

**World Heart Rhythm Week**  
**7<sup>th</sup> – 13<sup>th</sup> June 2010**

## **HOW CAN I GET INVOLVED?**

**All you need to know about World Heart Rhythm Week  
and how your organisation can get involved**

World Heart Rhythm Week has been organised by Arrhythmia Alliance and in partnership with the International Cardiac Pacing and Electrophysiology (ICPES) to promote awareness of heart rhythm disorders across the globe

## Introduction

This pack is for any organisation or body with an interest in heart rhythm disorders. It explains:

- What World Heart Rhythm Week is
- The aims of World Heart Rhythm Week
- What you can do to get involved
- How to find out more information and share your experiences

### **What is World Heart Rhythm Week?**

World Heart Rhythm Week takes place from 7 - 13 June 2010 and brings individuals and organisations together from across the globe and supports them to raise awareness of cardiac arrhythmias.

A multitude of international, national and local activities take place during the week to raise awareness of cardiac arrhythmias, all under the umbrella of World Heart Rhythm Week.

### **What are the aims and objectives of World Heart Rhythm Week?**

The aim of World Heart Rhythm Week is to encourage national organisations, affiliated to the Arrhythmia Alliance, to conduct awareness raising activities in their country.

WHRW welcomes any individuals and organisations globally to host events relevant to their mission and objectives under the umbrella of WHRW.

It is our ambition for awareness raising activities globally to take place between 7-13 June 2010 to ensure that messages are spread across the globe during this week.

### **Who is behind World Heart Rhythm Week?**

World Heart Rhythm Week has been established by the Arrhythmia Alliance, a UK coalition of individuals, patients groups, charities, professional medical groups and industry allies working together under an umbrella to raise awareness of cardiac arrhythmias and to promote timely and effective diagnosis and treatment of arrhythmias leading to an improved quality of life.

Arrhythmia Alliance has partnered with the International Cardiac Pacing and Electrophysiology Society (ICPES) [www.icpes.org](http://www.icpes.org) for World Heart Rhythm Week.

## Who can get involved in World Heart Rhythm Week?

Arrhythmia Alliance welcomes any organisations, supporters and health professionals with an interest in improving the effective diagnosis, treatment and quality of life of individuals affected by cardiac arrhythmias.

Anyone with an interest in heart rhythm disorders is invited to get involved in the campaign. Our partners range from national organisations to local support groups; health professional bodies to patient organisations; and country specific bodies to international societies.

## What do I need to do to be involved in World Heart Rhythm Week?

There are a number of ways you can be involved in World Heart Rhythm Week. The only limitation is the time (and resources) that you have to organise activities for the week.

To make it easy we've suggested three levels of involvement: Bronze, Silver, and Gold – but, of course, you are welcome to organise any activity that you feel is appropriate to reach your audience.

### ***Bronze – Easiest level of support . . . Sign up!***

- Lend your organisation's name to our list of supporters by pledging your support for the campaign – complete and return the attached pledge form to [mary@stars.org.uk](mailto:mary@stars.org.uk)
- Feature the WHRW poster in your offices/clinic/hospital/community centre
- Send your logo to [mary@heartrhythmcharity.org.uk](mailto:mary@heartrhythmcharity.org.uk) for inclusion in WHRW supporter poster, annual newsletter and future publications
- Consider affiliation to the Arrhythmia Alliance to ensure that the patient is at the centre of healthcare

### ***Silver – Increase your level of support . . .***

- Use our template *press release*, adapt for your purposes and use it to raise awareness of cardiac arrhythmias with the media
- Print off our downloadable *WHRW supporters poster* and display it in a public place
- Use the ***Know Your Pulse*** check card to educate people on how to take their pulse. *(This is available in a print-ready format for reproduction and translation. See translation contract at end of this toolkit)*
- Organise a special meeting or speaker to present to your audience on heart rhythm disorders during the week – this could be at a public meeting or in a hospital etc



### **Gold: For a wider campaign . . .**

If you have the time and resources for larger activities or a more integrated campaign then the possibilities are endless. Here are just some ideas on what you could do:

- Plan an awareness event relevant to your organisation/group's mission/objectives for World Heart Rhythm Week. Use the downloadable World Heart Rhythm Week poster ([www.whrweek.org](http://www.whrweek.org)) for display and or translation
- Translate and endorse A-A 'Know Your Pulse' check cards
- Medical professionals may wish to conduct 'pulse check sessions' in their clinics/hospitals/community centres
- Individuals and groups may wish to distribute pulse check cards ([www.knowyourpulse.org](http://www.knowyourpulse.org)) to doctor offices, clinics, community centres, family and friends

### **We can support your organisation/group . . .**

Our aim is to encourage organisations and groups around the world to take part in World Heart Rhythm Week. Working as an alliance will ensure that heart rhythm disorders are properly diagnosed and treated.

Your organisation/group will benefit:

- Publicity on our website, newsletter and media
- Materials on our website [www.whrweek.org](http://www.whrweek.org) are available for easy download and translation
- Affiliation to Arrhythmia Alliance which provides free support and benefits for patient-centred organisations/groups [www.heartrhythmcharity.org](http://www.heartrhythmcharity.org)

We will be glad to support you:

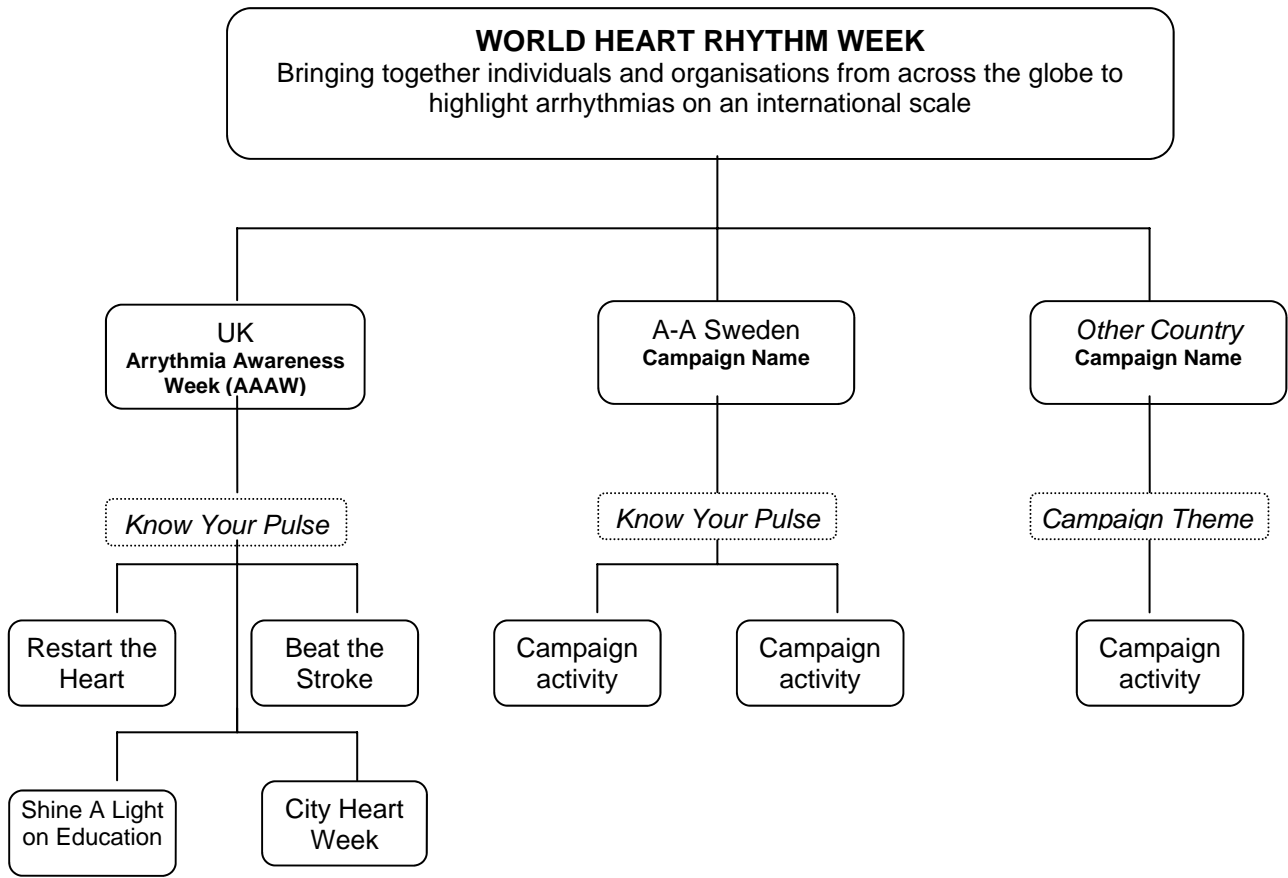
- Advice on what activities you may organise for WHRW
- Sharing examples of excellent WHRW activities planned in other countries
- Links to other organisations involved in WHRW

### **Where can I find out more information?**

Please contact [mary@heartrhythmcharity.org.uk](mailto:mary@heartrhythmcharity.org.uk) for more information.

Visit our website: [www.whrweek.org](http://www.whrweek.org)

We will be continuing with this campaign building on the success of last year and, with your support, we will continue to raise awareness of cardiac arrhythmias across the world this year and in the future!



# Know Your Pulse

## Pulse Check Card



### What is your pulse?

Your pulse is:

- ♥ Your heart beat
- ♥ Your heart rate
- ♥ Your heart rhythm

One of the easiest places to feel your pulse is on your wrist, just below your thumb. You can feel your pulse in other areas of your body, including the crease of your elbow, in your groin or behind your knee.

### Why and when should you check your pulse?

Being aware of your pulse is important because it may indicate an abnormal heart rate or rhythm.

It is a good idea to try taking your pulse at various points throughout the day (before and after various activities). Your pulse rate will change during the day depending on what activity you are doing. This is normal. To get your baseline pulse and normal rhythm, try taking your resting pulse when you wake in the morning and before going to bed.

### What is a normal pulse?

Between 60 and 100 beats per minute.

However, there are normal reasons why your pulse may be slower or faster. This may be due to your age, medications, caffeine, level of fitness, any other illness including heart conditions, stress and anxiety.

### When should you seek further advice?

- ♥ If your pulse seems to be racing some or most of the time and you are feeling unwell.
- ♥ If your pulse seems to be slow some or most of the time and you are feeling unwell.
- ♥ If your pulse feels irregular ("jumping around"), even if you do not feel unwell.

Everyone is different and it is difficult to give precise guidelines. Certainly many people may have pulse rates over 100 beats/min (bpm) and less than 60 bpm. Irregularity is quite difficult to assess since the normal pulse is a bit irregular, varying with the phase of respiration. You should see your doctor if you have a persistent heart rate above 120 bpm or below 40 bpm.

Please remember these are general guidelines and individuals should always discuss their condition with their own doctor

  
Arrhythmia Alliance  
The Heart Rhythm Charity  
[www.knowyourpulse.org](http://www.knowyourpulse.org)

Arrhythmia Alliance  
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Email: [info@heartrhythmcharity.org.uk](mailto:info@heartrhythmcharity.org.uk)  
Website: [www.knowyourpulse.org](http://www.knowyourpulse.org)

Registered Charity Number: 110996

Endorsed by



# Know Your Pulse in four steps

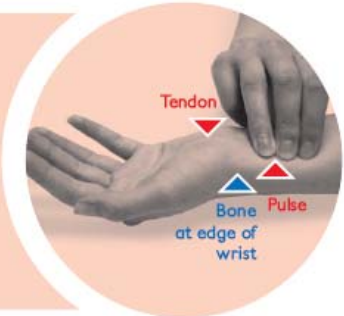
**1** To assess your resting pulse rate in your wrist, sit down for 5 minutes beforehand. Remember that any stimulants taken before the reading will affect the rate (such as caffeine or nicotine). You will need a watch or dock with a second hand.



**2** Take off your watch and hold your left or right hand out with your palm facing up and your elbow slightly bent.



**3** With your other hand, place your index and middle fingers on your wrist, at the base of your thumb. Your fingers should sit between the bone on the edge of your wrist and the stringy tendon attached to your thumb (as shown in the image). You may need to move your fingers around a little to find the pulse. Keep firm pressure on your wrist with your fingers in order to feel your pulse.



**4** Count for 30 seconds, and multiply by 2 to get your heart rate in beats per minute. If your heart rhythm is irregular, you should count for 1 minute and do not multiply.



## Record your pulse here

Day	Result		Activity (e.g. after a run)
	am	pm	
1			
2			
3			
4			
5			
6			
7			

## World Heart Rhythm Week

### Partners/Affiliates & Supporters

Encourage national organisations to conduct awareness raising activities in their country

Promote 'Know Your Pulse' campaign

Support individuals and organisations in their efforts to raise awareness of cardiac arrhythmias

### Key Messages

WHRW raises awareness of heart rhythm disorders among the general public

WHRW encourages A-A partners, affiliates, and supporters to raise awareness by hosting events relevant to their organisation

### Activities

Health professionals may conduct 'pulse checking' sessions in hospitals, clinics, communities

Translate and distribute A-A 'Know Your Pulse' check cards

Hold an awareness raising activity relevant to the organisation's mission and goals

### Organisations

Translate and seek endorsement of A-A medical booklets in respective countries

Participate in annual international roundtable to share best practice methods, ensure the patient voice is at the centre of health care, and unify health standards across the globe

Downloads: WHRW Toolkit [www.whrweek.org](http://www.whrweek.org)  
Know Your Pulse check card [www.knowyourpulse.org](http://www.knowyourpulse.org)

## PLEDGE FORM

### World Heart Rhythm Week 2010

**Arrhythmia Alliance – “The heart rhythm charity promoting awareness of heart rhythm disorders across the globe”**

**(Name of your organization)** has pledged to support World Heart Rhythm Week (WHRW) taking place from 7th – 13th June 2010.

We support the goal of World Heart Rhythm Week to bring organisations together from around the world to raise awareness of cardiac arrhythmias. As a WHRW supporter, we will lend our name to the campaign and join other organisations and individuals from around the globe in focusing attention on heart rhythm disorders.

WHRW aims to encourage individuals and organisations globally to host events relevant to their mission and objectives during 7th -13th June 2010. Activities and events for WHRW will focus on improving the effective diagnosis, treatment and quality of life for individuals affected by cardiac disorders.

*Add your logo here*

World Heart Rhythm Week has been organised by Arrhythmia Alliance and in partnership with the International Cardiac Pacing and Electrophysiology (ICPES) to promote awareness of heart rhythm disorders across the globe.

## **World Heart Rhythm Week 7 – 13 June 2010**

*Add Your Logo Here*

*Embargoed until 00:01, 7 June 2010*

**<Your Organisation> to raise awareness of dangers of heart rhythm disorders as part of World Heart Rhythm Week**

**<Your organisation> part of global initiative to raise awareness of cardiac arrhythmias**

**7 June 2010, <place> - < Your organisation> is <add details of activity/support> to raise awareness of the deadly impact of cardiac arrhythmias as part of a global education initiative.**

The <activity> is taking place during World Heart Rhythm Week (7-13 June 2010) an initiative which brings individuals and organisations together from across the globe and supports them to raise awareness of cardiac arrhythmias.

Cardiac arrhythmias – abnormal electrical activity in the heart kill as many as <add number> in <add your country>. Arrhythmias include conditions such as atrial fibrillation (where the upper chambers of the heart beat irregularly), an unusually slow heart beat (bradycardia), an unusually fast heart beat (tachycardia) and can cause Sudden Cardiac Arrest – when the heart stops beating unexpectedly due to irregular electrical activity in the heart.

<Name>, <title> of <your organisation> comments:

“Cardiac arrhythmias are one of <add country name>’s biggest killers and can often go undetected. The aim of our activities during World Heart Rhythm Week is to inform people about the dangers of heart rhythm problems and

ensure that if they think they have an irregular heart beat they should seek further advice from their doctor.”

World Heart Rhythm Week has been established by the Arrhythmia Alliance, a UK coalition of individuals, patients groups, charities, professional medical groups and industry allies working together to raise awareness of cardiac arrhythmias and to promote timely and effective diagnosis and treatment of arrhythmias leading to an improved quality of life.

Trudie Lobban, Founder and Trustee of the Arrhythmia Alliance, comments: “We are delighted that *<add your organisation name>* has joined this year’s campaign. As more organisations from different countries join in with activities during World Heart Rhythm Week we have an opportunity to reach a much wider audience with these life-saving health messages about cardiac arrhythmias.”

This year the Arrhythmia Alliance has partnered with the International Cardiac Pacing and Electrophysiology Society (ICPES) [www.icpes.org](http://www.icpes.org) for World Heart Rhythm Week 2010.

For more information visit:

[www.whrweek.org](http://www.whrweek.org)

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For further information about the *<initiative>* contact:  
*<Name>*, *<telephone number>*, *<email address>*

For information on World Heart Rhythm Week contact:  
Mary Rustic on 01789 451 829 or email: [mary@heartrhythmcharity.org.uk](mailto:mary@heartrhythmcharity.org.uk)

**Information on A-A World Heart Rhythm Week (WHRW)  
Supporters Events/Activities**

Arrhythmia Alliance would like to gather information on its supporter's activities for WHRW to share with other supporters and A-A website. Please let us know about your activity by taking 5 minutes to send the following information.

Thank you!

**Title of Activity:**

Country and/or region:

Heart Rhythm Supporter. Please specify with (Y):

    Organisation/Affiliate

    Patient/carer

    Patient group member

    Nurse

    GP

    Other

Contact Person (name, email address, telephone)

Location of event (city):

Start and end dates:

Description of event: If Pulse Check session, how many people did you see?

Media coverage (TV, web, press)

Please send this information to:

mary@stars.org.uk

Photos, press coverage, links are welcome!

Questions? +44 (0)1789 451 829



## TRANSLATION AND USE OF A-A MATERIALS CONTRACT

This contract dated \_\_\_\_\_

Between Arrhythmia Alliance and

(organisation/individual) \_\_\_\_\_

Sets out the terms and conditions of translating, endorsing, and use of A-A publications:

- Partners, Affiliates, and Members may translate A-A publications upon receiving the permission of Arrhythmia Alliance
- All publications must be approved and formatted by Arrhythmia Alliance before use.
- All endorsements of A-A publications must be reviewed and approved before use.
- Where A-A publications and/or logo is to be used in relation to a project, event, or campaign, permission must be obtained and publications reviewed from Arrhythmia Alliance before use. In these cases, a draft must be submitted of the documents to be used indicating where partner/affiliate/member logo will be placed and any wording associated with it.
- A-A publications may not be altered or amended from the original format.

Signed: .....

Print name: ..... Date .....