

**THE IMPACT OF CVD  
IS FELT EVERYWHERE.**

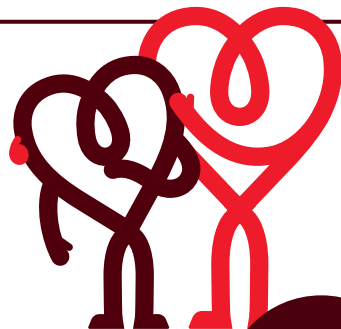
**HEART DISEASE IS THE  
WORLD'S NO.1 KILLER.**

In only a decade, deaths from CVD nearly doubled.

**DON'T MISS A BEAT.**

**80% OF HEART DISEASE  
AND STROKE CASES ARE  
PREVENTABLE.**

Billions of people have undiagnosed risk factors for CVD, for which treatments are available.



**To find out more, visit our website.**  
You can join the movement and help us change this for the better.



**OUR MISSION FOR  
GLOBAL CHANGE.**

Heart disease is preventable with early treatment, but governments worldwide must improve access to life-saving care – from heart health checks to clear action plans. Because every heartbeat matters.

**RIGHT NOW, ONLY 1 IN 5 PEOPLE WITH  
HIGH BLOOD PRESSURE IS RECEIVING  
THE TREATMENT THEY NEED.**

But if we increase that number to 1 in 2, we could save 130 million lives.

**Your support is vital.**

Sign our petition to call on governments around the world to help more people get the treatment they need.



**ACT NOW TO SAVE LIVES.**



Instagram @worldheartfederation  
Facebook @worldheart  
Twitter @worldheartfed

#DontMissABeat  
#WorldHeartDay



**1 IN 5 PREMATURE  
DEATHS ARE CAUSED  
BY CARDIOVASCULAR  
DISEASE.**

**DON'T MISS A BEAT.**  
**ACT NOW. IT COULD  
SAVE YOUR LIFE.**



# EVERY HEARTBEAT MATTERS: HOW SMALL CHANGES CAN MAKE A BIG DIFFERENCE.

1 in 5 people will die early from heart disease. But most of the time, it can be prevented.

30 minutes of exercise could help 4 in 5 people who suffer from cardiovascular disease, yet 1 in 3 adults are not moving enough.

This World Heart Day, we're calling on people to 'Keep the Beat' by taking small steps to prioritise their heart health, consistently.

- 01 Take the stairs, not the lift:**  
Small changes can add up over time.
- 02 Practice mindful breathing:**  
Taking a few minutes can reduce stress.
- 03 Nourish your body:**  
Focus on balanced meals with lots of fruit and vegetables.
- 04 See your doctor:**  
Regular health checks can catch issues early.
- 05 Move for at least 25 minutes a day for 25 days this September**  
To celebrate 25 years of World Heart Day, and share your progress using #DontMissABeat.



# ACTING NOW COULD SAVE YOUR LIFE.

Millions are living with undiagnosed risk factors for CVD, which are often caught too late. Blood pressure checks and other simple tests can change that.

## LISTEN TO YOUR BODY:

Don't ignore warning signs like breathlessness, chest pain or fatigue.

## KNOW YOUR NUMBERS:

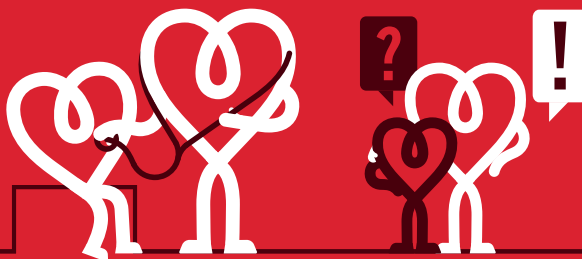
Ask your doctor about your blood pressure and cholesterol.

## MAKE IT A ROUTINE:

Add heart health checks to your yearly to-do list.

## SPREAD THE WORD:

Encourage your family, friends and colleagues to get checked, too.



## CASE STUDY/ X'S STORY

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