Translating the World Heart Day 2018 Campaign Resources: Logo and Posters

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| *English text to translate* | *Translation into [insert language]* |
| World Heart Day |  |
| 29 Sept |  |
| 29 September |  |
| My Heart, Your Heart |  |
| On World Heart Day, we’re asking you to make a promise. A promise to eat more healthily, to get more active, to say no to smoking. A simple promise... for my heart, for your heart, for all our hearts. |  |
| Make your ♥ promise |  |
| in partnership with |  |
| I promise to |  |
| Heart Hero |  |
| Heart Heroes |  |
| I am a Heart Hero |  |
| Discover our Heart Heroes |  |

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| --- | --- |
| PROMISE |  |
| to eat well and drink wisely |  |
| to get more active |  |
| to say no to smoking |  |
| 1. **Cut down on sugary beverages and fruit juices** – choose water or unsweetened juices instead 2. **Swap sweet**, sugary treats **for fresh fruit** as a healthy alternative 3. Try to **eat 5 portions** (about a handful each) **of fruit and veg a day** – they can be fresh, frozen, tinned or dried 4. Keep the amount of **alcohol you drink within recommended guidelines** 5. Try to **limit processed and prepackaged foods** that are often high in salt, sugar and fat 6. **Make your own healthy** school or work **lunches at home** |  |
| 1. Aim for at least **30 minutes of** moderate-intensity **physical activity** **5 times a week** 2. **Or at least 75 minutes spread throughout the week** of vigorous-intensity activity 3. Playing, walking, housework, dancing – **they all count!** 4. **Be more active every day** – take the stairs, walk or cycle instead of driving 5. **Exercise with friends and family** – you’ll be more motivated and it’s more fun! 6. Download an exercise app or use a pedometer to keep **track of your progress** |  |
| 1. It’s the single **best thing you do to improve your heart health** 2. **Within 2 years of quitting**, the risk of **coronary heart disease is substantially reduced** 3. **Within 15 years the risk** of CVD **returns to that of a non-smoker** 4. **Exposure to secondhand smoke is also a cause** of heart disease in non-smokers 5. So by quitting (or not starting in the first place) you’ll not only **improve your health** but that of **those around you** 6. If you’re having trouble stopping, **ask for professional advice** and ask your employer if they provide smoking-cessation services |  |
| DID YOU KNOW?  High blood glucose (blood sugar) can be indicative of diabetes. CVD accounts for the majority of deaths in people with diabetes so if it’s left undiagnosed and untreated it can put you at increased risk of heart disease and stroke. |  |
| DID YOU KNOW?  High blood pressure is one of the main risk factors for CVD. It’s called the ‘silent killer’ because it usually has no warning signs or symptoms, and many people don’t realize they have it. |  |
| DID YOU KNOW?  Cholesterol is associated with around 4 million deaths per year so visit your healthcare  professional and ask them to measure your levels, as well as your weight and body mass index (BMI). They’ll then be able to advise on your CVD risk so you can plan to improve your heart health. |  |
| FOR ALL OUR HEARTS |  |
| Every year, 17.5 million people die from cardiovascular disease (CVD), including heart disease and stroke. It is the world’s number one killer today and by 2030 this figure is expected to rise to 23 million.  But it doesn’t need to be this way. By making just a few small changes to our lives, we can all live longer, better, more heart-healthy lives. It’s about saying to yourself, the people you care about and individuals all around the world, “what can I do right now to look after MY HEART... and YOUR HEART?”  So this World Heart Day, it’s your opportunity to make a promise ... a promise to cook and eat more healthily, to do more exercise and encourage your children to be more active, to say no to smoking and help your loved ones to stop.  A simple promise ... for MY HEART, for YOUR HEART, for ALL OUR HEARTS.  Make your ♥ promise |  |
| MY HEART, YOUR HEART  To mark World Heart Day on 29 September, members and partners of the World Heart Federation, and individuals across the world will be organizing everything from walks, runs and sporting events, to concerts, public talks and screenings.  Find out how you can organize or take part in an event at worldheartday.org  We’ll be launching more ways for you to get involved in the run up to World Heart Day. So keep checking our website or follow us! |  |
| ABOUT THE WORLD HEART FEDERATION  The World Heart Federation is dedicated to leading the global fight against cardiovascular disease (CVD), including heart disease and stroke. We are the only global advocacy and leadership organization bringing together the entire CVD  community to drive the CVD agenda and help people live longer, better, more heart-healthy lives. We and our members - more than 200 organizations, scientific societies, foundations and patient associations in over 100 countries - believe in a world where heart health for everyone is a fundamental human right and a crucial element of global health justice. Because every heartbeat matters. |  |

Please email your translation as soon as possible to worldheartday@worldheart.org