



THE WORLD'S MOST COMMON CAUSE OF DEATH

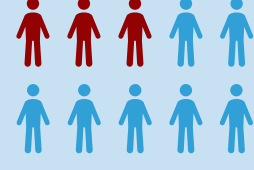
CARDIOVASCULAR DISEASES (CVDs) GLOBAL FACTS AND FIGURES

Cardiovascular diseases (CVDs) - diseases of the heart or blood vessels, commonly referred to as heart disease or stroke

ABOUT CVDs...

The number 1 cause of death worldwide

Disease	Annual global deaths
CVDs	Over 17 million
Cancers	8.2 million
Respiratory diseases	4 million
Diabetes	1.5 million



31% global deaths from CVDs



Over 23 million predicted deaths from CVDs by 2030



Low and middle income countries most affected by CVD deaths



25% by 2025 World Health Organization (WHO) target to reduce premature deaths from non-communicable diseases (NCDs) - of which CVDs make up the largest proportion



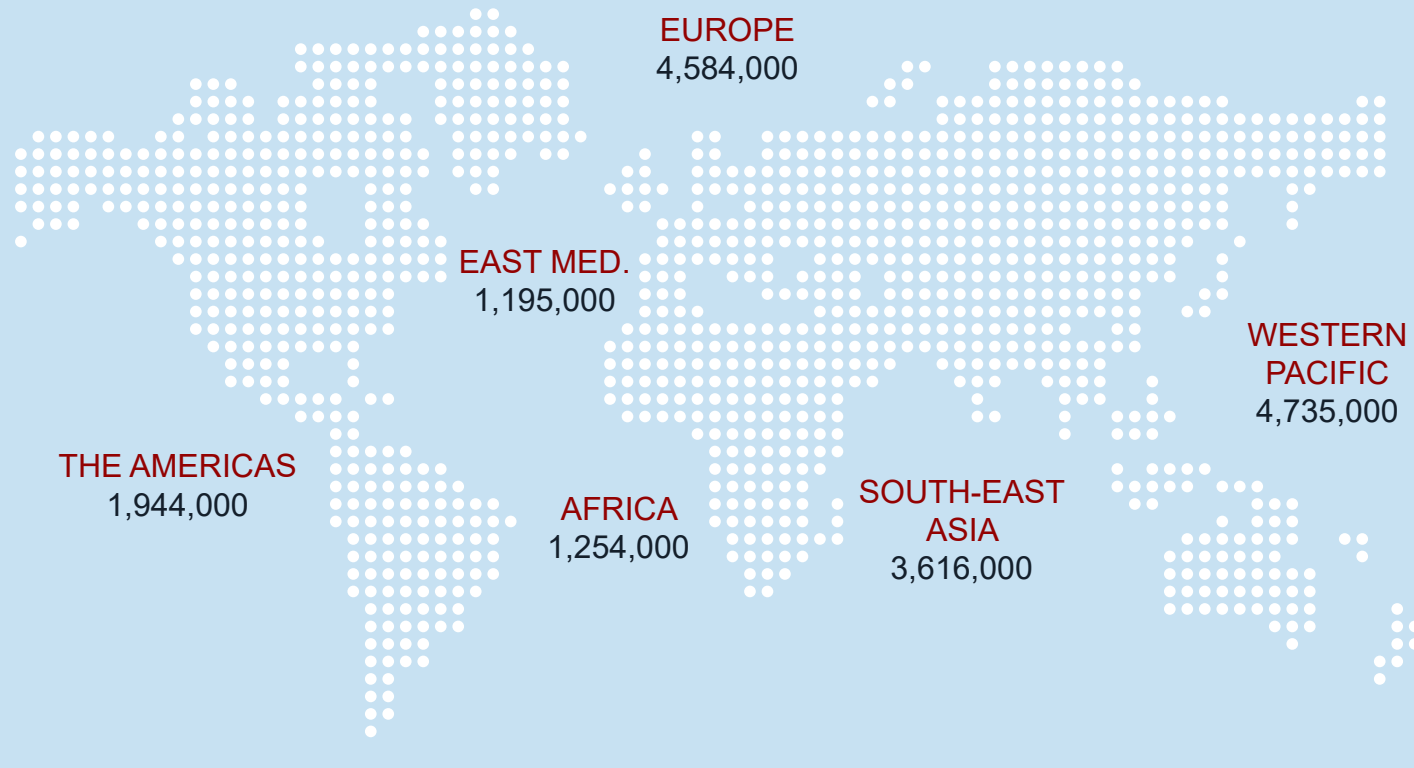
Many CVDs are **preventable** by addressing **behavioural risk factors**



Heart disease and stroke cause **a third** of all deaths in women worldwide

CVD DEATHS ACROSS THE WORLD

Total number of deaths due to cardiovascular diseases in the world: 17.3m



A snap-shot from different corners of the world

ARGENTINA

53% - increase in patients with hypertension in 15 years (1996-2011)

INDIA

15% - Indian population that smokes tobacco

UK

£15 billion - the economic burden of CVDs every year

AUSTRALIA

Over 25% of Australian men have hypertension

MEXICO

33% of Mexican women are obese

URUGUAY

Smoke-free law - the first country in Latin America, March 2006

BRAZIL

4,000 - extra wide seats made for the 2014 World Cup for the increasing obese population

RUSSIA

24 litres - pure alcohol consumed by the average Russian man each year

USA

Since 1980 - double the number of overweight children

CHINA

Cigarettes - about every 1 in 3 smoked in the world is in China

SOUTH AFRICA

New sugar tax - the first in Africa, starts in April 2017



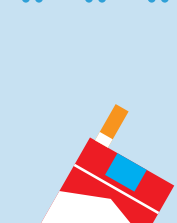
INCREASING PREVALENCE OF CVD RISK FACTORS



600 million to one billion - rise in the number of people with uncontrolled hypertension from 1980 to 2008



Overweight children in the world - 1 in 10 school-aged; 42 million under the age of five



One billion - smokers in the world. Tobacco is a totally avoidable risk factor of CVDs

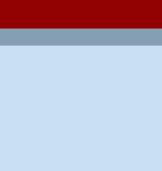


Diabetes - increased in many European countries by more than 50% in the last ten years



Globally 23% - of adults were insufficiently active in 2010

WHY TAKING ACTION ON CVDs NOW IS CRITICAL



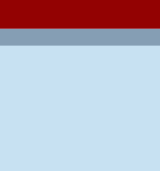
Premature deaths will continue to rise

Ageing populations + urbanisation + inadequate prevention = **cardiovascular epidemic**



Increasing Inequalities

Low and middle-income countries are now most affected - **account for 80% of CVD deaths**



Economics

US \$863 billion - global cost of CVDs

To reverse CVD trends increased investment in prevention strategies is needed