



Campaign 2018



"For the American heart"

The Inter-American Society of Cardiology (SIAC), by specific instructions of its member Societies, starts up a strategy destined to the Community, with the clear purpose of positively influencing over the decrease of the cardiovascular disabilities and deaths in the American Region and, consequently, contribute to completion of the proposal 25 x 25 of the World Health Organization and the World Heart Federation.

Accordingly, the SIAC has created a new area called SIACCommunity, which, upon the mobilization of different groups, aims at improving the awareness of the community about the main concepts of the healthy life as a prevention strategy. For such purpose, within the frame of the campaign **For the American heart** launched in 2018, the SIAC has projected actions in respect of three international dates:

- ✓ Hypertension week: from May 17 to May 23
- ✓ Heart week: from September 29 to October 5
- ✓ Diabetes week: from November 14 to November 20

Each week, the SIAC will, through its member Societies, invite all sectors of the community to add activities around the American Continent, with the same slogan to strengthen the message. These players may offer sites for the detection of risk factors, training for health teams or any members of the community, and presence at the media. In respect of each component of the Campaign, the SIAC is opened and available to discuss and articulate about the development of a healthy community with other Institutions that share the same values and goals.

The open calls will be communicated through the SIAC's webpage (<http://www.siacardio.com>), as well as through the official accounts at  and  that will be created prior to the first call.

SIACCommunity begins...*for the American heart*