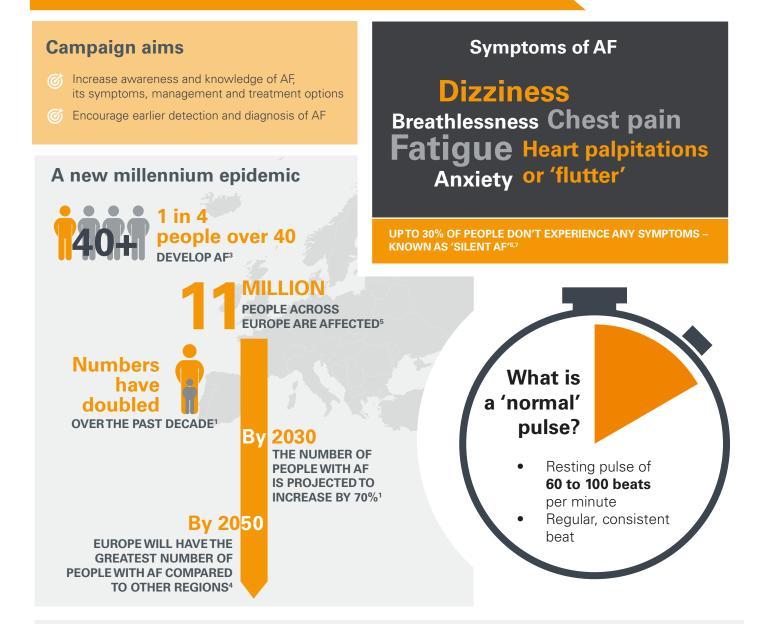
# **Europe's rising epidemic**



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 <sup>1,2</sup>.



## AF increases the risk of other life-threatening complications<sup>2</sup>



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## **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 persists<sup>11</sup>, so early detection is important – one way is via a straightforward pulse check

#### STFP 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

## References

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