Arrhythmia Alliance Educates Individuals on the Risks of Heart Rhythm Disorders for World Heart Day 2018

Make a promise for your heart health this year

September 20, 2018: World Heart Day is a global campaign to raise awareness of heart health and Arrhythmia Alliance is urging everyone to Know Your Pulse to know your heart rhythm. The aim is to educate people about the risk factors relating to the heart, which can result in premature deaths from heart disease and stroke.

This year, during World Heart Day, Arrhythmia Alliance is sharing facts about arrhythmias (irregular heart rhythm disorders), to raise awareness of the risks of sudden cardiac arrest, atrial fibrillation (a leading cause of stroke), and fainting (all too often a symptom of an underlying, potentially fatal, arrhythmia). By promoting the importance of understanding arrhythmias, Arrhythmia Alliance aims to inform individuals, families, communities and governments during World Heart Day, in the hopes of driving action and making positive policy change.

Arrhythmia Alliance will also be hosting “Know Your Pulse” events, teaching the public the simple task of knowing your pulse to know your heart rhythm (not just your heart rate). The most common arrhythmia, atrial fibrillation (AF), is easily detected by a simple pulse rhythm check. AF causes 900,000 debilitating and often fatal AF-related strokes in the US each year. AF-related strokes can

Founder and CEO: Mrs Trudie Lobban MBE FRCP Edin
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be avoided if detection, diagnosis, and appropriate anticoagulation therapy is prescribed, to reduce the risk of a clot forming, travelling to the brain, and causing and AF-related stroke.

Trudie Lobban MBE, Founder and CEO of Arrhythmia Alliance, said, “World Heart Day is an important day which highlights the need to know more about your heart health. By raising awareness of arrhythmias, and informing people on how much of a difference a simple thirty second pulse check can make, we can highlight the need for everyone to become aware of their heart rhythm. When a heart rhythm irregularity is detected, people will know when to seek medical advice, potentially saving thousands of lives.”

To learn more about the different types of arrhythmias, and to see a short video explaining how to check your own pulse, visit www.knowyourpulse.org

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Notes to editors:

ARRHYTHMIA ALLIANCE

Working together to improve the diagnosis, treatment and quality of life for all those affected by arrhythmias. By raising awareness and campaigning for the improved detection and care of heart rhythm disorders, Arrhythmia Alliance aims to extend and improve the lives of the millions around the world that these conditions affect. Visit our website www.heartrhythmalliance.org

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