

HEARTS IN THE AMERICAS

THE GLOBAL INITIATIVE FOR
PREVENTION AND CARE OF
CARDIOVASCULAR DISEASES

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NV/NMH
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TOBACCO BREAKS HEARTS
Choose health, not tobacco

Tobacco causes almost
3 MILLION
deaths from
cardiovascular
diseases every year



#NoTobacco

HEARTS IN THE AMERICAS

- Cardiovascular Diseases
- Tobacco and Cardiovascular Diseases
- HEARTS in the Americas: better prevention and care

CVD & NCD SIZE OF THE PROBLEM IN THE AMERICAS

Rank	Main causes NCDs	ASYR	% of change 2000-2015
1	Isquemic Heart Diseases	1,720.2	- 32.5
2	Stroke	723.7	- 35.7
3	Diabetes Mellitus	668.4	- 2.7
4	Trachea, bronchus and lung cancer	513.9	- 27.8
5	COPD	503.3	- 19.6

PAHO. NMH

Tobacco

10% all CVDs

25% all deaths due CVD < 60 years of age

35% all deaths due CVD < 45 years of age

CVD risk 2X

Tobacco exposure & CVD risk

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NUMBER (%) OF MAJOR ALL CVD FOR DIFFERENT SUB-GROUPS IN PURE (N=152,609)

Baseline Condition	Total no. with Condition (%)	Follow-up Major CVD N = 3,488 (2.23 %)
Prior CVD	7,743 (5.1)	673 (19.3)
Hypert (History or 140/90)	62,034(40.7)	2,317 (66.4)
Current Smoker	31,397 (20.6)	1,021 (29.4)
CVD, HTN or Smoker	84,078 (55)	2,822 (80.9)
Diabetes(History or FPG >7mmol)	16,071(10.5)	905 (26.0)
CVD, HTN, Smoker or Diabetes	88,326 (57.9)	2,929 (84.0)

S Yusuf 2016, PURE study

HYPERTENSION

Percent

	HIC	UMIC	LMIC	LIC
Prevalence	41%	50%	40%	32%
Awareness	49%	52%	44%	41%
Treatment	47%	48%	37%	32%
Control	19%	16%	10%	13%

Chow C PURE study JAMA 2013

SECONDARY PREVENTION

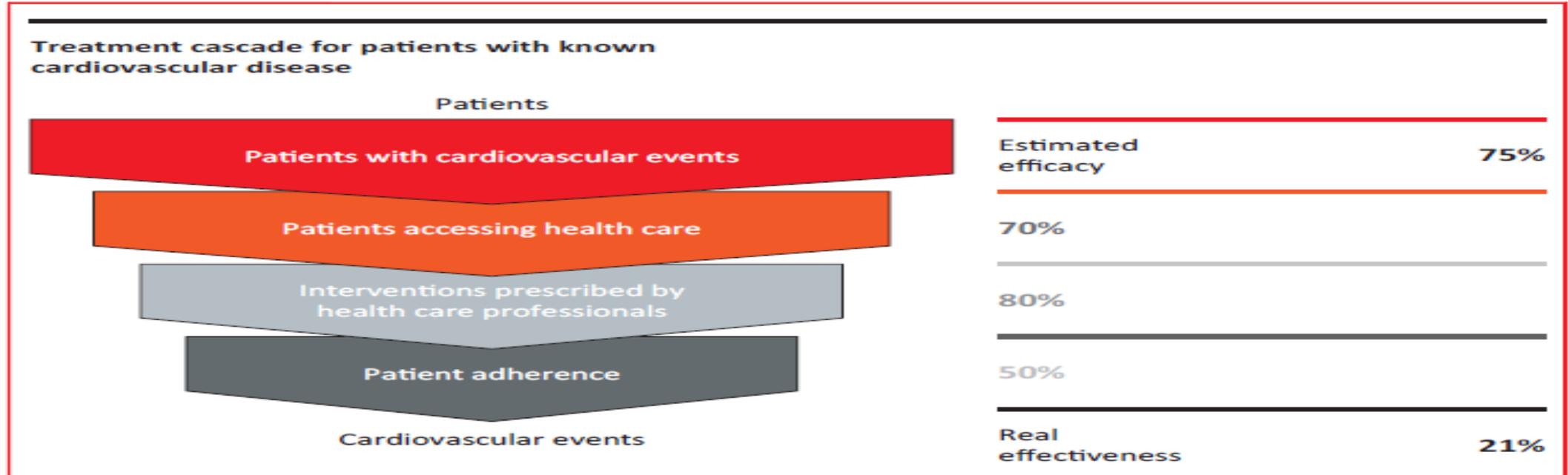
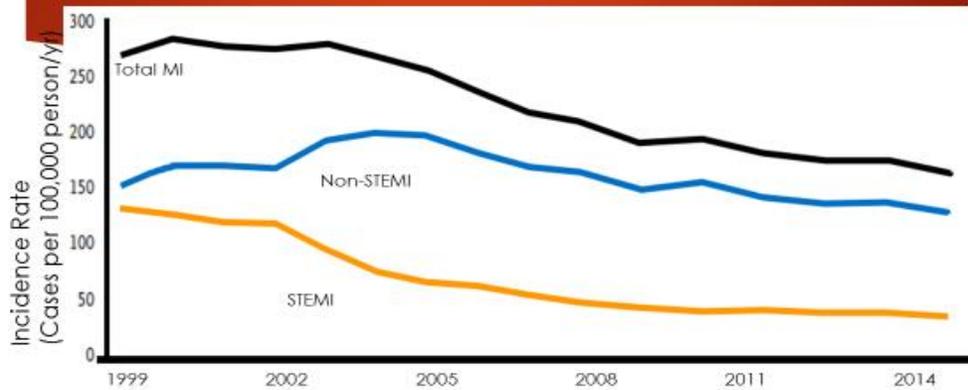


FIGURE 2. Four proven secondary prevention medications*: from efficacy to effectiveness Estimated efficacy of multi-drug therapy in preventing recurrent cardiovascular events [1]; other proportions are theoretical scenarios for illustration. *Statin, aspirin and ≥ 1 blood pressure-lowering agent.

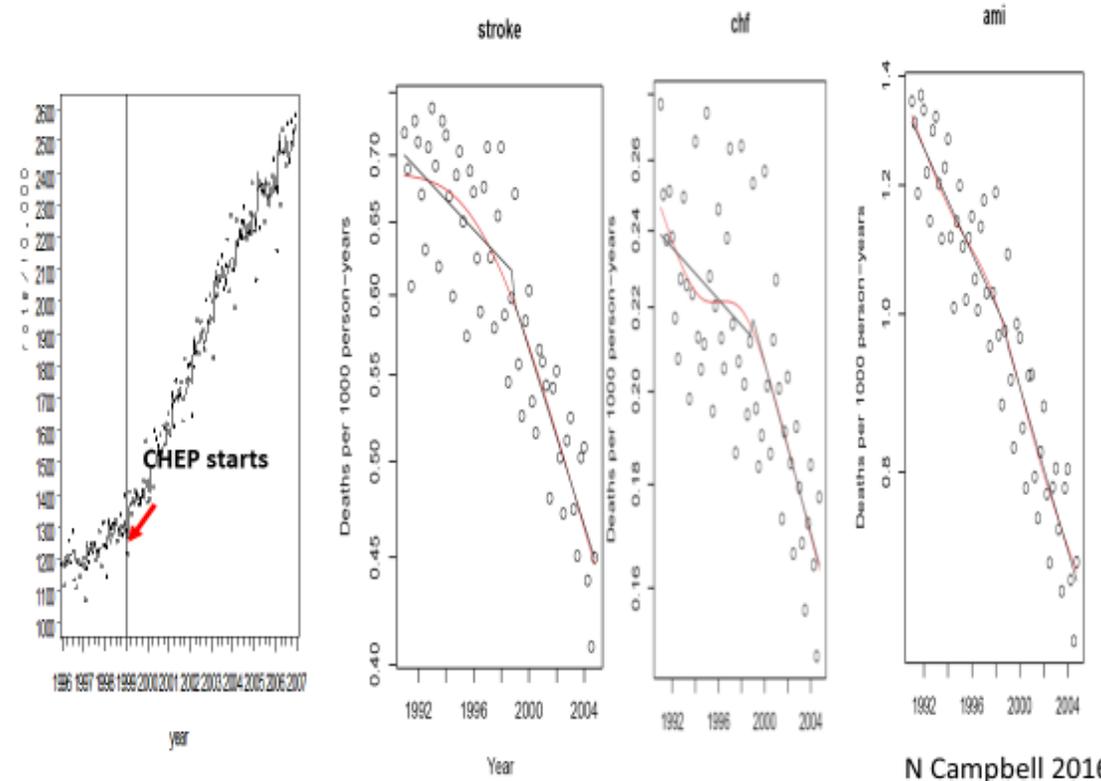
CHANGE IS POSSIBLE

KPNC vs. National and California HTN Control



Yeh RW. Engl J Med 2010;362:2155-165. Solomon MD. J Am Coll Cardiol. 2016;68(6):666-668.

Canadian Hypertension Education Program



**THE GLOBAL HEARTS INITIATIVE:
a new push to prevent and control
CARDIOVASCULAR DISEASE**



Technical package for
tobacco control



Technical package for
cardiovascular disease
management in primary health care



Technical package for
salt reduction



World Health
Organization

www.who.int/global_hearts



Technical package for cardiovascular disease
management in primary health care



Healthy lifestyle

Counsel on tobacco cessation, diet, harmful use of alcohol, physical activity and self-care



Evidence-based treatment protocols

Simple and standardized protocols



Access to medicines and technologies

Access to a core set of affordable medicine and basic technology



Risk-based management

Total cardiovascular risk assessment, treatment and referral



Team-based care and task sharing

Patient-centered care through a team approach and community participation



Systems for monitoring

Patient registries and program evaluation



Pan American
Health
Organization



World Health
Organization

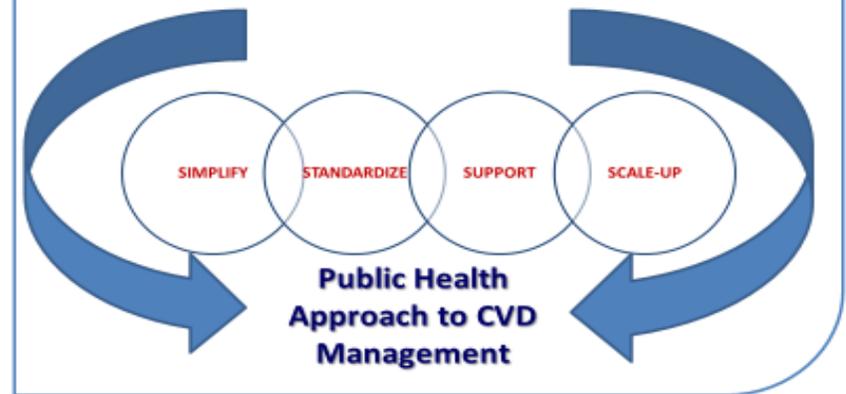
REGIONAL OFFICE FOR THE
Americas

HEARTS in the Americas



From
Demostration
Projects to the
Adoption of new
practices

- A proof-of-concept to evaluate the feasibility of implementing CVD clinical interventions at PHC level



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Thanks !!!!

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