



Join thousands of people across the UK

# Heart Rhythm Week

6<sup>th</sup> – 12<sup>th</sup> June 2011

Education  
and FREE  
Materials



Awareness



Fundraising  
and  
Community  
Events



Media

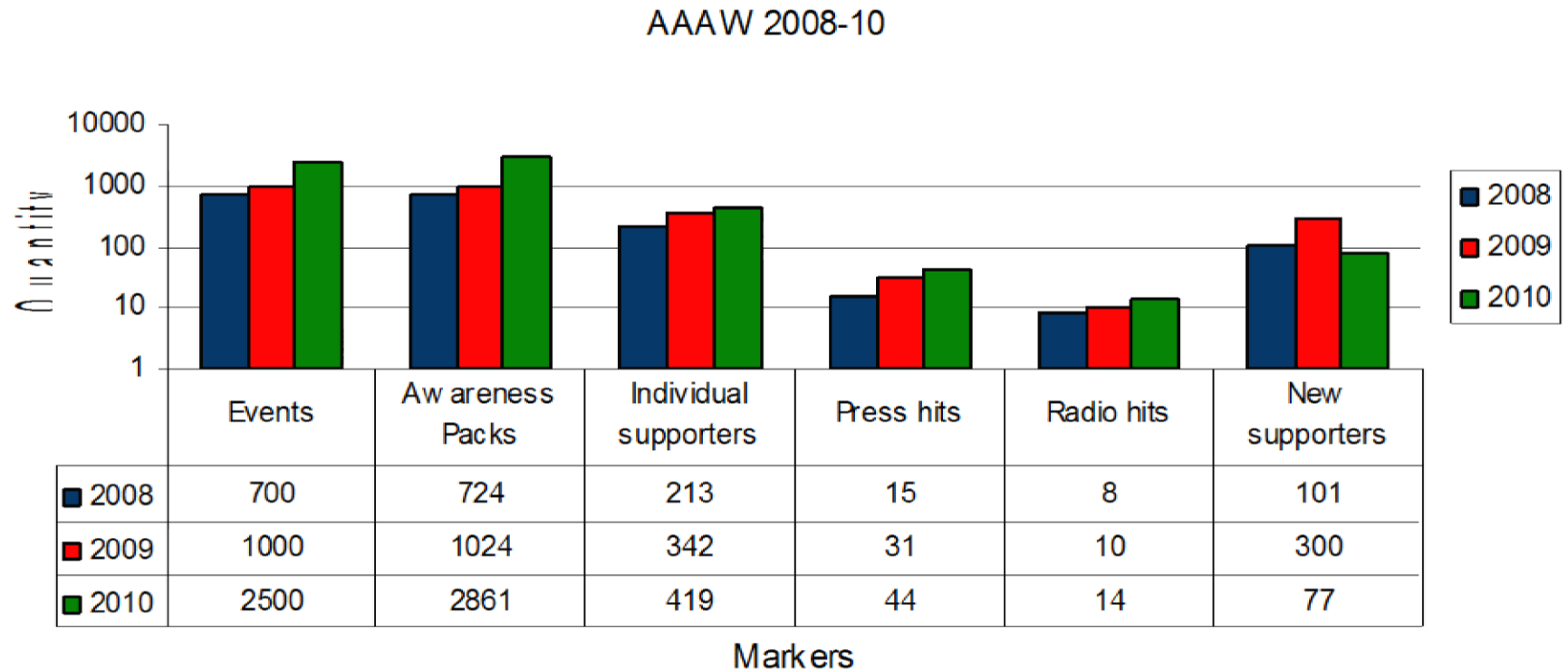


Working  
with  
Government



# 2010 Highlights

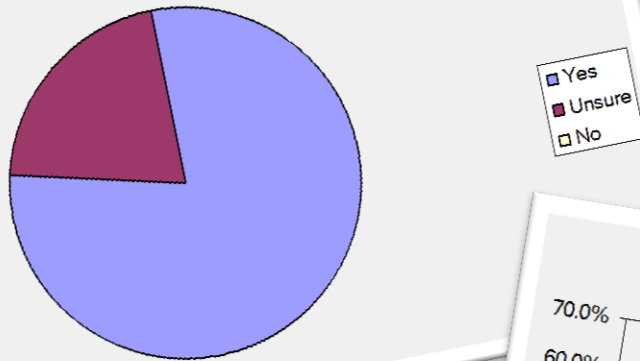
*"...pulse checks can lead to early diagnosis... Swift action can only benefit the patient and the purse."*



*"I am so pleased that we took part in this activity and certainly we will do so next year."*

# 2010 Highlights

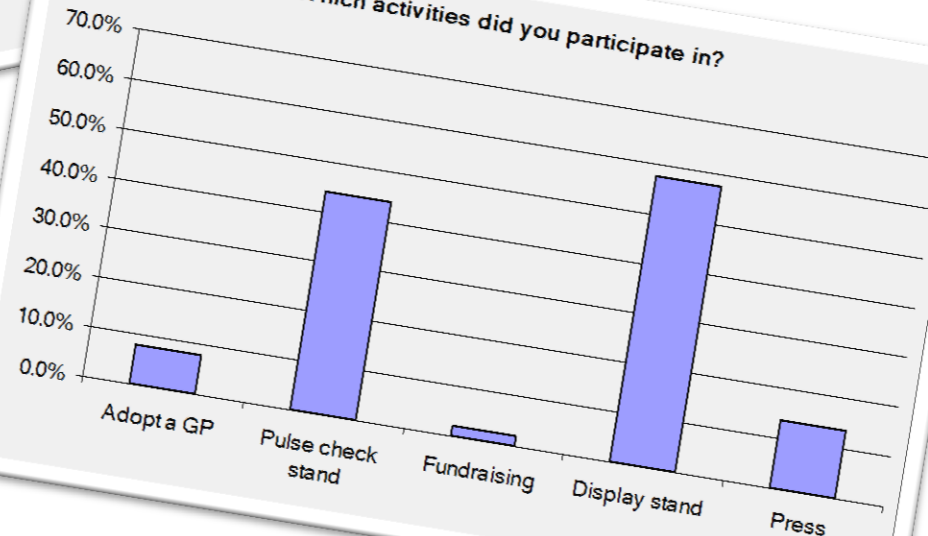
Will you be supporting AAW in your area next year?



**2,500+** events  
**2861** Awareness Packs distributed  
**419** individual supporters  
**Football club** endorsements

**44** UK press hits  
**14** UK radio hits  
**77** new supporters

Which activities did you participate in?



**Email your MP**

Take two minutes to help us introduce pulse checks in the NHS. Email your MP to ask them to support the Know Your Pulse campaign.

**PARTICIPATE**



**Pulse Check App**

Download the FREE iPhone App

Go >>

**With your support** more than 8,000 pulse checks and 300+ referrals were made for suspected arrhythmias

If half of these people are found to have an arrhythmia, then **with your help, we have saved 12 lives through early detection**



# Putting Pulse into Practice across the UK

Shopping centres



Parliament



Supermarkets



Schools



Community centres



Libraries






# Heart Rhythm Week

## 6<sup>th</sup> – 12<sup>th</sup> June 2011



The theme for Heart Rhythm Week 2011 is **Putting Pulse into Practice**

### Key messages:

-  Arrhythmia Alliance is **calling for pulse checks to be included in the NHS Health Check**, for everyone over the age of 40 years
-  **Pulse checks** are a cost-free way to **save thousands from death**, disability and poor health arising from heart rhythm disorders
-  **Arrhythmias** are heart rhythm disorders that result from abnormal electrical activity in the heart. They are the leading cause of death in the UK and **affect more than two million Britons**

# What does the week involve?

♥ Raising awareness through events and information

♥ Parliamentary activities

♥ Community education & fundraising

♥ Media outreach

♥ Awareness Packs to spread the word across the UK



# What can you do locally?

Here are ways you can help - if you can just do one thing, it may help save a life!

## ♥ Know Your Pulse

Order Pulse Check Guides [here](#) to share with your friends, colleagues and family

## ♥ Order a Posters and Leaflets Pack

Order a pack [here](#) to take your GP surgery, school, workplace or community centre

## ♥ Share your story with us

Click [here](#) or email [joanna@heartrhythmcharity.org.uk](mailto:joanna@heartrhythmcharity.org.uk) to express your interest

## ♥ Take action

Email your MP [here](#)

## ♥ Highlight your event

Download a Press Pack [here](#) for your local media

Send details of your activity to [joanna@heartrhythmcharity.org.uk](mailto:joanna@heartrhythmcharity.org.uk)



For all materials & activities visit [www.hrweek.org](http://www.hrweek.org) or email [joanna@heartrhythmcharity.org.uk](mailto:joanna@heartrhythmcharity.org.uk)



# We are here to help

During Heart Rhythm Week we are Putting Pulse into Practice

## Materials & Support

We have developed FREE resources, endorsed by the DoH, to offer supporters

## The following FREE MATERIALS are available to order NOW:

- Posters
- Pulse Check Guides
- Arrhythmia Checklists
- Referral letters
- Promotional materials
- Press Release templates
- Fundraising resources



**You can also request any A-A publications for FREE  
if you order before Heart Rhythm Week 2011**

# Holding a Pulse Check Event

We are supporting medical professionals holding Pulse Check Clinics, teaching members of the public this simple health check



- ✓ **Order a Pulse Check Pack** for everything you need to run a successful Pulse Check event  
– all packs are free!
- ✓ **Hold your event anywhere!** - Your local hospital, shopping centre, GP surgery or community centre
- ✓ **Teach or take pulses** - either way you will raise awareness of this simple health check
- ✓ **The referral letter** - If you find someone with an irregular pulse, complete this for them to take to their GP
- ✓ **Tell us what you are doing** so we can help promote your event
- ✓ **Audit your event** for the number of people and irregular pulses you find
- ✓ **Take photos** and email them to [joanna@heartrhythmcharity.org.uk](mailto:joanna@heartrhythmcharity.org.uk)



# Thank you



**BE READY FOR HEART RHYTHM WEEK 2011**

**ORDER YOUR AWARENESS PACKS NOW**

**[www.whrweek.org.uk](http://www.whrweek.org.uk)**  
**[joanna@heartrhythmweek.org.uk](mailto:joanna@heartrhythmweek.org.uk)**

Registered Charity Number 1107496