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

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.

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

TO ELIMINATE INDUSTRIALLY-PRODUCED TRANS-FATTY ACIDS

R 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

TO PROMOTE CVD MANAGEMENT IN PRIMARY HEALTH CARE

W 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

TO REDUCE SALT CONSUMPTION

TO PROMOTE CVD MANAGEMENT IN PRIMARY HEALTH CARE

TO ELIMINATE INDUSTRIALLY-PRODUCED TRANS-FATTY ACIDS

For more information, please visit: WWW.WHO.INT/CARDIOVASCULAR_DISEASES/GLOBAL-HEARTS/EN/