



Working together to improve the diagnosis, treatment and quality of life for all those affected by arrhythmias

Do you LISTEN TO YOUR HEART? It could save your life!

As part of World Heart Rhythm Week (7th-13th June), a national charity for heart rhythm disorders, Arrhythmia Alliance, is calling for everyone to **'listen to their heart'** to get to know the rhythm and not just the heart rate. Over 100,000 people each year die suddenly from sudden cardiac arrest caused by an irregular heart rhythm. Over 80% of these deaths could be avoided if only people were more aware of their heart rhythm and seek medical advice before it is too late.

The most common heart rhythm disorder is Atrial Fibrillation (AF) which can lead to stroke, heart failure, dementia, depression, anxiety and much more – yet a simple pulse check to listen to the heart rhythm, to see if it is regular or irregular, can easily detect potential AF, which once diagnosed treatments and therapies are available to prevent against devastating strokes and heart failure.

During World Heart Rhythm Week everyone is being encouraged to Know Your Pulse to Know Your Heart Rhythm. Listen to your heart rhythm, and if irregular, speak to your doctor – it literally could save your life.

Arrhythmia Alliance has been introducing pulse checks in COVID-19 vaccine centres to help detect AF. 'Results have been incredible' reported Trudie Lobban MBE, Founder of Arrhythmia Alliance. 'Such a simple, free, test that can literally saves lives – all too often we are aware of our heart rate yet do not realise the importance of also knowing the rhythm of our heart. Manual pulse checks or the use of digital technology through downloadable apps on our phones can help detect potentially fatal arrhythmias (heart rhythm disorders) – and can quite simply save us from sudden death or stroke. This simple task that anyone can do not only saves lives but also saves the NHS money from treating and managing the ongoing care for someone who survives a stroke for example. We recommend regular pulse checks and discussion with your doctor throughout the year but even more so during World Heart Rhythm Week when we are asking you to Listen to Your Heart. We urge everyone to take just 30 seconds to listen to the rhythm of their heart and those of their loved ones – spread the message – save a life'

Arrhythmia Alliance has produced videos teaching people how to check their pulse manually or using downloadable apps which detect irregular heart rhythms. Find out more at www.knowyourpulse.org

If you suspect you have an irregular heart rhythm, breathlessness, palpitations, light-headedness, fainting – don't delay, check your heart rhythm and speak to your doctor – it could save your life.

Remember don't let the one you love be the one you lose – so share the message far and wide.

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ABOUT ARRHYTHMIA ALLIANCE

Arrhythmia Alliance (www.hearhythmalliance.org) is a national and global charity offering support, information, education and awareness to all those affected by irregular heart rhythm disorders. A-A is a collaboration of patients, carers, healthcare professional, policy makers and all those involved in the care or affected by cardiac arrhythmias.

ABOUT WORLD HEART RHYTHM WEEK 2021

Arrhythmia Alliance World Heart Rhythm Week launched in 2004 following the success of changing government policy to include services for patients with arrhythmias (heart rhythm disorder). Sudden cardiac arrest caused by an irregular heart rhythm is the number one killer in the UK and globally. WHRW draws attention to the devastation that an irregular heart rhythm can cause to the person and their loved ones. Most arrhythmias can be treated successfully if detected, diagnosed and treated however most go un-detected. Therefore WHRW focussed on public awareness which in turn can save thousands of lives annually.

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