“Watch Out for Your Blood Pressure!” Campaign Is a reminder of the Critical Role of Public Informing Campaigns in Raising Hypertension Awareness.

Elham Tavassoli, PharmD, Marketing manager at Alborz Darou Pharmaceutical Company
Mahsa Zolfaghari, MSc of Microbiology, Marketing manager at Alborz Darou Pharmaceutical Company

“Watch Out for Your Blood Pressure!” Campaign held in Tehran, Iran dedicated to raising awareness on hypertension through emphasizing the importance of blood pressure measurement. 1 month long campaign – starting on 21th April and ending on 18th May 2018 – comprised of three phases. For the first phase which went on for 7 days (coincide with national health week in Iran) we turned to the social media; as a powerful asset, for bringing attention to hypertension. On each day we covered a separate topic on blood pressure, which are respectively about: Universal health coverage and hypertension, What is hypertension and what are its signs and symptoms, Hypertension and diet (with a especial focus on salt intake), Obesity and high blood pressure, high blood pressure and physical activity, Smoking and high blood pressure, and finally Monitoring and treatment in hypertension. Our second phase is a 14 day journey (marking the 14th anniversary of WHD) where, on each day we would present them with a new fact about high blood pressure. Moving on to the third phase of the campaign which included our 5 day physical presence, our teams dressed in uniforms (white shirts with red printed slogan – “Watch out for your blood pressure” and red caps) were stationed at 5 of the most busiest locations around Tehran; including 3 main squares, a park and a food court, handing out catalogues and informing passers-by on what the campaign was trying to achieve. We dedicated the last day of our campaign to screening blood pressures at the food court; the blood pressure of 45 people along with their details (including age, gender, history of cigarette and alcohol consumption, height, weight, etc.) were collected with each person receiving a campaign pack and in cases of high or near high blood pressure our experts would intervene with giving advice on what cautionary measures they should take and how they should proceed about their blood pressure from there.
we hope through our campaign we have been able to contribute to raising awareness on hypertension and its global health impact.

Biography: I'm Elham Tavassoli; a pharmacist, and currently I am working as the Medical Advisor at Alborz darou Pharmaceutical Company. My main field of focus includes medico-marketing and designing awareness campaigns with informative approaches in various fields such as public health, hypertension, pharmacovigilance, etc.