



# CARDIOVASCULAR HEALTH INITIATIVE



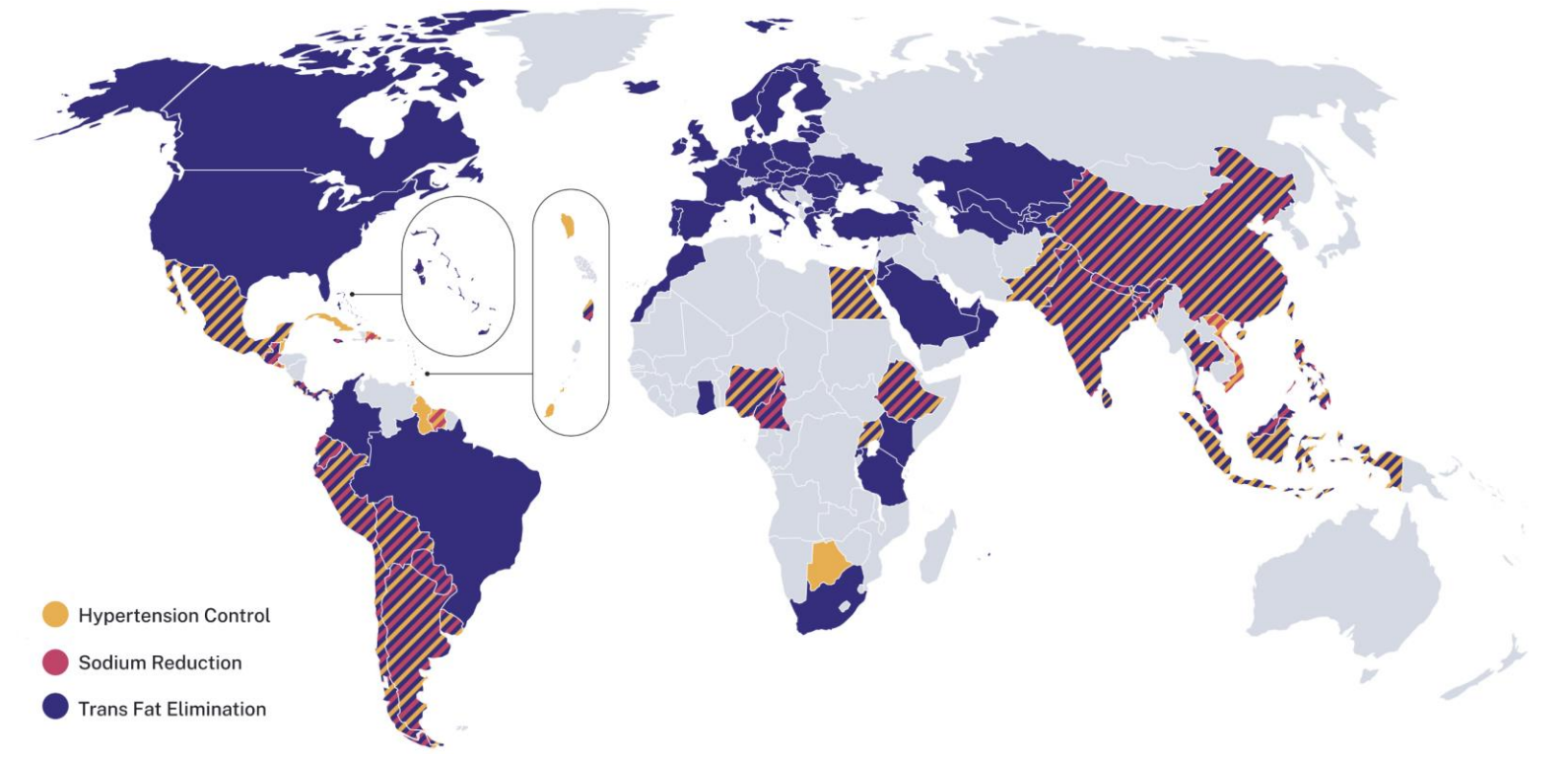
## A Global Partnership to Save 100 Million Lives

### CARDIOVASCULAR DISEASE IS A DEADLY HEALTH THREAT

**20 million** deaths/year globally  
**= 1 death every 2 seconds**

- Nearly 80% burden in low- and middle- income countries
- Proven solutions exist
- But action remains *under-scaled* and *underfunded*

### PARTNERSHIPS IN MORE THAN 60 COUNTRIES



### The Impact Formula

**50 + 30 + 0 = 100**  
**million lives saved**



Increase global blood pressure control from 14% to **50%**



Reduce global dietary sodium intake by **30%**



Eliminate artificial trans fats **0%**

### CONTROLLING HIGH BLOOD PRESSURE

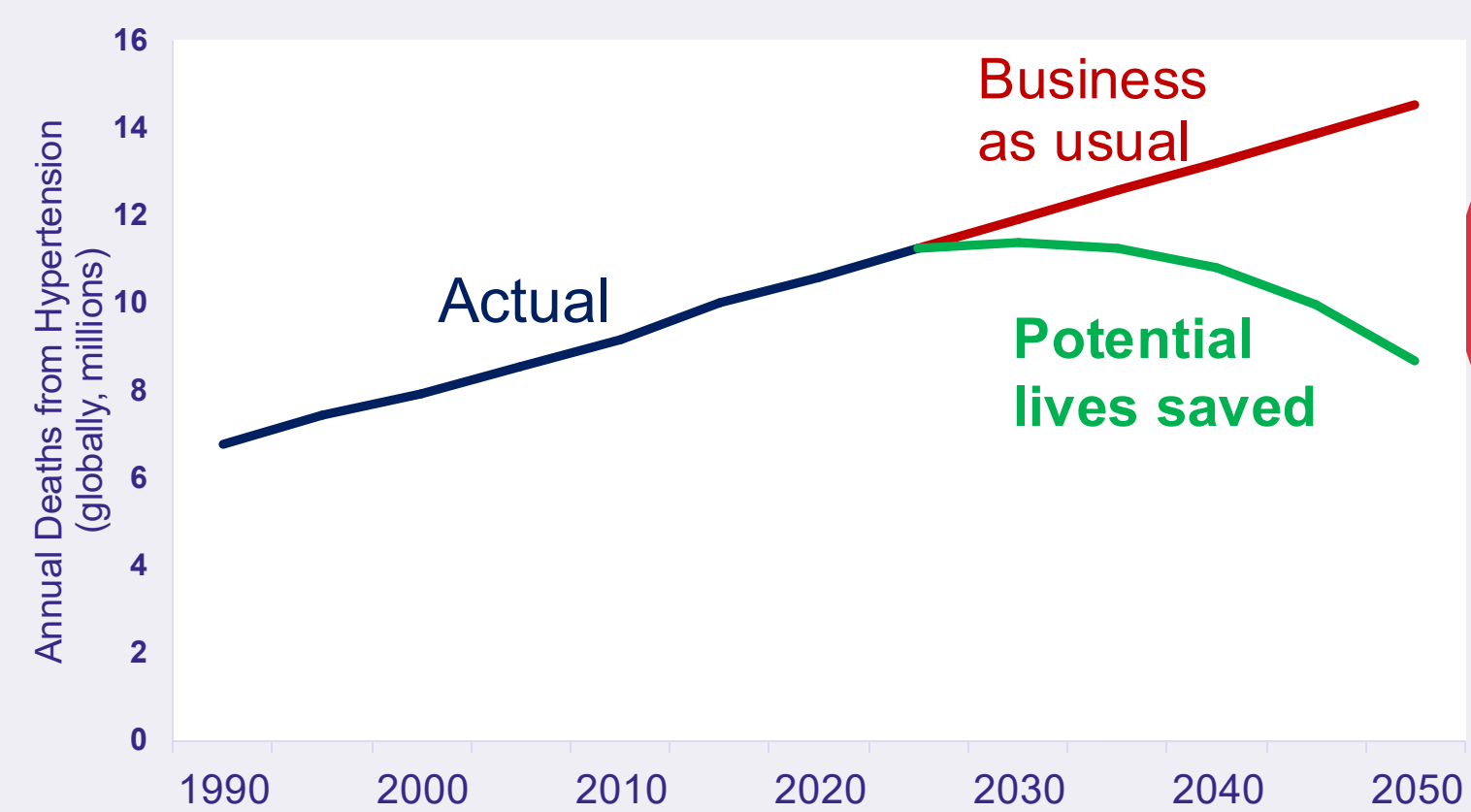
*The world's #1 killer*

- ~11 million deaths/year
- But only just over 1 in 5 adults have it under control
- Lower is better:** every 20 mm increase in systolic blood pressure from 115/75 doubles vascular mortality at ages 35-69



**THE SOLUTION: WHO HEARTS**  
Technical Package

*Improving hypertension control can prevent millions of deaths*



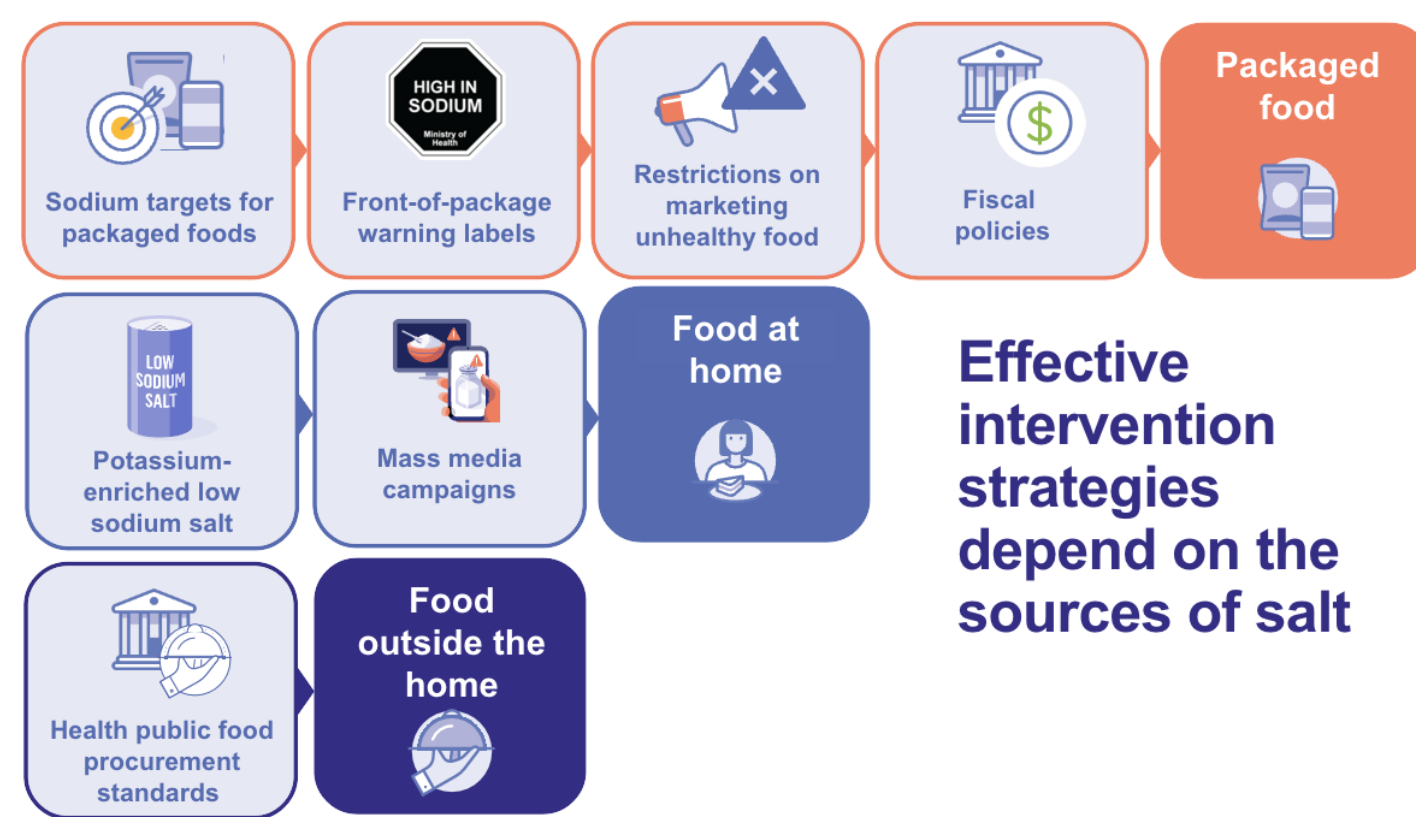
**50 Million**  
treated for hypertension

### REDUCING EXCESS SODIUM

*Too much salt is deadly*

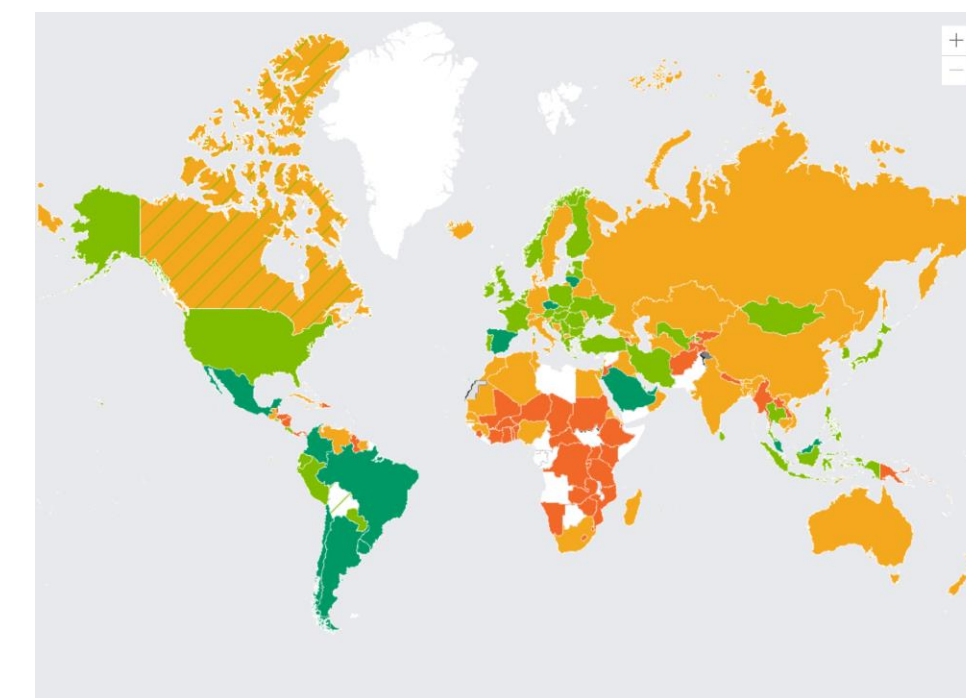
- ~1.7 million deaths/year
- People on average consume **2x** the recommended amount of sodium
- Salt reduction prevents and controls high blood pressure
- Salt reduction policies are one of the most cost-effective ways to improve health: saves \$14 for every \$1

### THE SOLUTION: WHO SHAKE the Salt Habit



**Effective intervention strategies depend on the sources of salt**

*Momentum is growing*



- National policy commitment (55 countries)
- Voluntary measures in place (63 countries)
- Mandatory measures adopted (45 countries)
- Multiple mandatory measures (12 countries)
- Mandatory measures in progress (2 countries)
- Missing data

**100 million+**  
protected with healthier food policies, lower in sodium

### ELIMINATING ARTIFICIAL TRANS FAT

*"The Tobacco of Nutrition"*

- ~500,000 deaths/year
- Artificial trans fats are compounds added to food; used in some countries in fried foods and spreads

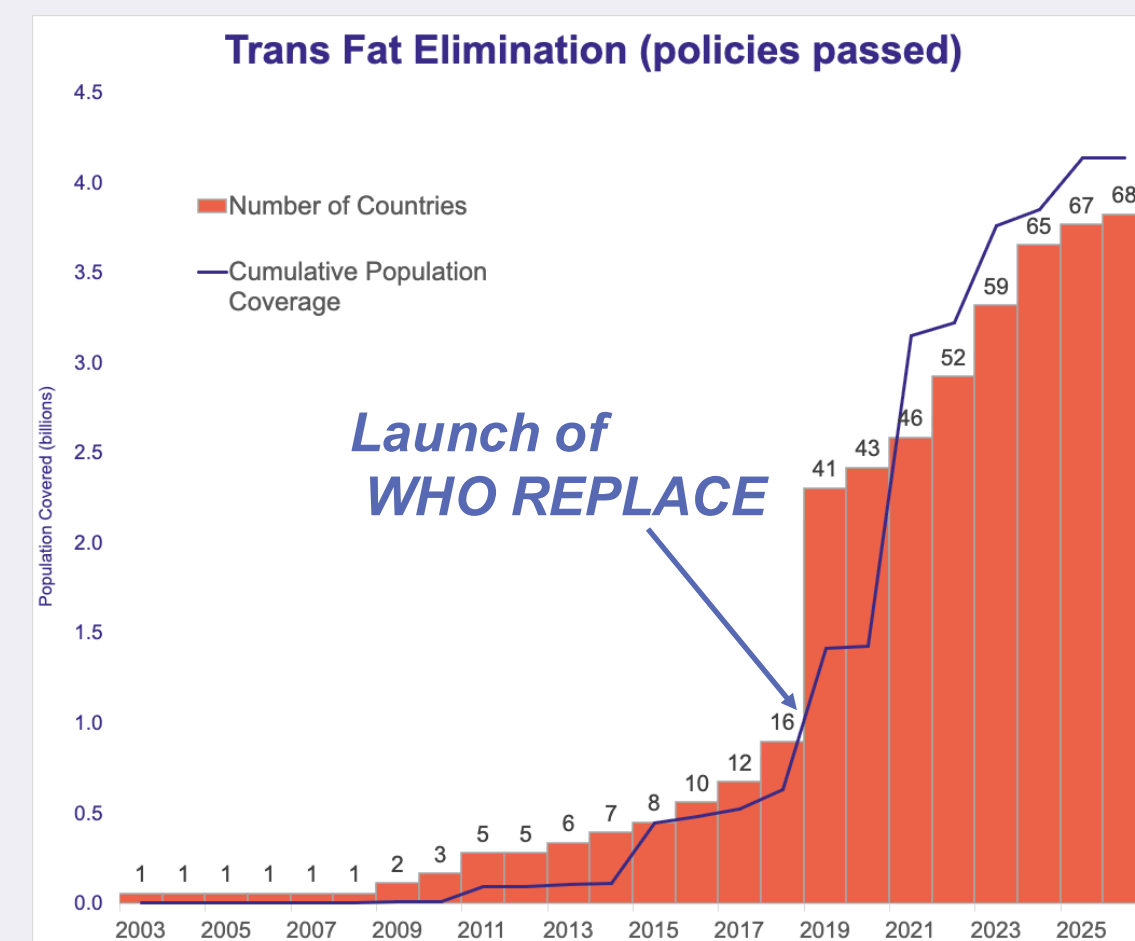
## REPLACE

REVIEW	PROMOTE	LEGISLATE	ASSESS	CREATE	ENFORCE
dietary sources of industrially-produced trans fats and the landscape for required policy change	the replacement of industrially-produced trans fats with healthier fats and oils	or enact regulatory actions to eliminate industrially-produced trans fats	and monitor trans fat content in the food supply and changes in trans fat consumption in the population	awareness of the negative health impact of TFA among policy-makers, producers, suppliers, and the public	compliance with policies and regulations

**THE SOLUTION: WHO REPLACE**  
Technical Action Pack



*Our call for the elimination of trans fat from the global food supply has driven rapid progress*



**4 Billion**  
or 51% population protected with trans fat bans

**>9 million lives saved**  
...and counting

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