



WORLD HEART RHYTHM WEEK

JUNE 03-09 2024

Reaching out to media outlets, doing interviews, and sharing letters to editors are a fantastic way to get the word out about World Heart Rhythm Week. Arrhythmia Alliance has compiled some talking points for you to use while you craft your letters or answer interview questions.

- World Heart Rhythm Week: Arrhythmia Alliance World Heart Rhythm Week is an annual Awareness Week that focuses on raising awareness of all arrhythmias (irregular heart rhythms) including Sudden Cardiac Arrest, Atrial Fibrillation, SVT, and Syncope (unexplained loss of consciousness). For more information, visit: <https://hearhythmalliance.org/aa/us/get-involved/world-heart-rhythm-week>

- World Heart Rhythm Week (WHRW) is Arrhythmia Alliance's annual awareness week, hosting a series of events to raise awareness of arrhythmias amongst both healthcare professionals and the general public while promoting our 2024 theme:

ACT SMART. YOU ONLY HAVE ONE HEART!

- Arrhythmia Alliance Pace4Life provides recycled and end of shelf-life devices and training to cardiac teams to upskill or to establish device implant services to those in low and middle income-countries (LMIC) or where they would not otherwise be able to access these life-saving treatments. Individuals can pledge their consent to donate their devices when they are no longer needed.
- Atrial fibrillation (AF) is the most common heart rhythm disturbance. It can affect people of all age's, however it is more common in the over 65-year-old age group. AF is a leading cause of Stroke. AF-Related Strokes are more disabling and debilitating and frequently fatal than any other type of Stroke.

- AF affects more than 33 million people globally - More than 6 million in the USA and more than 1.5 million in the UK.
- Supraventricular tachycardia (SVT) is a rapid increase in the heart rhythm that leaves people breathless and anxious, it can cause the heart to beat much faster than normal, up to as high as 250 beats per minute (a normal heart rate is 60–100 beats per minute).
- Syncope is a medical term for fainting that is caused by a sudden lack of blood supply to the brain. There are many causes of syncope including low blood pressure, dehydration and irregular heart rhythm disturbances. The most common diagnosis is reflex syncope, sometimes called vasovagal syncope or neurally mediated syncope.
- Know Your Pulse to Know Your Heart Rhythm - *it could save your life*. If pulse checks are routine thousands of lives could be saved and thousands of AF-Related strokes could be prevented every year.
- A slow heart rate (less than 60 beats per minute) is referred to as bradycardia.
- Approximately one in 18 people, or 5 percent of the U.S. population has an arrhythmia.
- A recent study has also suggested that one in four adult Americans over the age of 40 could develop an irregular heartbeat.
- Arrhythmias or heart rhythm disturbances are experienced by more than 2 million people in the UK.