



Heart Foundation™

Focus on Atrial Fibrillation



Atrial Fibrillation Awareness Week

18 - 24 November 2019

Why?

Atrial Fibrillation (AF) is the most common Cardiac Arrhythmia, causing a fast and irregular heart beat.

One in 35 New Zealanders between the age of 35 and 74 years have been diagnosed with AF - more than 60,000 Kiwis.

AF is more common as we age, peaking at 8.7% of Kiwis aged 70 to 74 years. On average Māori people are more affected and are diagnosed 10 years younger than non-Māori.

What?

To promote awareness and teach self-monitoring for pulse checks to the public.

Encourage GP awareness and participation in the campaign and do pulse checks in their practices.

Awareness layers to this campaign

GP awareness

AF webinar with Dr Andrew Martin, Cardiologist. **Register now.**

Posters and brochures in GP practices through Mediboard.

GP practice nurse pulse checks.

Resources to share on social media

GPs can **register to get involved** and enter to win an AliveCor Kardia Mobile ECG monitor.*



Public awareness

Pulse checkpoints at 18 locations throughout New Zealand.

Posters and brochures in GP practices through Mediboard.

Specialist-led AF educational sessions throughout New Zealand.

Messaging through social media and general media.

Information and resources at heartfoundation.org.nz

Email us at hearthealthinfo@heartfoundation.org.nz

*Terms and conditions apply.