

About World Heart Day 2017

World Heart Day takes place every year on 29 September. We mark this day in South Africa too.

Created and led by the World Heart Federation, the day is designed to raise awareness of cardiovascular disease (CVD), the world's biggest killer, and of the importance of living a heart-healthy lifestyle. In SA, CVD is the second biggest killer following HIV and AIDS.

Why is heart health a global issue?



Heart disease and stroke are the world's leading causes of death, claiming 17.5 million lives each year



At least 80% of premature deaths from CVD could be avoided by reducing risk



In South Africa, 14% of people aged between 30 and 70 die due to CVD



31% of all deaths worldwide are from CVD, over 80% of these are in developing countries.



The World Heart Federation is striving for a 25% reduction in premature deaths from CVD by



2025 and in those affected by Rheumatic Heart Disease, 25% reduction in those under the age of 25 years by 2025 – the so-called 25X25<25



Congenital heart disease affects almost 1:10 children and is the most common birth defect globally.

Don't be a statistic

The stats are scary and we often bury our heads in the sand with the famous last words *"it won't happen to me, I feel fine."* But we really have numerous opportunities to get peace of mind with 4 simple tests done at your nearest Dis-Chem Pharmacy for FREE! Get your blood pressure, blood sugar, cholesterol, and body mass index checked absolutely free from 15 September – 15 October 2017.

Alternatively, you can go to your family doctor or clinic to check these regularly – at least once a year. This way you can prevent the onset of lifestyle diseases such as diabetes or high blood pressure by making lifestyle changes to lower your risk, and if your test

results are concerning, you will have the opportunity to get treatment and the appropriate medical management.

Mobilize South Africa!

Prof Karen Sliwa from the SA Hatter Institute at UCT says:

“World Heart Day is our chance to shine a light on the world’s biggest killer and work together to improve heart health. This includes highlighting the need for better care of patients with Rheumatic Heart Disease and Cardiac Disease associated with pregnancy”

Prof Pamela Naidoo, CEO of the Heart and Stroke Foundation South Africa advises:

“Around the world 1 in 10 people die prematurely from cardiovascular disease but the power to change this is in our hands. Making small lifestyle changes such as eating more fruit and vegetables, keeping active, reducing alcohol consumption and stopping smoking can save lives”

Prof Liesl Zuhlke, President of the South African Heart Association says:

“We are urging people to ‘share the power’ this World Heart Day by sharing your healthy heart tips with friends and family and inspire people everywhere to be healthier. Our focus is on families and communities as children can have heart disease too and a healthy heart starts in childhood”

Let’s work together to meet the global targets of reducing premature deaths from cardiovascular disease by 25% by the year 2025.

For more information and to check how World Heart Day may be celebrated in your city, visit www.heartfoundation.co.za or call 021-4221586

About the World Heart Federation

The World Heart Federation is dedicated to leading the global fight against cardiovascular disease (CVD), including heart disease and stroke. For more

information, please visit: www.worldheart.org;
www.facebook.com/worldheartfederation and twitter.com/worldheartfed

About the Heart and Stroke Foundation South Africa (HSFSA)

The HSFSA is a non-profit-organization leading the knowledge, awareness and prevention of heart disease and stroke by encouraging the public to adopt less risky health behaviours. The Foundation is also involved in advocacy and works with the National Department of Health and other relevant stakeholders to promote health and prevent CVDs. For more information please visit: www.heartfoundation.co.za or follow us @SAHeartStroke and @HeartStrokeZA

About the South African Heart Association

The SA Heart association is the only body representing and promoting the professional cardiovascular community in South Africa as well as communicating with the public by education directed towards the prevention and treatment of diseases of the cardiovascular system. SA Heart® strives to take an active role in establishing and maintaining standards for quality cardiovascular health care delivery.

YOUR INVITATION

World Heart Day! Go red to power your heart

Join the Heart and Stroke Foundation South Africa (HSFSA) on World Heart Day, Friday, 29 September, as we light up iconic monuments and landmarks in South Africa. World Heart Day (WHD) is promoted by the World Heart Federation (WHF) through their numerous member countries, including South Africa.

Join the celebrations in Cape Town:

Share the awareness as we light up Table Mountain in red through our partnership with the South African Heart Association and the World Heart Federation. In the interest of public health and awareness, The Cape Wheel, at the V&A Waterfront, has graciously agreed to light up in red on WHD, Friday, 29 September 2017. You can help raise awareness about the seriousness of heart disease by joining us, so dress in red and

bring your family and friends to The Cape Wheel where we will light up between 18:00 – 21:00.

Take pictures with our mascot Hearty, stand a chance to win awesome prizes with the HSFSA and support the fight against cardiovascular disease in South Africa.

Join the celebrations in Durban

Our staff will be joining Coastlands on the Ridge Hotel for a fun evening of awareness for guests and staff.

Share the awareness nationally:

As an exceptional gesture from Life Healthcare, the following healthcare facilities around the country will be lit up, on 29 September 2017 in support for the fight against heart disease.

KZN

Life Mount Edgecombe Hospital

Life Empangeni Private Hospital

Life Westville Hospital

Life Hilton Private Hospital

Life The Crompton

Life Entabeni Hospital

Western Cape

Life Vincent Pallotti Hospital

Eastern Cape

Life St Dominic's Hospital (East London)

Life St George's Hospital (PE)

Gauteng

Life Fourways Hospital

Life Dalview Hospital

Life The Glynwood

Competition Time!

If you find yourself at one of the above branches during the time of lighting up, take a picture of the lit-up facility and post it on the HFSA Facebook page and / or our Twitter page and stand a chance to win an awesome prize. Follow us on Facebook @HeartStrokeSA and on Twitter @SAHeartStroke

Let's work together to meet the global targets of reducing premature deaths from cardiovascular disease by 25% by the year 2025.

For more information please call 021 422 1586 or email:

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