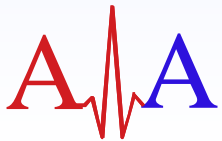


Arrhythmia Alliance  
The Heart Rhythm Charity

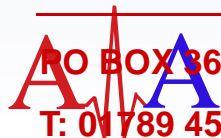
## The Role of Arrhythmia Alliance

*Promoting better understanding, diagnosis, treatment and quality of life for  
individuals with cardiac arrhythmia*





- Is a coalition of charities, patient groups, patients, carers, medical groups and allied professionals. These groups work together under the A-A umbrella to promote timely and effective diagnosis & treatment of arrhythmias.
- The A-A supports and promotes the aims & objectives of the individual groups.



PO BOX 3697 Stratford-Upon-Avon Warwickshire CV37 8YL

T: 01789 450787

E: [info@heartrhythmcharity.org.uk](mailto:info@heartrhythmcharity.org.uk)



W: [www.heartrhythmcharity.org.uk](http://www.heartrhythmcharity.org.uk)

# Arrhythmia Alliance Vision

- “Every person affected by an arrhythmia will receive *information, support* and *rapid access* to appropriate treatment”
- Will achieve this through advancing

**Awareness**

**Diagnosis & Treatment**

**Improved  
Quality of Life of those affected**



# THE A-A PARTNERSHIP

Government, Dept. of Health, Cardiologists, EPs,  
Nurses, Physiologists, GPs, Practice Nurses,  
Paediatricians, Geriatricians, PCTs, Cardiac Networks,  
SHAs, Ambulance Services, Resuscitation Council,  
Patient Groups, Post Graduate Centres, Industry,  
Individual patients and carers

TOTAL: 17,500 (+RCN 400,000!)







# Working with Government



# What can we achieve together?

- Awareness
- Patient education
- Advocacy with Dept of Health
- Greater understanding amongst the medical profession of patients needs
- Stronger fund raising – for research, education projects



# Why do we need an alliance?

Force in numbers

Dept of Health approach the Alliance before the medical professionals!

Medical Profession approach the Alliance before the Dept of Health!

Government officials LISTEN to the voter!

Trust – there is no ulterior motive

No perceived conflict of interest



Patient choice

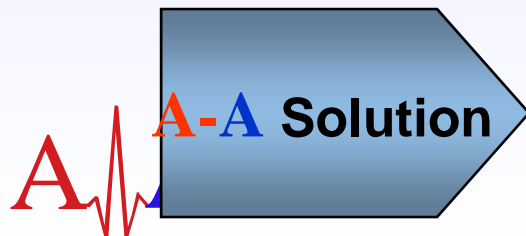
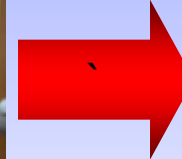
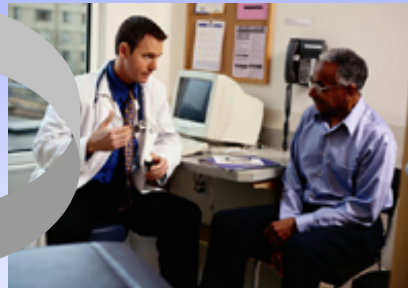
# Arrhythmia Alliance bridges the information-care gap

## PROBLEM

**Tens of thousands churning in the healthcare system not properly diagnosed**

**Thousands treated but no support mechanism**

- 100,000 sudden cardiac deaths
- 1 million arrhythmia sufferers
- 120,000 loss of consciousness per year
- 30% adults & 39% children are incorrectly diagnosed with epilepsy, many have an underlying, potential fatal, cardiac arrhythmia
- 1.5 million hospital days



**Build awareness in General Population & Primary Care**

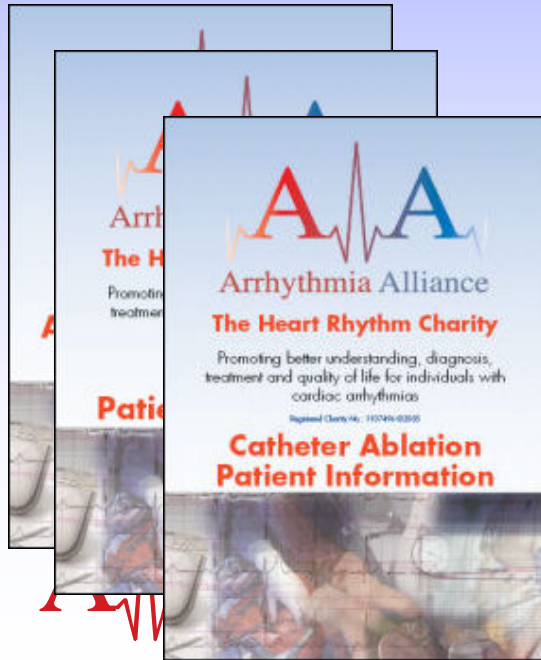
**Support network**



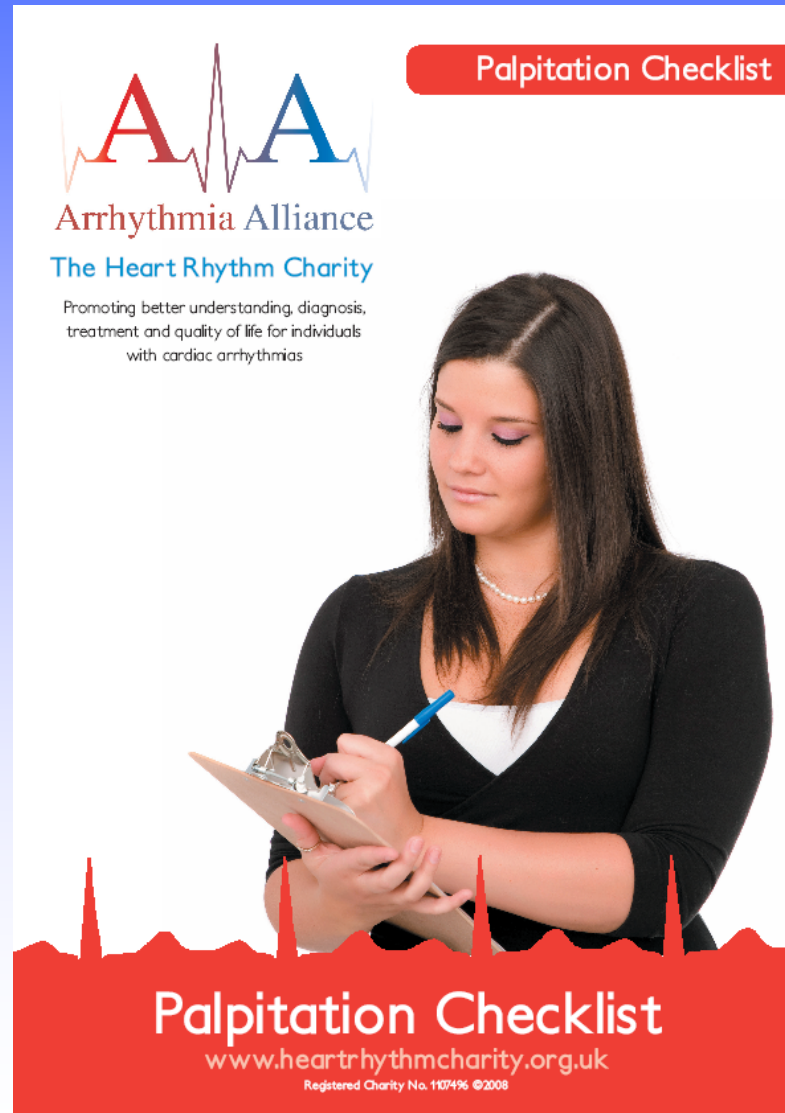
# This is achieved through a number of information channels






- Information booklets: general/patients/carers
- Website
- Congresses
- Articles, Newsletters
- Telephone helpline
- AAWW




# Palpitations Checklist



# Arrhythmia Checklist



**Arrhythmia Alliance**  
The Heart Rhythm Charity

How to find more information

A list of useful sites can be found at - [www.heartrhythmcharity.org.uk](http://www.heartrhythmcharity.org.uk). This list is not exhaustive and it is constantly evolving. If we have excluded anyone, please accept our sincerest apologies and be assured that as soon as the matter is brought to the attention of the Arrhythmia Alliance, we will quickly act to ensure maximum inclusiveness in our endeavours.

If you wish to contact us direct please phone on 0189 450 787 or email [heartrhythm@stars.org.uk](mailto:heartrhythm@stars.org.uk)


The following Arrhythmia Alliance patient booklets are available to download from our website or to order please call 0189 450 787.

- Arrhythmia Checklist - Could your heart rhythm problem be dangerous?
- Atrial Fibrillation
- Bradycardia (Slow Heart Rhythm)
- CRT/ICD
- Catheter Ablation
- Catheter Ablation for Atrial Fibrillation
- Drug Treatment for Heart Rhythm Disorders (Arrhythmias)

- Electrophysiology Studies
- Exercising With an ICD
- FAQs
- Heart Rhythm Charity
- Highlighting the Work of the Arrhythmia Alliance
- ICD
- Implantable Loop Recorder
- National Service Framework Chapter 8
- CRT/Pacemaker
- Pacemaker


- Palpitation Checklist
- Remote Monitoring for ICDs
- Sudden Cardiac Arrest
- Supraventricular Tachycardia (SVT)
- Tachycardia (Fast Heart Rhythm)
- Testing Using Drug Injections to Investigate the Possibility of a Risk for Sudden Cardiac Death
- Tilt-Test

**Arrhythmia Checklist - Could your heart rhythm problem be dangerous?**



**Arrhythmia Alliance**  
The Heart Rhythm Charity

Promoting better understanding, diagnosis, treatment and quality of life for individuals with cardiac arrhythmias



## Arrhythmia Checklist

Could your heart rhythm problem be dangerous?

[www.heartrhythmcharity.org.uk](http://www.heartrhythmcharity.org.uk)

Registered Charity No. 1107496 ©2008

**Executive Committee**

**President**  
Prof A John Camm

Dr Philip Batin Mr Chris Brown Mr Pierre Chauvineau Dr Derek Connolly Dr Campbell Cowan Dr Neil Davidson Dr Wyn Davies	Mr Nigel Farrell Dr Adam Fitzpatrick Dr Michael Gammage Mr Steve Gray Mrs Angela Griffiths Mr Robert Hall Dr Guy Haywood	Mrs Anne Jolly Mrs Sue Jones Dr Gerry Kaye Dr Nick Linker Mrs Trude Lobban Ms Nicola Meldrum Prof John Morgan	Mrs Jayne Mudd Dr Francis Mungatroyd Dr Richard Schilling Dr Graham Stuart Mrs Jenny Tagney Mr Paul Turner
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**Trustees**


Mr Chris Brown	Dr Derek Connolly	Mr Nigel Farrell
Dr Adam Fitzpatrick	Mrs Trude Lobban	

**Patrons**

Prof Hein J J Wellens	Prof Silvia G Priori	W B Beaumont, OBE
-----------------------	----------------------	-------------------

**Arrhythmia Alliance**  
PO Box 3697 Stratford upon Avon  
Warwickshire CV37 8YL  
Tel: 01789 450787  
e-mail: [info@heartrhythmcharity.org.uk](mailto:info@heartrhythmcharity.org.uk)  
[www.heartrhythmcharity.org.uk](http://www.heartrhythmcharity.org.uk)

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



Published March 2008

Arrhythmia Checklist PRINT READY.indd 1

01022008 17:10:14



# RESTART THE HEART

**Sudden Cardiac Arrest can strike anyone, anytime, anywhere...**



CPR alone = 5% Survival  
CPR + AED = 50% Survival



An Automatic External Defibrillator (AED) together with CPR is the **ONLY** way to re-establish the heart's natural rhythm!

**CAN YOUR COMMUNITY RISK NOT HAVING ONE...?**



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

PO Box 3697  
Salford-upon-Avon  
Worldeston  
CV37 6YL

Arrhythmia Alliance is helping to  
place AEDs in local communities  
**Help us to help you**

Tel: 01789 451830    [campaigns@stars.org.uk](mailto:campaigns@stars.org.uk)







**BISHOP SUTTON  
POST OFFICE/SPAR SHOP**



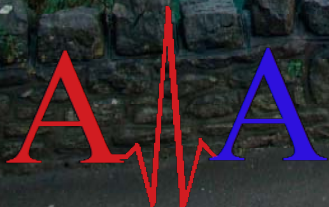
**CHEW MAGNA  
SETTER & LEE ESTATE AGENTS**



**WINFORD  
POST OFFICE/VILLAGE STORES**



**COMPTON MARTIN  
RING O' BELLS PUBLIC HOUSE**



# Affiliation

To support existing groups,  
charities and voluntary  
organisations & help  
establish new groups

[www.heartrhythmcharity.org.uk](http://www.heartrhythmcharity.org.uk)



## Arrhythmia Alliance Affiliated Groups



Arrhythmia Alliance  
The Heart Rhythm Charity  
www.heartrhythmcharity.org.uk



Wolverhampton Coronary Arteriosclerosis Support Group



British Cardiovascular Society (BCS)



PACE



badgroup  
Bournemouth Area Defibrillator (BAD) Group

IDAS Aberdeen and North East Heart Support Group - Heartlink Derby Heart Support Group  
Middlesbrough ICD Support Group - Nottingham Cardiac Heart Support Group  
SADS Canada - SAFEHEART - Derbyshire Arrhythmia Heart Support Group



HR-UK  
Heart Rhythm UK



Livesires  
Co Antrim (Northern Ireland)



STARS  
Syncope Trust  
And Reflex anoxic Seizures



APPPC (Associação Portuguesa de Portadores de Pacemakers e CDRs)

Essex ICD Support Group - Middlesex ICD Support Group - The Coventry Healthy Hearts' Support Group  
- Poole Hospital ICD Support Group - Southend Hospital 'Pacers & fads' ICD Support Group  
HeartBeat East Suffolk ICD Support Group - UPBEAT ICD Support Group



STARS US



Heart Care Partnership (HCP)  
The patient arm of the British Cardiovascular Society



Chester Heart Support Group (CHSG)



Atrial Fibrillation Association (AFA)

Restart Swansea ICD Support Group - Oxford Heartbeat Club ICD Support Group  
Medway Pacemaker Support Group - Good Hope Sutton ICD Support Group  
Milton Keynes ICD Support Group - The Trent Cardiac Network Arrhythmia Collaborative Heart Support Group



Dorlington Cardiomypathy Self Support Group



East Yorkshire & North Lincolnshire  
'Seaward Channel'



St George's Hospital ICD Group



Poole Heart Support Group

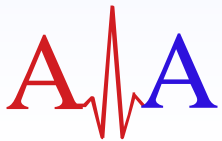
Bolton ICD Support Group - SPARKS Harfield Hospital ICD Support Group  
High Wycombe and District ICD Support Group - North Gloucestershire ICD Support Group  
Rhythm for Life Kent ICD Support Group - West Dorset ICD Support Group - Nottingham ICD Support Group

Arrhythmia Alliance, PO Box 3687, Stratford upon Avon, Warwickshire, CV37 8YL, UK. T: +44 (0) 1789 450787  
Registered Charity No. 1107436





***Working together with individuals,  
families and medical  
professionals to offer support  
and information on syncope  
and reflex anoxic seizures***



# The Blackouts Checklist



# Rapid Access Blackout Clinics

- Promoting rapid access to correct & accurate diagnosis
- Efficient & cost –effective diagnosis

## GUIDELINES ON HOW TO ESTABLISH RAPID ACCESS CLINICS

### The Heart Rhythm Charity

Promoting better understanding, diagnosis, treatment and quality of life for individuals with cardiac arrhythmias



[www.heartrhythmcharity.org.uk](http://www.heartrhythmcharity.org.uk)

Registered Charity No. 1107496 ©2007





**The Blackouts Trust**  
JULY 2007 / ISSUE 27

**Syncope Trust And Reflex Anoxic Seizures**  
WORKING TOGETHER WITH INDIVIDUALS, FAMILIES AND MEDICAL PROFESSIONALS TO OFFER SUPPORT AND INFORMATION ON SYNCOPE AND REFLEX ANOEXIC SEIZURES

### BREAKING NEWS

Manchester Heart Centre recently opened the UK's first Rapid Access Blackout Clinic (RABC) to help people with blackouts. The clinic will provide a multidisciplinary solution to the challenges doctors frequently face when attempting to help someone with unexplained blackouts.

As a model for new patient services nationwide, the rapid access blackout clinic (RABC) could lead to saving of over £46 million annually by securing rapid and accurate diagnosis for people suffering from unexplained blackouts. Much more importantly, it will prevent hundreds of patients each year from being denied the specialist attention they need to ensure that they are not misdiagnosed, and that they are seen by an expert who can address the underlying cause of the blackouts.

Dr Adam Fitzpatrick, the brain behind the new clinic commented, "We're tremendously excited that this clinic has opened in Manchester. We hope to set a standard for a vital service that can be copied elsewhere. We will help to ensure an accurate diagnosis for people suffering from unexplained blackouts, alleviating patient suffering and releasing over £13 million of vital NHS healthcare resources." Up to 50 percent of the UK population will suffer a blackout at some point during their lifetime. A variety of different conditions can cause blackouts, so it can be a long and difficult process to reach an accurate diagnosis of the underlying problem. Blackouts triggered by a cardiovascular cause can appear similar to epileptic seizures and it is estimated that approximately 25 percent of patients currently diagnosed with epilepsy are misdiagnosed at a cost of £46 million.

Where the Rapid Access Blackout Clinic, a multidisciplinary team drawn from cardiology, genetics, neurology, paediatrics and geriatrics will work together at the Manchester Heart Centre, fast tracking diagnosis and the provision of appropriate care to patients.

"The advent of Rapid Access Blackout Clinics will help to improve patient care, ensuring that cardiac, neurological, genetic, paediatric and psychological evaluation is undertaken to determine the cause of blackouts. The combination of disciplines within one clinic will also release vital GP resources which would otherwise be used to investigate blackouts which would otherwise be utilised monitoring the status of diagnosis and making further specialist referrals" said Dr Paul Cooper, a Neurologist at Manchester Royal Infirmary, one of the founders of the RABC.

Blackouts are one of the first symptoms of an irregular heartbeat, a condition which causes over 100,000 deaths every year. Early diagnosis and treatment is therefore vital, yet there are fewer than 100 dedicated heart rhythm specialists in the whole country - less than one for every 10 thousand people.

Diagnosis of blackouts is generally made following results from:

- A detailed patient history and eye witness descriptions of the blackouts
- Electroencephalogram (EEG), which can help exclude epilepsy
- Electrocardiogram (ECG), which can identify underlying heart rhythm problems
- If blackouts are sufficiently frequent, a wearable heart monitor can record 24 hours of heart rhythm data
- Long term heart rhythm monitoring is used to uncover intermittent heart problems with a small implantable monitor known as a 'loop recorder' or 'Reveal'

Heart rate and rhythm monitoring during induced syncope with a Tilt Table Test (TTT), although this approach has a high rate of false positive results.

Rapid access blackout clinics are a vital resource to help improve the accurate diagnosis and treatment of blackouts and arrhythmias' stated Tania Liddell, Chief Executive of STARS, the charity helping people with blackouts. "A wrong diagnosis can have a disruptive effect on people's life in addition to preventing access to appropriate treatment for blackouts, which will continue to occur with possible severe consequences."

The first Rapid Access Blackout Clinic has been introduced following new guidelines, published in 2005 in the National Service Framework for Coronary Heart Disease, which called for the introduction of such clinics for patients with arrhythmias and blackouts.

People with blackouts often report injuries from their sudden falls, which occur in up to 30 percent of patients older than 65 and cost the NHS about £1 billion every year. Short term consequences such as anxiety, embarrassment and episodes of incontinence during blackouts add to the long term cost of sudden cardiac death as a result of arrhythmia.

"The Rapid Access Blackout Clinic heralds a new way in which blackouts will be diagnosed and treated, optimising patient care" stated Dr Fitzpatrick.

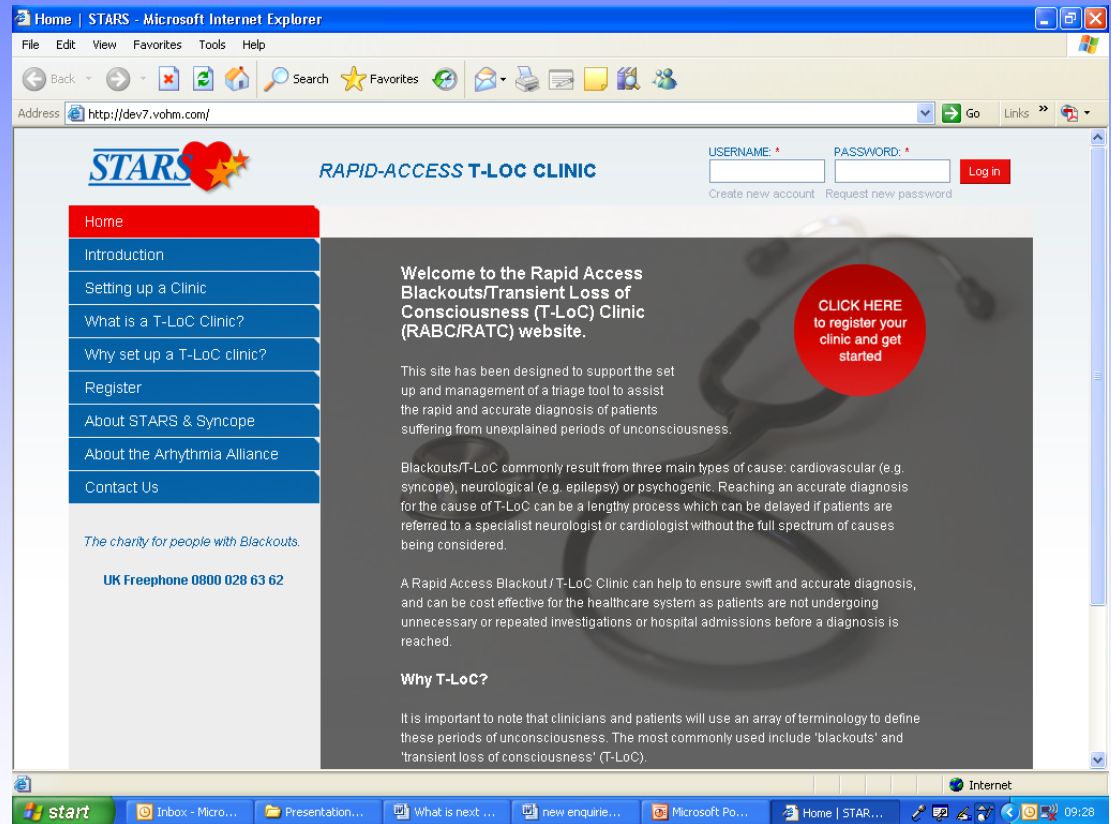
**STARS**  
Freephone 0800 0286362  
+44 1789 450564  
[www.stars.org.uk](http://www.stars.org.uk) [info@stars.org.uk](mailto:info@stars.org.uk)  
PO Box 175, Stoddard Square, Manchester, M20 2WD, UK

**STARS conference at the Heart Rhythm Congress 2007**  
to register please visit [www.heartrhythm.org.uk](http://www.heartrhythm.org.uk)

**Patrons:** Prof. John STEPHENSON, Dr William WHITEHOUSE, Prof. Christopher MATHIAS, Prof. Ross ARON KIDNEY, Dr Adam FITZPATRICK, Dr Michael WELSH, Dr Roger HODGE, TIMOTHY Liddell & John BLUTHORN MACE  
Regional Chair: Dr. Steffen

# Rapid Access Transient Loss of Consciousness Clinic Website

- Website provides basic information you need to research and establish an RATC for your own centre
- RABC website to be launched soon





# Education Project



## STARS SHINE A LIGHT

STARS has produced new resources for school nurses with a good background in loss of consciousness (blackouts), syncope, and reflex anoxic seizures. These resources are available on how to lend maximum support to a sufferer.

- ♥ **Advisory website** - in direct to the schools
- ♥ **Information packs** - direct to the schools
- ♥ **Staff training CD-ROM** - management in the classroom
- ♥ **In-school presentation** & advice for staff

**Would you like to receive**

Please complete the form and return it to:

NAME: .....

OCCUPATION: .....

I would like information on:

Loss of consciousness

Syncope

Reflex anoxic seizures

Website

Address: .....

Tel No: .....

Alternatively, contact Laura Nelson at



## ALERT CARE

STARS is pleased to introduce its new educational web-site.

NAME: .....

**I suffer with Reflex Anoxic Seizures**  
(this is not connected to epilepsy and is NOT life threatening)

- ♥ Please make sure I am safe
- ♥ Please put me in the recovery position
- ♥ Please talk quietly to me and wait for me to regain consciousness (normally only 1 or 2 mins)

**CALL IMMEDIATELY:**

If injured or concerned also call for EMERGENCY SERVICES - 999



Working together with individual professionals to offer support, syncope and reflex anoxic seizures.

Admin: +44 (0) 1223 810000

Freephone: 0800 123 4567

Email: info@stars.org.uk

Web: www.stars.org.uk

[www.stars.org.uk](http://www.stars.org.uk)

[www.education.stars.org.uk](http://www.education.stars.org.uk)



## SHINE A LIGHT ON EDUCATION

STARS is pleased to introduce its new educational web-site.



Online information, downloadable lesson plans, sample care plans and support materials designed for educators and families managing the care and education of young people with syncope.

This new site introduces Sammy Star, hosts a blog, a moderated message board and offers information and advice for those who have been diagnosed with syncope or RAS.

So whether you are a teacher supporting a child with syncope or RAS, a pupil wondering how to tell your friends or you simply want to talk to others, why not visit

[www.education.stars.org.uk](http://www.education.stars.org.uk)



# Falling



**is not an age old problem**

Don't just blame.....

- Bad eye sight
- An uneven pavement
- A knee giving way

**Have you considered....**

**SYNCOPE** as a cause of your fall(s)?

Each year 35% of adults aged 65 and over experience syncope (blackout, faint or transient loss of consciousness) and this can be the reason for a fall. Treatments are available...

**For information on blackouts, transient loss of consciousness, and syncope contact STARS**

**[www.stars.org.uk](http://www.stars.org.uk) Tel: 01789 450564**



Working together with individuals, families and medical professionals to offer support and information on Syncope and Reflex Anoxic Seizures

  
Affiliated to Arrhythmia Alliance  
[www.hearthythmiaalliance.org.uk](http://www.hearthythmiaalliance.org.uk)

**ARRHYTHMIA AWARENESS WEEK 8-14 JUNE 2009**

Tel: 01789 451823 or email: [joannag@stars.org.uk](mailto:joannag@stars.org.uk) or [mary@stars.org.uk](mailto:mary@stars.org.uk)

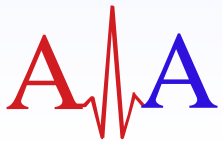






ATRIAL FIBRILLATION ASSOCIATION

[www.atrialfibrillation.org.uk](http://www.atrialfibrillation.org.uk)



# Raising Awareness

The screenshot shows the AFA website homepage. At the top is the AFA logo and a navigation bar with four photos of people. Below the navigation bar is a news section with the headline "US FDA says no overall risk of atrial fibrillation...". A search bar is located to the right of the news section. On the left side, there is a vertical menu with links to Home, Atrial Fibrillation Association, Patient Information, Case Studies, Medical Professionals, AF Specialists, News & Events, Forum, Podcast, Links, Publications, Join AFA, and Donate. The main content area features a "Welcome to AFA" section with a paragraph about the charity. To the right of this section are two large buttons: "Donate" and "24 Hour Help Line Number". Below the "Welcome to AFA" section is a "2009 Regional Meetings" table. At the bottom of the main content area is a "What is AF?" section.

**AFA**  
atrialfibrillationassociation

NEWS: [US FDA says no overall risk of atrial fibrillation...](#)

**Welcome to AFA**

Welcome to Atrial Fibrillation Association (AFA), a UK registered charity which provides information, support and access to established, new or innovative treatments for Atrial Fibrillation (AF).

Atrial Fibrillation (AF) is the most common arrhythmia – heart rhythm disturbance. It occurs when chaotic electrical activity develops in the upper chambers of the heart (the atria). As a result, the atria no longer beat in an organised, regular rhythm, so the patient's pulse is irregular and as a result, the pumping of the heart is less efficient. Across the UK approximately 2 million people suffer with Atrial Fibrillation.

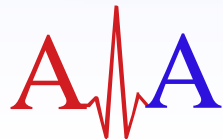
**2009 Regional Meetings**

Location	Date
Ireland Park Avenue Hotel, Belfast	18th February 2009
North York	4th March 2009
South Rhinefield House	
Midlands Stratford Manor	
London London	



**Donate**  
Please give generously, we need all the support we can get!  
Make a donation »

**24 Hour Help Line Number**  
+44 (0)1789 451 837

**What is AF?**



# Signposting to Specialist



NEWS: [Advances In Cardiac Care At Musgrove Park Hospital...](#)

- Home
- Atrial Fibrillation Association
- Patient Information
- Case Studies
- Medical Professionals
- AF Specialists
- News & Events
- Forum
- Podcast
- Links
- Publications
- Join AFA
- Donate
- Contact

## UK Atrial Fibrillation Specialists

Clinicians have kindly given permission for their details to be added to the AFA database. This is not an exhaustive list, and AFA cannot verify any of the names included on the list. All referrals to a specialist must be through your own GP.

If you are a clinician with an interest in AF and would like to have your name included on the database, please contact [info@atrial-fibrillation.org.uk](mailto:info@atrial-fibrillation.org.uk)

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

Location	First Name	Surname	Title	Area of interest	Medical Centre
Aberdeen	Paul	Broadhurst	Dr	Arrhythmia clinics and AF ablation	Aberdeen Royal Infirmary
Basildon	Stuart	Harris	Dr	Consultant Cardiologist, Management of AF including catheter ablation with latest techniques	The Essex Cardiothoracic Centre
Birmingham	David	Fitzmaurice	Professor		The University of Birmingham
Birmingham	Christopher	Boos	Dr	Specialist Registrar in Cardiology, AF	Queen Elizabeth Hospital



# Atrial Fibrillation Patient and Primary Care Checklist



atrialfibrillationassociation


Providing information, support and access to established, new or innovative treatments for Atrial Fibrillation

## Patient & Primary Care Checklist



[www.atrialfibrillation.org.uk](http://www.atrialfibrillation.org.uk)  
Tel: +44 (0)1789 451 837


Registered Charity Number: 1122442 ©2008



atrialfibrillationassociation

Providing information support and access to established, new or innovative treatments for Atrial Fibrillation

## Atrial Fibrillation Checklist



[www.atrialfibrillation.org.uk](http://www.atrialfibrillation.org.uk)  
Tel: +44 (0)1789 451 837

Registration Number: 1122442 ©2008



## Feel the pulse to beat the stroke!



**FACT**

Atrial Fibrillation (AF) is the most common heart rhythm disorder



**FACT**

AF is often a silent condition going undetected



**FACT**

Atrial Fibrillation causes an irregular pulse



**FACT**

An irregular pulse can cause small blood clots to form making stroke more likely



**FACT**

1 in 4 stroke victims have Atrial Fibrillation



## Feel Your Pulse

the easiest way to detect AF



Affiliated to Arrhythmia Alliance  
www.heartthythandlife.org.uk

Atrial Fibrillation Association:  
Providing information, support and access to established,  
new or innovative treatments for Atrial Fibrillation



Registered Charity Number: 1122442  
www.atrialfibrillation.org.uk Telephone: +44 (0) 1799 451837 E-mail: [info@atrialfibrillation.org.uk](mailto:info@atrialfibrillation.org.uk)  
PO Box 1219, Chesham Magna, Bucks, BS40 8VB







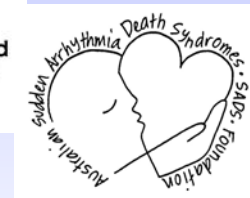
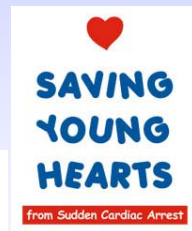
# Heart Rhythm Congress

- Hilton Birmingham Metropole
- International Speakers
- Live Cases
- Patient Day
- Devices and Intervention Courses

**HRC 2009 – 18th-21st October**

[www.heartrhythm.org.uk](http://www.heartrhythm.org.uk)





# Heart Rhythm Societies joining AAAW 2008

Australian Heart Foundation

Austrian Heart Foundation

Belgium Heart Rhythm Association

British Cardiovascular Society

Canadian Cardiac Society

Cardiac Association – South Africa

Chinese Society of Cardiology

Emirates Cardiac Society

European Heart Rhythm Association

European Cardiac Arrhythmia Society

Heart Rhythm Society – USA

International Cardiac Pacing & Electrophysiology Society

Japanese Heart Rhythm Society

Russian Cardiac Society

Sweden, Ireland, Portugal, Spain, Italy, S America etc!!!



# ARRHYTHMIA AWARENESS WEEK 8-14 JUNE 2009

## Aims:

- To raise awareness of heart rhythm disorders amongst the general public and provide support network for patients and carers
- To promote the theme 'Know Your Pulse' and an understanding amongst the public of this health-check procedure
- To promote awareness and support activities relating to the work of A-A, including projects such as 'Restart the Heart'



**KNOW YOUR PULSE**

**Did You Know ...**

- ♥ Your pulse is a sign of your heartbeat
- ♥ A fast heart rhythm could indicate a risk of Sudden Cardiac Arrest (SCA)
- ♥ Sudden Cardiac Arrest (SCA) can strike at any age and without warning
- ♥ SCA kills 250 people each day

**GET INVOLVED!**

**ARRHYTHMIA ALLIANCE AWARENESS WEEK 8-14 JUNE 2009**

Telephone: 01789 451 823 or email [joanmag@stars.org.uk](mailto:joanmag@stars.org.uk)

**Did You Know ...**

- ♥ When someone is in Sudden Cardiac Arrest they have no pulse
- ♥ Automatic External Defibrillators (AEDs) together with cardiopulmonary resuscitation (CPR) is the only way to re-establish the hearts normal rhythm

**... Using an AED is as simple as ...**

**RESTART THE HEART**

**LIFE SAVING EMERGENCY EQUIPMENT**  
HEART START DEFIBRILLATOR  
DEFIBRILLATOR  
ELECTRIC SHOCK DELIVERED TO OPEN CORONARY ARTERIES  
A-A  
Affiliated to Arrhythmia Alliance  
www.heartrhythmcharity.org.uk

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Registered Charity No. 1107690 02000

**endorsement by**  
**Department of Health**

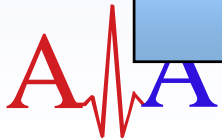
# Our Goal In 5 years

Everyone will understand arrhythmias  
as they do chest pains

All those affected will be diagnosed accurately, have  
access to appropriate services & receive support  
and information

Widespread placement of AEDs in public places

Sister organisations internationally

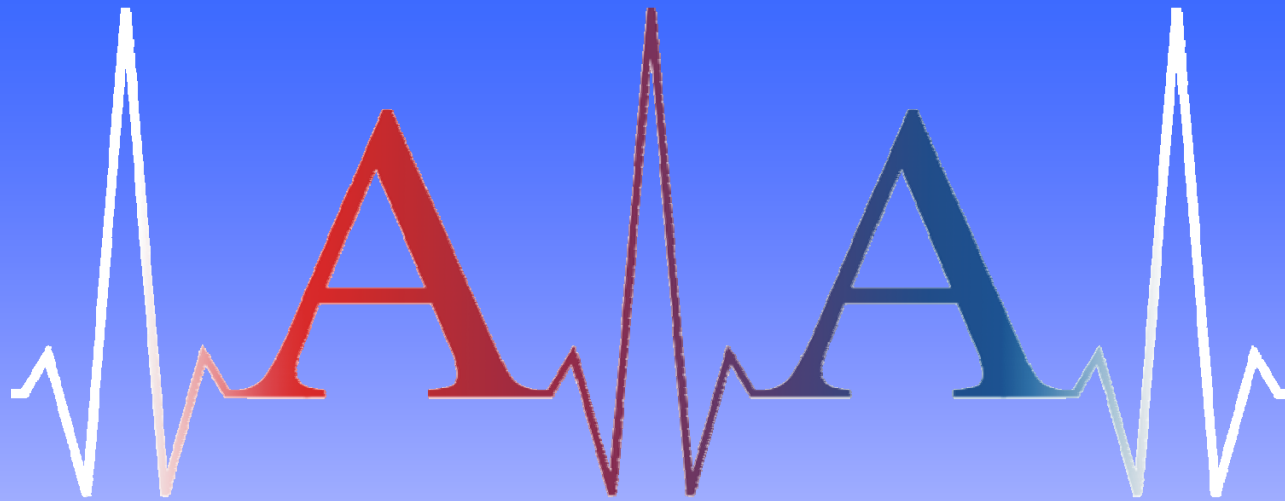


# A-A – Europe?









Arrhythmia Alliance  
The Heart Rhythm Charity

## The Role of Arrhythmia Alliance

*Promoting better understanding, diagnosis, treatment and quality of life for  
individuals with cardiac arrhythmia*

