



# HEARTS IN THE AMERICAS



**PAHO**



# HEARTS IN THE AMERICAS

## Hypertension: magnitude of the problem and key actions for its diagnosis and control

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**PAHO**

# Hypertension Control

Hypertension care should focus on the few things that are important for population prevention of CVD.

- Screen, diagnose, assess and intervene on associated CVD risks, treat to target, monitor and evaluate performance.

A public health approach to primary care is needed.

- Simple interventions
- Done correctly
- Systematically applied in all

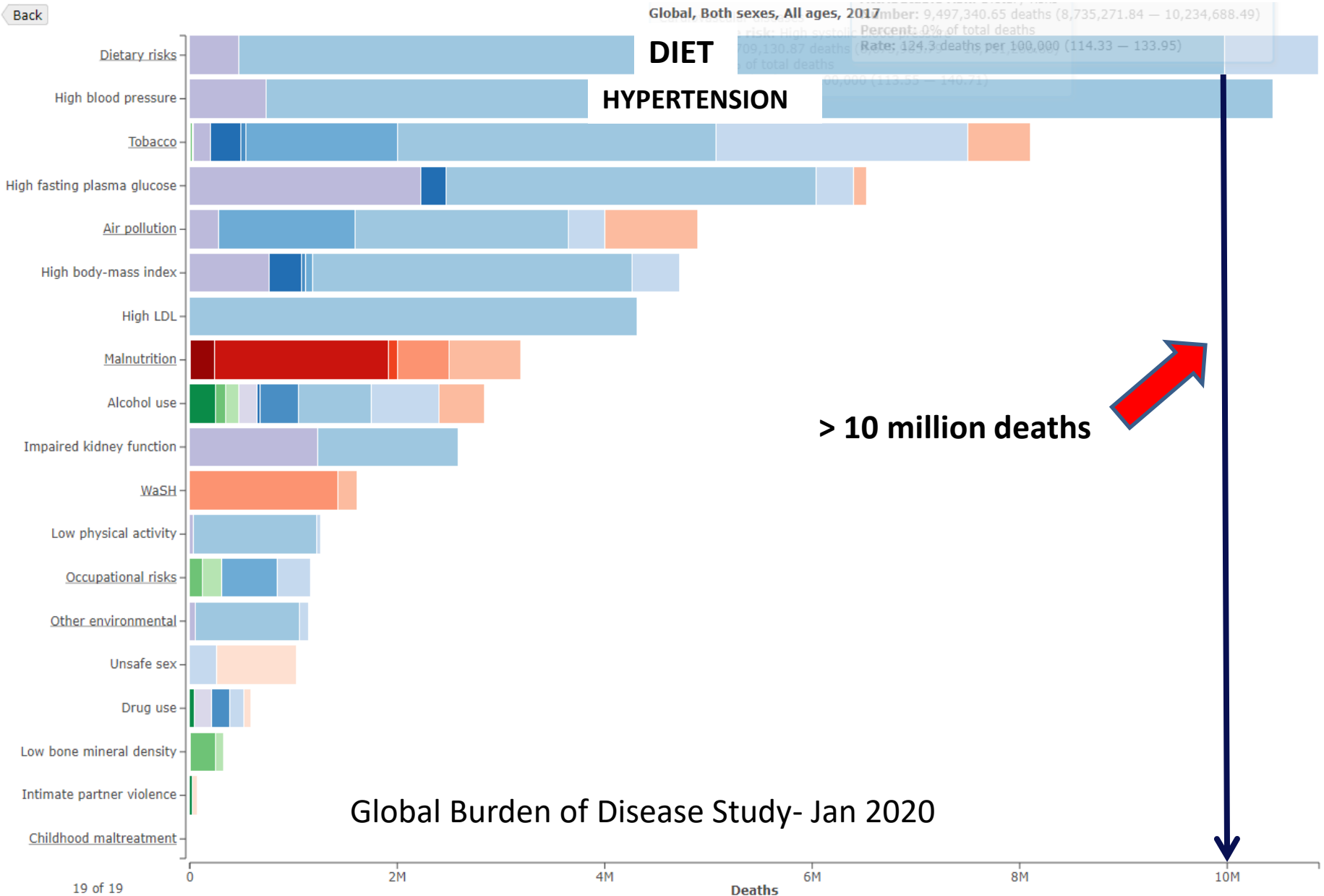
Complexity empowers specialists but is disempowering and often impossible to implement for primary care.

## Why hypertension Control is urgent and important

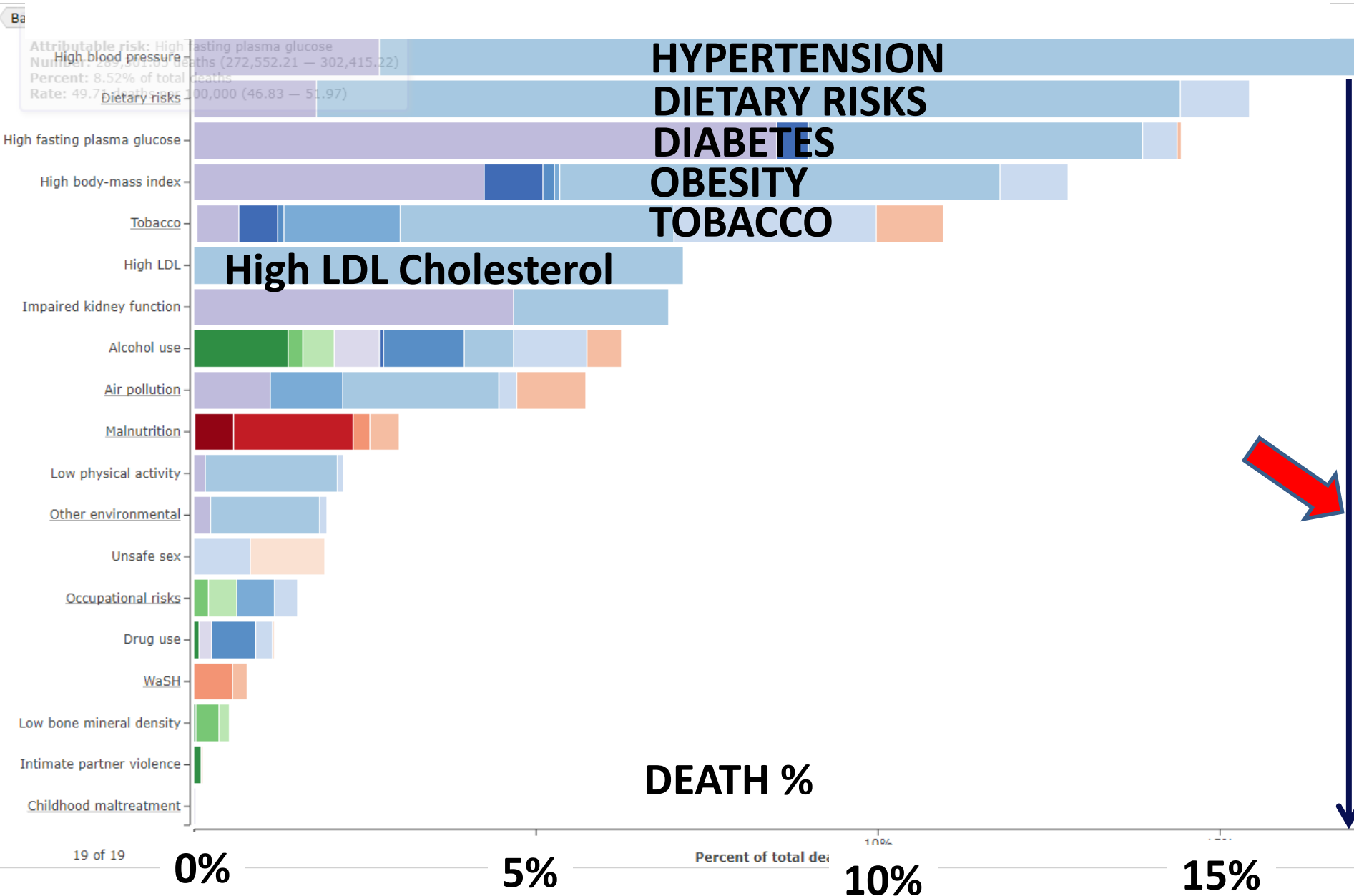
- Very high burden of disease associated with hypertension.
- Treatment will greatly reduce the disease burden.
- Treatment is, in general, highly cost effective and can be cost saving. There is a good return on investment.
- Hypertension detection, treatment and control rates are low in HIC>, MIC and > LIC.
- Very high levels of hypertension control can be achieved and are associated with marked improvements in outcomes.
- Hypertension control is now a (long overdue) major national and global priority to reduce the burden of heart disease and stroke that is viewed as a major threat to global economic development.

# GLOBAL DEATHS 2017

Back



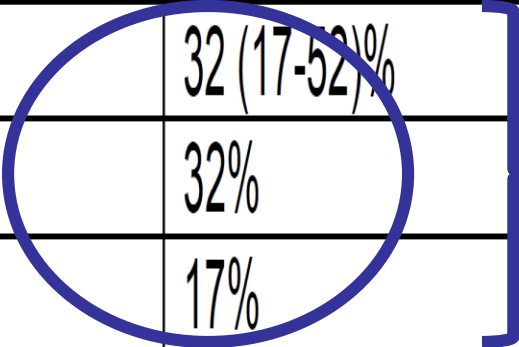
# Latin America and Caribbean DEATHS 2017



# Attributable Risk of Lifestyle to hypertension

Lifestyle-risk factor	Attributable risk
Obesity (overweight)	32 (17-52)%
High Dietary Sodium	32%
Low Dietary Potassium	17%
Western Diet	31%
Excess Alcohol Intake	3%
Lack of Physical Activity	17%

**DIET- 81%**



Committee on Public Health Priorities to Reduce and Control Hypertension in the U.S. Population, Institute of Medicine. A Population-Based Policy and Systems Change Approach to Prevent and Control Hypertension. National Academy of Sciences , 1-187. 2011. National Academies Press.

The attributable risks are country specific

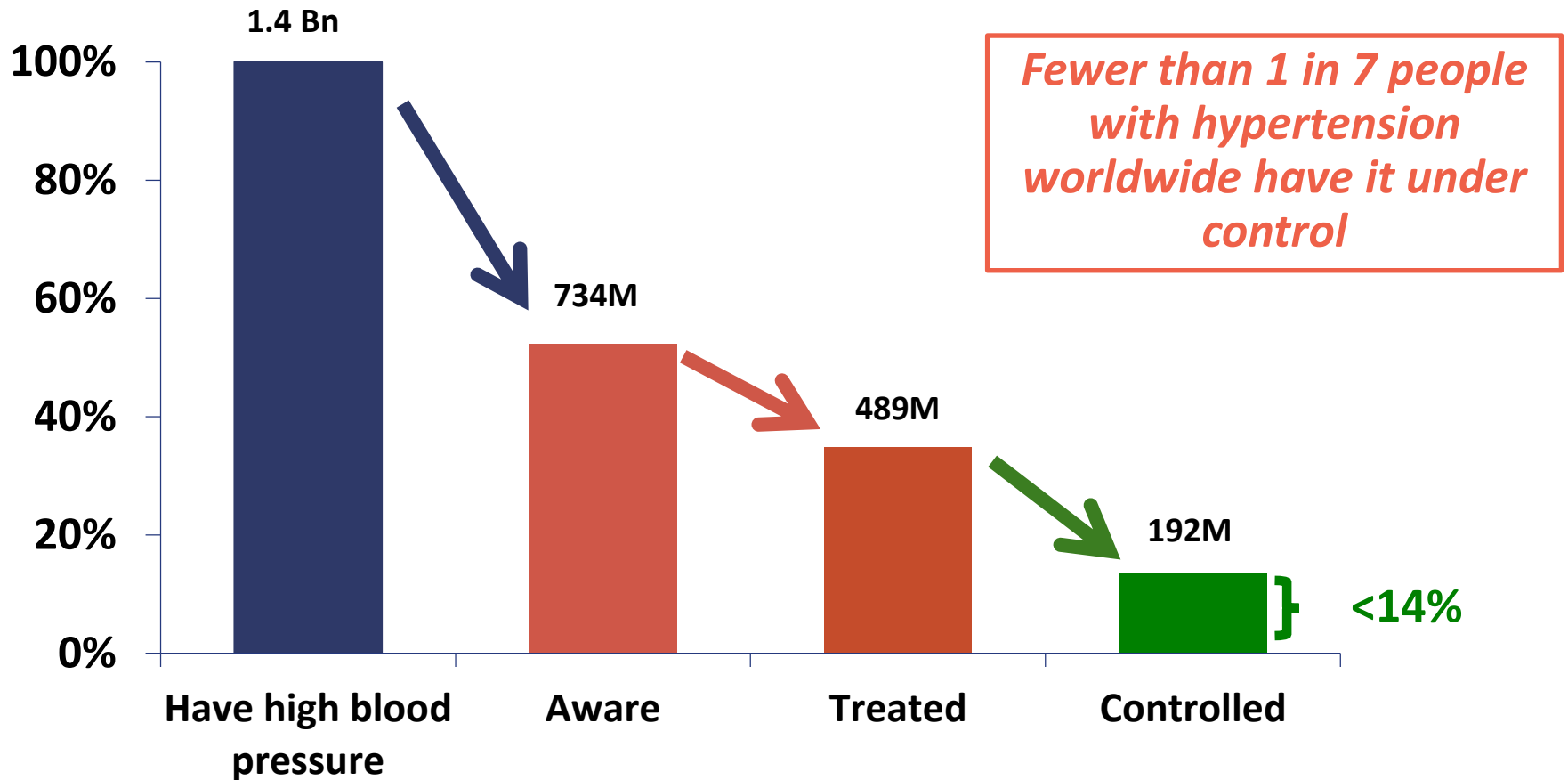
# The impact of treating hypertension on heart disease and stroke

A 10 mm Hg reduction in blood pressure (about 1 drug) reduces chances of

- Stroke 27%
- Heart failure 28%
- Coronary heart disease 17%
- Premature death 13%

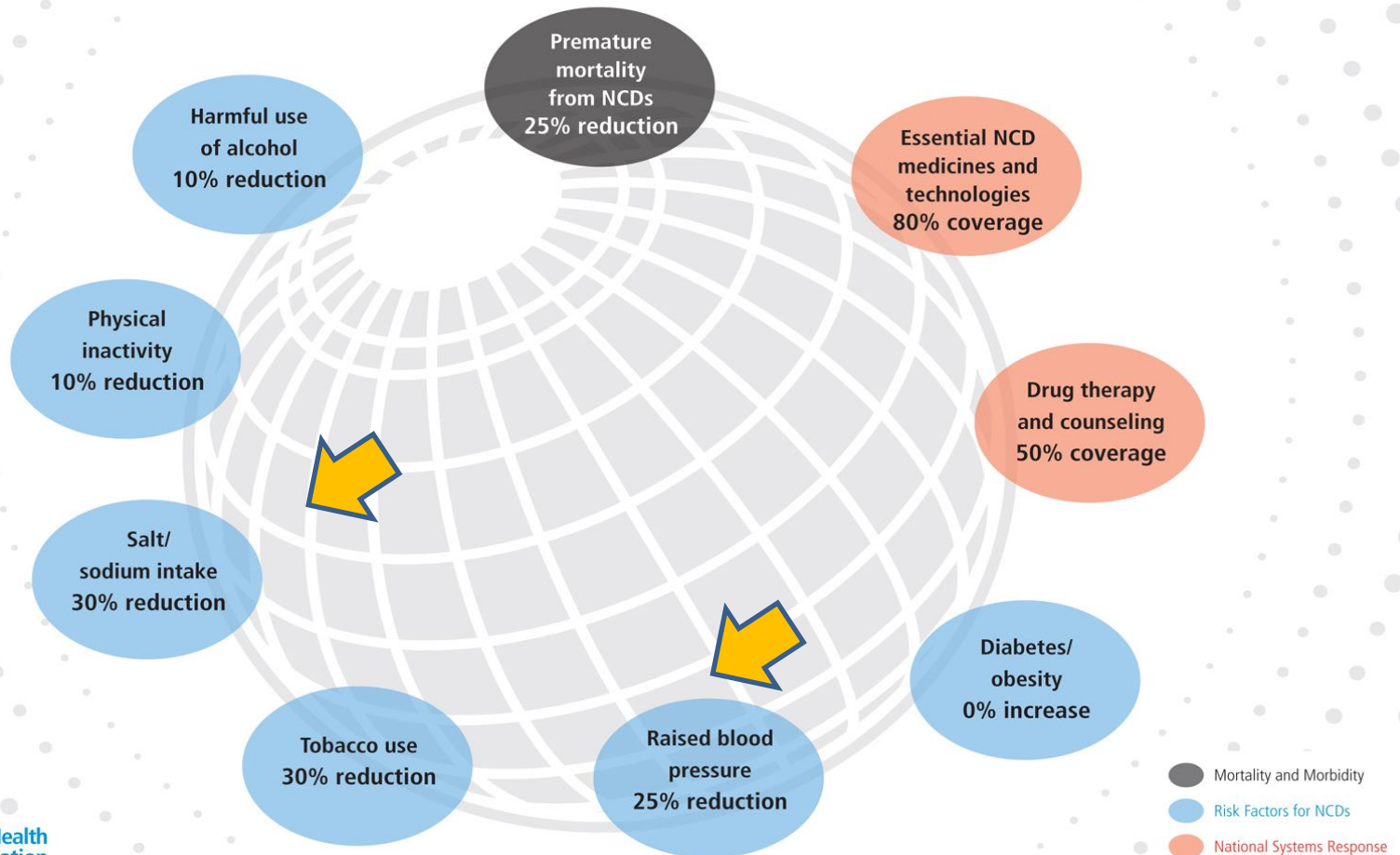


# Most People With Hypertension Globally Do Not Have It Under Control



# WHO: 9 global NCD targets for 2025

## Set of 9 voluntary global NCD targets for 2025



# GLOBAL BEST PRACTICES

- 1) HEARTS- lead by WHO
- 2) RESOLVE TO SAVE LIVES
- 3) KAISER PERMINENTE
- 4) PAHO HYPERTENSION PROGRAM (E.G. CUBA & CHILE)
- 5) YAROSLAVL RUSSIA
- 6) CANADA
- 7) Sao Paulo Call to Action

J Clin Hypertens. 2019;21:1744–1752

**Designed to be**  
**More effective**  
**More efficient**  
**More cost effective**

**What NGOs  
can do**

# WHO with Partner Organizations



## Modules

Healthy-lifestyle counselling

Evidence-based treatment protocols

Access to essential medicines and technology

Risk based charts (available soon)

Team-based care

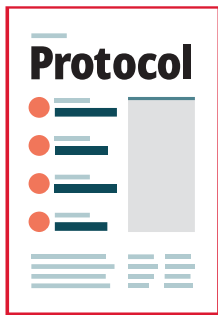
Systems for monitoring

Implementation guide

↓ Tool for the development of a consensus protocol for treatment of hypertension  
pdf, 590kb

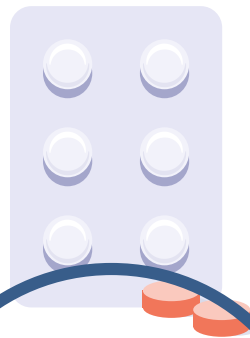


# Effective Hypertension Care As Pathfinder for PHC



### Simple, Practical Protocol

Manage other chronic conditions; improve evidence-based care; reduce costs



### Medication and Equipment Supply

Improve purchasing and supply chain management



### Team-Based Care

Applicable to wide range of chronic health conditions



### Patient-Centered Services

Improve patient support; increase access to and confidence in primary care; reduce reliance on hospital care; reduce financial and other barriers



### Information Systems

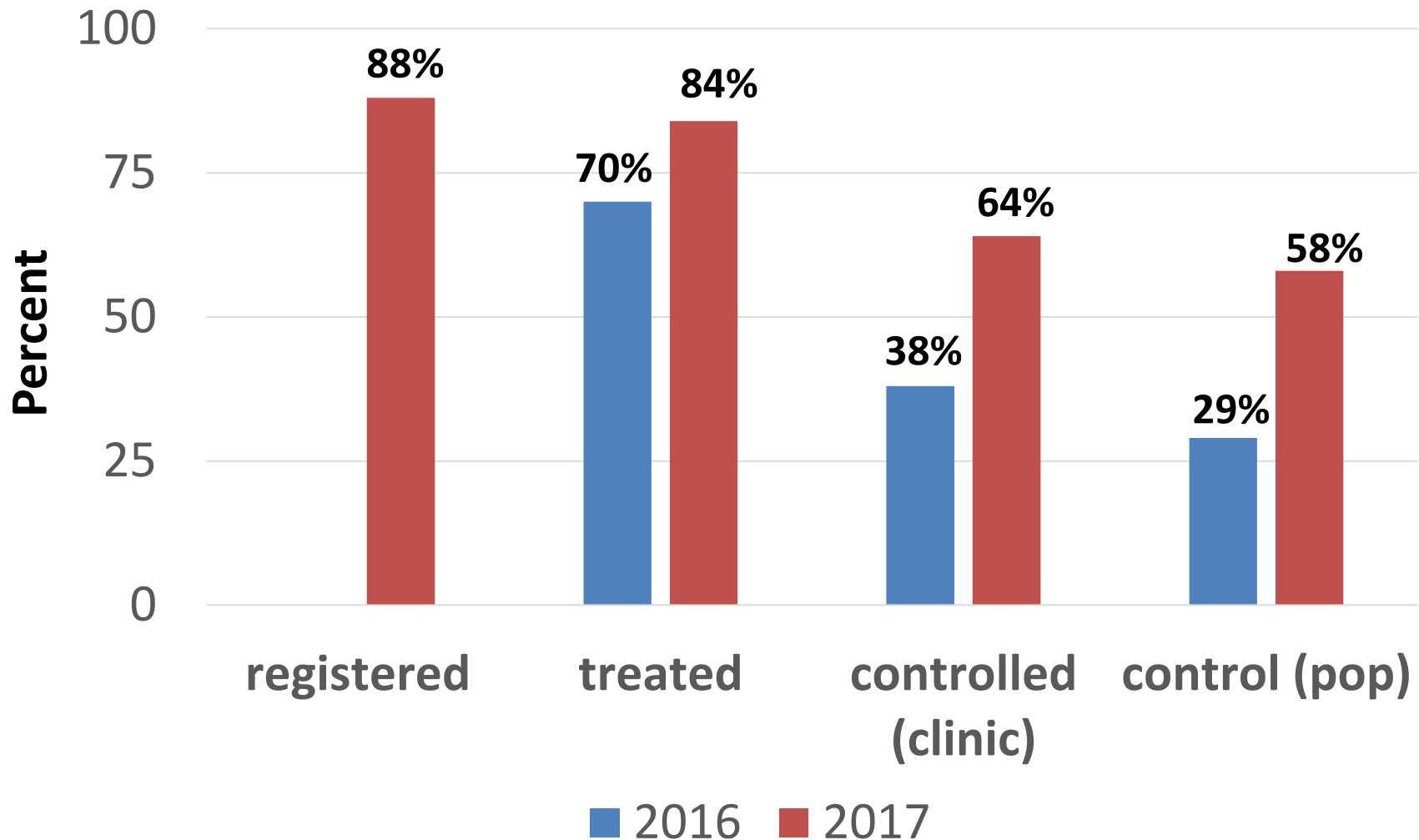
Create feedback loops applicable to other conditions; strengthen data-driven culture of accountability and quality improvement



**Accuracy validated automated manometers**

**Recently trained-certified observers**

# Successful introduction of a hypertension control pilot program in 1 year– Matanzas Cuba



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