

The Global Hearts Initiative

Working Together to Promote Cardiovascular Health

The goal of the **Global Hearts Initiative (GHI)** is to reduce premature deaths from cardiovascular diseases (CVDs) in target countries by supporting governments around the world to scale up efforts on CVD prevention and control through five technical packages.

Launched in 2016, the GHI has been rolled out in many countries. Demonstrating and measuring results will be a key feature of country work.

CARDIOVASCULAR DISEASE is the world's number one killer, causing **17.9 MILLION DEATHS** per year, mainly from heart attacks and strokes

36% PREMATURELY UNDER 70 YEARS

Major risk factors for CVDs are:



TOBACCO USE



PHYSICAL INACTIVITY



CONSUMPTION OF FOODS HIGH IN SALT



CONSUMPTION OF FOODS WITH TRANS-FATTY ACIDS



HIGH BLOOD PRESSURE

Technical packages to address these major risk factors are:



TO DEFEAT THE GLOBAL TOBACCO EPIDEMIC



TO INCREASE PHYSICAL ACTIVITY



TO REDUCE SALT CONSUMPTION

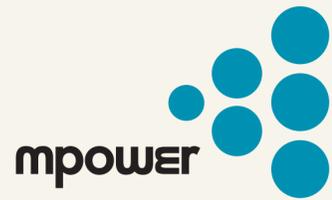


TO ELIMINATE INDUSTRIALLY-PRODUCED TRANS-FATTY ACIDS



TO PROMOTE CVD MANAGEMENT IN PRIMARY HEALTH CARE





TO DEFEAT THE GLOBAL TOBACCO EPIDEMIC

M MONITOR

tobacco use and prevention policies

P PROTECT

people from tobacco smoke

O OFFER

help to quit tobacco use

W WARN

about the dangers of tobacco

E ENFORCE

bans on tobacco advertising, promotion and sponsorship

R RAISE

taxes on tobacco



TO INCREASE PHYSICAL ACTIVITY

A ACTIVE SOCIETIES

Implement behaviour change communication campaigns and build workforce capacity to change social norms

A ACTIVE ENVIRONMENTS

Promote safe, well maintained infrastructure, facilities and public open spaces that provide equitable access to places for walking, cycling and other physical activity

A ACTIVE PEOPLE

Ensure access to opportunities, programmes and services across multiple settings to engage people of all ages and abilities in regular physical activity

A ACTIVE SYSTEMS

Strengthen leadership, governance, multisectoral partnerships, workforce, research, advocacy and information systems to support effective coordinated policy implementation



TO REDUCE SALT CONSUMPTION

S SURVEILLANCE

Measure and monitor salt use

H HARNESS INDUSTRY

Promote the reformulation of food to contain less salt

A ADOPT STANDARDS FOR LABELLING AND MARKETING

Implement standards for effective and accurate labelling and marketing of food

K KNOWLEDGE

Educate and communicate to empower individuals to eat less salt

E ENVIRONMENT

Support settings to promote healthy eating



TO ELIMINATE INDUSTRIALLY-PRODUCED TRANS-FATTY ACIDS

R E REVIEW

dietary sources of industrially produced trans fats and the landscape for required policy change

P PROMOTE

the replacement of industrially produced trans fats with healthier fats and oils

L LEGISLATE

or enact regulatory actions to eliminate industrially-produced trans fats

A ASSESS

and monitor trans fat content in the food supply and changes in trans fat consumption in the population

C CREATE

awareness of the negative health impact of TFA among policy-makers, producers, suppliers, and the public

E ENFORCE

compliance with policies and regulations



TO PROMOTE CVD MANGEMENT IN PRIMARY HEALTH CARE

H HEALTHY LIFESTYLE

Counsel on tobacco cessation, diet, physical activity and self-care

E EVIDENCE-BASED TREATMENT PROTOCOLS

Simple and standardized protocols

A ACCESS TO ESSENTIAL MEDICINES AND TECHNOLOGIES

Access to a core set of affordable medicine and basic technology

R RISK-BASED MANAGEMENT

Total cardiovascular risk assessment, treatment and referral

T TEAM-BASED CARE AND TASK-SHARING

Patient-centred care through a team approach and community participation

S SYSTEMS FOR MONITORING

Patient registries and programme evaluation