



**JOIN THE
FIGHT
AGAINST
HEART
DISEASE**



**BILLION HEARTS
BEATING**

CAMPAIGN AGAINST HEART DISEASE

WELCOME TO BILLION HEARTS BEATING

Founded in 2010, Billion Hearts Beating is a non-profit organisation that leads the fight against heart disease in India.

The relevance of an organisation like Billion Hearts Beating is now more than ever, since more Indians die of heart disease every year than any other illness. The problem is so dire that India has now earned the notorious reputation of being the Heart Disease Capital of the World.

Billion Hearts Beating hopes to reverse this disturbing trend by spreading awareness about heart disease and by getting Indians to adopt a heart healthy lifestyle through the Simple Five Solution- Eat Healthy, Quit Smoking, Beat Stress, Get Active and Get a Regular Heart Check.

This movement has garnered support from the entire nation, including politicians, Bollywood celebrities, the National Cadet Corp, AIESEC, and also India's largest media house- the Times of India.

In 2013, Billion Hearts Beating became an Associate National Member of the World Heart Federation and took the fight against heart disease to a global level.

Over 3,53,000 people have already taken the BHB Pledge to have a healthy heart. We hope that you too will join the cause by taking care of your heart.



HOW MUCH EXERCISE DO YOU NEED?

Doing regular physical activity reduces the risk of developing heart disease, stroke, high blood pressure, some cancers, type 2- diabetes and osteoporosis. However, doctors and fitness experts recommend that you choose an exercise plan according to your age bracket, as well as your health history. This is especially relevant for those who have suffered from a heart ailment or have a history of cardiovascular disease in their family.

CHILDREN AND YOUNG PEOPLE (AGED 5-18 YEARS):

Moderate-to-vigorous intensity physical activity for at least 60 minutes and up to several hours every day.

Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week.

ADULTS (AGED 18-64 YEARS):

Over a week, activity should add up to at least 150 minutes (2 hours) of moderate intensity activity in bouts of 10 minutes or more. For example, 30 minutes on at least five days a week.

Comparable benefits can be achieved by 75 minutes of vigorous intensity activity spread across the week or combinations of moderate and vigorous intensity activity.

OLDER ADULTS (AGED 64 YEARS AND OLDER):

Older adults who participate in any amount of physical activity gain some health benefits. Some physical activity is better than none, and more physical activity provides greater health benefits.

Older adults should aim to be active daily and, if possible, aim for the same amount of physical activity as younger adults.



SIMPLE WAYS TO EAT HEALTHY

Good eating habits take time to develop. Be sure to identify the good habits you have in place, then work to strengthen them and add new ones to the list. Make one or two changes at a time and remember that over the course of a year, small changes add up to big ones.

1. Eat regularly

This keeps ravenous hunger from sneaking up on you – and making you eat more than you normally would.

2. Eat a light, healthy dinner.

If you have had all your meals, this shouldn't be too difficult. If you haven't eaten all day, the smell of dinner may hit you all at once when you get home and cause you to eat more than you need to.

If you eat late and go to bed before you finish digesting your food, you won't sleep as well or you may have trouble falling asleep.

3. Plan ahead

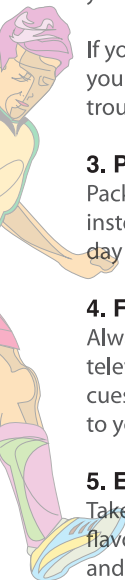
Pack healthy lunches and cook nutritious meals at home instead of picking up something quick at the end of the day that's less than healthy.

4. Focus on food

Always eat at the table without distractions such as television or your computer, which can block satiety cues. It takes at least 20 minutes for your brain to signal to your stomach that you are full.

5. Enjoy your meals

Take small bites, chew your food well and enjoy the flavour. This allows you to digest your food well, relax and let your brain tell your stomach you've had enough.



6. Listen to your hunger

Don't ignore it, but avoid eating out of boredom or for emotional comfort. Food won't solve any problem except hunger.

7. Get some satisfaction

Eat just until you feel satisfied – even if that means leaving half behind. Serving smaller portions is one way to keep from wasting food.

8. Drink to your health

Sweet drinks filled with empty calories add up during the course of the day. Your best bet: water or low-fat milk.

AFTER THE LAST CIGARETTE

When you quit smoking, the benefits begin within minutes of your last cigarette.

At 20 minutes after quitting:

Blood pressure decreases.

Pulse rate drops.

Body temperature of hands and feet increases.

At 8 hours:

Carbon monoxide level in blood drops to normal.

Oxygen level in blood increases to normal.

At 24 hours:

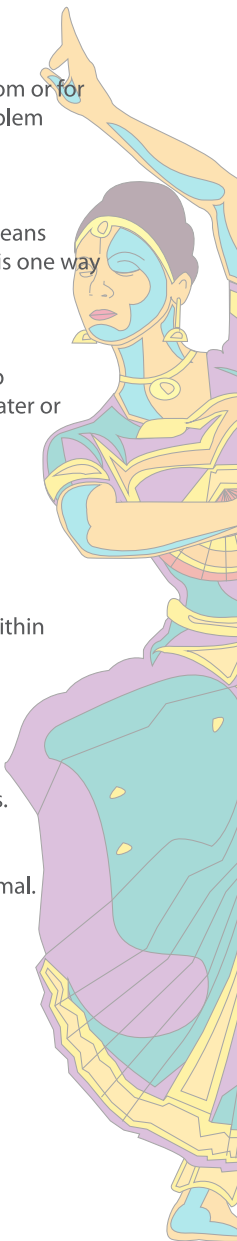
Chance of a heart attack decreases.

At 48 hours:

Nerve endings start to regrow

Ability to smell and taste improves.

STRESS-FREE WAYS TO BEAT STRESS



The key to good stress management is, being in control of your stress triggers, having a good social network and adopting a positive outlook.

1. Be active- Exercise won't make your stress disappear, but it will reduce some of the emotional intensity that you're feeling, clearing your thoughts and enabling you to deal with your problems more calmly.

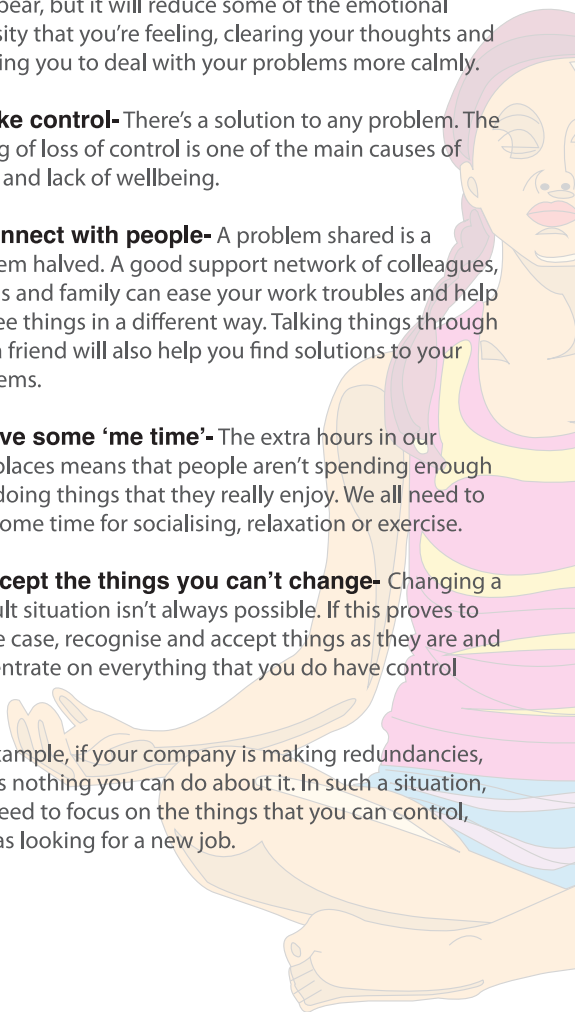
2. Take control- There's a solution to any problem. The feeling of loss of control is one of the main causes of stress and lack of wellbeing.

3. Connect with people- A problem shared is a problem halved. A good support network of colleagues, friends and family can ease your work troubles and help you see things in a different way. Talking things through with a friend will also help you find solutions to your problems.

4. Have some 'me time'- The extra hours in our workplaces means that people aren't spending enough time doing things that they really enjoy. We all need to take some time for socialising, relaxation or exercise.

5. Accept the things you can't change- Changing a difficult situation isn't always possible. If this proves to be the case, recognise and accept things as they are and concentrate on everything that you do have control over.

For example, if your company is making redundancies, there's nothing you can do about it. In such a situation, you need to focus on the things that you can control, such as looking for a new job.



DON'T FORGET TO GET YOUR HEART CHECKED

A complete heart check shouldn't be reserved for when something goes wrong. Regular cardiovascular screening is important because it helps you detect risk factors in their earliest stages.

This way, you can treat the risk factor with lifestyle changes before it ultimately leads to something that's out of your control.

While it's true that anyone over the age of 50 already has a weaker heart and should get regular heart checks, the fact is that working professionals in their 30's and 40's are most susceptible to heart disease. Therefore, it is a good idea for anyone over the age of 35 to schedule a yearly heart check.

Log on to **www.apolloedoc.in** for online appointments with doctors or Health Checks at Apollo Hospitals and Clinics.

Apollo Lifeline National Number: 1860 – 500 – 1066.

Stay heart healthy, join us on Facebook at **www.facebook.com/billionheartsbeating**

Take the pledge for a healthy heart at **www.billionheartsbeating.com**

