

WORLD HEART RHYTHM WEEK 5-11 JUNE 2017

TAKE THE PULSE CHECK CHALLENGE – IT COULD SAVE YOUR LIFE

NEW SURVEY SHOWS THAT 60% OF PEOPLE ARE NOT PULSE AWARE

“MOST PEOPLE DO NOT KNOW ABOUT THE IMPORTANCE OF THEIR PULSE AND HOW TO CHECK FOR AN IRREGULAR HEART RHYTHM – A SIMPLE MANUAL PULSE CHECK CAN HELP”

“Arrhythmia Alliance dedicates World Heart Rhythm Week to our Patron, Sir Roger Moore, as we aim to make ONE MILLION people pulse aware.”

5 June 2017, London: A new survey undertaken by Arrhythmia Alliance, supported by Opinion Health research, shows that more than 60 per cent of people are not pulse rhythm aware (survey of 1,555 people across UK – 27 May – 2 June 2017).

“The responses to our survey further reinforce the need to raise awareness and educate the public about arrhythmias, heart rhythm disorders and the importance of being pulse rhythm aware – to identify the undiagnosed person with an arrhythmia – the call to action for this year’s World Heart Rhythm Week,” said Trudie Lobban MBE, Founder and CEO, Arrhythmia Alliance.

“This year’s World Heart Rhythm Week has been dedicated to the memory of our Patron and friend, Sir Roger Moore, “she added

During the week Arrhythmia Alliance aims to make one million people pulse aware, co-ordinate the taking of 10,000 pulse checks and to identify 1,000 people with an undiagnosed irregular heart rhythm.

More than 250 events will be taking place across the UK during World Heart Rhythm Week with a further 14 countries worldwide also participating. Arrhythmia Alliance is also partnering with a number of organisations to undertake pulse checks in a variety of settings – including pharmacies, hospitals, surgeries and shopping centres – to reach the target of 10,000 pulse checks.

Why it is important to know your pulse –

- More than 2 million people have an arrhythmia in the UK



NEWS RELEASE

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- Nearly 500,000 people in the UK have undiagnosed AF, and are at increased risk of a debilitating or life-threatening AF-related stroke – the most severe type of stroke
- Arrhythmias cause up to 100,000 sudden cardiac deaths each year in the UK; over 250 every day, more deaths than breast cancer, lung cancer and AIDS combined
- 120,000 people experience unexplained loss of consciousness each year, commonly a sign of a heart rhythm disorder
- There is no national programme of pulse checks or heart rhythm screening

For more information on Arrhythmia Alliance and World Heart Rhythm Week go to www.heartrhythmweek.org

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Notes to editors

For an interview with Trudie Lobban MBE, please contact:

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ARRHYTHMIA ALLIANCE

Arrhythmia Alliance, are global advocates, working in partnership to reduce deaths and impact on individuals caused by cardiac arrhythmias and their associated morbidities. 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 website www.heartrhythmalliance.org