

The British Heart Foundation



Rachel Davis & Sue Pritchard

Who are we?



- BHF was founded in 1961 by a group of doctors who were concerned about the level of deaths from heart disease.
- Since then, research done by BHF has helped to reduce the number of people dying prematurely from heart disease.



Heart disease touches us all



- ♥ Heart and circulatory disease is the UK's single biggest killer
- ♥ Every 6 minutes someone in the UK dies from a heart attack
- ♥ 2.5 million people in the UK are living with coronary heart disease
- ♥ Women are more than 3 times more likely to die of coronary heart disease than breast cancer
- ♥ Source: BHF Coronary Heart Disease Statistics 2008



Vital, pioneering, caring



Our vision is of a world in which people do not die prematurely of heart disease

As the nation's heart charity we focus on three things...



Research



Prevention



Care

What do we do?



Education & Campaigns



Support & Advice



Shops & fundraising



Funding & Research

HEART HELPLINE

For information and support on anything heart-related

Who does the BHF help?



Abigail Newbery (22)

Abigail (Abbie) was born in Gloucester in October 1988, and within hours was receiving specialist cardiac care in Bristol Royal Infirmary. She was born with a hole in her heart, and with her heart back to front. She was given 6 months to live. After three lots of open heart surgery, and having spent 5 months in hospital, Abigail was allowed home.

Abbie will be 23 this October, and by then, she will be a Mummy herself.

“Without the work of the BHF, I wouldn’t be here today. They have saved my life.”

Prevention & Care



- Campaigns & resources
- Heart Matters
- Emergency life support
- Specialist nurses
- Hearty Lives
- Training
- Grants
- Heart Support Groups



Food4Thought



- Our Food4Thought campaign aims to tackle the threat of childhood obesity.
- We're encouraging children to think more about the amount of physical activity they take part in, and the types of food they eat



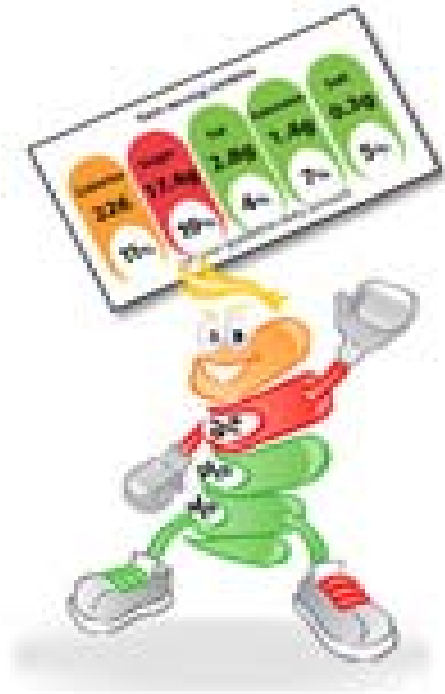
Food labelling



BHF believe that a traffic light labelling system will help people make informed choices. We would like to see labelling each nutrient as either:

- Red - (high) means 'enjoy it once in a while'
- Amber - (medium) means 'OK most of the time'
- Green - (low) means 'go for it'.

(Supported by independent research from the Food Standards Agency)



Prescription for the UK's Heart Health



- Championing the inclusion of traffic light colours in **a single front of pack food labelling scheme** in the European Union and implementing the Food Standards Agency's single integrated model across the UK.

Prescription for the UK's Heart Health



- Protect children's health by extending current restrictions on marketing foods high in fat, sugar and salt to non broadcast media including the internet and **introducing a ban on advertising of these products before the 9pm watershed.**

Prescription for the UK's Heart Health



- Sustain medical research by committing to **a continuation of the Charity Research Support Fund** in England beyond 2011...
- Champion a clear patient pathway and service specification for cardiac rehabilitation, and ensure that this is consistently implemented throughout England.

The Responsibility Deal



BHF chief executive Peter Hollins said:

- "History shows us public health benefits normally result from **timely, evidence-based legislation**.
- "We became involved in the Responsibility Deal networks to progress our shared commitment to promoting public health and tackling health inequalities. We hope to be able to sign up to the deal once further progress is made developing a **robust monitoring system** for the pledges. There also needs to be **more clarity about the timetable** for reviewing progress and taking regulatory action if results aren't achieved.
- "In the meantime we'll continue to be supportive of the Government's strong focus on public health and engage constructively to **strengthen the Responsibility Deal in any way we can.**"

Mending Broken Hearts - Help us give hope to millions.



- At the moment, once your heart 'breaks', it stays that way.
- But researchers learning about how our cells grow are providing promising clues into how we can mend broken hearts.
- We need to spend £50 million to fund this groundbreaking research.

