









## 4<sup>th</sup> World Kidney Day in Hong Kong 2009



Protect your kidneys: Keep your pressure down

## 1. Walk round the Peak

Sunday 15 March 2009, Attendance 1000 (Renal patients, medical and nursing staff), Officiated by Government officials:

Prof Gabriel Leung, Under-secretary for Food and Health Bureau and Dr. Hon Leung Kar-Lau, Legislative Council.





## 2. Free measurement of blood pressure at 8 housing estates on 4 Sundays during March 2009





For 600 people (mainly elderly people, lower income group): 50% has hypertension, of which 60% unaware of the hypertension. 70% of those known to be hypertensive, their BP was above 140/90.

## 3. Media promotion

Radio program x 2 with RTHK1, RTHK2

TV program (NOW TV) (8 chapters on hypertension)



Special article published in 6 newspapers

