

Working together with individuals, families and medical professionals to offer information and support on Syncope and Reflex Anoxic Seizures

ARRHYTHMIA ALLIANCE WORLD HEART RHYTHM WEEK

4 - 10 JUNE 2018

1 in 2 people will faint at some time in their life - this may be the result of an arrhythmia (irregular heart rhythm) and should not be ignored. Help us to spread awareness of arrhythmias this World Heart Rhythm Week.

Take Fainting to Heart - there is no such thing as a simple faint

4 June 2018, Oxfordshire STARS (Syncope Trust And Reflex anoxic Seizures) is celebrating its 25th anniversary and will be raising awareness of the link between fainting and arrhythmias (heart rhythm disorders) during the Arrhythmia Alliance World Heart Rhythm Week.

1 in 2 people will faint at some point in their life. Dehydration, exhaustion and stress are usually believed to be the causes of fainting and most people are unaware that fainting could be a warning sign for a serious, potentially life-threatening heart rhythm condition.

Fainting or syncope is a temporary loss of consciousness that occurs when there is a sudden lack of blood supply to the brain. However, in many cases fainting is the only sign of an abnormal heart rhythm which is the leading cause of sudden cardiac arrest – a devastating condition that kills more than 100,000 people every year in the UK yet goes undiagnosed.

To raise awareness and to educate people about fainting and its link to heart health, STARS has launched their '***Take Fainting to Heart – there is no such thing as a simple faint***' campaign to encourage people to take fainting seriously and to urge those who have fainted to seek medical advice and have the cause of the faint investigated.

Trudie Lobban MBE, Founder & CEO of STARS says "We need to make syncope and arrhythmia household names. People never used to know what leukemia was, or AIDS, or diabetes but all those conditions are now widely known. Raising awareness of syncope and arrhythmia will make people aware of their heart rhythm. I urge everyone to learn how to take a 30 second pulse check. Simply by understanding how to take your pulse you could potentially save your life or the life of someone you know.

Arrhythmia Alliance World Heart Rhythm Week will see many events taking place around the world offering free pulse checks and mobile ECG's to help detect thousands of unknown arrhythmias. Trudie says " We must continue with awareness, information, support and, above all, education. We need to educate medical professionals who dismiss the condition as "only a faint" and above all we should all remember – there is no such thing as a simple faint."



Syncope Trust And Reflex anoxic Seizures®

www.stars.org.uk

NEWS RELEASE

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Notes

1. STARS (Syncope Trust And Reflex anoxic Seizures) is the leading patient advocacy organisation providing guidance and information on syncope, a common cause of unexplained blackouts or faints. STARS aims to ensure that anyone with unexplained loss of consciousness receives timely and accurate diagnosis, effective treatment, support and direction to appropriate medical professionals: www.stars.org.uk.
2. STARS brought together clinicians, patients, carers, policy makers and all those with an interest in arrhythmias to launch Arrhythmia Alliance. STARS is affiliated to Arrhythmia Alliance - a coalition of charities which work together to improve the diagnosis, treatment and quality of life for all those affected by arrhythmias. www.hearrhythmialliance.org
3. Visit www.knowyourpulse.org to learn in 4 easy steps how to check a pulse.

On Wednesday 6th June in Westminster, London, STARS and Mike Gapes MP will be hosting an event to highlight syncope and its link to heart health.

For an interview with Trudie Lobban MBE, Founder & CEO, please contact:

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