***Under embargo until 27 September 2019***

**On World Heart Day, 29 September 2019, the World Heart Federation (WHF) is pleased to partner with connected health leader, Withings, to increase awareness of CVD prevention**

* *Cardiovascular disease is the world’s biggest cause of death, killing 17.9 million people a year (WHO)*
* *Taking up exercise in middle-age or later is linked to a 29% lower risk of dying from CVD (BMJ)*
* *Reports suggest that using pedometers or walking apps and setting daily targets can increase physical activity by about a third*
* *Smoking just one cigarette per day is linked to a 48% raised risk of coronary heart disease (BMJ)*

In recent years much has been done to improve mortality caused by the cardiovascular epidemic, but it remains the number one killer on the planet and any decline may be short term and can change direction so we cannot relax our vigilance. Human behaviour plays a huge part in CVD risk, with lifestyle factors such as tobacco use, unhealthy diets and lack of physical activity, together with socio-economic and genetic factors, being a major cause of CVD.

World Heart Day is the world’s biggest awareness-raising platform for CVD and this year we are pleased to partner with Withings, a connected health leader known for its clinically-validated devices that provide people with valuable insights into their overall health to help them reach their goals, in order to motivate people to **promise to take control of their risk factors** and help prevent heart disease and stroke. For instance:

* Getting more active is a well-documented strategy for reducing CVD risk and some studies suggest that 15 minutes of brisk walking every day can halve the risk of CVD mortality among seniors. *Reports suggest that using pedometers or walking apps and setting daily targets can increase physical activity by about a third.*
* Obesity makes you twice as likely to have high blood pressure and some studies also show that reduced sleep can cause an increase in the likelihood of hypertension by around a third[[1]](#footnote-1). *People who check their own blood pressure at home, along with education and counselling, can be better at sticking to their medicines and controlling their blood pressure.*

“*Cardiovascular disease is the leading cause of death in the world, making it crucial that people take control of their heart health today and make improvements that will help them prevent major issues in the future,”* said Mathieu Letombe, CEO of Withings. “*We are excited to partner with the World Heart Federation for this year’s World Heart Day to help educate people on simple habits they can incorporate into their daily routines – like adding more activity to their day and monitoring their blood pressure from home -  to make lasting changes.*”

*Download the CVD prevention factsheet now at* [*worldheartday.org/materials*](worldheartday.org/materials)*.*

**My Heart, Your Heart**

Created and led by the World Heart Federation (WHF), World Heart Day aims to combat the rising number of people with cardiovascular disease (CVD) and champion heart health equity. The 2019 campaign is about creating a global network of Heart Heroes, all inspiring each other to look after our hearts by making and keeping 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 to control their CVD risk factors
* A promise as policymakers to implement an NCD action plan
* A promise for MY HEART, YOUR HEART

On 29 September, people all around the world will unite to fight CVD by making and sharing their own campaign posters online, holding awareness activities and events, spreading the word on social media, sharing the campaign videos, organizing fundraising activities for their local heart foundation and illuminating iconic landmarks, buildings or monuments.

To make your promise to support heart health this World Heart Day, visit [http://www.worldheart.org](https://urldefense.proofpoint.com/v2/url?u=https-3A__emea01.safelinks.protection.outlook.com_-3Furl-3Dhttp-253A-252F-252Fwww.worldheart.org-26data-3D02-257C01-257C-257C78d1ea5af467463369da08d614a8b9eb-257C1a407a2d76754d178692b3ac285306e4-257C0-257C0-257C636719113328586713-26sdata-3DfJKNS9JfLulkoCn1XgoDmbM2MaSIHdph2eR7xYSLvQI-253D-26reserved-3D0&d=DwMGaQ&c=9wxE0DgWbPxd1HCzjwN8Eaww1--ViDajIU4RXCxgSXE&r=JOr9fCyNgg0OzfTzkOSO8foYXk4-WvBSWfxLKeIX5JI&m=3IouSwFVe4j0m3BUGfzAZpSHrRd5T5cfcATaXJt801M&s=mYqjbMDgf27QXSE8NAS-BaODt6gv5xxbnyxdKmukhp8&e=) and create and share your own poster and promise on social media using #WorldHeartDay and tagging [www.facebook.com/worldheartfederation](https://urldefense.proofpoint.com/v2/url?u=https-3A__emea01.safelinks.protection.outlook.com_-3Furl-3Dhttp-253A-252F-252Fwww.facebook.com-252Fworldheartfederation-26data-3D02-257C01-257C-257C78d1ea5af467463369da08d614a8b9eb-257C1a407a2d76754d178692b3ac285306e4-257C0-257C0-257C636719113328596721-26sdata-3DRKSzJRxPpEZ0v31ItawE-252BqerQA6y8qeqbm8NKz7AuLI-253D-26reserved-3D0&d=DwMGaQ&c=9wxE0DgWbPxd1HCzjwN8Eaww1--ViDajIU4RXCxgSXE&r=JOr9fCyNgg0OzfTzkOSO8foYXk4-WvBSWfxLKeIX5JI&m=3IouSwFVe4j0m3BUGfzAZpSHrRd5T5cfcATaXJt801M&s=DHl7nhL_BXEYh4QKEt5kaxN94HvFyn60M38A5J8qywk&e=).

**Ends**

**For any further information, including stats and facts or to arrange an interview or briefing please contact the WHF press office on cla@homeatc.com**

The World Heart Day video can be viewed [here](https://www.youtube.com/watch?v=HVLF_RyE4iA&feature=youtu.be)

**Notes to editors**

**About World Heart Day**

World Heart Day was founded in 2000 to inform people around the globe that heart disease and stroke are the world’s leading causes of death, claiming more than 17.9 million lives each year. World Heart Day takes place on 29 September every year. For more information about World Heart Day including access to the campaign resources [visit the website](https://www.world-heart-federation.org/world-heart-day/).

**About Withings**

Withings leads the connected-health revolution by inventing beautiful, smart products and services that help people become happier and healthier. Founded by visionary innovators Cédric Hutchings and Eric Carreel in 2008, Withings is committed to creating enjoyable, empowering experiences that easily fit into our daily lives. Withings has built a range of award-winning products across the health spectrum including activity trackers (Move ECG, Move, Steel, Steel HR, Steel HR Sport, Pulse HR), connected scales (Body Cardio, Body+, Body), blood pressure monitors (BPM Core and BPM Connect), and an advanced sleep system (Sleep). Every piece of collected data comes to life in the free Health Mate app where users can find coaching, motivation, and insights to shape key aspects of their health.

Read more about Withings on <withings.com>.

**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.

For more information, please visit: www.worldheart.org; www.facebook.com/worldheartfederation and twitter.com/worldheartfed.

1. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2913764/ [↑](#footnote-ref-1)