

## Our goal is to stop the world's biggest killer.

Cardiovascular disease (CVD) is the world's number one killer. Combined, conditions affecting the heart or blood vessels – such as heart attack, stroke and heart failure – kill 20.5 million every year. The majority of these deaths happen in low- and middle-income countries.

We want to bring this number down – way down. And there's hope: 80% of premature deaths from CVD are preventable. By making small changes to our lifestyle – what we eat and drink, how much we exercise, and how we manage stress – we can better manage our heart health and beat CVD.



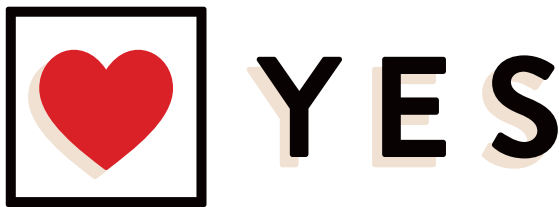
**The World Heart Federation (WHF)** is an umbrella organisation representing the global cardiovascular community, uniting more than 200 patient, scientific and civil society groups. Together with its Members, WHF influences policies, shares knowledge, and inspires behaviour change to achieve heart health for everyone.



# USE ♥ FOR ACTION

## Demand action to save lives.

THIS YEAR ON WORLD HEART DAY



**WHAT?** World Heart Day is a reminder to everyone around the world to take care of their hearts.

This year's campaign focuses on motivating every country to have a national action plan for cardiovascular disease.

**WHY?** We know that too many countries do not prioritize heart health.

National policies for cardiovascular disease are often lacking, insufficient, or simply don't exist.

**WHO?** We are supporting individuals to urge their leaders to take cardiovascular health seriously by providing a global platform for action.

**HOW?** We will send a powerful message to leaders worldwide by calling on everyone to sign the first global petition prioritizing heart health.



**World Heart Day on 29 September is a global, multi-lingual celebration.**

Spanning six continents, our hundreds of World Heart Federation (WHF) member organizations, the countless schools, universities, sports clubs and the vibrant cardiology community make World Heart Day (WHD) a truly global celebration.

Visit [worldheartday.org](http://worldheartday.org) and follow us on social media to find out how you can get involved – we'll be adding lots of resources, tips and info in the run up to 29 September.

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#UseHeart  
#WorldHeartDay  
#HeartYes

IN PARTNERSHIP WITH









[WORLDHEARTDAY.ORG](http://WORLDHEARTDAY.ORG)





## USE TO EAT WELL







-  Cut down on sugary beverages and fruit juices – choose water or unsweetened juices instead.
-  Swap sweet, sugary treats for fresh fruit as a healthy alternative.
-  Try to eat 5 portions (about a handful each) of fruit and veg a day – they can be fresh, frozen, tinned or dried.
-  Keep the amount of alcohol you drink within recommended guidelines.
-  Limit processed foods that are often high in salt, sugar and fat - unpack and unwrap less, peel and cook more!
-  Search online or download an app and get lots of heart-healthy recipe tips.

### DID YOU KNOW?

High blood glucose (blood sugar) can be indicative of diabetes. CVD accounts for the majority of deaths in people with diabetes. If left undiagnosed and untreated, diabetes can put you at increased risk of heart disease and stroke.



## USE TO SAY NO TO TOBACCO

-  Within 1 year of quitting, the risk of coronary heart disease is substantially reduced.
-  Within 15 years the risk of CVD returns to that of a non-smoker.
-  Exposure to secondhand smoke is also a cause of heart disease in non-smokers.
-  By quitting/not smoking you'll improve both your health and the health of those around you.
-  If you're having trouble stopping, seek professional advice and ask your employer if they provide smoking-cessation services.
-  E-cigarettes and other electronic nicotine delivery systems are not harmless alternatives to cigarettes and are linked to an increased risk of cardiovascular disease.






### DID YOU KNOW?

High blood pressure is one of the main risk factors for CVD. It's called the 'silent killer' because it usually has no warning signs or symptoms, and many people don't realise they have it.



 @shaki\_b75

## USE TO GET MORE ACTIVE

-  Aim for 150 - 300 minutes of moderate-intensity or 75 - 150 minutes of vigorous intensity physical activity throughout the week.
-  If you can do more, go for it! Being more active will bring more health benefits and help offset the negative impact of sedentary lifestyles.
-  Be more active every day – take the stairs, walk or cycle instead of driving. Playing, walking, housework, dancing – they all count!
-  On two or more days a week, you should also do some muscle strengthening exercises involving all major muscle groups.
-  Download an app or use a wearable device to keep track of your steps and progress.

*“Find a physical activity you truly enjoy and set small, achievable goals to keep yourself motivated. Remember, staying active isn't just about intense workouts – it's about moving your body and having fun.”*

**Shakib Al Hasan**, cricket player, Bangladesh

### DID YOU KNOW?

Cholesterol is associated with around 3.6 million deaths per year, so visit your healthcare professional and ask them to measure your levels, as well as your weight and body mass index (BMI). They'll then be able to advise on your CVD risk so you can take action to improve your heart health.