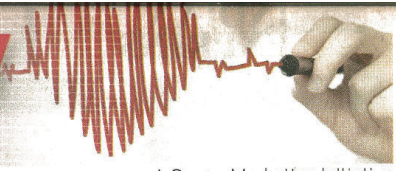




World Heart Day



A Space Marketing Initiative



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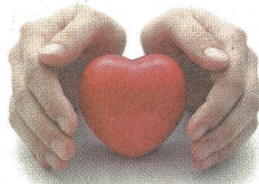
EMBRACE CHANGE FOR A HEALTHIER INDIA

Dr Prathap C Reddy

CHANGE is the only thing that is constant, then it is time for young Indians to embrace it. This World Heart Day, youth should come together and proactively make the decision – to take care, to take action for better health and quality of life, which begins by maintaining better heart health.

Over the last few years, heart diseases have gradually changed its course and is no longer the disease of just the elderly. Young Indians in their early 30s, accustomed to sedentary lifestyle and unhealthy dietary habits, are succumbing to cardiovascular diseases (CVDs). What is unsettling is despite the fact that the occurrence of the CVDs can be prevented and even reversed, there is a lack of awareness and understanding on the subject. This World Heart Day let us all commit to be more active, disciplined in our diet and inculcate healthy habits for our own physical and mental well-being

divascular disease related deaths can be prevented by controlling four main risk factors, which are unhealthy diet, use of tobacco, lack of physical activity and excessive consumption of alcohol. The most productive way to tackle CVDs is an amalgamation of activities that include a healthy balanced diet, at



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gether and collectively pursue this path of healthy living and accelerate positive change.

Over six years ago, in April 2010, Apollo Hospitals launched The Billion Hearts Beating (BHB) Foundation, which works towards increasing awareness on and prevention of heart diseases. The problem of heart disease in India is a national concern and the BHB's plan is to raise the level of heart health awareness in the country and reverse the burden of heart disease. Over the years, the BHB has touched the lives of over a million people through its various programmes that educate and encourage heart health behaviours in local communities and corporates.

On a similar note, Apollo Life recently partnered with globally renowned advocate of integrative medicine in health Dr Deepak Chopra to introduce 'JIYO', the personal well-being companion. A comprehensive

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ALL ABOUT THE DISEASE

DIFFERENT TYPES OF HEART DISEASES

Heart failure: Your heart does not pump blood efficiently to the rest of your body. Your heart may not be able to pump with enough force to get blood to the rest of your body. Heart failure is primarily managed with medications that help the heart work more efficiently. It's also important that you do what you can to control your risk factors for heart disease.

Arrhythmia: It is an abnormal heart rhythm that is caused by abnormal electrical activity within the heart that causes the heart to beat too quickly, too slowly or irregularly. If you experience episodes of palpitation (fast heartbeat) or giddiness, do not wait! Consult your cardiologist immediately. In case it is a cardiac related problem and needs interventional treatment, do not waste time. Catheter ablation is the best and safer method for treating Arrhythmia.

Coronary artery disease: In this most common type of heart disease, the blood vessels that supply blood to the heart muscle narrow due to the build-up of plaque. Plaque is made up of fat, cholesterol and other substances. Over time, the blood vessels narrow and harden and the heart may not get enough oxygen. This can cause angina (chest pain). If the plaque ruptures or tears, a blood clot can form and this can completely block the blood vessel and cause a heart attack.

What causes cardiovascular disease?

There are many risk factors that contribute to cardiovascular disease. Most people develop cardiovascular disease due to a combination of factors such as high fat diet, lack of physical activity, smoking, diabetes mellitus, high blood pressure, family history of ischaemic heart disease and obesity. The narrowing and thickening of arteries are due to the deposition of fatty material, cholesterol and other substances on the walls of blood vessels. The rupture of deposits, can lead to stroke or heart attack.

Are women protected from heart disease because of estrogen?

Estrogen does help raise high-density lipoprotein (HDL) cholesterol, which protects women. But after menopause, women are as susceptible as men. However, if a woman suffers from diabetes or has raised levels of total cholesterol, low-density lipoprotein (LDL) cholesterol and positive family history of coronary artery disease, she is at a high risk of developing coronary artery disease.

What is the link between smoking and heart disease?

Smoking damages the lining of blood vessels, increases fatty deposits in the arteries, increases blood clotting, adversely affects blood lipid levels and promotes coronary artery spasm. Nicotine accelerates heart rate and raises BP.

Signs, symptoms of heart attack?

The signs and symptoms of a heart attack include: chest pain or discomfort (burning, fullness, pressure or tightness), discomfort in the neck, jaw, shoulder or back, shortness of breath, nausea and sweating.

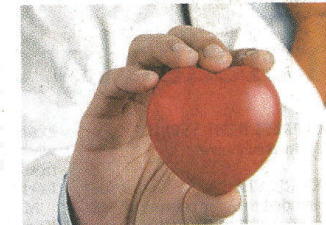
How to reduce risk of disease?

There is a lot you can do. Lifestyle changes such as becoming more physically active, eating a healthy diet, maintaining a healthy weight, quitting smoking and reducing stress can all go a long

way in reducing the risk.

Is regular health screening of significance?

High blood pressure and high cholesterol can damage your heart and blood vessels. But without testing for them, you probably won't know whether you have these conditions. Regular screening can tell you whether your blood sugar level, cholesterol level and blood pressure level are alright. Regular blood pressure screenings usually start in childhood. Adults should have their blood pressure checked at least once every year and if you have a family history, once in six months is advisable.



What is heart bypass surgery?

Heart bypass surgery, also known as coronary artery bypass graft surgery, involves taking a healthy portion of an artery from within the thoracic cavity or a vein from the leg and using this healthy portion of the artery or vein to go around or bypass a blocked part of the coronary artery and anastomosing it to the healthy portion of the coronary artery. Then normal blood supply to the heart muscle is restored.

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