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

HEART FAILURE AWARENESS WEEK
6 – 12 May 2019

At least 15 million people across Europe and 900,000 people in the UK have heart failure

People with heart failure are 2 – 3 times more likely to have a stroke

Heart failure is the number one cause of unexpected hospital admissions in the UK

6 May 2019, Chipping Norton, UK: 900,000 people in the UK live with heart failure and 65,000 new cases are diagnosed each year. Heart Failure Awareness Week will be held from 6 - 12 May 2019 and aims to raise awareness of the condition that affects so many people.

Heart failure is a condition in which your heart cannot pump blood as efficiently around the body as it should. It does not mean that the heart is about to stop working, but that it is not working properly and requires support.

Symptoms of heart failure vary from person to person, but the main symptoms are shortness of breath, coughing / wheezing and swollen ankles & legs, tiredness and weight gain. Symptoms usually develop quickly which is known as acute heart failure, but they can also develop gradually - chronic heart failure.

Heart failure can be caused by a number of conditions including high blood pressure, atrial fibrillation (the most common arrhythmia – irregular heart rhythm disorder), coronary heart disease including previous heart attack, cardiomyopathy and congenital heart disease.

Prof Martin Cowie, medical advisor for Arrhythmia Alliance said “The NHS is working hard to get to grips with heart failure, making sure that if people have new symptoms of breathlessness and fluid build-up that the diagnosis is made promptly and that the correct treatment is started. Early diagnosis is the key step to better treatment and better outcomes.”

Arrhythmia Alliance will be joining the campaign to raise awareness of heart failure and this week sees the launch of their new information resource ‘Living with Heart Failure’. This booklet provides comprehensive information for anyone living with heart failure and includes treatment options and suggestions for how to live with the condition. The booklet can be downloaded from the Arrhythmia Alliance website www.heartrhythmalliance.org/aa. Alternatively, our Patient Services team can be contacted for more information and support on 01789 867501 or by emailing info@heartrhythmalliance.org.
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Trudie Lobban MBE, Founder & Trustee of Arrhythmia Alliance said “Arrhythmia Alliance is dedicated to raising awareness so that more people are informed and can ensure they access the best treatment options and are thereby better able to manage their condition. HF is the most common cause of hospital admissions and yet with management and lifestyle changes it can be treated – we urge anyone with HF to contact us for more information”

Anyone living with heart failure may also benefit from attending the Arrhythmia Alliance Patient Day which will be held on 6 October at The ICC, Birmingham. World renowned medical experts will be in attendance and the day provides attendees with the opportunity to learn about their condition, how to manage it and available treatment options. Visit www.heartrhythmalliance.org/aa to find out more.

Arrhythmia Alliance will be joining the campaign to raise awareness of heart failure by sharing informative posts across our social media platforms.

**Facebook** @ArrhythmiaAlliance

**Twitter** @KnowYourPulse

**Instagram** arrhythmiaalliance

Arrhythmia Alliance will be launching a new online support group forum on Health Unlocked. Visit the forum for information and support here https://healthunlocked.com/arrhythmia-alliance-heart-failure

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Notes to editors

For an interview with Trudie Lobban MBE, Founder & Trustee 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