

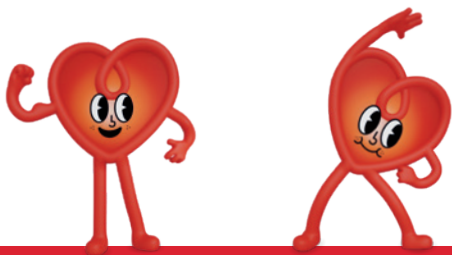
THE WORLD'S BIGGEST KILLER IS HIDING IN PLAIN SIGHT

CVD TOUCHES MILLIONS OF LIVES

We're raising awareness of heart disease, including the hidden symptoms that often go unnoticed.

Introducing **Heart Stories**. Shine a light on your own experience or that of a loved one. Share pictures, offer a tribute, or reflect on your personal journey with CVD this World Heart Day.

DON'T MISS A BEAT



You can share your story for our Heart Stories hub by downloading our app or visiting our website



You can also share via our social channels:

@worldheartfederation

@worldheart

@worldheartfed

#DontMissABeat

#WorldHeartDay

SYMPTOMS SEE THE SIGNS

**HIGH BLOOD PRESSURE OFTEN
HAS NO SYMPTOMS UNTIL
A HEART ATTACK OCCURS**

Know your numbers.
A simple check could save your life.

**PERSISTENT NAUSEA, FATIGUE
AND INDIGESTION COULD
BE SIGNS OF A HEART ATTACK
IN WOMEN**

Don't ignore your heart. Get checked.

**AROUND 50% OF BABIES
BORN WITH CHD ARE NOT
DIAGNOSED AT BIRTH**

Spotting signs of CHD with screening
can save lives.

Not knowing the signs, symptoms
and risk factors for CVD can lead
to missed opportunities for treatment
as well as late diagnosis.

**Test your heart health knowledge
with the Heart Smart quiz.**



HEART DISEASE KILLS AROUND 1 IN 3 OF US

But too many symptoms are missed,
and too little progress is being made.

We need to act now to save lives.

SYMPTOMS.
SOLUTIONS. SYSTEMS.

DON'T MISS A BEAT



PROTECT YOUR HEART

1 IN 5 PEOPLE WILL DIE PREMATURELY FROM HEART DISEASE

But most of the time, it can be prevented.

With small, consistent changes, people can significantly improve their heart health over time.

This World Heart Day, we're asking people to Keep the Beat by pledging to take small steps that make a big difference to heart health.

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- 01 Take the stairs, not the lift:**
Small changes can add up over time.
 - 02 Eat healthier:**
Focus on balanced meals with lots of fruit and vegetables.
 - 03 See your doctor:**
Regular health checks can catch issues early.
 - 04 Take regular work breaks:**
Even a few minutes can reduce stress.
 - 05 Make a pledge to move more:**
Pledge on our website or app, and share your progress using #DontMissABeat



Track your progress through the World Heart Day app, join forces with friends, colleagues or community groups, and help show the world how small actions can add up to a healthier future. You can also submit your Keep the Beat Pledges on the World Heart Day website.

DEMAND ACTION GOVERNMENTS MUST ACT NOW.

We need more national and international Cardiovascular Health action plans and universal access to health prevention, treatment and care.

LESS THAN 20 COUNTRIES HAVE A STANDALONE NATIONAL PLAN TO TACKLE CVD.

But, with small changes, we can stop the number of CVD deaths from rising.

THIS WORLD HEART DAY, WE WANT YOU TO CALL ON YOUR GOVERNMENT

to fully integrate CVD prevention, diagnosis, treatment and rehabilitation across healthcare.

We want national heart plans in every country. And we want to fight to expand universal health coverage to ensure full-life care.



**WORLD
HEART
DAY** 29 SEP