

The Gap in Heart Failure Awareness

The Heart Failure Gap Review is a report commissioned by AstraZeneca, in partnership with World Heart Federation (WHF). Based on a survey of over 18,000 members of the public and 190 policymakers, it revealed that despite being a leading cause of avoidable hospital admissions, there is low awareness among the public on heart failure, and among policymakers of the societal and economic burden of the disease.¹

Signs and symptoms

When asked to **identify the definition of heart failure** from a list of definitions of multiple cardiovascular diseases, **55%** of the general public could not do so.¹

Less than half of respondents were able to connect the leading symptoms with the disease:¹



23%
Shortness of breath when resting or being active

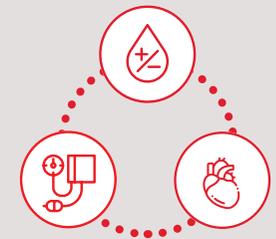


40%
Feeling unusually tired or weak



25%
Swelling of the feet, ankles, legs, abdomen or small of the back

Only **1/3** people knew the leading risk factor for heart failure was having another condition, such as diabetes, coronary heart disease or high blood pressure.¹



Hospitalisations and mortality

Less than half of policymakers were aware that heart failure is the **#1 cause of hospitalisations** in people over 65.¹



Only **11%** of respondents correctly recognised that half of people diagnosed with heart failure **die within five years** of diagnosis.¹

A recent study concluded that lack of knowledge and poor communication are key barriers to heart failure self-management.² In addition, lack of understanding of heart failure signs and symptoms may prevent people seeking medical attention promptly.³

To support awareness of the severity of the condition there is a pressing need for public awareness programmes that explain the signs and symptoms, and emphasise the need for urgent **attention**.⁴

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Local Insights

Research for the Heart Failure Gap Review was conducted across four continents and nine countries.

More than 18,000 members of the general public were surveyed in the UK, Spain, Italy, Germany, Canada, US, Brazil, Japan and China (with approximately 2000 respondents per country).¹



¹ World Heart Federation. Accelerate Change Together: Heart Failure Gap Review, 2020 [cited 2020 Aug 6]. Available from: URL: <https://www.world-heart-federation.org/wp-content/uploads/HF-Gap-Review-Final.pdf>.

² AstraZeneca PLP. Data on File. ID: REF - 74964 March 2020.