



*Sometimes Having  
A Healthy Heart  
Begins With Healing  
Someone Else's*



**BILLION HEARTS  
BEATING**

CAMPAIGN AGAINST HEART DISEASE

## ABOUT BHB

When it comes to heart health, we're doing our bit. But we need your help.

On the 28th of April 2010, we launched Billion Hearts Beating; a long-term sustainable movement towards a heart-healthy India.

We began by encouraging people to take the first step towards a heart healthy life. Like delaying the first cigarette of the day, keeping one's cool in traffic, or playing more with the family pet.

This soon led to 5,03,000 Indians taking the heart-healthy pledge, as part of the Simple 5 Solution:

- ***Get Active***
- ***Eat Healthy***
- ***Beat Stress***
- ***Quit Smoking***
- ***Get A Regular Heart Check***

## BHB PROGRAMMES

Billion Hearts Beating (BHB) works with the objective of increasing awareness and prevention of heart disease and its contributing risk factors in India. BHB reaches out to various sections of the society through Awareness drives which are done both online and on ground, Old Age Home Adoption programme, Basic Life Support training for youth and for corporates, School of Heart programme for children and the BHB@Work programme for working executives.

## AWARENESS DRIVES

Billion Hearts Beating (BHB) spreads awareness on prevention of heart disease through online and on-ground activities. These activities are based on our 'Simple 5' Solution: Eat Healthy, Get Active, Beat Stress, Quit Smoking and Get a Regular Heart Check.

BHB has an active community on social media, creating awareness about healthy heart living among thousands of people every day. So far, we have gained the support of 4,50,000 people on Facebook and share consistent information on heart healthy lifestyles through various social networking platforms like Facebook, Twitter, Instagram, Pinterest and YouTube.

Besides online engagement, BHB conducts awareness drives and health camps for various organisations to educate people on how to take care of their hearts and prevent heart disease. BHB organises events & activities on significant days and occasions such as World Heart Day and International Youth Day.

## OLD AGE HOME ADOPTION PROGRAMME



The elderly face many issues in the absence of proper medical aid and social security.

In order to address these issues, we have taken important steps. Billion Hearts Beating (BHB) has identified 22 old age homes in Delhi NCR so far, in which medical needs are assessed through health checks and medication is provided on a regular basis.

In Tamil Nadu, the programme is being executed in 26 old age homes located in different regions like Chennai, Trichy, Karur, Karaikudi and Madurai. Here, we provide monthly medicines for the residents.

The aim of the programme is to identify and adopt more such facilities across the country and address their healthcare needs.

## **SCHOOL OF HEART PROGRAMME**



A healthy community starts with healthy children. When it comes to heart-health, inculcating good daily eating habits and spreading awareness from an early age goes a long way. For this reason Billion Hearts Beating has initiated the programme School of Heart for children from underprivileged backgrounds.

The year-long programme is planned for schools run by the Government and NGOs. It aims to introduce comprehensive health checks, diet and hygiene awareness workshops, and healthcare amenities for the students.

Various NGOs such as Katha, Samarpan, Aarohan, Ankur Don Bosco, Savera, Magic Bus and Shanti Sahyog have partnered with us to help make the programme a success.

## **BHB@WORK PROGRAMME**

Designed exclusively for working executives, BHB@Work is a heart-healthy programme which stresses on the importance of adopting a healthy lifestyle to avert the potential risk of heart disease. It encourages the people to take care of the heart by making five basic changes:



managing their stress, eating healthy, getting active, quitting smoking and getting regular heart check-ups.

BHB has conducted workshops in United Colors of Benetton, Indian Oil, Flipkart, ICICI, NGO Pratham, Ameriprise Financials, Aon Hewitt, Tata Consultancy Services, Jindal and others.

## **BASIC LIFE SUPPORT TRAINING PROGRAMME**

In most countries the majority of trauma deaths occur outside of a hospital. At least 1/3rd of potentially preventable deaths occur prior to arrival at hospital and over half occur during the hospital reception and resuscitation phase of care.

Basic Life Support (BLS) is a level of medical care used for victims of life-threatening illnesses or injuries, that is given until they can be given full medical care at a hospital. It can be provided by trained medical personnel including emergency medical technicians, paramedics and by laypersons who have received BLS training.

In 2012, Billion Hearts Beating (BHB) had entered into a long term partnership with National Cadet Corp and every year thousands of cadets are trained in Delhi, Bangalore and Ahmedabad. Also, hundreds of trainers are trained in the Gwalior and Kamptee academies.

The aim of this programme is to train all 15 lakh cadets across the country and also to reach out to the general public with this skill so that they can help take the message across and save many lives.



In addition to NCC, BHB has conducted certified Basic Life Support programmes in various schools and corporates such as Wipro, Jindal, World Bank, and many more.

To contribute for our programmes, please visit us at:  
**[www.billionheartsbeating.com/donate/](http://www.billionheartsbeating.com/donate/)**

To partner for the programmes, please write to us at:  
**[info@billionheartsbeating.org](mailto:info@billionheartsbeating.org)**

Your donations come under section 80G which allows 50% tax exemption to donors for all our programmes. Section 35AC also allows 100% tax exemption on donations specifically for our Old age home programme.



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