

WORLD HYPERTENSION DAY 2023

*Measure Your Blood Pressure
Accurately, Control It, Live Longer*

Reports on the Celebration of World
Hypertension Day 2023

WORLD HYPERTENSION DAY

May 17th 2023

*Measure Your Blood Pressure Accurately
Control it, Live Longer.*

Initiated by the World Hypertension League www.whleague.org

Congratulations and thank you to all those who participated and shared in the celebration of World Hypertension Day (WHD) held on May 17, 2023! This year, the theme promoted increasing awareness of high blood pressure and accuracy in blood pressure measurement, toward the control of hypertension related NCDs, especially in low to middle income areas. To help achieve this, WHL members and partners were encouraged to participate in WHD via blood pressure screenings, calls to actions, community events, media releases, and awareness campaigns worldwide.

Many nations provided screenings, awareness and education on lifestyle modification and dietary salt reduction to help reduce the risk for stroke, cardiovascular disease, and kidney disease in their communities, through their healthcare providers and media releases.

The WHL is certain there are many more successes from WHD too numerous to report at this time. Photographs, stories, and future plans continue to pour in.

This year's event was truly memorable, and the successes and stories have provided us with many lessons that will serve as the platform for WHD 2024. We are already looking forward to it!

[Click here](#) for more information on WHD 2023.

CAMEROON



Submitted by Olivia Mah
Tamon, Executive Director,
AWLEP

Action by Women Lawyers for the Legal Protection of Human Rights (AWLEP), a community based organization working for the protection of the rights of the vulnerable in Bamenda, Cameroon, worked in synergy with local health personnel and the Ministry of Health to raise awareness of hypertension online and physically in some communities in Bamenda, leading up to World Hypertension Day. Three main activities were organized:

Education/sensitization and distribution of flyers at Presbyterian Church Azire

On May 14, AWLEP volunteers carried out education while distributing flyers, encouraging people to get a free screening, especially persons above 40 years of age.



Distribution of flyers, free screening and counseling at Presbyterian Church Akumlam

On May 15, AWLEP members and volunteers worked with health personnel of the Akumlam Health Center to provide free screening for adults and youth in the community. Over 100 people were screened and all received counseling from the chief of the health center. Several were found to be hypertensive and a few cases were referred to the Regional Hospital in Bamenda.

Online Campaign



Flyers were shared online on AWLEP's facebook page and other social media outlets such as WhatsApp.

CANADA



Hypertension Canada celebrated WHD with social media outreach

highlighting the importance of accuracy in blood pressure measurement devices and a message from its President, Dr. Ross T. Tsuyuki, regarding concern with the inaccuracy of some home blood pressure devices. Please see article [here](#).

CUBA

Report by Dr. Jorge Luis León Alvarez and Dr. Salvador Tamayo Muñiz, National Technical Advisory Commission for the Hypertension Program

Simultaneous Blood Pressure Screening

In celebration of World Hypertension Day, numerous activities were organized by the Ministry of Public Health of Cuba and the National Technical Advisory Committee of the Hypertension Program between April 17 and May 17, under the theme "Measure your blood pressure accurately, control it, live longer".



A national blood pressure measurement campaign was carried out throughout the month of May to commemorate WHD, the national strategy for the Prevention and Control of non-communicable diseases, and the 50th anniversary of the National Technical Advisory Commission for the Hypertension Program. Health institutions around the country performed screenings of patients at risk of hypertension, by measuring blood pressure in community health centers, hospitals, recreational parks, schools, workplaces and sports centers. Health promotion activities were carried out on radio, television and in the written press in order to promote awareness and efforts to prevent, diagnose and control hypertension.

Health promotion activities were carried out in communities through educational talks, sports and recreational activities, focused on empowering the population with strategies to favorably impact the fight against hypertension through improved knowledge of the risk factors of cardiovascular diseases and prevention through lifestyle changes.



Activities were carried out in provinces and municipalities, with the central event being in the province of Villa Clara, where the Hypertension Control Program was launched in Cuba. The HEARTS initiative was extended to the 451 polyclinics in the country with 100% coverage of the population. Educational and scientific activities were carried out and targeted at family doctors, internal medicine specialists, epidemiologists, cardiologists, endocrinologists, nurses and teachers, among others, to train them in the latest information on hypertension.

EGYPT

Submitted by M. Mohsen Ibrahim, MD, President, Egyptian Hypertension Society, Prof. of Cardiology, Cairo University, and Ghada Sayed Youssef, MD, Assistant Prof. of Cardiology, Cairo University

On behalf of the board of the Egyptian Hypertension Society (EHS), we are glad to inform you that the EHS celebrated World Hypertension Day 2023 through many activities during the month of May, as follows:

- The annual scientific meeting of the Egyptian Hypertension Society on 3-4 May stressed the theme of measuring blood pressure and controlling it through workshops to nurses and pharmacists

about the best devices to use and the correct techniques of blood pressure measurement. There was also a symposium in the main hall about the best devices to measure blood pressure accurately and how to ensure device validation.



- EHS visited 5 university hospitals in 5 different governorates to educate patients and physicians about the correct way to measure blood pressure and the effect of lifestyle modification (salt restriction, weight reduction and regular exercise) on the control of blood pressure and overall health status.

- The [EHS website](#) announced that May is the month of increasing awareness of hypertension.

- The [official EHS facebook page](#) posted daily about hypertension awareness, correct blood pressure measurement and lifestyle modification in Arabic.



- The EHS website and facebook page promoted the WHL certification course on correct blood pressure measurement.

- Media coverage for all activities were publicized through electronic journals, social networks and TV shows.

EL SALVADOR

Submitted by Dra. Nancy Lizeth Góchez V. Coordinadora de Clínica de Hipertensión, Specialties Clinic of the Salvadoran Social Security Institute

OBJECTIVE: To raise awareness about the importance of measuring blood pressure accurately, carrying out optimal control, and combating risk factors.

PERFORMED ACTIVITIES



Blood Pressure Screening with the support of UES Students and Medicine Residents



Exhibition and Delivery of Educational Materials



Educational Talks

RESULTS

An estimated 200 people were served during the blood pressure screening, with detection of 21 patients with uncontrolled hypertension, 7 referred patients, 7 educational talks to patients by doctors, 70 healthy snacks delivered, 70 gifts delivered to participants, delivery of educational materials on hypertension prevention and control, and healthy eating and physical activity.



THANKS TO: The authorities of the Clinic; the HTA clinic work team: doctors, nursing staff, social workers and service assistants; UES medical students; Internal Medicine residents; Collaborating companies: Abbott, Bayer; Servier

EUROPE

European Society of Cardiology Council on Hypertension



The ESC Council on Hypertension celebrated World Hypertension League with a message

from the Chairperson Prof. Gianfranco Parati inviting all of its members to “take action to improve the detection, awareness, and control of hypertension worldwide, in particular among patients referred to their cardiology centres.” The Council organised several activities to mark World Hypertension Day 2023 in its [Member Newsletter](#), including hypertension resources, quizzes, webinars, ESC guidelines, a clinical case discussion series and a Call to Action.

INDIA

Chennai

On WHD 17th May, Dr. S.N. Narasingan gave an interview on behalf of WHL to the popular SUN TV Channel in the Tamil Language, which can be viewed at [this link](#). In addition, a total of 305 individuals were screened at his clinic.

29,250 people were screened by doctors across the country. USV Pharma took the initiative to create awareness with guidance from the Indian Society of Hypertension (InSH) and WHL.

26,000 people were screened by 3000 doctors initiated by IPCA Industry guided by InSH and WHL.

An international webinar was conducted in collaboration with InSH and WHL, with the support of USV Pharma, and moderated by Dr. Venkata S. Ram, Chief Academic Officer, Apollo Hospitals; Dean, India Campus, Macquarie University, Sydney, Australia.

Speakers:

Dr. Rajiv Gupta, President, InSH
Dr. Gianfranco Parati, President Elect, WHL
Dr. S.N.Narasingan, Vice President, WHL

Panelists:

Dr. Anuj Maheshwari, Secretary General of InSH
Dr. Narsingh Verma, Treasurer, InSH
Dr. Srinivasa Moorthy, Organising Secretary BPCON 2023

Mumbai

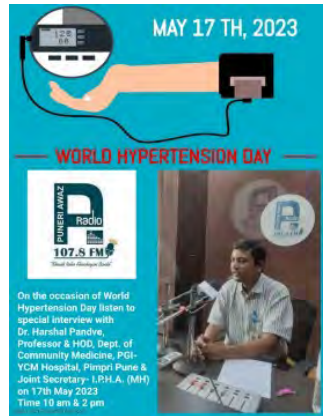
The [Global Hospital in Parel, Mumbai, India](#)



conducted a Blood Pressure checkup activity for OPD visitors and also created awareness through social media via YouTube Live, Facebook Live and Instagram.

Pune

Submitted by Dr. Harshal Pandve, MBBS, MD, Professor & Head, Dept. of Community Medicine, PCMC's Postgraduate Institute & YCM Hospital, Pimpri



On WHD the PGI-YCMH team held a hypertension screening activity, measuring blood pressure amongst officers and staff of Fire Stations under Pimpri Chinwad Municipal Corporation (PCMC), Pune, Maharashtra State, India, with 60 people screened. Dr. Harshal Pandve, Professor & HOD, Dept. of Community Medicine was invited to speak on “World Hypertension Day 2023” by Puneri Awaz 107.8 FM Community Radio.



Uttah Pradesh

Submitted by Dr. Gaurav Rajauria, Dept. of Pharmacy, Dr. Bhim Rao Ambedkar University, Agra

We organized a health awareness programme in several rural areas and conducted 270 blood Pressure Screenings during the month leading up to World Hypertension Day.



IRAQ

Submitted by Dr. Samer Yousaf, IqHS Board Member

The Iraqi Hypertension Society held an active WHD program reflecting our Society's view on the importance of this day to our patients. With the collaboration of Al-Dawlia Company, on May 18 we held an activity that included measuring blood pressure and free distribution of blood pressure devices to the residents of the Dar Al Atta'a for Elderly Residence in Baghdad, with the aim to raise awareness about high blood pressure and how to prevent it.



We held an extended activity with Acino Phamaceutical company that took place simultaneously across the country in the following nine cardiac centers and major hospitals: Ibn Al-Bitar Cardiac Center; Ibn Al-Nafis Cardiac Center;

Baghdad Cardiac Center; Iraqi Heart Center; Al-Najaf Cardiac Center; Karbala Cardiac Centre; Baquba General Hospital; Ramadi or Fallujah General Hospital; Al-Sadr General Hospital in Basra. This large campaign included educational sessions and distribution of free health brochures.

Last and not least was a marathon supported by Mylan Pharmaceuticals, including an educational session to raise awareness about the importance of exercising and following a healthy lifestyle.



ITALY

For World Hypertension Day, Dr. Giafranco Parati, Hon. Professor of Cardiovascular Medicine, University of Milano-Bicocca and WHL President-Elect, organized a free BP clinic open to the public for the whole day at San Luca Hospital, Italian Auxology Institute, in Milan.



MALI

As part of WHD, the **Association Tension-Ton** in Mali held a voluntary BP screening in the District of Bamako, from May 11-16, 2023. On May 17 we held a celebration ceremony under the chairmanship of the Minister of Health and Social Development.



NIGERIA

Success Story: World Hypertension Day 2023

Submitted by Dr. Abisoye Oyeyemi, Coordinator, CHERISH



World Hypertension Day was commemorated in some parishes of The Redeemed Christian Church of God (RCCG) in Region 27 under the umbrella of CHERISH (Church Electing and Rising for Health). The first Sunday of every month is designated as Health Sunday in the Region, with the May edition dedicated to hypertension awareness creation.

Activities carried out included a presentation about hypertension and its control and screening for the disease done at the headquarters of Bayelsa Province 1, one of the five provinces in

the Region. We regularly carry out screening for hypertension and diabetes at the headquarters.



Blood Pressure Check



BMI Check

PAKISTAN

Submitted by Prof. Mohammad Ishaq, Past President & current Patron, Pakistan Hypertension League



World Hypertension Day was observed throughout Pakistan with great enthusiasm by the PHL through its regional chapters. On this occasion a variety of activities were held including

public awareness campaigns, media interactions, screening camps, seminars, talks & walks. At several places besides BP recordings, blood sugar, cholesterol & body weight were also checked.



The main gathering took place at Hyderabad under the chair of the President of PHL. I wish to complement all the PHL chapters and the Council and members of the PHL for their dedication and hard work for the cause of BP control in Pakistan.



PHILIPPINES

The Philippine Society of Hypertension (PSH), together with the International Society of Hypertension (ISH) and the World Hypertension League (WHL), once again embarked on a three-month blood pressure measurement awareness campaign between May 1, 2023 to July 31, 2023, as part of MMM23.

The campaign is also in line with Presidential Proclamation No. 1761, issued on May 1, 2009 by then President Gloria Macapagal-Arroyo, declaring May of each year as National Hypertension Awareness Month, enjoining government organizations such as the DOH and DSWD to be major collaborators in implementing BP awareness and control programs.

This year's goal is to screen at least half a million adult Filipinos (aged 18 years and older) in at least 500 sites throughout the country, with volunteers (doctors, nurses, health personnel) who are trained to take the BP using manual aneroid as well as automated digital devices.

These yearly BP screening campaigns will hopefully inspire participating countries to continue with a sustained, year-long BP measurement campaign to increase awareness. With a sustained BP awareness program, we hope to increase hypertension treatment and control rates in our country.

In this light, the PSH held the KICK-OFF CEREMONIES of MMM23 on May 17, 2023, Thursday as a face-to-face event.

PORTUGAL

Submitted by Heloisa Ribeiro, Medical Coordinator of Hypertension Consultation at Centro Hospitalar de Entre Douro e Vouga

We were able to celebrate World Hypertension Day in Centro Hospitalar de Entre o Douro e Vouga (Santa Maria da Feira, Portugal), and share with you some photos of our initiative below.



THAILAND

Submitted by Sirisawat Kunanon, MD, Division of Hypertension, Dept of Medicine, Faculty of Medicine Siriraj Hospital, Mahidol University, Bangkok

The Thai Hypertension Society together with Division of Non-Communicable Diseases, Department of Disease Control, Ministry of Public Health organized a seminar on World Hypertension Day on 17 May via Facebook Live on the topic "Measure Your Blood Pressure Accurately, Control it, Live Longer". It was a discussion on general knowledge about hypertension, patient's experiences regarding self-care when having high blood pressure, and Q&A sessions.

We also organized a video clip contest which had a total of 61 clips submitted.



UNITED STATES

American Heart Association



American Heart Association

The American Heart Association (AHA) celebrated World Hypertension day by posting a video ['Check In & Check](#)

[Up'](#) on the AHA website, focusing on how local communities are addressing hypertension with help from the American Heart Association and the National Hypertension Control Initiative, or NHCI.