



WORLD HYPERTENSION LEAGUE

A Division of the *International Society of Hypertension*
In Official Relations with *World Health Organization*

World Hypertension Day Notice – 2014

Increased blood pressure is the leading risk for death and disability globally as highlighted in the recent global burden of disease study and emphasized by the World Health Organization at World Health Day (1). One of the major barriers to effective control of hypertension is simply that people are not aware their blood pressure is high. Yet simple affordable steps to incorporate routine blood pressure assessment into community programs and workplaces as well as all health care settings could play a major role.

World Hypertension Day, annually celebrated on May 17th, provides an opportunity to emphasize opportunities to improve prevention and control of hypertension. In 2014, the World Hypertension League (WHL) will initiate the celebrations on Friday May 16th by announcing results of its 2013-2014 campaign to assist national hypertension organizations in developing wide spread screening programs to identify those with hypertension. The Campaign 'Know your blood pressure' will be repeated annually for the next 5 years to facilitate the development of programs to screen for hypertension.

All National hypertension, cardiovascular and public health organizations are invited to participate and to submit the results of blood pressure screening programs to the WHL by April 2, 2014. The total number of people screened globally and by each participating country will be announced May 16th.

National and regional organizations interested in participating can contact Dr Arun Chockalingam Secretary General of the World Hypertension League at whlsec@sfu.ca for details of the program. All WHL associated screening programs will need to ensure those being assessed are aware of their blood pressure and its' meaning and to link those with high readings to clinical care for further assessment. Those countries with the greatest successes will be invited to share their experiences with other national organizations through the WHL.

The WHL has a work group to assist in the development of blood pressure screening programs in lower resource settings that will report in 2014

Yours sincerely,

Norman Campbell
President

Daniel Lackland
President Elect

Liu Lisheng
Past President

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Secretary General

Reference List

(1) Seattle W12. Institute for Health Metrics and Evaluation. Global Burden of Disease Arrow Diagram. Electronic Citation [2013 [cited 2013 Sept. 10]; Available from:
URL:<http://www.healthmetricsandevaluation.org/gbd/visualizations/gbd-arrow-diagram>

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