



Acino Cardio

Follow the rhythm



WORLD HEART DAY

29th September 2018

A Swiss initiative brought to you by
Acino Switzerland^{1,2}



1. An initiative of World Heart Federation with headquarter in Switzerland. www.world-heart-federation.org - last accessed 06/09/2018
2. www.acino.swiss - last accessed 06/09/2018

Did you know?

The n°1 cause of death worldwide are cardiovascular diseases.

They kill 17.3 million people per year³

You are more likely to suffer from a cardiovascular disease if you⁴:



- Smoke
- Are a second-hand smoker



- Suffer from:
- diabetes, or
 - chronic kidney disease



- Are of male sex
- Have increased age (men ≥ 55 y.o ; women ≥ 65 y.o)



- Have increased blood level of „bad cholesterol“



- Are overweight / obese
- Have a poor diet (excess salt, alcohol and sugary drinks intake)



- Don't have enough physical activity

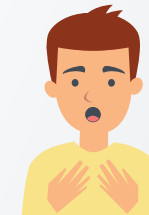
Percentage of people aged between 30 and 70 who died in 2012 due to cardiovascular disease⁵



What are the signs of alert of a heart attack?^{6,7}

A heart attack occurs when the blood flow that brings oxygen to the heart muscle is severely reduced or cut off completely⁶

Common symptoms include⁴:



Shortness of breath



Pain or discomfort in chest



Jaw, neck or back pain



Discomfort or pain in arm or shoulder



Lightheadedness, nausea or vomiting

Most frequent **signs of alert vary with gender**⁷:

- chest pain or discomfort **for men**
- unusual fatigue, sleep disturbance, shortness of breath, nausea/ vomiting, and back or jaw pain **for women**

The symptoms may **not always** be sudden or severe⁷.

Some people do not experience any chest pain, some may have only one symptom and some other may have a combination of symptoms⁷.

3. <https://www.world-heart-federation.org> - last accessed 07/08/18

4. Whelton PK, et al. 2017 Guideline for High Blood Pressure in Adults J. Am. Coll of Cardiol 2018; 71:e127-e248

5. <http://cvdworldmonitor.org/countries> - last accessed 07/08/18

6. <https://www.heart.org/en/health-topics/heart-attack/warning-signs-of-a-heart-attack> - last accessed 07/08/18

7. <https://www.heart.org/en/health-topics/heart-attack/warning-signs-of-a-heart-attack/heart-attack-symptoms-in-women> - last accessed 07/08/18

What to do if you have such symptom(s) of a heart attack?⁸

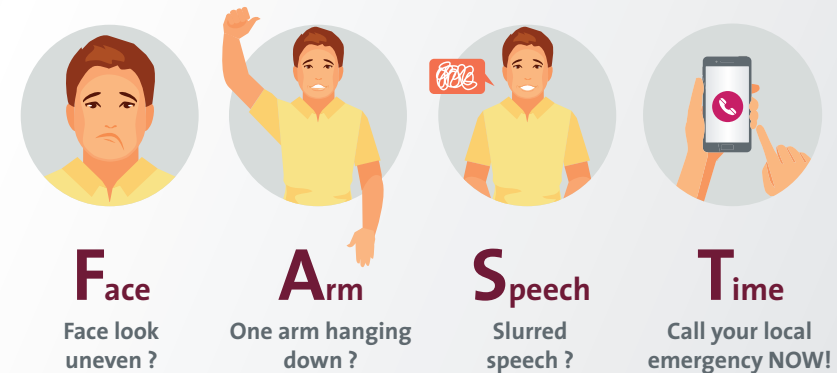


What are the signs of alert of a stroke?^{9,10}

A stroke happens when blood stops flowing to any part of your brain, damaging brain cells⁹

Usual symptoms include⁹:

There's treatment if you act FAST!



If you experience these symptoms¹⁰:

1. Call your local emergency number
2. Stay calm and don't drive yourself
3. Do not take any medicine, food or drinks

The signs of alert are **the same for women and men**. Less frequently, people can have additional or other symptoms such as: blurred or double vision, sudden severe headache, numbness, and problems with balance⁹

8. <http://www.heartandstroke.ca/heart/conditions/heart-attack> - last accessed 07/08/18

9. <http://www.heartandstroke.ca/stroke/signs-of-stroke> - last accessed 07/08/18
10. http://www.strokesmart.org/wait-ambulance?utm_source=homepage&utm_medium=newfeed&utm_campaign=wait-ambulance - last accessed 07/08/18

Link between stress and cardiovascular diseases¹¹

It has been researched that you are more likely to suffer from cardiovascular diseases, if you are suffering from stress¹¹:
Stress can come under several forms, such as lack of social support, long-term stressful conditions in the family life, stress at work, acute stress related to a traumatic event¹¹

Stressors can¹¹:

- **Increase your risk** of heart disease and stroke
- **Act as barrier** to the adherence to your treatment
- Decrease your efforts to improve your lifestyle

Using self-help **techniques** to **deal with stress**¹²:

- Learn to relieve acute stress in the moment
 - ✓ Take a deep breath
 - ✓ Involve your senses. Focus on something that can help you to relax: viewing a favorite photo, smelling a specific scent, listening to a favorite piece of music, tasting a piece of gum, hugging a pet
- Identify all sources of stress in your life – try to keep a stress journal
- Manage your time better
- Get moving – Exercise!
- Connect to others
- Make time to laugh. It's your body's natural stress-release mechanism
- Practice the 4 A's of stress management - Avoid, Alter, Adapt & Accept

11. Massimo F. Piepoli et al. 2016 European Guidelines on cardiovascular disease prevention in clinical practice European Heart Journal (2016) 37, 2315–2381 doi:10.1093
12. <https://www.helpguide.org/articles/stress/stress-management.htm>, last accessed 07/08/18

The 4 A's of stress management¹²



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5. <http://cvdworldmonitor.org/countries> - last accessed 07/08/18
6. <https://www.heart.org/en/health-topics/heart-attack/warning-signs-of-a-heart-attack> - last accessed 07/08/18
7. <https://www.heart.org/en/health-topics/heart-attack/warning-signs-of-a-heart-attack/heart-attack-symptoms-in-women> - last accessed 07/08/18
8. <http://www.heartandstroke.ca/heart/conditions/heart-attack> - last accessed 07/08/18
9. <http://www.heartandstroke.ca/stroke/signs-of-stroke> - last accessed 07/08/18
10. http://www.strokesmart.org/wait-ambulance?utm_source=homepage&utm_medium=newfeed&utm_campaign=wait-ambulance - last accessed 07/08/18
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WORLD HEART DAY

About the World Heart Day - <http://worldheartday.org/>

In May 2012, world leaders committed to reducing global mortality from non-communicable diseases, including cardiovascular disease, by 25% by 2025. World Heart Day is, therefore, the perfect platform for the CVD community to unite in the fight against CVD and reduce the global disease burden.

Created by the World Heart Federation, World Heart Day aims to drive action to educate people that by controlling risk factors such as tobacco use, unhealthy diet and physical inactivity, at least 80% of premature deaths from heart disease and stroke could be avoided.

About the World Heart Federation - www.world-heart-federation.org

Founded 40 years ago, the World Heart Federation (WHF) is the principal representative body for the cardiovascular community, including the national and continental cardiology scientific societies and foundations, and representing the scientific, medical and professional communities, as well as patients and charitable organizations. The World Heart Federation is based in Geneva, Switzerland and is in official relations with the World Health Organization (WHO), to advocate for cardiovascular health.

Across 100 countries, they are acting now to build global commitment to address cardiovascular health at the policy level, generate and exchange ideas, share best practice, advance scientific knowledge and promote knowledge transfer to tackle CVD. They are at the heart of driving the CVD agenda and advocating for better heart health – enabling people to live longer, better and more heart-healthy lives, whoever and wherever they are.

About Acino Switzerland - www.acino.swiss

Acino is a Swiss pharmaceutical company headquartered in Zurich. We deliver quality pharmaceuticals to promote affordable healthcare in the emerging markets. With a proven track record, our dedication to get medication to those who need it most, and with a scientific educational approach, we aim to become the preferred brand for patients and professionals.

When you choose Acino, you are choosing quality you can rely on.

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