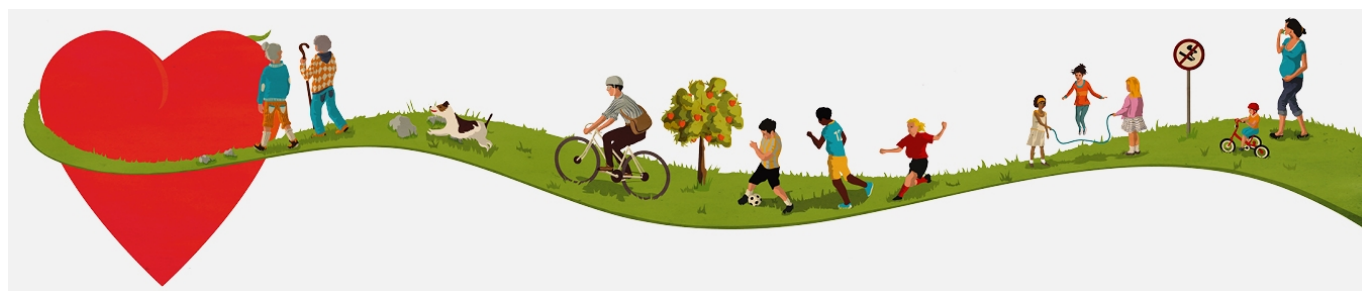

In Celebration of World Heart Day



What is World Heart Day?

World Heart Day is celebrated on 29 September each year.

- World leaders committed to reducing global mortality from non-communicable diseases (NCDs) by 25 per cent by 2025. Cardiovascular Disease (CVD) is accountable for nearly half of all NCD deaths making it the world's number one killer. World Heart Day is therefore, the perfect platform for the CVD community to unite in the fight against CVD and reduce the global disease burden.
- Created by the World Heart Federation, World Heart Day informs people around the globe that CVD, which includes heart disease and stroke is the world's leading cause of death, claiming 17.3 million lives each year and highlights the actions that individuals can take to prevent and control CVD.
- World Heart Day aims to drive action to educate people that by controlling risk factors such as tobacco use, unhealthy diet and physical inactivity, at least 80% of premature deaths from heart disease and stroke could be avoided.
- World Heart Day is a global event during which individuals, families, communities and governments around the world participate in activities to take charge of their heart health and that of others.
- World Heart Day unites people from all countries and backgrounds in the fight against the CVD burden, and inspires and drives international action to encourage heart-healthy living across the world.

What is the World Heart Day 2013 Theme

- This year's theme is addressing the importance of a life-course approach to the prevention and control of cardiovascular disease (CVD) with a focus on women and children.
- A life-course approach is the key to prevention and control of CVD because healthy children lead to healthy adults and healthy adults lead to healthy families and communities

- The World Heart Federation is also focusing on women and children this year to:
- Debunk the myth that CVD is an “older persons” and a “man’s” disease; women are actually affected equally to men and children are vulnerable, too.
- Educate women about their CVD risk (heart disease is the number one killer of women), and encourage them to take action to protect themselves, as well as their family.
- Educate people that the threat of heart disease can begin even before birth, and that children’s risk increases during childhood with their exposure to risk factors such as unhealthy diet or exposure to tobacco smoke. Unless action is taken to enable heart-healthy activity, the children of today are at increased CVD risk later in life.

What will be happening?

- During World Heart Day 2013, a variety of activities such as public talks and screenings, walks and runs, seminars and sporting events are organized by World Heart Federation member organizations, partners and others worldwide.
- Historically, World Heart Day events have been very successful in promoting heart health and supporting people to make long-term behaviour changes such as increasing rates of physical activity, eating healthily and stopping smoking.
- In 2012, activities took place in 118 countries, making World Heart Day a truly global event. Even more countries are expected to participate this year!
- Activities specifically focused on the prevention of CVD in women and children are expected to include heart health lessons in schools, healthy eating cookery classes, art competitions, women’s sporting events and screenings.

For further information regarding World Heart Day, please visit [here](#) [1]

Follow the World Heart Federation on Twitter: www.twitter.com/worldheartfed [2] and use the hashtag #worldheartday for all relevant twitter posts

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Enlaces

[1] <http://www.world-heart-federation.org/what-we-do/awareness/world-heart-day/>

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