



The Matsuyama Castle, Japan

Report of World Hypertension Day in Japan 2013

Light-Up Japanese Landmarks

Japanese Hypertension Society Hypertension



World Hypertension Day 2013 in Japan



Japanese Hypertension Society Hypertension

Light-Up Events

Japanese Hypertension Society set up light-up events around the World Hypertension Day 2013. 8 landmarks in 6 areas were lightened with red as a symbol of arterial blood and blue as that of venous blood. In Osaka, an enormous Ferris wheel in Tempozan turned red and blue. In Kyoto, the Kyoto Tower, a significant landmark in the ancient capital of Japan was colored by two-tones. In Kanazawa, Oyama Shrine established in 1599 which was dedicated to Toshiie Maeda, the founding lord of the Kaga Province was also colored by two-tones. In Ehime, the Matsuyama Castle which is one of the most beautiful original castles built on a hill was turned into blue and Matsuyama's famous Ferris wheel, "Kururin" was turned into red. Local newspapers and magazines published interviews concerning hypertension with its relevance as a cardiovascular risk factor.



Kyoto Tower



Oyama Shrine in Kanazawa



Tempozan in Osaka



Newspaper article about a light-up

Public Blood Pressure Measurement

In several public squares, blood pressure measurements were performed to know the self-blood pressure for people. Leaflets about “Why is to know high blood pressure important?” were distributed pedestrians downtown. Educational campaigns about high blood pressure were held in several cities.



Distribution of leaflets about blood pressure



Blood Pressure Measurement

These photos were taken in the main shopping street of Asahikawa Kaimono Koen

Meetings for Continuing Medical Education

Simultaneously, meetings for continuing medical education for clinicians were held in the cities with light-up events. The theme of these meetings is about “salt-reduction” by the specialists of hypertension. They enthusiastically discussed about how to reduce daily salt intake each other.



Meeting in Matsuyama



Meeting in Tokai



Meeting in Kanazawa