EVERYONE HAS THE RIGHT TO HEART HEALTH

Every year, 17.9 million people die from cardiovascular disease (CVD), including heart disease and stroke. It has many causes: from smoking, diabetes and high blood pressure, which are very common and affect a wide range of age groups and geographical regions; to less common causes such as Chagas and Kawasaki disease, or even rare conditions such as cardiac amyloidosis. These tend to affect mainly certain populations, because of things like where they’re from, their age and their genetic background.

But whatever the cause, we believe that every heartbeat matters. So this World Heart Day, we want everyone to be Heart Heroes by making a promise:

• A promise to our families to cook and eat more healthily, exercise more and stop using tobacco
• A promise to our children to help them to be more active and to say no to smoking
• A promise as healthcare professionals to help patients give up smoking and lower their cholesterol, and to raise awareness of all the causes of CVD

A promise for MY HEART, YOUR HEART

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.

In partnership with

Manulife John Hancock Boehringer Ingelheim Pfizer
Cut down on sugary beverages and fruit juices – choose water or unsweetened juices instead.

Swap sweet, sugary treats for fresh fruit as a healthy alternative.

Try to eat 5 portions (about a handful each) of fruit and veg a day – they can be fresh, frozen, tinned or dried.

Keep the amount of alcohol you drink within recommended guidelines.

Try to limit processed and prepackaged foods that are often high in salt, sugar and fat.

Make your own healthy school or work lunches at home.

Aim for at least 30 minutes of moderate-intensity physical activity 5 times a week.

Or at least 75 minutes spread throughout the week of vigorous-intensity activity.

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.

Playing, walking, housework, dancing – they all count!

Be more active every day – take the stairs, walk or cycle instead of driving.

Exercise with friends and family – you’ll be more motivated and it’s more fun!

Download an exercise app or use a pedometer to keep track of your progress.

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.