

WORLD HEART DAY 2019: 29th September 2019

Theme for the Campaign : "My Heart, Your Heart"

Mission : To ensure heart health equity for all
Objective : To create a global community of Heart Heroes
People from all walks of life who are acting now to live longer, better, heart- healthy lives by making a promise:

A simple promise: for MY HEART, for YOUR HEART, for ALL OUR HEARTS.

A promise to our families to cook and eat more healthily.

A promise to our children to exercise more and help them to be more active (30 minutes of activity per day), to say no to smoking and help them to stop.

A promise as a healthcare professional to help patients to give up smoking & Alcohol and lower their cholesterol level.

A promise as a policymaker to support policies that promote healthy hearts

A promise as an employee to invest in heart-healthy workplaces.

Cardiovascular disease (CVD) is the world's number one killer today. CVD is the leading cause of death and disability in the world.

Every heartbeat matters. Everyone has the right to have healthy heart.

Looking after one's heart means taking small but meaningful actions: eating a balanced diet, undertaking regular exercise, reducing Alcohol intake, and quitting Smoking.

World Heart Day plays a crucial role in changing all of this. It is a vital global platform that we, as well as our University fraternity, patient groups and supporters, can use to **raise awareness and encourage individuals, families, communities and Governments to take action now.**

Founded in 2000, World Heart Day is an initiative of the World Heart Federation. It is the world's biggest platform for raising awareness about CVD including heart disease and stroke.

Risk factors are: High Blood Pressure, High Cholesterol and Glucose levels, smoking, improper diet, obesity.

In 2019, we are asking people all around the world to be Heart Heroes by making a heart promise to someone they love or care about. 80% of premature deaths from CVD could be avoided if the four main risk factors viz. Tobacco use, unhealthy diet, physical inactivity and harmful use of Alcohol were controlled. These lead to raised Blood Pressure, elevated cholesterol and blood glucose, overweight, obesity and risks detrimental to good heart health.

Within two years of stopping smoking, the risk of coronary heart disease is substantially reduced. Within 15 years, the risk of CVD returns to that of a non-smoker.

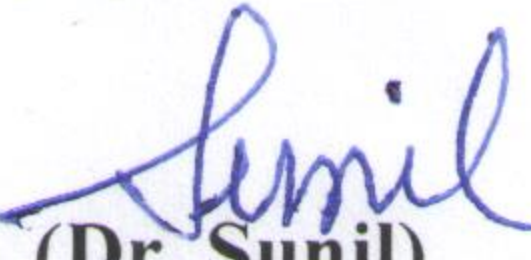
Along with other non-communicable diseases, CVD contributes to poverty, particularly in low- and middle-income countries, due to massive health spending and high out-of-pocket expenditure.

Consequently, CVD places a heavy burden on the economies of low- and middle-income countries. By sharing knowledge, recommendations and strategies, we can inspire each other to become heart healthy.

Individuals must take control of their own heart health, sharing the power by understanding their own and their families' risk of CVD and acting to improve it.

In order to reduce CVD following measures should be adopted:

- **Comprehensive tobacco control policies**
- **Taxes to reduce the intake of foods that are high in fat, sugar and salt**
- **Walking, Cycle paths, Sports activities and Yoga to increase physical activity**
- **Strategies to reduce harmful use of Alcohol**
- **Healthy school meals for children**


(Dr. Sunil)

Chief Medical Officer