

HEALTHY HEARTS!

A Cardiovascular Disease (CVD) Awareness Campaign.



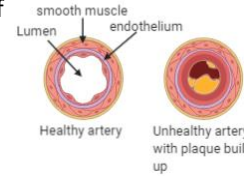
The aim of the campaign is to increase the awareness of CVD with the behaviour changes.

The focus of the campaign – A positive impact from healthy balanced diet & exercise. Along with behaviour change patterns.

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What is CVD?

The World Health Organisation CVD definition: “Cardiovascular diseases are a group of disorders of the heart and blood vessels”. In addition CVD disorders can lead to fatal complications such as heart attacks, stroke and angina due to narrowed or blocked blood vessels located in brain or heart (BHF, 2019). The damaged blood vessels can be caused by tears in blood vessels (endothelial wall) where blood clots form, as they attempt to repair the tear. However, a blood clot will not stick to tear and possibly move to the brain, causing a stroke. Damaged blood vessels also result from fatty deposits (saturated and trans fat overconsumption) increasing the formation of plaque. This decreases the size of lumen (space inside blood vessel) and limits the supply of oxygenated blood to the heart and other vital organs.

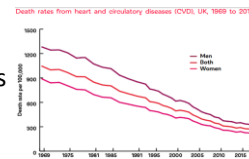


CVDs include:

- **Coronary heart disease** - little or no oxygenated blood supplied to the heart, causing a heart attack
- **Cerebrovascular disease** - little or no oxygenated blood supplied to the brain, causing a stroke
- **Peripheral disease** - restricted supply of oxygenated blood to blood vessels and capillaries in arms and legs. If the disease damages blood vessels it affects circulation in the cardiovascular system and causes damage around the body.
- **Congenital Heart disease**- malformations in the structure of the heart, usually identified at birth, hole in the heart is common
- **Deep vein thrombosis and pulmonary embolism**- blood clots forming in the veins of limbs can circulate to the heart and lungs causing a heart attack

Cardiovascular Disease Statistics:

- o In the UK it is estimated there is around 7.6 million people living with CVD, with 43,251 people under 75 years old dying due to CVD (BHF, 2021)
- o Men are more likely to die from CVD than women, with higher rates of CVD mortality in men, refer to table below (BNF, 2021)
- o Every 8 minutes in the UK an individual dies from coronary heart disease (BHF, 2021).
- o Individuals of low socioeconomic class and low level of education have higher incidents of CVD mortality (Rosengren et al, 2019).



RISK FACTORS!

- **Smoking**- this increases the build up of plaque in blood vessels leading to narrowing of lumen. This is concerning because in the UK 1 in 7 adults smoke.
- **Unhealthy Diet**- an unhealthy diet with high amounts of fats/salt/sugar can lead to obesity where it is linked 1 in 6 people having CVD. Also ¼ of individuals in the UK exceed the alcoholic beverages intake guidelines. As you increase alcohol intake, the risk of CVD increases.
- **Diabetes**- adults with diabetes are 2-3 times more likely to develop a CVD and more than 2x as likely to die from CVD than those without. Excess sugar sticks to red blood cells which over time the build up of this leads to blockages and damage to blood vessels.
- **High Blood Pressure (hypertension)**- this is the leading modifiable risk factor of CVD. 50% of heart attacks and strokes are linked to hypertension. High blood pressure can tear and damage blood vessel walls
- **High Cholesterol**- high LDL-C (bad cholesterol) cause 1 in 4 people developing CVDs. Too much HDL-C can stick the walls of arteries leading to atherosclerosis (fatty deposit build up) decreasing lumen size.
- **Physical inactivity**- 37% of people do not meet the recommended physical activity levels which increase an individual's risk of fatty build up in the arteries and narrowing of lumen.



Scan QR code for link to calculate your **HEART AGE**:

Lifestyle changes to reduce risk of CVD:

- Eat a healthy balance diet with recommendation from the Eat Well Guide.
- Limit saturated and Trans fats
- Limit foods high in sodium/salt intake
- Get blood pressure checked and kept under control
- Exercise to the WHO recommendations of 150-300minutes of moderate intensity or 75-150minutes of vigorous intensity per week.
- Limit alcohol (14 units per week)
- Maintain a healthy body weight (healthy BMI between 18.5-24.9)
- Get 7 to 9 hours sleep
- Give up smoking
- Keep diabetes under control by maintaining blood sugar level



Common Favourite Take Away

Meals (Kcals, Sat Fat%, Salt, Carb, Sugar%), DA= daily allowance.



Foot long chicken and bacon sandwich with ranch melt, lettuce, tomato, onion, green pepper, and cucumber on 9-grain wheat bread with 1 chocolate chip cookie & bottle of coke.

Foot Long Sub - 1060 kcal, 20g/52g, 38%, 82g (12g added, 15%) 3.9g/6 65% DA

Choc Chip Cookie- 210 kcal, 5g/10g, 50%, 29g (18g added, 62%) 0.3g/6g 5% DA

Bottle of Coke (500ml)- 210 kcal, 0g/0g, 54g (54g added, 100%)

TOTAL- 1480 kcal, 25/62g 40%, 165 (84g added, 51%), 4.2/6g 70% DA



Big Mac Burger, medium fries & medium coke

Big Mac Burger- 508kcal, 9.5g/25g, 38%, 43g (9g added, 21%) 2.3g/6 38% DA

Medium Fries - 337kcal, 1.5g/17g, 9%, 42g (0.6g added, 0%), 0.62/6g 10% DA

Medium Coke - 170kcal, 0g, 0g, 0%, 42g (42g added, 100%) 0g/6g, 0% DA

TOTAL- 1015kcal, 11g/42g 26%, 127g (51.6g added, 41%), 2,98/6 48% DA



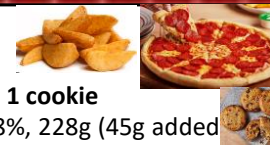
Sausage roll, 1 glazed ring donut & 1 bottle of pure orange juice

Sausage Roll - 329 kcal, 12g/22g, 55%, 24g (0g added). 1.6g salt

Donut- 195kcal, 2.8/7.1g, 39%, 29g (13g added, 45%) 0.46g salt

Orange juice- 69kcal, 0g, 16g (16g added, 100%) 0g salt

TOTAL- 593kcal, 14.8/29.1, 51% saturated fat, 42% added sugar, 2.06/ 6g DA= 1/3rd



Large pepperoni pizza meal with wedges and 1 cookie

Large Pepperoni Pizza- 2400kcal, 54g/113g 48%, 228g (45g added 20%) 13.2g/6g 220% DA

Wedges- 169kcal, 1.6g/13.8g 12%, 45g (2.2g added, 5%), 1.84g/6g, 31% DA

One serving Cookies- 183kcal, 4.1/ 8.1 51%, 24.7g (14.6g added, 59%) 0.32g/6g 5% DA

TOTAL- 2752 kcal, 59.7g/134.9g 44%, 61.8g/297.7g 21% added, 15.36g/6g 256% DA

Healthy Recipe from the British Heart Foundation:

Chicken Paprika

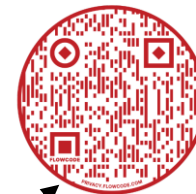
Serves 4, prep time 5 minutes, cooking time 30-40 minutes

Ingredients:

4 Chicken portions (breast or legs), plain flour (for coating chicken) 2 teaspoons olive oil, 2 red onions (chopped) 1 clove of garlic (crushed), 1 tablespoon paprika, 150ml hot homemade chicken stock, 150ml low fat natural yogurt, fresh parsley (to garnish). **Nutritional information per 100g** Kcal 229, Fat 6.4g, Sat fat 1.7g, Salt 0.5g, Sugar 5.8g.

Preparation:

Remove chicken skin, coat in flour seasoned with black pepper. Heat oil in large non-stick pan. Add chicken pieces, cook until golden. Add onions & garlic fry for 5 minutes. Then add paprika & half of chicken stock, transfer to blender until mixed well.



Scan QR code for more **British Heart Foundation recipes**, for healthy alternatives for popular takeaways:

How much does it cost a week to eat within the Eat Well

Guide Lines:

The table shows the average cost of diet per week, with the Eat Well Guide, guidelines within different age groups. 53% of all households are currently spending in line with the current Eat Well Guide recommendations. It is 3x more expensive to get energy from healthy foods than Unhealthy foods.

	Eatwell guide cost (£/week)
First adult	41.93*
Partner/spouse	26.81
Other second adult	31.62
Third adult	28.87
Subsequent adults	24.75
Child 0-1 years	6.19
Child 2-4 years	12.37
Child 5-7 years	14.43
Child 8-10 years	15.81
Child 11-12 years	17.18
Child 13-15 years	18.56
Child 16-18 years	24.75

(Scott, Sunderland & Taylor, 2018)

5 TOP TIPS ON HOW TO SHOP HEALTHY ON A BUDGET:



- Special offers:** offers can be found in supermarkets. Such as 3 for 2 offers and many price match with other stores. if you sign up to loyalty scheme such as Tesco Clubcard they offer you exclusive discounts and deals on food. The more you spend the more point and vouchers you will receive. Look out for own brands of food which are cheaper and are just as tasty and nutritious.
- Cheap cuts of meat:** These are just as nutritious and as the more expensive cuts. Slower cooking and might be needed and you might need more time in the kitchen.
- Bulk buying/cooking:** bulk buy and cooking will save time and money throughout the week where you can find big packs of meat cheaper per gram than the smaller packs. This also applies to bigger packs of pasta and rice. Also if you bulk cook you can put the rest in the freezer to save time, waste and money. This can be just as convenient as ordering takeaway but a more healthy nutritious option.
- Reduce waste:** You can reduce waste by using spare cooked meat for more than one meal or freezing portions of food for later in the week. cook smaller portions of meals that you are sure you can eat all of. These techniques will ensure you are not losing money and food can go further.
- Bulk meals with vegetables:** vegetables are cheaper than meat so when cooking add more vegetables to the meal to get a substantial portion size and still leaving you feeling full. Also you could try have more vegetarian meals in a week because it will be cheaper and it can be just as tasty and nutritious. If you do not know where to start with vegetarian meals the British Heart Foundation recipes can help, and you can refine recipes with any dietary requirements.



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