



WHL · NEWSLETTER

News from the World Hypertension League (WHL).
A division of the International Society of Hypertension, and in official relations with the
World Health Organization.

No. 123, February / March 2009

Profile

Heart Foundation of Botswana Introduction of a new member of WHL



Prof. Kiran Bhagat

The Botswana Heart Foundation (HFB) was born as a result of growing demand by Botswana to reach out to the information provided by the Cardiac Clinic. The Cardiac Clinic has its origins in 2002. As a specialist clinic mandated by the Ministry of Health its task has been to deliver specialist skills that were previously not available in-country.

Aside from its clinical activities, the Cardiac Clinic established a mandate to raise awareness of heart disease and diabetes. The educational awareness campaign took many guises. These included forays into the four corners of Botswana with regular visits to villages around the country where talks were held with the community on heart disease, diabetes, cancer, stress and several other chronic diseases (figure 1).



Figure 1: Public talks at the exhibition

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Proper Technique for Blood Pressure Measurement with an Automatic Device – A Video Demonstration

On the WHL website a video on self-measurement of blood pressure measurement with an automated device has been posted (figure 1).

The video, that can be found in the “Patients and Public” section, is posted in two formats and can be downloaded for free. An audio of general rules for blood pressure measurement is also available.



Figure 1: Blood pressure measurement video for self-control

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Profile continued

Until that time, these issues played a low profile in the minds of the public (as a result of the HIV epidemic). In March 2008, HFB was launched, due to initial impetus from the Cardiac Clinic, following appropriate registration and legal requirements. Soon afterwards, the membership application to WHL was submitted and was approved by the WHL Executive Board effective September 19, 2008.

A Socially Conscious Organization

The HFB's principal mission is to Educate, Empower, Enable and Engage Botswana on issues of healthy living, a healthy heart and the principles of heart disease and appropriate management. HFB established several projects in its start up year which included the following:

Heart Art Competition

This competition was piloted in 2006 with only six schools participating and was also handed over to the HFB by the Cardiac Clinic. The mandate of the Heart Art Competition was to deliver (over a number of primary schools, nationwide), the concepts of healthy eating, exercising and heart disease. This competition has grown in the last three years with over 90,000 primary school children participating in the 2008 competition (figure 2)



Figure 2: Winner – Art Competition Disabled Category

The Art Competition was awarded an acknowledgement from the Botswana Postal Services and the Philately Association in 2008. One of the stamps that was selected in the 2006 competition, was recognized by the Postal Services for its creativity and design. This has now been incorporated on a National Commemorative stamp as is the first of its kind in Botswana (figure 3).



Figure 3: Heart Stamp 2008



Figure 4: Mwegi ladies-Go Red Campaign

Botswana Agricultural Marketing Board/ HFB National Recipe Competition

In its continuing efforts to raise awareness of healthy eating, the HFB teamed up with the Botswana Agricultural Marketing Board (BAMB). This involved enticing Botswana to come up with a tasty, healthy low fat, low salt and low sugar recipes put together with ingredients grown in Botswana. Over 120 recipes were submitted for a recipe competition. The collected recipes are now in the process of being put into a recipe book.

Dress Red Campaign

The leading cause of death in women worldwide is heart disease and stroke. Therefore, increasing awareness of the impact of the heart disease in women has also been a mandate of HFB, following similar campaigns worldwide. Advertorials have been issued encouraging women to educate themselves on heart disease (through press-releases) as well as photographing key opinion leaders in the country in “red dresses” to mark their support of this movement (figure 4). This has resulted in growing awareness in women on the need to test themselves and to ensure the health of their heart.

Heart Foundation Magazine

In order to reach out to a greater number of people, the Heart Foundation has established various corridors and outlets to release healthy heart information. One of these has been the establishment of a Heart Foundation Magazine – “*HFB lifestyle*”.

This magazine presents an exciting mix of topics which appeal to people of all walks of life the public encouraging lifestyle changes.

Other activities

Various activities are underway to reach out to more people nationwide. These include a road show, multimedia presentations, wellness events, and the development of a website. In addition, HFB remains keen on establishing Botswana as a key nation in commemorating internationally important events, including *World Hypertension Day*, *World Heart Day* and *World Diabetes Day*.

Challenges for the Heart Foundation in 2009

With the mind of the public, patient and practitioners still (understandably) firmly focused on HIV, the HFB sees the need for a greater and growing effort to push the agenda of heart disease and diabetes onto the map of Botswana's health radar. This challenge will be met by greater efforts from the HFB.

Engagement of the Ministry of Health, international organizations such as the WHL, WHO, WHF, AHA, UNICEF and the British Heart Foundation will assist in these challenges being met in 2009.

Research

Another key issue will be to establish firm research on heart disease in Botswana. HFB will establish strong relationships with other research organizations worldwide in its attempt to establish Botswana as a research base to begin systematic and forward thinking studies in a manner that will gauge the "burden of heart disease" (and diabetes) in Botswana and in the region. The HFB together with APSA (a major diabetic educational program), has been fortunate in receiving a major grant from the World Diabetic Federation to establish a major nationwide diabetic educational program with the support of a research organisation based in Mauritius.

In January 2009, the HFB was part of a major symposium in discussing the causes and determinants of cardiovascular disease in Botswana and assist in establishing the largest bioresource for cardiovascular research in Botswana. This will be known as *Botswana Pelo Study* and will be in collaboration with the University of Aberdeen.

Conclusion

Overall, 2008 was a busy year in establishing the Foundation's name in the public. It targeted young and old with its commitment to education on heart disease and its interrelated conditions.

2009 will see even greater efforts to pursue and grow their initiatives, which will only be possible with generous sponsorship from members of the public as well as local and international organizations.



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WASH

World Salt Awareness Week initiated by the World Action on Salt and Health (WASH), focusing on 'Salt and Eating out'. During the week of **February 2–8, 2009**.

Contact: Ms. Katharine Jenner
Phone: (+44-20) 8725 2409
Website: <http://www.worldactiononsalt.com> ■



WKD

World Kidney Day (WKD), jointly hosted by the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF), **March 12, 2009**, with the message: 'Keep the pressure down'.

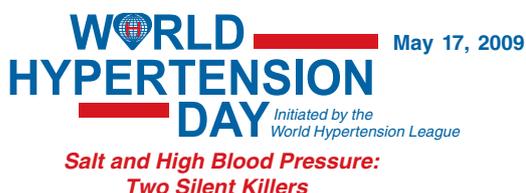
Contact: Ms. Kristina T'Seyen
Phone: (+32-2) 789-2338
Website: <http://www.worldkidneyday.org> ■



People

The e-mail address of **Dr. Alfredo Dueñas**, member of the WHL Board, is:
E-mail: prevcad@infomed.sld.cu ■

WHD 2009



For further details, please contact our website at www.worldhypertensionleague.org

Electronic Newsletter Delivery



<http://www.worldhypertensionleague.org>

Impressum

The objectives of the WHL are to promote the detection, control and prevention of arterial hypertension in populations. The World Hypertension League (WHL) is a federation of leagues, societies and other national bodies devoted to this goal. Individual membership is not possible. The WHL is a division of the International Society of Hypertension (ISH), and is in official relations with the World Health Organization (WHO).

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Calendar

6th Mediterranean Meeting on Hypertension and Atherosclerosis

March 24–28, 2009

Belek – Antalya, Turkey

Information: Prof. Dr. Serap Erdine

E-mail: eserdine@superonline.com

Website: <http://www.medhyp.org>

11th National Congress of the Turkish Society of Hypertension and Renal Diseases

May 13–17, 2009

Antalya, Turkey

Information: TSHRD, Dr. Ülver Dericci

E-mail: ulver@gazi.edu.tr

Website: <http://www.turkhipertansiyon.org>

16th Argentinian Congress of Hypertension

May 14–16, 2009

La Plata, Argentina

Information: SAHA,

Dr. Ernesto Alajandro Aiello

E-mail: saha2009@med.unlp.edu.ar

Website: <http://www.saha.org.ar>

19th Congress of the European Society of Hypertension

June 12–16, 2009

Milan, Italy

Information: AIM Group – AIM Congress

Via Flaminia, 1068

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E-mail: esh2009@aimgroup.it

Artery 9

September 10–12, 2009

Cambridge, UK

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25th Anniversary of the WHL & 20th Anniversary of the CHL World Hypertension Congress 2009

October 30 – November 1, 2009

Beijing, China

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