

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

It is estimated that Indians are nearly four times more susceptible to heart attacks than Caucasians. Among urban Indians, incidence of hearts problems is 12%, while it's just 5% in the USA. (Wait a minute, isn't junk food more popular there?)

**SOMEONE HAD TO TAKE THE LEAD; APOLLO HOSPITALS DID**

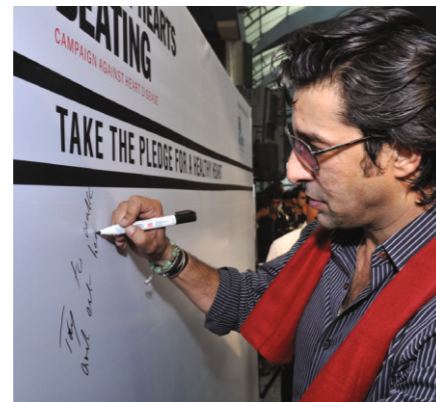
Apollo Hospitals, which has been at the forefront on many medical innovations in healthcare, took the lead in drawing attention to the biggest health problem the country is facing. On 28th April, 2010, we launched Billion Hearts Beating; a long-term sustainable movement towards a heart-healthy India.

Billion Hearts Beating 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 requesting people to take a pledge to keep the risks well and truly far away. Simple things like not diving into a big bag of chips. Or drinking the morning coffee without a cigarette. And finding time for your son's school play.

These, in turn, evolved into the five pledges of heart health.



**The Five Ways to Fight Back**

- ♥ EAT HEALTHY
- ♥ REDUCE STRESS
- ♥ QUIT SMOKING
- ♥ GET ACTIVE
- ♥ GET A REGULAR HEART CHECK UP



**A GREAT START FOR THE HEART**

On April 28, 2010, millions of readers of a popular newspaper in the country woke up to the launch of Billion Hearts Beating. Across media (including newspapers, billboards, television, radio, the internet and on-ground activation), we urged people to take the pledge on the website, 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 stay motivated on their personal journeys to a healthy heart.

In a little over a year, the campaign has become a huge success with about 3, 50,000 people having pledged their hearts to a healthy lifestyle on the website.

**WORLD HEART DAY**

On 26th September, 2010, World Heart Day, we urged the nation to 'Start something good'. A communication and activity blitz that saw print and television advertising, heart screening camps, yoga demonstrations and even celebrities and chief ministers pledging to take care of their hearts.

**THE HAPPY HEART FEST**

On the next World Heart Day, things got even bigger. Events across the country saw a number of celebrities demonstrating how people could take care of their hearts. For instance, the famous chef, Sanjeev Kapoor organised 'Eat Healthy' workshops where he displayed how healthy food can make tasty eating. We even had a 'Calm Song' composed by renowned composer, Shamir Tandon, with strings by Anoushka Shankar and sung by top vocalists; Hariharan, Sonu Nigam, Shaan and Sunidhi Chauhan. The Calm Song was a pleasing auditory message to reduce stress and lead a more peaceful, healthier life.

**HAPPY NEW YOU**

The New Year is surely the best time to resolve to stay heart healthy. We created an exciting movement where people could make their heart-healthy resolutions and stick to them with a little help from above,

**HEART ANGEL TO THE RESCUE**

The Heart Angel, a desktop and mobile app created by Billion Hearts Beating was the gentle support and reminder that everyone needed to stick to their heart-healthy resolutions. Whether it was getting into shape, eating healthy, de-stressing or quitting smoking, the heart angel, through SMS messages and desktop reminders ensured people were committed to creating a whole new, heart-healthy version of themselves.

**WE CAN'T DO IT ON OUR OWN**

The fight against heart disease in India has only just begun. However, we can make it a winning battle.

Billion Hearts Beating has become a powerful, larger-than-life social movement that has genuinely made every attempt to help India win this fight. The bigness of the cause it is associated with, and the earnestness displayed in fulfilling its key purpose, is there for all to see.

However, like every cause, we need your support. We have some exciting

plans for the heart healthy movement through which we can partner with like-minded people and organisations to ensure the message reaches everyone in this country. And every one of them resolves to lead a healthier lifestyle. We have tools like the Heart Angel, The Kick Butt app, and The Eat Healthy Chef that are simple additions to a lifestyle that can genuinely motivate people to lead a healthier life.

And we are sure that if we work together we can truly send heart disease a good distance away from our country.

**MAKE CONTACT**

If you would like to be a part of the heart healthy movement in any way, be it donating funds, bringing the movement to your organisation or simply resolving to make you and your family heart healthy, visit us at [www.billionheartsbeating.com](http://www.billionheartsbeating.com)



**What the fight against heart disease needs is not a one-off campaign, but a sustainable, long-term movement that educates and inspires positive action.**

**To be continued.**