

# FROM THE ISH PRESIDENT

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Dear Members,

This year started with a bang! There was no easing into it... The coronavirus (COVID-19) has taken the world by huge surprise, and with all on alert (or in quarantine), it made me realise once again what an important role the media can play in activating the world in times of crisis. Alarming outbreaks such as SARS, Ebola and now COVID-19 are approached proactively and with the help of wide-ranging collaborative networks. And usually this ends in success.

In the background, however, raised blood pressure and hypertension continue to have an enormous global impact remaining the leading cause of death in the world. Without any alarm bells. Often low on the agenda of influential global agencies or governments – as well as the pharmaceutical industry – I encourage everyone reading this letter to continue your hard work. Never before has the time been better to collaborate, to innovate and to impact the lives of more than a billion humans. The ISH – a charity organisation – is busy with many activities to facilitate this process, so please join forces! Some of these activities I wish to highlight are:

1. Our main event: **The Joint ESH-ISH Scientific Meeting to be held in Glasgow** from 29 May to 1 June 2020. In January this year the Programme Committee already met in Glasgow, and developed a programme that would be of great interest to delegates from low to high income regions alike. We also visited the beautiful Scottish Exhibition Centre – a fascinating venue on the banks of the river Clyde. For detailed information, please visit the website: <https://www.hypertension2020.org/>



- a. One of the major highlights at the Glasgow meeting will be the release of the highly anticipated **ISH 2020 Global Hypertension Practice Guidelines**. A global team of ISH Council Members have now spent many months in the development of these guidelines, undergoing two rounds of extensive reviews including more than 20 international reviewers from low, middle and high income regions. A unique approach followed in the guidelines is the inclusion of **essential and optimal standards of care**, to be followed based on the availability of resources. I encourage you to attend the meeting in Glasgow and attend this highlight session!
- b. For the first time the ISH will also recognise and honour members of the Society who have distinguished themselves through excellence in clinical practice or research in the field of Hypertension by becoming **ISH Fellows (ISHF)**. Only ISH Professional members who have been a member of the Society for at least 2 years are eligible. I am very excited to honour these colleagues during the Awards session. More information here <https://ish-world.com/membership/fellowship.htm>
- c. I can not omit to mention the excitement surrounding the activities of our next generation of scientists. The **New Investigator and Mentorship Committee** has ensured a number of oral and poster sessions (and awards!) during the meeting, giving opportunity to more upcoming scientists to present than ever before. Look out for the social events, which has been some of the best features at previous ISH Scientific Meetings!!

d. Along similar lines the **Women in Hypertension Research Committee** has ensured that there are an abundance of opportunities to network and showcase work in this area. There will be several sessions throughout the programme highlighting cardiovascular disease in women, as well as awards and networking opportunities.

2. I am very pleased to announce that the ISH is now involved with two free online training platforms for GPs, nurses, pharmacists, community health workers and implementers. The Society first joined forces with the Omron Academy <https://omron.platform.co.nl/#/>. In February 2020 a new platform with interactive learning experiences will also be launched where the ISH collaborated with other organisations and the Johns Hopkins Bloomberg School of

Public Health. The platform, titled **Fundamentals for Implementing a Hypertension Program in Resource-Constrained Settings** is freely available from the ISH website, and also here: <https://globalhypertensionathopkins.org/> I firmly believe that such programmes are essential in improving informed decision making and task sharing particularly in low- and middle-income countries where significant intervention is required.

I trust you will once again enjoy our Newsletter. I want to personally thank Lars Lindholm and the Editorial Team for their energy and continued efforts in making our Newsletter a delightful read!

See you in Glasgow!

With my very best wishes,

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# THE SECRETARY'S VOICE

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The British philosopher and mathematician Alfred North Whitehead (1861-1947) has left us the following statement on the problem of translation: "I have often noticed that, if in an assembly of great scholars the topic of translations be introduced, they function as to their emotions and sentiments in exactly the same way as to decent people in the presence of a nasty sex problem. A mathematician has no scholastic respectability to lose..." (in: *The Aims of Education*, 1929), and in another essay in the same book: "Imagination is a contagious disease. It cannot be measured by the yard or weighed by the pound, and then delivered to the students by

the faculty. It can only be communicated by a faculty whose members themselves wear their learning with imagination."

Seems that AN Whitehead didn't like the translationists very much and, of course, his statements did not refer to translational medicine, but I think they bear some general truth. Here we are: on one side those of us who see the only benefit of biomedical research in translating research results into clinical practice (translational medicine: from bench to bedside), on the other side those who strive imagination for curiosity per se. Further down