

BILLION HEARTS BEATING

CAMPAIGN AGAINST HEART DISEASE



The trend was first observed among Indians in the late 50's. 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 heart 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 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 a first step, 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.

"The problem of heart disease in the country has reached epidemic proportions. This should never have happened, as the risks pertaining to heart disease can actually be addressed. We don't deserve to be called the 'Heart Disease Capital of the World". We will take the first step to fight the problem of heart disease in India."

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. In a little over three years the campaign has become a huge success with over 3,54,000 Indians having pledged their hearts to a healthy lifestyle on the website.



Dr Prathap C Reddy
Chairman, Apollo Hospitals Group

AWARDS AND ASSOCIATIONS

Best CSR Practices
BHB was recognised for Best CSR Practices in the category 'Concern for Health' at the Global CSR Excellence and leadership awards in February 2014 organised by ABP news.

THE WORLD HEART FEDERATION (WHF)

The World Heart Federation leads the global fight against heart disease and stroke, with a focus on low-and middle-income countries. BHB became an Associate National Member of this prestigious organisation with the aim of uniting with the members of the Federation and fighting heart disease on a global level.

This association helps us generate and exchange ideas, share best practices and advanced scientific knowledge with other members of WHF.

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. Billion Hearts Beating and Apollo's Emergency Care Team will try to train all 15 lakh young cadets over the next five years and stand united against the pandemic of heart disease.

Certified training is imparted in the NCC Academies at Gwalior, Bangalore, Delhi, Ahmedabad and Kamptee on a regular basis.

BILLION HEARTS BEATING & AIESEC

For heart health to be successfully integrated into Indian culture and lifestyle, we must talk to the future of the country - the globally conscious college goers.

The best place to start was by associating with AIESEC, the world's largest youth-run organisation. This significant step was taken with the intent to educate the youth of the country about the most important health hazard the nation is facing.

Apart from taking part in national AIESEC conferences, we also set up the world's largest ashtray at Delhi University to discourage students from smoking.

BHB @ WORK

A fun and interactive heart-healthy programme, BHB@Work was specially designed for working executives. The event featured experts from various fields, delivering messages on our five action points. Employees who attended the programme were instilled with the need to amend their lifestyles to avert the potential risk of heart disease.

The pilot workshop was held in collaboration with United Colors of Benetton. Activities included a salad-making competition, trampolines and a push-up contest, among others. As a result, the employees of Benetton India truly took home the message of heart-healthy living.

MEDICAL AID

BHB regularly provides required medication in old age homes, orphanages and homeless shelters across the country. The first round of this programme was held in institutions at Delhi NCR. Billion Hearts Beating holds these programmes with the support of Apollo Pharmacy and aims to reach out to 20,000 people across the country by the end of the year.

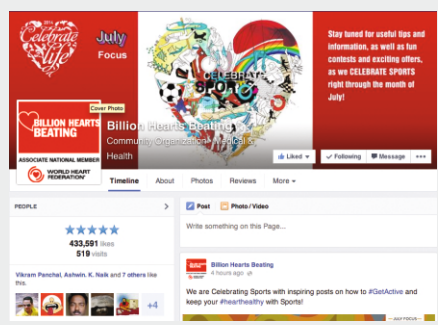


BILLION HEARTS BEATING @ FACEBOOK

With over 433,000 followers, BHB's Facebook page is a bustling community. Every month we send out the vital message of heart health by celebrating what's good for the heart - hobbies, sports, music and even food.

In addition to our regular posts, we offer exciting prizes and celebrate important days in the year like Women's Day, Father's Day and World No Tobacco Day by developing strong campaigns that have garnered a lot of interest on our Facebook community.

We would like to believe that our presence on Facebook has made a difference to the people who follow our page.



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 already given over 160,000 free Apollo health checks and 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.

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.

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, please contact us.

MAKE CONTACT

Visit us at:
www.billionheartsbeating.com
or email us at:
info@billionheartsbeating.com

