Scaling up access to quality cardiovascular care in the Americas

- Focus on women’s CV health
- Leverage World Heart Day 2012

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July 2012
### NCDs (esp. CVDs) pose a massive global burden

**Worldwide prevalence data**

<table>
<thead>
<tr>
<th>Condition</th>
<th>Prevalence (Worldwide)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hypertension</td>
<td>1,000,000,000</td>
</tr>
<tr>
<td>Diabetes</td>
<td>285,000,000</td>
</tr>
<tr>
<td>Structural Heart Disease</td>
<td>40,000,000</td>
</tr>
<tr>
<td>Coronary Artery Disease</td>
<td>35,000,000</td>
</tr>
<tr>
<td>Heart Failure</td>
<td>22,000,000</td>
</tr>
<tr>
<td>Peripheral Artery Disease</td>
<td>20,000,000</td>
</tr>
<tr>
<td>Atrial Fibrillation</td>
<td>7,000,000</td>
</tr>
<tr>
<td>Bradycardia</td>
<td>7,000,000</td>
</tr>
<tr>
<td>Tachycardia</td>
<td>7,000,000</td>
</tr>
<tr>
<td>Aortic Aneurysm</td>
<td>5,000,000</td>
</tr>
<tr>
<td></td>
<td>3,000,000</td>
</tr>
</tbody>
</table>

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UN HLM on NCDs (Sept. 2011) – next steps

- Broaden understanding of NCDs’ major impact on health and economic development, in developed & developing countries
- Move from “Political Declaration” to collaborative action
- Follow-up with country-level NCD action plans
- Execute multi-stakeholder partnerships to bring innovative solutions to the NCD challenge
Why partnerships?

- NCDs are a “whole of society problem” requiring a “whole of society solution” – no single actor can fix it alone!
- Private sector adds value to collaborative action
  - As employer
  - As provider of innovative products and services
  - As contributor of core business skills & global networks
- Last 12 months: healthy exchange of views about “partnerships” and potential “conflicts of interest”
- Idea: let’s prove the value of partnerships via collaborative action that will make a difference on the ground
New partnerships are emerging
Governments, NGOs, academics and companies

PRIVATE SECTOR PERSPECTIVE ON THE GLOBAL NON-COMMUNICABLE DISEASE CHALLENGE

NCDS POSE A MULTI-FACETED CHALLENGE: diseases, cancers, diabetes and chronic lung problems across the globe, and risk reversing the trend of the past decade. Worldwide, NCDS are currently reported to be responsible for 80% of premature mortality, affecting 15% of the global population. However, the impact of NCDS does not stop there. Mortality rates in developing countries and governments around the globe are affected by the workforce and the health of workers and families. The burden of these diseases, in many cases, the morbidity of life, is an increasing threat to global health and economic development.

PRIVATE SECTOR CONSULTATION
The rapid and significant impact of NCDS on the private sector (referring here to large and small companies, governments, NGOs and other organizations) and the opportunity, for all stakeholders, is to develop solutions that will help to address the economic and social challenges that NCDS are causing.

As UN Secretary General Ban Ki-Moon observed in January 2013: “The United Nations Global Assembly will hold a High-Level Meeting on the Prevention and Control of Non-Communicable Diseases in September in New York, attended by heads of State and government, and will require public-private partnerships. It requires political vision and resource mobilization across sectors, across ministries and across borders. We also need businesses to be there in force, and not just the health industry.”

NCDS Cafe: Discussions taking place during Scheduled Breaks 18-20 April in the Market Place.
Scaling up access requires overcoming # barriers

Barriers span the continuum of care

PATIENT HEALTH & HEALTH CARE CYCLE

Normal state of health

- Knows something is wrong and seeks care
- Receives necessary treatment
- Receives proper diagnosis & treatment options

Barrier #1: Lack of Information, Awareness
- Gets appropriate referral and care

Barrier #3: Navigating the Care Pathway
- Receives proper diagnosis & treatment options

Barrier #2: Obtaining Proper Diagnosis
- Barrier #4: Affording the Cost of Treatment

- Receives necessary treatment

- Knows something is wrong and seeks care

- Gets appropriate referral and care

- Receives proper diagnosis & treatment options
Let's start with awareness & proper diagnosis

Example: Oct.'11—Apr.'12 pilot to raise profile of CVD in Brazilian women
"Bikini" campaign: key messages and tactics

Key Messages
• CVD is the #1 killer of Brazilian women!
• In Brazil, 1 of 5 women over 30 is at risk of developing CVD
• Symptoms of heart disease present differently in women — need proper dialogue and diagnosis
• Only small # of women visit a GP/cardiologist periodically

Tactics
• Endorsement of medical (Card. & CV Surgery) societies
• Traditional media, social media, medical journals
• Referral physician event with int’l speaker (March 2012)
Results @ 6 months – traditional media

~19 million people reached
Newspapers, radio, TV, online
Results @ 6 months – social media

~325 Facebook forwards
~235 Twitter messages
~190,000 hits on campaign site
Opportunity knocks: World Heart Day 2012-13!!
Women as patients, mothers, wives, caregivers & health decision makers

Get involved
Celebrate World Heart Day on 29 September 2012. Activities will be organized by members and partners of the World Heart Federation across the world and may include public talks and screenings, walks and runs, concerts, sporting events and much more.

We hope that this leaflet provides some ideas to kick-start your heart-healthy activity: for further inspiration visit: www.worldheartday.org

join us www.facebook.com/worldheartday
follow us www.twitter.com/worldheartday

Opportunity knocks: World Heart Day 2012-13!!
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Get active
Physical inactivity causes six per cent of deaths globally. Risk factors, such as obesity, diabetes and lack of physical activity, present in childhood can greatly increase the likelihood a child will develop heart disease as an adult.

Even 30 minutes of moderate-intensity activity five times per week reduces the risk of heart disease and stroke.

1. Get active
   - Physical activity does not need to be excessive. Other activities such as doing household chores count – spend the day gardening or ask the children to help with the gardening!
   - Set realistic goals – building up levels of activity gradually will seem less overwhelming than trying to run a marathon on the first go.
   - Investigate physical activity schemes in your area – some clubs have cycle or run to work schemes which might help you fit exercise into your busy schedule.

2. Eat a heart-healthy diet
   More and more people are tending to processed foods that are often high in sugar, salt, saturated or trans fats. Unhealthy diets are linked to four of the world’s top 10 leading risk factors causing death.
   A heart-healthy diet which is rich in fruit and vegetables helps prevent heart disease and stroke.

   - It can seem hard to stop eating the foods you love. Instead of avoiding sweet foods completely, swap chocolate or other sweets for alternative treats such as marmalade or other fruits.
   - Make healthy food exciting for children – choose colourful foods and involve them in the cooking.
   - Limit salt intake to less than five grams per day (about one teaspoon).
   - Consider portion sizes; use smaller plates, and ensure larger portions of fruit and vegetables than meat or carbohydrates.

3. Say “no” to tobacco
   One in every two smokers will die of tobacco-related diseases. Unfortunately, more and more children and teenagers are taking up smoking. Secondhand smoke kills more than 600,000 non-smokers every year including children. In infants, secondhand smoke can cause sudden death.
   Quitting smoking and avoiding secondhand smoke reduces risk of heart disease and stroke.

   - It is crucial to ban smoking in your home to protect your family's future.
   - Educate children on the dangers of tobacco use, to help them to choose not to smoke themselves.
   - If you’re finding it hard to stop smoking, visit your healthcare professional for advice or ask your employer for support as your workplace may provide smoking-cessation services.

4. Know your numbers
   By taking the steps above, you and your family can reduce the burden of heart disease and stroke wherever you are in the world. But it is important to keep a regular check on your heart health.

   - Visit a healthcare professional who can measure your blood pressure, cholesterol and glucose levels, weight, and body mass index (BMI).
   - Once you know your overall CV risk, you can develop a specific plan of action to improve your heart health. Make this action plan really visible in your home as a reminder. Your healthcare professional can also advise on appropriate treatment options where necessary.

Heart disease and stroke are avoidable and often triggered by risk factors such as high blood pressure, high cholesterol, obesity, smoking and diabetes. Take action now, or it could be too late. These can be a large extent be prevented and controlled through the consumption of a healthy diet, regular exercise and avoiding tobacco.
Timing is perfect

- President Dilma is focused on women’s health
- Brazil has an NCD Action Plan
- Key time to seek a media partner focused on women’s health to amplify the message
Potential media opportunity

home & health

#1 female lifestyle channel
part of
Discovery Network
Reaching people in the Americas

LATIN AMERICA & U.S. HISPANIC

Launched: 1994
225 Million Cumulative Subscribers
12 Entertainment Brands
32 Feeds
37 Countries and Territories
3 Languages
Potential idea for Phase 2 (beyond Sept. 2012)

Million Hearts™
A national initiative to prevent 1 million heart attacks and strokes in 5 years
Get Involved

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Next steps

- Engage potential partners
- Secure resources
- Engage government officials
- Execute around WHD 2012!

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