

*Information:* Maggie Miller, The Hypertension and Vascular Disease Center Wake Forest University School of Medicine  
 PO Box 5097,  
 Winston Salem, NC 27157, USA  
 Fax: (+1-336) 716-6644  
 E-mail: magmille@wfubmc.edu

### 22<sup>nd</sup> Annual International Interdisciplinary Conference on Hypertension and Related Risk Factors in Ethnic Minority Populations

June 21–24, 2007

Orlando, FL, USA

*Information:* ISHIB, 100 Auburn Avenue NE Suite 401, Atlanta, GA 30303, USA  
 Fax: (+1-404) 880-0347  
 Website: [www.ishib.org/ISHIB2007](http://www.ishib.org/ISHIB2007)

### 2<sup>nd</sup> International Conference on Hypertension, Lipids, Diabetes and Stroke Prevention

March 6-8, 2008

Prague, Czech Republic

*Information:* Kenes International, 17 Rue du Cendrier, 1211 Geneva, Switzerland  
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