

**CONSUMER**  
**VOICE**



# **HYPERTENSION**

**THE SILENT KILLER**



Hypertension (HTN) is the most prevalent non-communicable disease in both developed and developing countries including India. Uncontrolled blood pressure is one of the main risk factors for **cardiovascular diseases (CVDs)** such as **heart attacks and stroke**, and are responsible for **one-third of total deaths in India**.

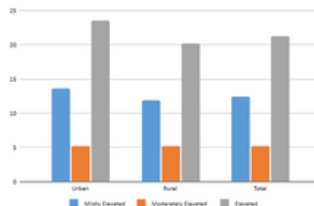
*(All facts are from National Family Health Survey NFHS-5 2019-21 data)*

## INDIA – FACT SHEET ON HYPERTENSION

- 21 per cent of females over 15 years have hypertension as opposed to 24 per cent of males in the same age group.
- Only 7% women, 6% men who have hypertension take medicine
- Only around 5% & 6% of women & men suffering from Hypertension respectively were recorded to have moderate or severe elevated blood pressure.
- 12% per cent of women and 9 per cent of men say that on two or more occasions they were told by a doctor or health professional that they have hypertension or high blood pressure.

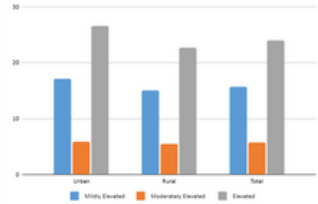
### Women

Hypertension Level	Urban	Rural	Total
Mildly Elevated	13.6	11.9	12.4
Moderately Elevated	5.2	5.2	5.2
Elevated	23.6	20.2	21.3



## Men

Hypertension Level	Urban	Rural	Total
Mildly Elevated	17.1	15	15.7
Moderately Elevated	5.9	5.5	5.7
Elevated	26.6	22.7	24

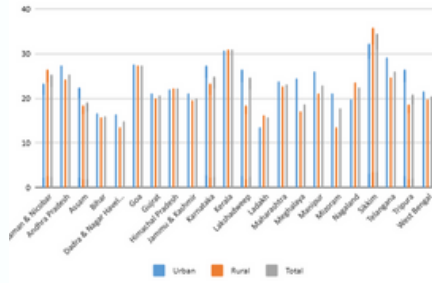


# STATE LEVEL FACTS ON HYPERTENSION

- Southern States have a higher prevalence of hypertension than the national average, according to the NFHS-5 (2-19-2021) report.
- While 21.3% of women and 24% of men aged above 15 have hypertension in the country, Karnataka has 25% women and 26.9% men in the same age group (above 15) who have hypertension.
- The proportion of men suffering from hypertension is higher compared to the proportion of women across the states with Goa & Lakshadweep being an exception.
- Sikkim, one of the smaller NE states that is part of Phase -1 has a comparatively higher proportion of the population having moderate-severe levels of elevated blood pressure. It also has an overall higher proportion of the population suffering from Hypertension.
- Among the larger states, Kerala, Telangana and Andhra Pradesh top the list.
- Prevalence of hypertension is the highest in Kerala where 32.8% men and 30.9% women have been diagnosed with hypertension. Kerala is followed by Telangana where the prevalence is 31.4% in men and 26.1% in women.
- Meanwhile, Bihar records a lower proportion of the population suffering from hypertension, as was the case with diabetes.
- Hypertension is more prevalent in Urban areas compared to that in Rural areas.
- Elevated hypertension in women in Chandigarh was 25% and 30.6% in men while the national average was 21.3% and 24% respectively.

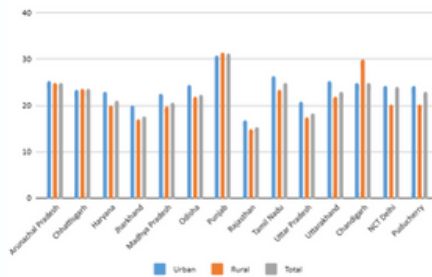
## Hypertension - Women (NFHS-5 Phase I)

State	Urban	Rural	Total
Andaman & Nicobar	23.4	26.4	25.3
Andhra Pradesh	27.5	24.3	25.3
Assam	22.5	18.5	19.1
Bihar	16.6	15.8	15.9
Dadra & Nagar Haveli and Daman & Diu	16.5	13.6	14.9
Goa	27.6	27.4	27.5
Gujrat	21.1	20.1	20.6
Himachal Pradesh	22.1	22.2	22.2
Jammu & Kashmir	21.2	19.6	20
Karnataka	27.4	23.4	25
Kerala	30.7	31	30.9
Lakshadweep	26.5	18.4	24.8
Ladakh	13.5	16.3	15.7
Maharashtra	23.8	22.6	23.1
Meghalaya	24.6	17.1	18.7
Manipur	26	21.1	23
Mizoram	21.1	13.5	17.7
Nagaland	19.9	23.6	22.4
Sikkim	32.3	35.8	34.5
Telangana	29.1	24.7	26.1
Tripura	26.4	18.6	21.3
West Bengal	21.5	19.9	20.5



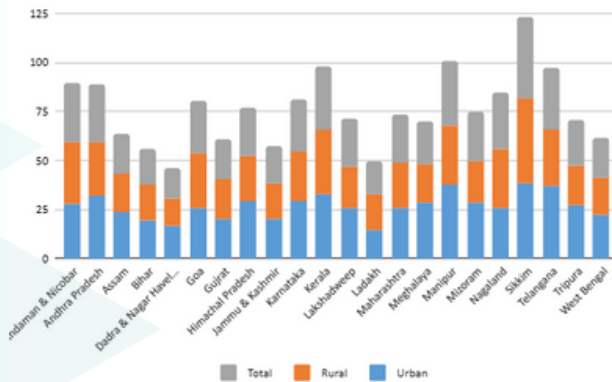
### State & Union Territory

State & Union Territory	Urban	Rural	Total
Arunachal Pradesh	25.3	24.8	24.9
Chattisgarh	23.5	23.6	23.6
Haryana	22.9	20.1	21
Jharkhand	20.1	17	17.8
Madhya Pradesh	22.5	19.9	20.6
Odhisa	24.5	21.9	22.4
Punjab	30.8	31.4	31.2
Rajasthan	16.9	14.9	15.4
Tamil Nadu	26.4	19.6	20
Uttar Pradesh	20.9	17.6	18.4
Uttrakhand	25.4	22	22.9
Chandigarh	25	30	25
NCT Delhi	24.2	20.2	24.1
Puducherry	24.3	20.2	23



## Hypertension - Men (NFHS-5 Phase I)

State	Urban	Rural	Total
Andaman & Nicobar	28.2	31.2	30.2
Andhra Pradesh	32.2	27.6	29
Assam	23.8	19.6	20.3
Bihar	19.5	18.1	18.4
Dadra & Nagar Haveli and Daman & Diu	17	13.9	15.4
Goa	25.9	28.2	26.8
Gujrat	20.3	20.3	20.3
Himachal Pradesh	29.1	23.6	24.4
Jammu & Kashmir	20.1	18.5	18.9
Karnataka	29.2	25.5	26.9
Kerala	32.6	32.9	32.8
Lakshadweep	25.9	20.7	24.7
Ladakh	14.5	18.1	17.4
Maharashtra	25.7	23.5	24.4
Meghalaya	28.5	19.9	21.4
Manipur	37.5	30.4	33.2
Mizoram	28.7	21.1	25.2
Nagaland	26	30.1	28.7
Sikkim	38.6	43.1	41.6
Telangana	36.8	28.9	31.4
Tripura	27.3	20.6	22.7
West Bengal	22.3	19	20.1

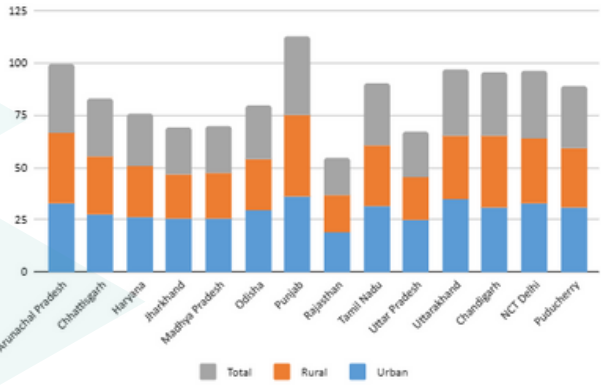


## Hypertension - Men (NFHS-5 Phase II)

### State & Union Territory

### Urban Rural Total

State & Union Territory	Urban (%)	Rural (%)	Total (%)
Arunachal Pradesh	33.2	33.1	33.1
Chattisgarh	27.8	27.7	27.7
Haryana	26.2	24.6	25.1
Jharkhand	25.3	21.6	22.6
Madhya Pradesh	25.9	21.5	22.7
Odisha	29.3	24.9	25.6
Punjab	36.5	38.4	37.7
Rajasthan	19.2	17.4	17.9
Tamil Nadu	31.5	29	30.2
Uttar Pradesh	24.8	20.7	21.7
Uttrakhand	34.8	30.5	31.8
Chandigarh	30.6	34.6	30.6
NCT Delhi	32.8	31	32.8
Puducherry	31.1	28	30.1



Among the conditions that increases the risk of high blood pressure is **obesity**, physical inactivity, **alcohol and tobacco**. Here is a snapshot of NFHS-5 data on tobacco use and alcohol consumption.

# INDIA – TOBACCO & ALCOHOL DATA

## Alcohol Consumption & Tobacco Use among Women

**Tobacco Rural**

10.5

**Tobacco Urban**

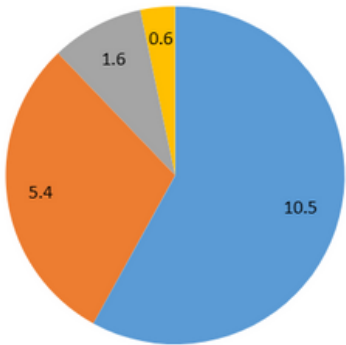
5.4

**Alcohol Rural**

1.6

**Alcohol Urban**

0.6



Legend: Tobacco Rural (blue), Tobacco Urban (orange), Alcohol Rural (grey), Alcohol Urban (yellow)



## Alcohol Consumption & Tobacco Use among Men

**Tobacco Rural**

42.7

**Tobacco Urban**

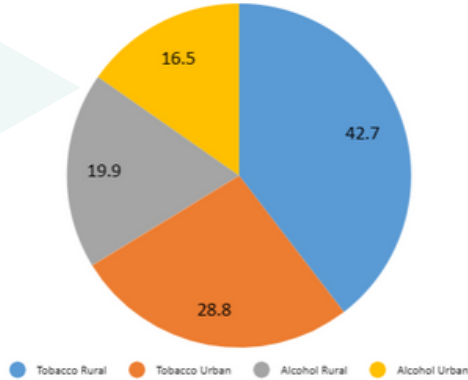
28.8

**Alcohol Rural**

19.9

**Alcohol Urban**

16.5



## Being overweight puts the individual at a greater risk of heart attack, diabetes, stroke, high blood pressure

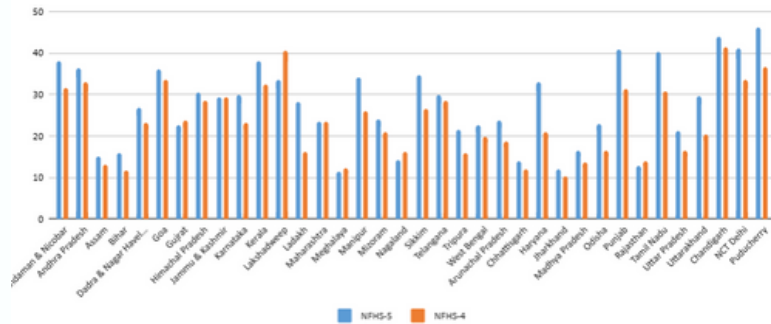
Compared with NFHS-4, the prevalence of overweight or obesity has increased in most States/UTs in NFHS-5. At national level, it increases from 21 percent to 24 percent among women and 19 percent to 23 percent among men. More than a third of women in Kerala, A&N Islands, Andhra Pradesh, Goa, Sikkim, Manipur, Delhi, Tamil Nadu, Puducherry, Punjab, Chandigarh and Lakshadweep (34-46 %) are overweight or obese.

In terms of gender, obesity has increased by 4 per cent in both men and women in India during the last five years. In NFHS-5, the percentage of overweight or obese women is 24, up from 20.6 per cent in NFHS-4 (2015-16). The prevalence in men increased to 22.9 per cent (NFHS-5) from 18.9 per cent (NFHS-4).

### Women who are overweight or obese (BMI $\geq 25.0$ kg/m<sup>2</sup>) (%)

State	NFHS-5	NFHS-4
Andaman & Nicobar	38.1	31.8
Andhra Pradesh	36.3	33.2
Assam	15.2	13.2
Bihar	15.9	11.7
Dadra & Nagar Haveli and Daman & Diu	26.8	23.3
Goa	36.1	33.5
Gujrat	22.6	23.7
Himachal Pradesh	30.4	28.6
Jammu & Kashmir	29.3	29.3
Karnataka	30.1	23.3
Kerala	38.1	32.4
Lakshadweep	33.5	40.6
Ladakh	28.3	16.3
Maharashtra	23.4	23.4
Meghalaya	11.5	12.2
Manipur	34.1	26
Mizoram	24.2	21
Nagaland	14.4	16.2
Sikkim	34.7	26.7
Telangana	30.1	28.6

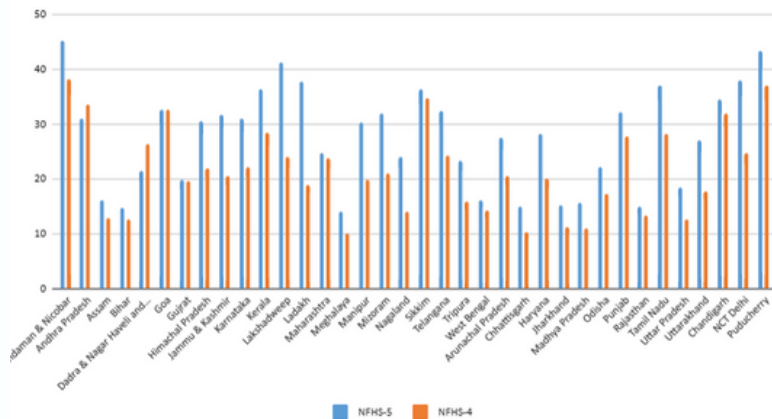
Tripura	21.5	16
West Bengal	22.7	19.9
Arunachal Pradesh	23.9	18.8
Chattisgarh	14.1	11.9
Haryana	33.1	21
Jharkhand	11.9	10.3
Madhya Pradesh	16.6	13.6
Odhisa	23	16.5
Punjab	40.8	31.3
Rajasthan	12.9	14.1
Tamil Nadu	40.4	30.9
Uttar Pradesh	21.3	16.5
Uttarakhand	29.7	20.4
Chandigarh	44	41.5
NCT Delhi	41.3	33.5
Puducherry	46.2	36.7



## Men who are overweight or obese (BMI $\geq$ 25.0 kg/m<sup>2</sup>) (%)

State	NFHS-5	NFHS-4
Andaman & Nicobar	45.3	38.2
Andhra Pradesh	31.1	33.5
Assam	16.2	12.9
Bihar	14.7	12.6
Dadra & Nagar Haveli and Daman & Diu	21.4	26.3
Goa	32.6	32.6
Gujrat	19.9	19.7
Himachal Pradesh	30.6	22
Jammu & Kashmir	31.6	20.5
Karnataka	30.9	22.1
Kerala	36.4	28.5
Lakshadweep	41.3	24.1
Ladakh	37.8	18.8
Maharashtra	24.7	23.8
Meghalaya	13.9	10.1
Manipur	30.3	26
Mizoram	31.9	20.9
Nagaland	23.9	13.9
Sikkim	36.3	34.8
Telangana	32.3	24.2
Tripura	23.4	15.9
West Bengal	16.2	14.2
Arunachal Pradesh	27.6	20.6
Chattisgarh	14.9	10.2

Haryana	28.3	20
Jharkhand	15.1	11.1
Madhya Pradesh	15.6	10.9
Odisha	22.2	17.2
Punjab	32.2	27.8
Rajasthan	15	13.2
Tamil Nadu	37	28.2
Uttar Pradesh	18.5	12.5
Uttarakhand	27.1	17.7
Chandigarh	34.4	32
NCT Delhi	38	24.
Puducherry	43.3	37.1



Obesity is also more prevalent in urban areas. Places such as Puducherry, Delhi and Chandigarh are some of the worst performers with almost half their population overweight.

# HOW TO MAINTAIN NORMAL BLOOD PRESSURE

## ABSOLUTE MUST



**TAKE MEDICINES REGULARLY AS ADVISED BY YOUR DOCTOR**



**KEEP MONITORING YOUR BP LEVELS**



**DO NOT STOP OR CHANGE MEDICINES WITHOUT CONSULTING YOUR DOCTOR**

**REDUCE**

**Stress**



**Weight**



**Salt**



**Alcohol**



**Smoking**



**AVOID**

**INCLUDE**

**Exercise**



**Fruits, Fibre,  
Vegetables in Diet**



# EXPERTS ON HYPERTENSION



Hypertension can be prevented by minimising risk factors like obesity, physical inactivity, and high salt intake. It can also be treated using a combination of lifestyle modifications and non-pharmacological interventions like yoga, meditation, mantra jaap and music therapy."

**Dr Chandrakant Pandav**

Public Site Awarded 2022, President of Association of Indian Diabetologists, Chairman of Centre of Indian Hypertension Research Institute, Former Professor & Head of the Department - Centre for Community Medicine at the AIIMS and Member of the National Council on Public Nutrition Challenges under Pradhan Mantri

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#BeatThePressure

#BeatThePressure

“ Adherence to treatment helps people with hypertension and diabetes beat the disease and many complications. This could be achieved through increasing the felt need of the community through health education. ”

**Dr. Sanjay Rai**

Professor, Centre for Community Medicine  
The All India Institute of Medical Sciences,  
New Delhi; National President of Indian  
Public Health Association

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“ We must prepare to face an upsurge of HTN cases unless preventive measures are amplified. Among other complications, hypertension can cause serious damage to the heart and uncontrolled hypertension can also lead to premature death. Besides lifestyle management, one needs to monitor blood pressure regularly and immediately treat high blood pressure. ”

**Shri Ashim Sanyal**

CEO, Consumer Voice

#BeatThePressure

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“We are blessed to have a massive network of frontline and primary care workers. They are engaged in line-listing of those with hypertension through house-to-house enumeration and in risk-stratification. We must identify protocol-based approaches to management & follow-up.”

**DR. ARCHISMAN MOHAPATRA**

MBBS, MD Community Medicine (SHU)  
Research Education & Leadership, Health Policy  
Executive Director, GRID Council

#BeatThePressure



# 10 Hypertension Myths & Facts

I feel fine. How can I have hypertension?



Hypertension, or high blood pressure, is often called the silent killer because it usually has no symptoms.

Even without symptoms, high blood pressure damages your blood vessels, heart, kidneys and other organs.

High blood pressure is not a serious problem.



High blood pressure is the world's leading killer. Unless treated, it can cause stroke, heart attack, kidney failure, dementia and many other serious health problems.

I am young. I cannot have hypertension.



You can develop high blood pressure at any age. Risk of hypertension increases as you get older. These days, more and more young people have high blood pressure, and hence need to be screened.

High blood pressure runs in my family. I can do nothing to prevent it.



If your parents or close relatives have high blood pressure, you can develop it, too.

You can help prevent high blood pressure by having a healthy lifestyle.

I have hypertension but I do not like taking medicines as they cause side effects.



Untreated hypertension is more dangerous than the side effects caused by medicines.

There are many effective and safe medications to control high blood pressure. If one medication causes side effects, your doctor can change prescription to a different one.

My BP is fine if it is less than my age+100



The ideal blood pressure is lower than 120/80mmHg, and high blood pressure is 140/90 mmHg or higher, regardless of your age.

The lower your blood pressure the lower your risk of heart attack, heart failure, stroke and kidney disease will be.

Lifestyle management will cure hypertension.



Lifestyle management is important and can help prevent or manage hypertension.

Lifestyle management, however, should complement treatment with medication, NOT substitute it.

My blood pressure is under 140/90 mm Hg, I can stop medication.



**DO NOT stop medication on your own!** Always seek your doctor's advice.

You will have to take a medicine every day for the rest of your life. Medication can get blood pressure under control, but stopping medication will likely cause blood pressure to rise again.

I don't need to check my blood pressure regularly.



Having your blood pressure checked regularly is very important, especially if you have been diagnosed with high blood pressure at any time in the past.

Keep a note of your blood pressure readings to make sure your blood pressure is under 140/90 mm Hg.

I don't use table salt, so I cannot have high blood pressure.



You may not be adding extra salt to your cooked food, but food already contains sodium.

Salt intake increases blood pressure—no matter what the source. Processed and packaged foods such as pickles and papads contain high level of salt.

M – 20, Lower Ground Floor, Lajpat Nagar – II, New Delhi – 110024

Email: [info@consumer-voice.org](mailto:info@consumer-voice.org)

Contact Number: 011-3510 2336