



World Heart Day

AT THE HEART OF HEALTH

29 September 2014



Briefing document for spokespeople

On World Heart Day join the global movement for better heart-healthy choices wherever you live, work and play #heartchoices

World Heart Day is on 29 September 2014. It is a global awareness day which aims to educate people about the burden and impact of cardiovascular disease (CVD). This year, specifically, **we are putting a spotlight on creating heart-healthy environments to ensure people have the best opportunities to make heart-healthy choices and reduce their own cardiovascular disease (CVD) risk, and that of those around them, wherever they @live, @work and @play.**

As the *CEO for the Heart & Stroke Foundation of Barbados* we will be the voice of this year's campaign and play a crucial role in promoting heart-healthy activities to reduce CVD prevalence among women and children *and as such we have partnered with Nailjuk, Bajan Fusion, and Trail seekers to bring active engagement to this message through a series of exercise events to get the public to get moving whether as a corporation, family or individual.*

We are also pleased to announce that our own cardiac rehabilitation unit has been awarded and retained the international American Association Cardiovascular and Pulmonary Rehabilitation certification, for the second time which is the equivalent of the iso900 award of industry. This is a major achievement and puts us on an international ranking. The Heart & Stroke Foundation is the only entity to have achieved this outside of America in the Caribbean.

Our events for World Heart Day are:

- A Heart & Stroke Walk and run with health expo, Saturday 27th September, 2014 begins at 6am
- The Pedal for a purpose bike ride, Sunday 28th September 2014 begins at 4pm
- Our launch of Yoga heartflow – bringing peace to your heart in open tranquil spaces in Barbados Monday 29th September at 6pm

We are mindful that as a nation we have approximately 14 heart attacks a month or one every other day and 3 strokes every two days. That is a family, a coworker, a corporation affected by the loss of income, productivity and possible death of someone.

Barbados has high risk factors for strokes and heart attacks. With nearly 1 in 5 persons having high blood pressure and expected 2/3 women predicted to being clinically obese by 2025 the rates for cardiovascular death will only increase unless we as a nation are willing to take up the call for action from our food manufacturers, to produce better labeling, and nutritional content, our import sector, to bring in quality foods and beverages, and our people to eat and grow more home grown vegetables.



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Therefore I leave you with the following:

- "Cardiovascular disease is the number one killer worldwide taking more lives than any other disease, including cancer, malaria and HIV. This is especially sad since most deaths from heart disease and stroke are preventable."
- **We work in wider partnerships and** "To mark World Heart Day 2014, the World Heart Federation and its members are putting a spotlight on creating heart-healthy environments. Ensuring people have the best opportunities to make heart-healthy choices where they live, work and play helps reduce their own cardiovascular (CVD) risk, and that of those around them."
- "Everyone has the right to make heart-healthy choices, wherever they live, work and play. But we all need to take action to make it happen in our homes, our communities and our nations. That's why this year, by supporting World Heart Day you're joining our global movement for better #heartchoices."

For further information regarding any of our events please call the Heart & Stroke Foundation of Barbados on 4373312, we are located in Jemmotts lane

Gina Pitts, CEO
September 4th, 2014

Contact

We're delighted to work with you on the World Heart Day 2014. Please do not hesitate to contact us if you require any further information. [*Heart & Stroke Foundation of Barbados, 4373312, fax 4309898, email ceo@hsfbarbados.org web www.hsfbarbados.org]*