About World Heart Day
Heart disease and stroke is the world’s largest killer, claiming 17.5 million lives a year. That’s why World Heart Day was created to increase public awareness of the risks and to promote preventive measures. For World Heart Day 2006, taking place on Sunday 24th September, the theme is “How Young is Your Heart?” Run by the World Heart Federation members and partners, World Heart Day involves a wide range of activities including walks, runs, jump rope, fitness sessions, public talks, scientific forums, exhibitions, concerts, sports tournaments and much more. It is covered by the media globally and reaches the public in more than 100 countries on all continents. Visit www.worldheartday.com for details of events happening near you.

About the World Heart Federation
The World Heart Federation is committed to helping the global population achieve a longer and better life through prevention and control of heart disease and stroke, with a focus on low and middle-income countries. It is comprised of 189 medical societies and heart charities from more than 100 countries.

Visit www.worldheartday.com or www.worldheart.org, call +41 22 807 0320 or write to us at: World Heart Federation, 5 avenue du Mail, CH-1205 Geneva, Switzerland.

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Be successful
A big part of maintaining a healthy lifestyle depends on knowing how to keep yourself motivated along the way. Here are some steps that could help:

1 Find the information you need. Your local heart charity can provide information about risk factors and actions you can take to reduce these.

2 Know your risk areas. These include family history, your Body Mass Index (BMI), waist circumference, blood pressure, cholesterol levels, cigarette smoking and physical inactivity.

3 Set achievable goals. Break down your goals for healthy eating and physical activity into small achievable parts and develop an action plan to keep you on track.

4 Keep track of your progress. Keep track of your activities and successes and reward yourself each time you achieve a goal.

5 Surround yourself with supportive people. The people around you can be highly motivating by participating in a healthy lifestyle with you, or by reminding you to keep up with your new habits.

6 Avoid perfectionism. If you miss taking some exercise, succumb to your tobacco cravings, or eat an unhealthy meal, just get back on track immediately with more determination to establish a heart-healthy lifestyle.

AstraZeneca
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Pfizer
Procter & Gamble
Johnson & Johnson
Astellas Pharma
GlaxoSmithKline
Bristol-Myers Squibb
Merck
Sanofi-Aventis
Roche
Novo Nordisk
U.S. Department of Health and Human Services
World Health Organization
European Heart Network
International Society for Heart and Lung Transplantation
World Heart Federation
A Heart for Life
A healthy heart is vital for living life to the full, regardless of age or gender. Controlling the major cardiovascular risk factors, by choosing a healthy diet, being physically active and by not smoking, can prevent heart attacks and strokes and may help the heart to age more slowly. That's why this year's World Heart Day, under the theme “How Young is Your Heart?”, will encourage people around the world to adopt a heart-healthy lifestyle to help maintain a young heart for life.

How young is your heart?

Physical activity and heart health
Physical inactivity contributes significantly to ageing the heart, as it can lead to overweight and obesity, diabetes and hypertension. The heart is a muscle that needs regular exercise to keep it pumping blood efficiently with every heart beat. Regular activity and its effect on the associated risk factors will help:
- slow down the narrowing of the arteries to the heart and brain
- encourage the body to use up excess stored fat, so it is crucial in helping weight loss and in fighting obesity
- improve cholesterol levels by increasing the level of good cholesterol (HDL) in the blood
- maintain normal blood glucose levels, managing diabetes
- reduce high blood pressure
- smokers to quit - smokers who exercise are twice as successful in their attempts to stop smoking

Being active also improves your overall health, gives you more energy, reduces stress, builds stronger bones and muscles, and improves balance, strength and mobility.

What type of activity is best?
For overall good health you should include aerobic (endurance-type) and strengthening activities and stretching exercises:
- **Aerobic activity** is the best exercise for the heart. This includes brisk walking, jogging, swimming, cycling, gardening, etc; any activity that uses the heart, lungs and muscles over a period of time. As well as strengthening your heart, exercise uses up calories, helping with weight control.
- **Strengthening activities** work on the stomach and lower back muscles. Stronger, larger muscles use up more calories, so climbing stairs, digging in the garden and walking uphill will help to maintain a healthy weight.
- **Stretching exercises** help promote flexibility by including activities such as T’ai Chi and yoga.

Choose to move!
Start exercising slowly and increase the time, intensity (high breathing rate but still able to speak) and frequency of activity as your heart gets stronger. For adults, at least 30 minutes of exercise a day and for children 60 minutes a day will help reduce risk factors. Although physical activity is perfectly safe for most people, sometimes it’s important to ask for a doctor’s or health professional’s OK before you exercise.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Calories Burned / 30min</th>
</tr>
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<tbody>
<tr>
<td>Aerobics</td>
<td>246</td>
</tr>
<tr>
<td>Bicycling (10 mph/16 kph)</td>
<td>201</td>
</tr>
<tr>
<td>Dancing</td>
<td>208</td>
</tr>
<tr>
<td>Housework</td>
<td>82</td>
</tr>
<tr>
<td>Inline skating</td>
<td>183</td>
</tr>
<tr>
<td>Jogging (5 mph/8 kph)</td>
<td>268</td>
</tr>
<tr>
<td>Jogging (8 mph/12 kph)</td>
<td>455</td>
</tr>
<tr>
<td>Swimming</td>
<td>279</td>
</tr>
<tr>
<td>Tennis (singles)</td>
<td>205</td>
</tr>
<tr>
<td>Walking (2 mph/3 kph)</td>
<td>92</td>
</tr>
<tr>
<td>Walking (4 mph/6 kph)</td>
<td>160</td>
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</table>

*Figures are for a person who weighs 63-68 Kg (140-150 pounds)

A healthy diet
To help maintain a young heart for life, calories consumed must be balanced with calories burned. We recommend combining exercise with a balanced diet including plenty of fruits and vegetables, whole grain products, lean meat, fish and pulses, as well as low-fat and fat-free products, unsaturated soft margarines and oils such as sunflower, corn, rape-seed and olive oil.

Say no to tobacco
Smoking, or any use of tobacco, is another important risk factor to control to help keep the heart young. Quitting using tobacco lowers blood cholesterol and low-density lipoprotein cholesterol ("bad" cholesterol) levels, reduces blood clotting and the chance of a sudden blockage of an artery. Setting a good example by not using tobacco gives a clear, consistent message about the dangers of tobacco to children.

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