

Europe's rising epidemic



Visit www.getsmartaboutAFIB.eu for information and helpful tools to tackle atrial fibrillation (AF), a heart rhythm disorder and one of the most common causes of stroke ^{1,2}.

Campaign aims

- 🎯 Increase awareness and knowledge of AF, its symptoms, management and treatment options
- 🎯 Encourage earlier detection and diagnosis of AF

A new millennium epidemic

 **1 in 4 people over 40** DEVELOP AF³

11 MILLION PEOPLE ACROSS EUROPE ARE AFFECTED⁵

Numbers have doubled OVER THE PAST DECADE¹



By 2030 THE NUMBER OF PEOPLE WITH AF IS PROJECTED TO INCREASE BY 70%¹

By 2050 EUROPE WILL HAVE THE GREATEST NUMBER OF PEOPLE WITH AF COMPARED TO OTHER REGIONS⁴

Symptoms of AF


Dizziness
Breathlessness **Chest pain**
Fatigue **Heart palpitations**
Anxiety or 'flutter'

UP TO 30% OF PEOPLE DON'T EXPERIENCE ANY SYMPTOMS – KNOWN AS 'SILENT AF'^{6,7}

What is a 'normal' pulse?

- Resting pulse of **60 to 100 beats** per minute
- Regular, consistent beat

AF increases the risk of other life-threatening complications²

5x Increase heart failure 

2.4x Increase stroke 

2x Increase cardiovascular mortality 

Risk factors

AF affects people of all ages, gender, ethnicity and nationalities but there are several factors that can increase your risk of developing it, including:^{3,7-10}

Age (40+)

- Family history
- Chronic conditions incl. heart disease, diabetes, obesity and high blood pressure
- Lifestyle factors

Reducing your risk

Making positive lifestyle changes can help reduce your risk of developing AF

- Maintain a healthy weight
- Exercise regularly
- Monitor alcohol intake
- Stop smoking
- Avoid stimulants such as caffeine

Check your pulse

AF is a progressive condition that becomes more difficult to manage the longer it persists¹¹, so early detection is important – one way is via a straightforward pulse check

STEP 1

Read the guidance on how to correctly take your pulse on our website

STEP 2

Take your pulse – place your first and second fingers in the correct area of your wrist or neck, or download one of the many certified smartphone apps that read the pulse in your fingertip simply by touching your smartphone camera

STEP 3

Speak to your doctor about anything that falls outside of the 'normal' range

SUMMARY: Your checklist

Know the symptoms and your risk of AF	✓
Check your pulse regularly	✓
Seek medical advice early to reduce the risk of more serious consequences like stroke	✓
Seek medical advice around any new or on-going symptoms, or a suspected irregularity in the pulse	✓
Ask for information about management and treatment options	✓

Get Smart About AFIB [replace with local language campaign name] is a campaign spearheaded by [professional/patient groups] and Biosense Webster, a division of Johnson & Johnson Medical NV/SA

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