

## **Local group calls for life-saving pulse checks to be made at every GP visit**

**6 June 2011**, {Your location} - A [YOUR EVENT / INITIATIVE – REPLACE WITH YOUR EVENT HEADLINE DETAILS] is being held in [EVENT LOCATION] to highlight the need for simple GP pulse checks to detect serious heart rhythm disorders.

FREE, simple and routine pulse checks would help to save thousands from death or disability resulting from heart rhythm disorders; not to mention millions from the healthcare budget. [DAY OF WEEK]'s event is part of Heart Rhythm Week 2011 and it's hoped this activity will contribute to the inclusion of routine pulse checks during GP appointments.

Heart Rhythm Week is organised by Arrhythmia Alliance, which has long been encouraging pulse checks through the 'Know Your Pulse' campaign. We are now also asking MPs and GPs to take action by 'Putting Pulse into Practice' and making a free and potentially life-saving check part of the NHS Health Check, for everyone over the age of 40 years.

Cardiac arrhythmia is abnormal electrical activity in the heart which affects the way the heart beats – it is the number one killer in the UK. More than two million people in the UK have an arrhythmia and it affects people of any age. Untreated, arrhythmia can lead to sudden cardiac arrest, stroke and loss of consciousness.

*[ENTER MORE DETAIL ABOUT YOUR EVENT / INITIATIVE HERE]*

Heart Rhythm Week runs from 6 to 12 June 2011. Arrhythmia Alliance aims to raise awareness and promote better understanding of arrhythmic conditions.

*[NAME OF LOCAL PARTICIPANT & THEIR POSITION]* is helping to organise our local event, "The campaign to encourage people to know their own pulse has been successful

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*and it is now time that our MPs lobbied to include it in the NHS Health Checks, for everyone over the age of 40 years. Local GPs can also take the initiative by beginning the checks within their own surgeries as a routine part of care. When this has been achieved we can save or improve the lives of so many people who have undetected heart rhythm problems.”*

Once diagnosed, cardiac arrhythmias can usually be treated effectively with drugs, devices, surgery or a combination of these approaches.

Trudie Lobban MBE, Founder and Trustee of Arrhythmia Alliance, said, *“Finding out about arrhythmias early, could improve a patient's chance of finding a successful treatment and could save their life. That is why Arrhythmia Alliance wants to ‘put the pulse into practice’ and ensure people have their pulse checked when they visit their GP surgery. We encourage people to know their pulse with our simple four step guide available free from [www.knowyourpulse.org](http://www.knowyourpulse.org)”*

People can download a simple four step guide on how to take their pulse at:  
[www.knowyourpulse.org](http://www.knowyourpulse.org)

**Ends**

**Notes to editors:**

1. Heart Rhythm Week gives anyone with an interest in heart rhythm disorders, their symptoms and effects, the opportunity to raise awareness and promote better understanding of arrhythmic conditions. 2011 marks the eighth Awareness Week.
2. Heart Rhythm Week is organised by Arrhythmia Alliance (A-A), a coalition of individuals, patients groups, charities, professional medical groups and industry allies. These groups work together under the Arrhythmia Alliance umbrella to raise awareness of cardiac arrhythmias and to promote timely and effective diagnosis and treatment of arrhythmias leading to an improved quality of life.
3. The below and other images are available from [joanna@heartrhythmcharity.org.uk](mailto:joanna@heartrhythmcharity.org.uk)