

From INDIA

Report by Dr S N NARASINGAN., President , Indian Society of Hypertension & Board Member, World Hypertension League

I am very much delighted to submit the report of Activities performed during World Hypertension Day on May 17th 2021. Only few members contributed the information required due to worsening Pandemic situation in India. I have collected the data and another member of InSH (Indian Society of Hypertension) Dr Joozer Rangwala sent me the data collected. The overall response was 311 Patients and relatives . Dr Narasingh Verma, Honorary Secretary of InSH and Dr. Anuj Maheswari, Academic Co-ordinator were able to furnish the data of 60 patients and their relatives . The Blood Pressure was measured using all criteria including 3 Readings.

Kindly see the attached file.

Please find attached the responses in excel format.

Below is the link to view data in the drive

<https://docs.google.com/spreadsheets/d/1Jyg3CYZTqyIX0To3rHKrGH6d1JSLc8WslkqbPXFyLwY/edit?usp=sharing>)

Also below is the link to see the data presented in graphical format

https://docs.google.com/forms/d/1QlsgOzqwBtqkQ_0lVWmHCLLBWKeRVlBdmyWjKnXvo5k/edit#responses

Children's Art Contest

Three Children sponsored by InSH participated in the Art Contest and were declared as Winners and their art work is displayed on the Website and WHL Certificates were distributed to them online.

Social Media Campaign

1. I gave an Interview on May 16th for **Speak Health Facebook Page** (<https://www.facebook.com/speakforhealth/videos/1112481439260165/>) which was sponsored by Sun Pharma and this was viewed by more than 774 People on the same day. Many questions were raised by the Viewers and doctors which were answered. Importance was given to WHD Theme during the Interview and Q & A Session.
2. On WHD, I conducted an interactive Facebook interview emphasizing the theme of WHD **Measure Blood Pressure Accurately, Control it , Live Longer** through the **Target Hypertension Facebook Page** (<https://www.facebook.com/TargetHypertensionNow/videos/820316645561698/?sfnsn=wiwspmo>) sponsored by USV Pvt. Ltd which was viewed by 11000 People.
3. On WHD a release to the press was made by me to Indian Express , a National Newspaper on simple tips to ensure accurate Blood Pressure Measurement . (<https://indianexpress.com/article/lifestyle/health/world-hypertension-day-accurate-blood-pressure-measurement-tips-7315155/>) supported by JB Chemicals and Pharmaceuticals .
4. An Article was Published in Marathi Daily News on the same Topic mentioned above which was sponsored by JB Chemicals and Pharmaceuticals.
Details: Lokmat print, Mumbai Page 2 Hello Mumbai Supplement. This is one of the Leading Marathi Daily Newspaper with circulation of 16,06515.(File attached)
5. A Live interview on Hypertension and its Management in Elderly People was conducted in Sun Life TV Channel which is the Popular TV Channel in India (<https://youtu.be/PrNYh96-xSw>).