



American Heart Association International

# HYPERTENSION

**Cardiovascular disease (CVD) is the leading cause of death worldwide.** In 2020, approximately

**19.1 million**

people died from CVD – accounting for

**32%**

of global deaths.<sup>1,2</sup>

For nearly 100 years, the American Heart Association has been leading the fight against heart disease and stroke. **In the last 10 years, we've expanded our reach to over 100 countries,** working with organizations around the world to help change policies, implement programs, and strengthen healthcare systems to help improve and save lives.

**We believe that where you live should not limit your health or the quality of your life.**

## The Difference Between Life and Death

Hypertension, or high blood pressure (HBP), is a leading risk factor of CVD. This global health crisis affects **1.28 billion adults** (ages 30-79) worldwide.<sup>3</sup> Despite its prevalence, **only one in five people has their HBP under control,** and less than half (46%) even know they have HBP.<sup>3</sup>



**People living in low-income regions are disparately affected by HBP;** they are nearly

**3X**

as likely to have HBP as those living in high income regions.<sup>4</sup>

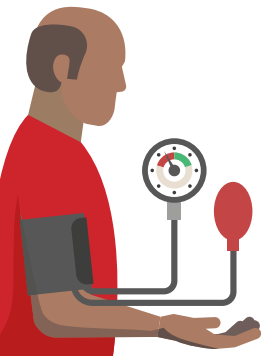
**HBP is a major cause of premature death and disability, but it is largely preventable and treatable** through heart-healthy lifestyle changes (**diet, exercise, weight loss and smoking cessation**) and prescribed medications.<sup>5</sup>



## Our Work

### Better Hearts Better Cities

Novartis Foundation's Better Hearts Better Cities is a comprehensive program to improve hypertension control and cardiovascular health in low- to middle-income countries. We provided expert technical assistance and evidence-based resources to our local partners who educate patients, improve the quality of care, increase access to medications and create healthier living and working conditions. We supported programs in Mongolia, Senegal and Brazil.



### HEARTS

We are a technical advisor to this program which provides a strategic approach to improving cardiovascular health in countries with the World Health Organization and the Panamerican Health Organization.





## Go Red for Women

Our International Go Red for Women® program educates women on the risk factors for and symptoms of heart attack and stroke and encourages healthy behaviors to prevent CVD. To date, there are more than 55 organizations in 51 countries hosting community events, awareness activities and health checks. Go Red for Women hosted “Feel the Beat” health screenings at a shopping malls throughout the Middle East, including the United Arab Emirates, Oman, Bahrain, Egypt, Lebanon and Pakistan.

## Course in Management of Hypertension

In 2022, a new self-paced e-course to help healthcare providers in low- to middle-income countries manage hypertension will be available online. The Course in Management of Hypertension was designed and implemented by the **American Heart Association** and **Public Health Foundation of India** in collaboration with the **British & Irish Hypertension Society** and the **International Society of Hypertension**.



## Our Impact

Better Hearts Better Cities Program stakeholders across the three cities have collectively:

Feel the Beat



Engaged more than

**200**

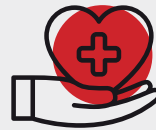
primary care clinics and health centers



Trained more than

**2,500**

primary care professionals (doctors, nurses, nursing assistants, midwives) and over 800 community health workers



Screened more than

**1 million**

patients



Screened more than

**12,400**

women in malls in the Middle East, representing 46 different countries.

## Who We Work With

- Brazilian Society of Hypertension (SBH), São Paulo, Brazil
- British and Irish Hypertension Society
- Cardiovascular Society of the State of São Paulo, Brazil
- Emirates Cardiac Society
- European Society of Hypertension
- Instituto Tellus, São Paulo, Brazil
- International Society of Hypertension
- Go Red For Women
- Intrahealth International, Dakar, Senegal
- IQVIA, São Paulo, Brazil
- Majid al Futtaim
- Mongolian Public Health Professionals Association, Ulaanbaatar, Mongolia
- Novartis Foundation, Basel, Switzerland
- Onom Foundation, Ulaanbaatar, Mongolia
- Pan-African Society of Cardiology (PASCAR)
- PATH, Dakar, Senegal
- Public Health Foundation of India
- Sengalese Society of Cardiology, Dakar, Senegal
- Swiss Tropical and Public Health Institute (SwissTPH), Basel, Switzerland)
- World Health Organization
- World Hypertension League

1 Tsao CW, Aday AW, Almarzooq ZI, Alonso A, Beaton AZ, Bittencourt MS, Boehme AK, Buxton AE, Carson AP, Commodore-Mensah Y, Elkind MSV, Evenson KR, Eze-Nliam C, Ferguson JF, Generoso G, Ho JE, Kalani R, Khan SS, Kissela BM, Knutson KL, Levine DA, Lewis TT, Liu J, Loop MS, Ma J, Mussolino ME, Navaneethan SD, Perak AM, Poudel R, Rezk-Hanna M, Roth GA, Schroeder EB, Shah SH, Thacker EL, VanWagner LB, Virani SS, Voecks JH, Wang N-Y, Yaffe K, Martin SS; on behalf of the American Heart Association Council on Epidemiology and Prevention Statistics Committee and Stroke Statistics Subcommittee. Heart disease and stroke statistics—2022 update: a report from the American Heart Association [published online ahead of print Wednesday, January 26, 2022]. *Circulation*. doi: 10.1161/CIR.0000000000001052

2 WHO, 2021 Fact Sheet on Cardiovascular Disease ([https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-\(cvds\)](https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-(cvds)))

3 WHO 2021 Fact Sheet on Hypertension (<https://www.who.int/news-room/fact-sheets/detail/hypertension>)

4 2020 International Society of Hypertension Global HTN Practice Guidelines <https://www.ahajournals.org/doi/10.1161/HYPERTENSIONAHA.120.15026>

5 Whelton PK, Carey RM, Aronow WS, Casey DE Jr, Collins KJ, Dennison Himmelfarb C, DePalma SM, Gidding S, Jamerson KA, Jones DW, MacLaughlin EJ, Muntner P, Ovbigele B, Smith SC Jr, Spencer CC, Stafford RS, Taler SJ, Thomas RJ, Williams KA Sr, Williamson JD, Wright JT Jr. 2017 ACC/AHA/AAPA/ABC/ACPM/AGS/APHA/ASH/ASPC/NMA/PCNA guideline for the Prevention, detection, evaluation, and management of high blood pressure in adults: a report of the American College of Cardiology/American Heart Association Task Force on Clinical Practice Guidelines. *Hypertension*. 2018;71:e13–e115. DOI: 10.1161/HYP.0000000000000065.