



World Hypertension League and the Implementation of the Cardiovascular Risk Reduction Project in the Americas

Norm Campbell, Past President



World Hypertension League

Goals and Vision

Our Goals:

- Optimize prevention and control of hypertension through collaborative work with member organizations, like-minded governmental and non-governmental partner organizations, evidence based interventions, and best practices.
- Committed to helping member organizations achieve 25-80% hypertension control depending on their resources and existing conditions.

Our Vision:

- Hypertension prevention and control through joint efforts of national and regional leagues and societies and alliances with the World Health Organization (WHO), International Society of Hypertension (ISH), and other aligned organizations.

Who are we:

- A league of over 50 national hypertension related organizations

The WHL is a charitable organization comprised of national and regional hypertension societies



World Hypertension League Priorities

- Prevent hypertension and its related vascular diseases by aiding efforts to reduce dietary salt (sodium).
- Enhancing the control of hypertension by
 - Improving awareness of the diagnosis of hypertension
 - Aiding non governmental and governmental organizations to take a cost effective strategic and systematic approach to hypertension control
- Enhancing hypertension knowledge transfer between stakeholders



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Improving awareness of the diagnosis of hypertension

- World Hypertension Day (May 17th) dedicated to hypertension screening and diagnosis until 2019
- BP Screening resources for low resources settings
- Policy statement on the need to shift from manual to automated measurement of BP
- Video on how to assess BP using automated devices
- Recommendations for standardized reporting of blood pressure surveys.
- Recommendations for hypertension indicators in clinical practice.



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Aiding a cost effective strategic and systematic approach to hypertension control

- Outline of a hypertension strategic plan.
- Linking to recent strategic approaches on the website.
- 2016 fact sheet and call to action on hypertension and on dietary salt (global).
- Key messages for policy, health systems, national organizations and health care professionals.
- Sessions on strategic approaches
- Knowledge, attitudes and practices survey for health care professionals
- Needs assessment of member organizations.



World Hypertension League

Enhancing hypertension knowledge transfer

- Official office with CEO and Secretariat
- Regular Communications Newsletter
- Official journal (Journal of Clinical Hypertension)
 - Sections focusing on best practices, public health
- Website (www.Whleague.org)
- Regional offices and meetings (WHL Latin American Office is in Cordoba)
- Recognition awards
- Reconnecting with member organizations
- Board that represents major global regions
- Structured annual reports of members focusing on prevention and control.



World Hypertension League

- Provide technical assistance (Don DiPette, Marcelo Orias, Norm Campbell)
- Make WHL resources available
- Aid the knowledge transfer of global best practices
- Aid communication of the program with our newsletter and journal
- Facilitate national hypertension organization interactions



World Hypertension League Future

- Looking forward to working with the PAHO regional effort to control hypertension