



# THE WORLD'S MOST COMMON CAUSE OF DEATH

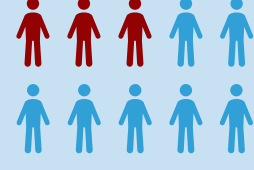
## CARDIOVASCULAR DISEASES (CVDs) GLOBAL FACTS AND FIGURES

**Cardiovascular diseases (CVDs)** - diseases of the heart or blood vessels, commonly referred to as heart disease or stroke

### ABOUT CVDs...

The number 1 cause of death worldwide

Disease	Annual global deaths
CVDs	Over 17 million
Cancers	8.2 million
Respiratory diseases	4 million
Diabetes	1.5 million



**31%** global deaths from CVDs



**Over 23 million** predicted deaths from CVDs by 2030



**Low and middle income** countries most affected by CVD deaths



**25% by 2025** World Health Organization (WHO) target to reduce premature deaths from non-communicable diseases (NCDs) - of which CVDs make up the largest proportion



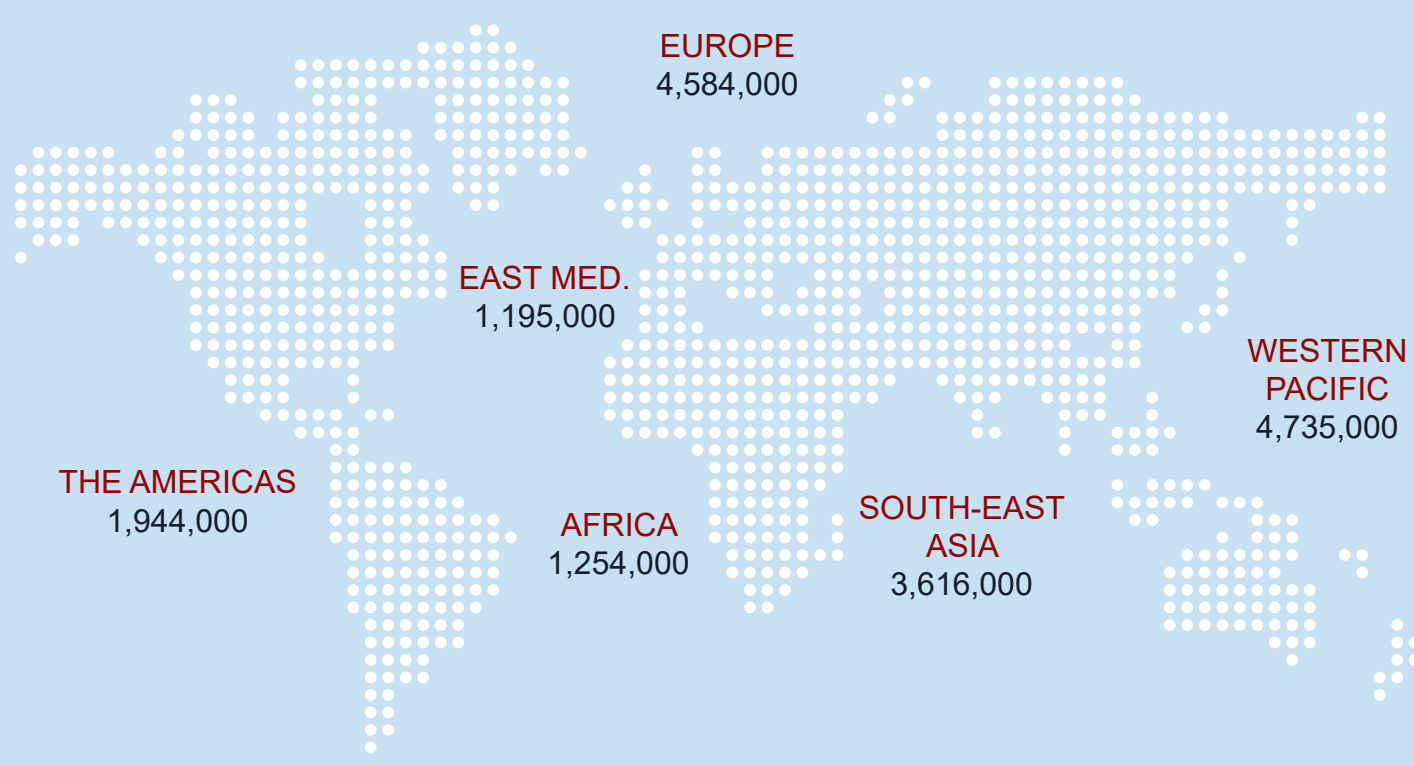
Many CVDs are **preventable** by addressing **behavioural risk factors**



Heart disease and stroke cause **a third** of all deaths in women worldwide

### CVD DEATHS ACROSS THE WORLD

Total number of deaths due to cardiovascular diseases in the world: 17.3m



### A snap-shot from different corners of the world

**ARGENTINA**

**53%** - increase in patients with hypertension in 15 years (1996-2011)

**INDIA**

**15%** - Indian population that smokes tobacco

**UK**

**£15 billion** - the economic burden of CVDs every year

**AUSTRALIA**

**Over 25%** of Australian men have hypertension

**MEXICO**

**33%** of Mexican women are obese

**URUGUAY**

**Smoke-free law** - the first country in Latin America, March 2006

**BRAZIL**

**4,000** - extra wide seats made for the 2014 World Cup for the increasing obese population

**RUSSIA**

**24 litres** - pure alcohol consumed by the average Russian man each year

**USA**

**Since 1980** - double the number of overweight children

**CHINA**

**Cigarettes** - about every 1 in 3 smoked in the world is in China

**SOUTH AFRICA**

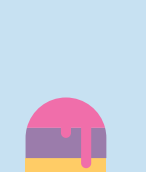
**New sugar tax** - the first in Africa, starts in April 2017



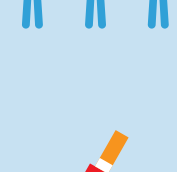
### INCREASING PREVALENCE OF CVD RISK FACTORS



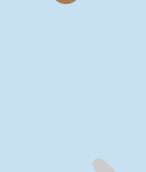
**600 million to one billion** - rise in the number of people with uncontrolled hypertension from 1980 to 2008



**Overweight children in the world** - 1 in 10 school-aged; 42 million under the age of five



**One billion** - smokers in the world. Tobacco is a totally avoidable risk factor of CVDs

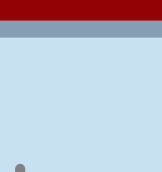


**Diabetes** - increased in many European countries by more than 50% in the last ten years



**Globally 23%** - of adults were insufficiently active in 2010

### WHY TAKING ACTION ON CVDs NOW IS CRITICAL



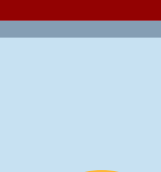
#### Premature deaths will continue to rise

Ageing populations + urbanisation + inadequate prevention = **cardiovascular epidemic**



#### Increasing Inequalities

Low and middle-income countries are now most affected - **account for 80% of CVD deaths**



#### Economics

**US \$863 billion** - global cost of CVDs

**To reverse CVD trends increased investment in prevention strategies is needed**