



BILLION HEARTS BEATING

CAMPAIGN AGAINST HEART DISEASE



The trend was first observed among Indians in the late 50s. Over the ensuing years, heart disease has spread stealthily becoming India's biggest killer. And more alarmingly, India has become the heart disease capital of the world. Unfortunately, however, not much has been done since then to reverse this trend.

Even today, over 70 percent of India's urban population is at risk of being diagnosed with heart disease. The path of awareness and prevention remains paramount to saving precious lives.

SOMEONE HAD TO TAKE THE LEAD; APOLLO HOSPITALS DID

Apollo Hospitals, which has been at the forefront on various medical innovations in healthcare, took the lead in drawing attention to the biggest health problem the country is facing. On the 28th of April 2010 we launched, Billion Hearts Beating; a long-term sustainable movement towards a heart-healthy India.

The Billion Hearts Beating Foundation actively promotes heart health across the country by creating awareness about heart disease and providing workable solutions to prevent and overcome it.

TAKE THE FIRST STEP, TAKE THE PLEDGE

We started by encouraging people to take the first step, by making simple promises that would be relatively easier to keep, like delaying the first cigarette of the day, keeping one's cool in traffic, and playing more with the family pet. This resonated well with people, easing them into adopting heart health as a way of life.

These, in turn, evolved into the five pledges of heart health. So far, a total of **5,03,000** people have taken the pledge to lead a heart healthy lifestyle.

"Over the last 60 months, the concerted and dedicated efforts of the Billion Hearts Beating team has made a significant impact in introducing people to a healthier way of life through aggressive awareness programmes and engagement initiatives across social stratas and age groups."

THE SIMPLE 5 SOLUTION

Billion Hearts Beating addresses the risks associated with heart disease through the 'Simple 5 Solution':

- ♥ **GET ACTIVE**
- ♥ **EAT HEALTHY**
- ♥ **BEAT STRESS**
- ♥ **QUIT SMOKING**
- ♥ **GET A REGULAR HEALTH CHECK**

A GREAT START FOR THE HEART

On 28th April 2010, millions of readers of a popular newspaper in the country woke up to the launch of Billion Hearts Beating. Using a 360-degree approach (which included newspapers, billboards, television, radio, the internet and on-ground activation), we urged people to take the pledge at www.billionheartsbeating.com

The website championed the cause, providing the audience with an opportunity to act, not only in their own interest, but for their fellow citizens as well. It became a helpful tool for people to stay motivated on their personal journey towards a healthy heart. Now in its fifth year, Billion Hearts Beating has a bustling online community with upwards of 4,50,000 participants who share our belief of living a heart-healthy lifestyle, every day.

AWARDS AND RECOGNITION

BHB won the Excellence Award at the Asian Hospital Management Awards 2014 under the Corporate Social Responsibility category.

BHB has been recognised for its efforts by the Asia Responsible Entrepreneurship Awards in 2012 and 2015 under the Health Promotion category.

COMMUNITY OUTREACH PROGRAMMES

Through health camps, awareness programmes and engagement initiatives, BHB has spread the message of heart health across various age groups and sections of society.



Dr Prathap C Reddy
Chairman, Apollo Hospitals Group

HEALTH CAMPS

Health camps are conducted with the support of Apollo Hospitals every year. Over **1,75,000** individuals have already received free Apollo health checks.

OLD AGE HOME ADOPTION PROGRAMME



BHB in association with Apollo Pharmacy and Apollo Hospitals has also reached out to a total of 50 old age homes in Delhi NCR and Tamil Nadu. Regular health checks and medication are provided in these facilities.

SCHOOL OF HEART

A healthy community starts with healthy children. To ensure a heart-healthy future for India, it is important to safeguard the health of the future generations.

When it comes to heart health, inculcating good daily eating habits and spreading awareness at an early age goes a long way. For this reason we have initiated the program - **School of Heart**, for children from underprivileged backgrounds.

The School of Heart Program aims to spread awareness and develop healthy living for children from economically weaker sections of the society. It is a year-long program conducted at various Government and NGO schools where we extend the reach of good health to children from disadvantaged backgrounds.

As a part of the program, BHB organizes comprehensive health checks and awareness workshops, and ensures the availability of healthcare amenities for the students. The program addresses the problem of unhealthy eating habits and hygiene through these workshops. We have also partnered with various NGOs such as Katha, Samarpan, Aarohan, Ankur Don Bosco and Shanti Sahyog for the program.

ASSOCIATIONS AND PARTNERSHIPS

BHB reached out to various corporate houses and institutions to spread awareness and build on-ground engagement.

Health workshops were conducted for the female employees of **Ameriprise Financials** to address the key risk factors associated with women's health and nutrition. This was followed by a workshop

at **Tata Consultancy Services** which aimed at spreading awareness of the Simple Five Solution.

Health camps were organised at **Indian Oil Corporation Ltd, and Gulf Petro Chem** where employees benefitted from medical screenings and consultations.

The New Delhi Institute of Management joined the effort to bring medical aid to the elderly in Delhi NCR. Volunteers collected initial data from old age homes across Delhi for the BHB Old Age Home Adoption Programme.

BHB also organized a Basic Life Skills Training Workshop at **Jindal Steel And Power Ltd.**

BILLION HEARTS BEATING & NCC



BHB along with Apollo Hospitals entered into a partnership with the National Cadet Corps (NCC). This initiative gave us the opportunity to reach out to the finest young people in the country - healthy, energetic, eager and patriotic.

This collaboration aims to train the cadets across the country with necessary first-aid skills. Basic Life Skills training was conducted for the NCC training academy by the Apollo Ahmedabad emergency team at Kamptee and a basic life support demo was conducted in New Delhi. Over 1600 cadets benefitted from the training.

BILLION HEARTS BEATING & AIESEC

BHB, along with Apollo Hospitals, officially entered into a partnership with AIESEC India in January 2013.

Since then, AIESEC and BHB have worked together to spread the message of heart health across various platforms.

BHB organized an anti-smoking drive at the Delhi University metro station where students were asked to take a pledge to quit smoking.

A social media activity was conducted on World Youth Day. Students endorsed the cause of quitting smoking through badges on their Facebook profile photos. AIESEC helped organise a Quit Smoking campaign where students from across 5 cities shared their experiences on how quitting smoking has helped them lead a better life. BHB also participated in

Udaan 2014, an event organised by AIESEC to help under privileged children. A first aid demo was conducted at the Nithari Village Government School with 600 children being benefitted from the activity.

BILLION HEARTS BEATING ON SOCIAL MEDIA

BHB has spread the message of heart-healthy living with its presence across social media. Over **5,00,000** people benefit from messages on heart health on a daily basis, through our Facebook page. These messages are supplemented through other platforms like Twitter and Instagram as well.

In 2015, BHB launched See Life - an online campaign that urges people to adopt a heart healthy lifestyle so that they get the most out of life.

The World No Tobacco Day was celebrated on 31st May 2014 and BHB conducted an awareness campaign through informative posts and contests to underline the importance of quitting smoking.

Chris Parsons, a lawyer with an international law firm, completed 30 marathons in 30 days from Mumbai to Bangalore, a journey of 1260 km, to raise \$1 million for widows of heart patients, and their children in India. BHB supported this event by being a part of his journey and supporting him and monitoring his health and well-being through every step of the way. We also supported his cause on social media.





WE CAN'T DO IT ON OUR OWN

Over the last five years, we have made rapid strides towards ensuring that our message of heart health makes a difference to more lives. And with your continued support, we're confident that we can make the battle against heart disease a winning battle.

We have some exciting plans for this heart-healthy movement through which we can partner with like-minded people and organisations to ensure the message reaches everyone in this country.

You can be a part of the Billion Hearts Beating movement too. Start by donating funds or by bringing the movement to your organisation or by simply resolving to make you and your family heart-healthy.

VISIT US

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