

CAMPAIGN ESSENTIALS

World Health Day 2013



Control your blood pressure



World Health
Organization

© World Health Organization 2013. All rights reserved.

Document number: WHO/DCO/WHD/2013.1

This document is intended to support individuals and organizations involved in developing materials and in planning and conducting events to mark World Health Day 2013.

The material in the document may be reproduced, adapted, translated and otherwise used in relation to publications and events related to World Health Day 2013. The text "World Health Day 2013" may be used in connection with your World Health Day publications and events. The WHO logo shall not be used in World Health Day publications and materials developed by individuals or organisations, without prior written permission from WHO. The document and the materials referred to therein may not be used with commercial logos or otherwise in connection with the promotion of specific commercial companies or products.

The design and content of this document are intellectual property of the World Health Organization and should be used solely to identify events and materials related to World Health Day 2013. The design and materials may not be reproduced for the purpose of self-promotion or obtaining any commercial or personal financial gain, nor may they be utilized in any manner that implies WHO's endorsement of the activities or products of a commercial enterprise.

All reasonable precautions have been taken by the World Health Organization to verify the information contained in this document. However, the document is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the design and materials lies with the reader. In no event shall the World Health Organization be liable for damages arising from its use.

Layout: Services Concept, Switzerland

Design of posters: MEO design – communication – web, Switzerland

Any queries regarding this document should be addressed to: communications@who.int

This toolkit is available electronically and can be found at:
<http://www.who.int/campaigns/world-health-day/2013/en/index.html>

CAMPAIGN ESSENTIALS

World Health Day 2013



Control your blood pressure



World Health
Organization

World Health Day 2013

Table of contents

Campaign at a glance.....	6
Public health context.....	6
Overall goal.....	7
Objectives.....	7
Target audiences.....	8
Slogan.....	8
Campaign materials.....	8
Key messages.....	10
Facts and figures.....	11
Get involved.....	11
WHO contacts.....	13

Campaign at a glance

Every year, the World Health Organization selects a priority area of global public health concern as the theme for World Health Day.

The theme for World Health Day 2013 is controlling high blood pressure, a condition which affects more than one in three adults worldwide. For millions of people, high blood pressure will lead to fatal heart attacks, debilitating strokes, and chronic heart and kidney disease.

As the world's population ages and grows, unhealthy behaviours – an unbalanced diet, a lack of physical activity, smoking, harmful use of alcohol – together with stressful lifestyles, all increase the chances of developing high blood pressure. All regions of the world are affected.

High blood pressure is both preventable and treatable. Increasing public awareness is key, as is access to early detection. Countries need systems and services in place to support healthy lifestyles. Access to medicines of good quality, which are effective and inexpensive, is also vital, particularly at primary care level.

This year's campaign provides an opportunity to focus attention on the prevention and control of high blood pressure, as a means of reducing the number of people affected, both now and in the future, by cardiovascular disease.

World Health Day is WHO's birthday. It is celebrated on 7 April to mark the anniversary of the founding of WHO in 1948. Each year a theme is selected highlighting a priority area of public health concern in the world.

Public health context

Cardiovascular diseases are the number one cause of death globally. They account for approximately 17 million deaths in the world each year.

Complications of high blood pressure, also called hypertension or raised blood pressure, account for more than nine million of these deaths, including about half of all deaths from heart disease and stroke. More than one in three adults worldwide has high blood pressure, with the proportion going up to one in two for people aged 50 and above. The number of people with high blood pressure rose from 600 million in 1980 to 1 billion in 2008.

Behind the statistics is a silent killer that can affect anyone; people often have no symptoms, and many are not even aware of their high blood pressure and the associated health risks. The result is that many go undiagnosed.

Many who *are* diagnosed do not have access to treatment, or their conditions are poorly controlled. Self-care – meaning actions or behaviours each person can take in his or her daily life – also plays an important role.

There is a social cost to this problem too. In some countries, money spent on cardiovascular diseases alone can be one fifth of the total health expenditure. Yet, millions of people forgo seeking care for high blood pressure in the early stages because they cannot afford it. The results are devastating for both families

and health systems: early death, disability, personal and household disruption, loss of income, a diminished workforce, and medical care expenditures take their toll on families, communities and national health budgets.

Early detection and treatment are key, along with public policies and primary health-care services that educate and support people to prevent them from developing high blood pressure, and help those who do have high blood pressure to manage it effectively.

Addressing high blood pressure must be part of a larger effort to combat noncommunicable diseases at the primary care level.

Overall goal

The overall goal of this World Health Day campaign is to reduce heart attacks and strokes.

Objectives

Specific objectives of the campaign are:

- to raise awareness of the causes and consequences of high blood pressure;
- to provide information on how to prevent high blood pressure and related complications;
- to encourage adults to check their blood pressure and to follow the advice of health-care professionals;
- to encourage self-care to prevent high blood pressure;
- to make blood pressure measurement affordable to all;
- to incite national and local authorities to create enabling environments for healthy behaviours.

What is blood pressure?

Blood pressure is the force of blood against the inside of blood vessels. It is created by the pumping of the heart.

Blood pressure is measured in millimetres of mercury (mm Hg) and is recorded as two numbers usually written one above the other. The upper number is the *systolic blood pressure*, the highest pressure in blood vessels when the heartbeats. The lower number is the *diastolic blood pressure*, the lowest pressure in blood vessels in between heartbeats when the heart relaxes. Normal adult blood pressure is defined as a systolic blood pressure of 120 mm Hg and a diastolic blood pressure of 80 mm Hg. (Some physicians express this as "12 over 8", rather than "120 over 80".)

Normal levels of both systolic and diastolic blood pressure are particularly important for the efficient function of vital organs, such as the heart, brain and kidney, and for overall health and wellbeing.

Target audiences

We encourage individuals and organizations working at international, regional, national, and community levels, in the public and private sectors and civil society, to coordinate and engage in activities for World Health Day.

Slogan

Suggested slogans for use in World Health Day campaigns are:

Blood pressure – take control

Control your blood pressure, control your life

Campaign materials

Our campaign web site is: <http://www.who.int/control-blood-pressure>

Materials accessible on the site include:

- Posters
- Blood pressure data by country
- Technical resources on cardiovascular diseases
- Links to regional materials
- Photos for download

Posters



under PRESSURE ?

Cut your risk of heart attack and stroke - control your blood pressure

WORLD HEALTH DAY 2013
www.who.int/control-blood-pressure

World Health Organization

under PRESSURE ?

Cut your risk of heart attack and stroke - control your blood pressure

WORLD HEALTH DAY 2013
www.who.int/control-blood-pressure

World Health Organization

under PRESSURE ?

Cut your risk of heart attack and stroke - control your blood pressure

WORLD HEALTH DAY 2013
www.who.int/control-blood-pressure

World Health Organization

under PRESSURE ?

Cut your risk of heart attack and stroke - control your blood pressure

WORLD HEALTH DAY 2013
www.who.int/control-blood-pressure

World Health Organization

under PRESSURE ?

Cut your risk of heart attack and stroke - control your blood pressure

WORLD HEALTH DAY 2013
www.who.int/control-blood-pressure

World Health Organization

under PRESSURE ?

Cut your risk of heart attack and stroke - control your blood pressure

WORLD HEALTH DAY 2013
www.who.int/control-blood-pressure

World Health Organization

Additional materials will be available on the campaign site in the lead-up to and on World Health Day, including:

- a global brief on high blood pressure, its consequences, and how this global health problem can be addressed;
- a 30-second video.

Key messages

The problem

High blood pressure (also known as raised blood pressure or hypertension) can lead to heart attack, stroke and other serious health problems. It affects more than one in three adults and leads to more than nine million deaths worldwide every year. High blood pressure can also cause kidney failure, blindness, rupture of blood vessels and brain impairment.

Many people do not know that they have high blood pressure because it does not always cause symptoms. Even though it is easily diagnosed and treated, many people do not have access to basic health services, particularly in low- and middle-income countries.

The solution

High blood pressure is both preventable and treatable.

Controlling high blood pressure, together with other risk factors, is the main way to prevent heart attack and stroke.

The risk of developing high blood pressure can be minimized by: cutting down on salt; eating a balanced diet; avoiding harmful use of alcohol; getting regular exercise; and avoiding tobacco use.

Early detection is key; all adults should know their blood pressure.

For many people, lifestyle changes are sufficient to control blood pressure. For others, medication is required. Inexpensive medication exists, which is effective when taken as prescribed.

It is essential that detection and control of high blood pressure (measurement, health advice and treatment), are coupled with simultaneous reduction of other risk factors that cause heart attacks and strokes, such as diabetes and tobacco use. They should be core elements of primary health care in all countries, and integral to efforts to reduce the growing burden of noncommunicable diseases.

Civil society has an important role to play in helping to address high blood pressure.

Industry can contribute to the solution, for example, by reducing salt in processed food and making essential diagnostics and medicines more affordable.

Facts and figures

- More than one in three adults worldwide has high blood pressure, with the proportion going up to one in two for people aged 50 and above.
- The number of people with hypertension rose from 600 million in 1980 to 1 billion in 2008.
- Complications of high blood pressure account for more than 9 million deaths worldwide every year. This includes 51% of deaths due to strokes and 45% of deaths due to coronary heart disease.
- The prevalence of high blood pressure is highest in the African Region at 46%. The lowest prevalence is in the Americas Region at 35%. Globally, overall prevalence of high blood pressure in adults aged 25 and older was around 40% in 2008.

Get involved

There are many ways to get involved in World Health Day. Here are some ideas.

Everyone

Know your blood pressure

- Visit your doctor or local clinic to have your blood pressure measured.
- Follow the advice of your doctor or health professional.
- If necessary, take immediate steps to lower your risk of developing high blood pressure.
- Talk to close family and friends to help make them aware of how important it is to know and control your blood pressure.

Join in local activities

- Find out what activities are going on in your local area to celebrate World Health Day and join in.

Ministries of health and health authorities

- Organize special clinics to measure blood pressure and provide information on the related health risks.
- Distribute posters and leaflets about high blood pressure and its consequences to health centres, universities, colleges, and secondary schools.

Journalists

- Write articles about high blood pressure and its consequences in your country.
- Interview health experts about measures that are being taken at local/national level to reduce high blood pressure in the community.

- Profile individuals in your community who have recovered from a health setback related to high blood pressure, and are now living healthier lives.

International organizations

- Join forces to inform your constituents about the global extent of high blood pressure and its complications, and encourage country activities through your members.

Community leaders

- Host discussion groups in your community about the steps people can take to lower their risk of developing high blood pressure, and let them know what services are available.

Social media: share your experience

Join WHO in getting the word out through social media channels.



Facebook



YouTube



Google+

As we get closer to World Health Day, we will be linking to campaign materials through our Facebook page <https://www.facebook.com/WorldHealthOrganization?v=wall>, our YouTube channel <http://www.youtube.com/who> and Google+ <https://plus.google.com/+who#+who/posts>.

Let us know how you will be involved.



Twitter

Follow us on Twitter <https://twitter.com/who>. Look out for the hashtag #CutRisks. Follow our tweets and retweet those of interest to your own networks.

Mobilize action with events close to home

There is much you can do this World Health Day to generate engagement, raise awareness and stimulate action to confront the problem of high blood pressure.

For events you are organizing, keep in mind that they should:

- attract and involve your key stakeholders;
- communicate clear messages and call(s) to action;
- include a “story” or “angle” that interests media, and include spokespeople journalists can talk to.

Typically, WHO hosts a roundtable panel discussion bringing together country representatives, clinical experts, UN partner agencies and civil society to share experiences and discuss solutions.

In WHO offices across the world, we also often organize less formal activities to engage WHO staff and other partners. Examples of such activities are art displays, interactive demonstrations and concerts.

WHO contacts

Headquarters

Joel Schaefer
E-mail: communications@who.int

Regional Office for the Americas

Leticia Linn
E-mail: linnl@who.int

Regional Office for Africa

Collins Boakye-Agyemang
E-mail: boakyeagyemangc@who.int

Regional Office for the Eastern Mediterranean

Mona Yassin
E-mail: yassinm@who.int

Regional Office for Europe

Tina Kiaer
E-mail: kiaert@who.int

Regional Office for South-East Asia

Vismita Gupta-Smith
E-mail: guptasmithv@who.int

Regional Office for the Western Pacific

Timothy O'Leary
E-mail: olearyt@who.int



World Health
Organization

20, avenue Appia
CH-1211 Geneva 27

+41 22 791 21 11
www.who.int