



Arrhythmia Alliance
The Heart Rhythm Charity

Registered Charity No. 1107496 ©2010



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Highlighting the Work of Arrhythmia Alliance

An introduction from Professor A. John Camm President Executive Committee

In the autumn of 2003, a handful of arrhythmia patient groups in the UK began a grassroots campaign to persuade Parliament to establish guidelines for the treatment of arrhythmias. At that time, although 700,000 people had cardiac arrhythmias, and 100,000 people per year died of sudden cardiac arrest, there were no government arrhythmia guidelines, a shortage of health professionals trained to diagnose and treat arrhythmias, and many people with arrhythmias did not know where to turn to learn about treatments, or for hope and encouragement that they could achieve a good quality of life.

The campaign succeeded beyond all expectations. It led to a vital change in health policy, resulting in the inclusion of an additional chapter in the National Service Framework for heart disease, specifically covering arrhythmias and sudden cardiac death.

Following the success of the campaign, Arrhythmia Alliance (A-A) was established in January 2005. This unique coalition of patients, carers, patient groups, medical and healthcare professionals, organisations and allied professionals provides an integral support and information network for those affected by arrhythmias and a springboard for medical discussion and health service improvement.

A-A works nationally and internationally to raise public and medical awareness of cardiac arrhythmias. In October 2009, A-A partnered with HRUK for its fourth annual Heart Rhythm Congress (HRC) which was attended by over 3,000 delegates across three days. Professionals and patients from around the world came together to increase their own and others' knowledge of heart rhythm disorders, in an open, interactive environment.

Notably, HRC hosted a Pan-European roundtable meeting of representatives from existing and prospective member countries, to discuss best practice and future collaboration. The past year has seen the continued growth of the international organisation of Arrhythmia Alliance with the establishment of A-A Argentina and A-A China.

In 2010 Arrhythmia Awareness Week 7th – 13th June proved the most successful event in the charity's history with over 2,500 events across the UK. Internationally, World Heart Rhythm Week saw more than 60 new organisation supporters. The Pulse Check Card was translated and distributed to teach people across the globe the importance of taking their pulse to identify potential cardiac arrhythmias.

A key to the successful impact of Arrhythmia Alliance has been the 'patient's voice,' which remains at the centre of the coalition's dialogue and activities. Now the case is stronger than ever that great things can be achieved through the power of an alliance, working together to improve the lives of those affected by heart rhythm disorders.

In the coming year, I shall look forward to the continued national and international progress of the charity in raising awareness of cardiac arrhythmias.



Professor A. John Camm
President - Arrhythmia Alliance



"It gives me great pleasure to renew my support for Arrhythmia Alliance. Thousands of people with heart rhythm problems continue to benefit from their excellent work and support. The work of the Alliance has helped also to develop national health policy as well as the implementation of Chapter Eight of the National Service Framework."

Professor Roger Boyle CBE,
National Director for Heart Disease and Stroke
Department of Health

"It is a great pleasure for Heart Rhythm UK to support Arrhythmia Alliance on their journey to promote greater awareness, diagnosis and appropriate treatment for heart rhythm disorders. Heart rhythm problems affect 2 million people in the UK and enormous benefits will come from earlier diagnosis and more effective treatment. Initiatives such as A-A's 'Know Your Pulse' campaign are so important in highlighting how simple measures can be used to help identify heart rhythm problems and ultimately improve the quality of life for the individual."

Dr Edward Rowland,
Consultant Cardiologist
The Heart Hospital

What is an arrhythmia?

A cardiac arrhythmia is the medical term for an irregular heart beat or abnormal heart rhythm. There are essentially two main things that can go wrong with the heart: the plumbing and the electrics. Many of us are keenly aware of the heart's plumbing problems, yet we remain largely unaware of the electrical faults which cause an arrhythmia. Arrhythmias can occur in the upper chambers of the heart, (atria), or in the lower chambers of the heart, (ventricles). Arrhythmias may occur at any age. Some are barely perceptible, whereas others can be more dramatic and can even lead to sudden cardiac death.

Two basic types of arrhythmia, with variations of each:

Bradycardia – a heart rate that is too slow, usually less than 60 beats per minute.

Tachycardia – a heart rate that is too fast, usually more than 100 beats per minute.

CAUSES:

- ♥ The heart's natural pacemaker (the SA node) develops an abnormal rhythm;
- ♥ The normal conduction pathway is interrupted or blocked;
- ♥ Electrical impulses originate from another part of the heart.

SYMPTOMS:

Some symptoms are barely perceptible; while others are so dramatic that they can cause cardiovascular collapse and death -

- ♥ Premature beats, palpitations or skipped beats;
- ♥ Dizziness;
- ♥ Fatigue;
- ♥ Light-headedness;
- ♥ Fainting or near fainting.



DIAGNOSIS AND MISDIAGNOSIS:

So why might misdiagnosis be so prevalent? Syncope (or fainting) in many patients is indicative of a potentially fatal heart rhythm irregularity. A lack of awareness of syncope in the medical community means that syncope often goes unrecognised or, worse, misdiagnosed as epilepsy.

Correct diagnosis is obtained in a number of ways. An **Electrocardiogram** (ECG or EKG) diagnoses arrhythmias by recording the timing of atrial and ventricular contractions. A **Holter Monitor** is a device that can record 24 hours of ECG signals and an event monitor can last up to about 30 days. For arrhythmias that occur less frequently, an **Insertable Loop Recorder** can be implanted under the skin of the chest to record heart activity for more than a year. A simple exercise test on a treadmill may be used in order to provoke an arrhythmia, whereas a tilt-table test might be used to induce fainting. An **Electrophysiological study** (EP study) can also be done to manually stimulate the heart to induce fast heart rhythms, which may be an indication that the patient is prone to dangerous arrhythmias.

TREATMENT:

Bradycardic conditions can be treated with medications that help improve the transmission of impulses through the conduction system. A more common way is with a cardiac **pacemaker**; a tiny implantable device that is placed just beneath the skin in the upper chest. Small wires (leads) connect the device to the inside of the heart where it provides support if the heart beats too slowly on its own.

For the more dangerous tachycardias – such as ventricular tachycardia (150-250bpm) or the potentially lethal ventricular fibrillation (250+bpm) – anti-arrhythmic drugs and other medications are used, but recent clinical trials have shown that a small device called an **Implantable Cardioverter-Defibrillator** (ICD) is the most effective treatment for these arrhythmias. These are slightly larger than a pacemaker, but implanted in much the same way. An ICD monitors the heart and provides electrical pulses or shocks to slow down a heart that begins to race out of control.

We will be holding meetings in the following towns and cities:

- ♥ Manchester - Tuesday 7th September - Radisson SAS Manchester Airport
- ♥ Leeds Bradford - Wednesday 8th September - Hilton Bradford
- ♥ Edinburgh - Friday 24th September - Barcelo Carlton Hotel
- ♥ Cambridge - Tuesday 19th October - British Racing School, Newmarket
- ♥ Plymouth - Tuesday 26th October - Derriford Hospital
- ♥ London - Wednesday 27th October - Hotel Russell
- ♥ Bristol - Date and venue to be confirmed
- ♥ Portsmouth - Date and venue to be confirmed



A Cardiac Update Course for healthcare professionals involved in the management of arrhythmias and stroke prevention in atrial fibrillation

Update your skills:

Ablation | Implantable devices | New oral treatments |
Emerging oral anticoagulants | Syncope guidelines and management

CPD pending with the Royal College of Physicians

Each course will cover some or all of the following key topics:

- ~ Care pathways in arrhythmia management
- ~ Cardiac ablation: a technique with increasing success?
- ~ Pharmacological maintenance of sinus rhythm: an aim in itself for AF patients?
- ~ Stroke prevention in atrial fibrillation: whose role is it?
- ~ Who, how and where to refer: the ideal AF service
- ~ Anticoagulation services: past, present and future
- ~ An update on syncope guidelines

Registration Only £13.50 (includes lunch and refreshments).

To find out more and book your place go to
www.heartrhythmcharity.org.uk

For further details or to register on-line, please go to:

<http://www.heartrhythmcharity.org.uk/news-and-events>

or contact Melanie Quinlan, Event Coordinator, Arrhythmia Alliance,
Email: melanie@heartrhythmcharity.org.uk Tel: 01789 451822

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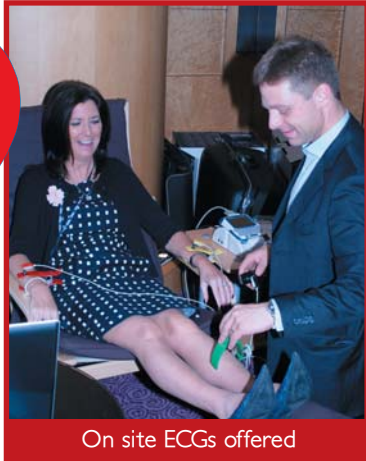
Medtronic



Heart Rhythm Congress (HRC) 2009



Arrhythmia Alliance and HRUK held the fourth annual Heart Rhythm Congress in Birmingham from 18th – 21st October 2009. With over 3000 attendees, 2009 was a record year for HRC.



On site ECGs offered

Once again HRC played host to the HRUK Certificate of Accreditation Courses (Core, Devices and Electrophysiology), plus presentations from an international faculty, lively debates, informative patient group meetings and an extensive industry exhibition which ran throughout.

Patients Day on Sunday 18th October offered sessions from Arrhythmia Alliance (A-A), Atrial Fibrillation Association (AFA) and Syncope Trust And Reflex anoxic Seizures (STARS). Each session was well attended, particularly so for AFA playing host to over 100 delegates including patients, family members and medical professionals.

The day was a huge success, highlighted by patient stories and the ever popular 'Ask the Experts' opportunity for those afflicted with heart conditions.

Medical sessions kicked off on Monday with a packed room at the AFA Symposium which featured presentations by world renowned experts including Professor John Camm and Professor Richard Schilling. The STARS Syncope Symposium proved just as popular with presentations from international faculty member Dr Thomas Fahraeus from Sweden and syncope expert Professor Richard Sutton.

2009 saw a move from live cases to pre-recorded cases sponsored by Bard, Biosense Webster, Medtronic and St Jude Medical. Feedback from delegates has proven that this move was a success, allowing for interesting and time managed demonstrations of technologically advanced surgical procedures.

This year's Lifetime Achievement Award was presented to Dr Aubrey Leatham for his pioneering involvement in cardiac pacing since the 1950s. The day was rounded up with a welcome reception and buffet supper in the exhibition.

The Gala Dinner also played host to the Arrhythmia Alliance Excellence in Practice Awards. This year's winners were:

- ♥ Charles Lobban Volunteer Award for Outstanding Contribution to Arrhythmia Services 2009 – Mrs Julie Fear
- ♥ Outstanding Contribution to the Management of Inherited Cardiac Conditions 2009 – Dr Anna Maria Choy
- ♥ Outstanding Contribution to Arrhythmia Management in Primary Care 2009 – Miss Adele Graham
- ♥ Team of the Year Award 2009 - Professor Arthur Wilde
Cardiogenetic Department Academic Medical Centre, Amsterdam

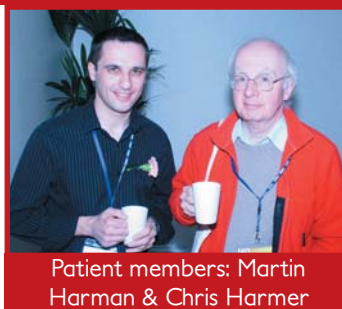
Tuesday's sessions included an incredibly popular and well received Allied Professionals meeting coordinated by Jayne Mudd from James Cook University Hospital, Middlesbrough and Donna Elliot-Rotgans from The Heart Hospital, London. Real Life Cardiac Genetics turned out to be another highlight of the congress pulling in many delegates.

2009 contenders for the Young Investigator's Prize vied for the coveted award and after much deliberation the judges awarded two winners £200 and a certificate. The first, FS Ng of Imperial College London for his abstract 'Modulating Gap Junctional Coupling with AAP10 and Carbenoxolone Reduces the Incidence and Delays the Onset of Reperfusion Arrhythmias Following Regional Ischaemia'.



L to R: Dr Edward Rowland, Dr Aubrey Leatham & Prof A. John Camm

The second, J H Tuan of Kings College London for his abstract 'Regional fractionation and dominant frequency in persistent Atrial Fibrillation: Effects of left atrial ablation and evidence of spatial relationship'. Both winners received their prize at the Gala Dinner, held on the evening of Tuesday 19th.



Patient members: Martin Harman & Chris Harmer

Wednesday's sessions included the annual congress highlight Cases and Traces – an opportunity for electrophysiologists, cardiologists and trainees to present their

own interesting or abnormal cases. By far the most popular session of the day, this is not to be missed at HRC 2010.

Heart Rhythm Congress has grown into the UK's largest cardiology meeting of its kind and plans are well under way for Heart Rhythm Congress 2010. Dates for your diary are 3rd – 6th October 2010. Please visit www.heartrhythmcongress.com for up to date information and to view presentations from the 2009 Scientific Agenda.

Arrhythmia Awareness Week (AAAW) 2010

Arrhythmia Awareness Week is a UK national event which gives anyone with an interest in heart rhythm disorders the opportunity to raise awareness and promote better understanding of arrhythmic conditions.

With over 430 individual supporters and more than 2,500 events across the UK, Arrhythmia Awareness Week 7th – 13th June has proved the most successful awareness event in the charity's history.

The 'Know Your Pulse' campaign (www.knowyourpulse.org) has taken awareness of cardiac arrhythmias to a new level. For months, Arrhythmia Alliance (A-A) has been inundated with medical and public enquiries for materials, including the infamous Pulse Check Card. More than 100,000 Pulse Check Cards were posted to supporters aiming to increase understanding of this simple health check procedure which can help identify potential cardiac arrhythmias.



Events 7th – 13th June 2010

Throughout the week, events took place locally, regionally and nationally by supporting individuals, groups and organisations.

Arrhythmia nurses, GPs and other medical and health-care professionals took to the streets, supermarkets and schools to run 'Cardiac Cafés' and Pulse Check Clinics. Such efforts succeeded in educating members of the public on how to be more in touch with their personal health. In total, more than 8,000 people had their pulse checked, and over 300 referrals were made.

In Birmingham 80+ GP practices and a number of pharmacy shops and urgent care centres received posters and pulse check guides, reaching a potential patient population of >440,000 people. Similar PCT wide events were run across Doncaster and Middlesborough.

Pulse Check Clinics were held across the country in places like Liverpool, Blackpool, Dorchester and Leeds. In Bristol arrhythmia nurses from the Bristol Royal Infirmary ran a day at ASDA in

Bedminster for pulse checks and across the Black Country Rotary Clubs, the Stroke Association, NHS, ambulance staff and patient and carer support groups offered a range of health checks to members of the public.

Regionally, we were very pleased to receive support from a number of notable premiership and championship football clubs. From the Premiership, Alex McLeish of Birmingham City, Sam Allardyce of Blackburn Rovers, Brian Laws of Burnley, Mick McCarthy from Wolverhampton Wanderers and the now former Manager of Liverpool, Rafael Benitez have all given their support to our 'Know Your Pulse' campaign.



Meanwhile from the Championship, Nigel Adkins of Scunthorpe Utd, Kevin Blackwell of Sheffield Utd, Paul Mariner from Plymouth Argyle, Billy Davies of Nottingham Forest, Chris Hughton of Newcastle Utd, Sean O'Driscoll of Doncaster Rovers, Alan Irvine of Sheffield Wednesday, Roberto Di Matteo of West Bromwich, Nigel Clough of Derby County and Mark Robins of Barnsley have also backed the initiative.

Individuals supported the campaign by holding displays and distributing literature and posters to schools, GP surgeries, hospitals, medical centres, care homes, work places and community centres. These local initiatives helped to raise awareness of heart rhythm disorders and the 'Know Your Pulse' campaign amongst those with no prior knowledge of cardiac arrhythmias. Locally, we held a week of events, aimed at making people more 'pulse aware'.

On Monday, we took the 'Know Your Pulse' campaign to Shipston High School. Pupils were invited to learn how to take their pulse and charity staff explained the





importance of understanding their heart rhythm and how this information could save their lives.

On Tuesday A-A staff offered health checks at the Shipston Leisure Centre and on Wednesday the local George Hotel hosted a fundraising Pub Quiz.

On Thursday 10th June we held a display at Castle Quay Shopping Centre in Banbury and on Friday the week culminated with our flagship event at Banbury Lakeside Superbowl. Members of the A-A team, along with staff from the Superbowl took part in a 24 hour Bowlathon - non-stop bowling through the night! It was a fantastic outcome that we were able to raise a few hundred pounds from the local events during the week. Local businesses, shops, hospitals and medical centres all displayed posters and educational resources to highlight the importance of being pulse aware.

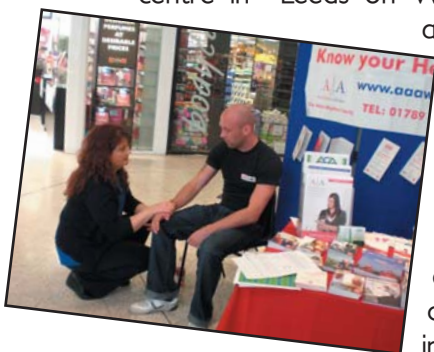
Many people are unaware that pulse checks are an effective method of detecting potential heart rhythm problems early, and in turn improve the chances of swift diagnosis and treatment; and many more are unsure of how to check their pulse correctly, and when pulse rates may need further investigation. The 'Know Your Pulse' campaign aims to address the number of cardiac arrhythmias that lie undetected. This is why Arrhythmia Alliance is working to ensure routine procedural pulse checks in GP surgeries.



Highlights from AAW 2010...

Shona Holding, NHS Leeds

We held a 'Know Your Pulse' stand in St Johns shopping centre in Leeds on Wednesday 9th June in aid of Arrhythmia Awareness week.



There were five cardiac nurses who dedicated a few hours each so the stand was covered for the whole day. We approached in the region of 150+

people and undertook 120 pulse checks. We picked up 9 irregular pulses; 3-4 of these already had diagnosed Atrial Fibrillation (AF). The others we reassured and advised to visit their GP to have it checked again.

Many people enjoyed browsing the information leaflets and helped themselves to those they wanted. Many wanted to know about diet, cholesterol and smoking.

The majority of people were aged 60+ but we did have a few younger people 23+ keen to have their pulse checked.

Before the event it was published in the Community Talk newsletter that reaches all GP practices.

Lynne Gready, Crewkerne Hospital

We held a display board together with patients having their pulse taken by the nurse. We had 49 volunteers two of which had irregular beats – one already knew and the other agreed to mention it to their GP.

Kay Elliot, Dorset County Hospital

Saturday's Arrhythmia Awareness Week display at Tesco Dorchester was a great success. Many shoppers stopped and learnt how to take their own pulse and were encouraged to check it from time to time. This may help to identify people with asymptomatic atrial fibrillation/flutter and therefore ensure that their condition is managed promptly, possibly reducing the risk of stroke.



Louise Hughes, West Sussex PCT

We ran a pulse check clinic on Tuesday 7th June at Sainsburys in Horsham. We screened just over 200 people of all ages, in a two and a half hour period.

It was a really useful experience from an education point of view:

- ♥ A number of people reported having had a health check at their surgeries recently and closer questioning revealed a blood pressure check but no pulse check
- ♥ People were unaware of the importance of a 'regular' pulse and were keen to know the reason why
- ♥ Younger mixed age groups were interested to have their pulses checked
- ♥ There was an enthusiasm to take information to pass on to other colleagues

We did not find any new AF patients but felt the event was really successful.

Samantha Kilmurray, Blackpool Victoria Hospital

We had a successful and worthwhile week. The campaign was covered in the local press and Radio Lancashire. We held a session in the hospital outpatient dept, one at Mecca Bingo and one in Tesco. We saw a total of 289 people and sent 10 referral letters.



Sandra Jackson, Yeovil District Hospital Foundation Trust

We had a very successful 'pulse awareness' day and I've been asked to have a stand at the hospital's open day later in the year.

Louise Edwards, Bishop's Stortford

I delivered leaflets to two GP surgeries, the local hospital in Bishops Stortford and I gave some to my sister to put in her shop in Ipswich. I also gave some to neighbours and delivered to the local libraries.

Jamie Waterall, NHS Birmingham North and East

NHS Birmingham North and East actively promoted the 'Know Your Pulse' campaign by offering pulse checks to the public in a variety of venues including Birmingham city centre.



In Birmingham east and north, all GP practices, libraries, some residential carehomes and Age UK members all received posters and pulse check guides, reaching a significant proportion of our population at risk of Atrial Fibrillation.

Jane Brooks, NHS Berkshire West



Two nurses were present in one of the shopping centres in Reading for four hours on Saturday 12 June 2010. During that time, 66 people had their pulse taken. 3 people were found to have irregular pulses and were given a letter with advice to contact their GP for a further check.

Suzanne Harris and Helen Bennett, Queen's Hospital Romford
Cardiac Nurses Get Their Fingers on the Pulse.

To mark Arrhythmia Awareness Week, Cardiac Specialist Nurses, Helen Bennett and Suzanne Harris spent two afternoons in the main atrium at Queen's checking the pulses of staff and visitors.

It proved to be a great opportunity to raise awareness about the benefits of regularly checking your pulse, which can indicate an abnormal heart rate or rhythm. More than 250 people were 'checked' over the two days.

Christine Briddon, NHS Hartlepool, NHS Middlesbrough, NHS Redcar and Cleveland, NHS Stockton on Tees

- ♥ 718 pulses checked across 4 days
- ♥ 17 of these irregular
- ♥ But most importantly 6 of these referred to their GP. We generated news coverage including interviews all week on Real and Smooth Radio



How can you get involved?

There is still much to be done!!!

A-A encourages and supports national and local groups to execute awareness-raising events under the theme of 'Know Your Pulse'.

Participants are encouraged to hold awareness displays and events, distribute information materials, and participate in lobbying and media activities.

There are many ways in which you can get involved and help raise awareness of 'Know Your Pulse'.

To find out more and to order your Awareness Pack(s) visit www.aaaw.org.uk



LOTTERY FUNDED



Pulse Check App

Now available to download

www.heartrhythmcharity.org.uk

Email your MP

Take two minutes to help us introduce pulse checks in the NHS. Email your MP to ask them to support the Know Your Pulse campaign.

VISIT

www.heartrhythmcharity.org.uk

Arrhythmia Alliance is pleased to announce the launch of their **fundraising department**, headed by Wendy Adams with the assistance of Fionnghuala Martin.

Over the past five years, the charity has always been grateful for the continuous support and generous donations received from its members and supporters. We hope that Wendy's extensive experience working for national medical charities can support our ambitious fundraising targets which will carry forward our invaluable events, campaigns and projects.

Wendy Adams says, "fundraising is one of the best jobs in the world. It is a joy and a privilege to work so closely with the patients and carers who suffer from heart rhythm conditions, giving back to the people who truly need help is very fulfilling.

Today's economy has made us all focus our attention to what is truly important and it is vital that we proactively engage with our community and find ways to stimulate supporter events and raise awareness of our goals as well as highlighting the real champions you the fundraisers."

If you have any fundraising activities planned or you would like help in planning an event, then please contact Wendy Adams wendy.adams@heartrhythmcharity.org.uk



Find us on
Facebook

<http://www.facebook.com/heartrhythmcharity>

follow us on
twitter

<http://twitter.com/KnowYourPulse>

World Heart Rhythm Week (WHRW) 2010

The annual global event organised by Arrhythmia Alliance (A-A) and held in partnership with ICPEs (International Cardiac Pacing and Electrophysiology). The week-long event raises awareness and education of heart rhythm disorders.



Participants may choose to support the week's highlighted campaign or take the opportunity to promote activities relevant to their mission and objectives. Hundreds of individuals, affiliates, partners and organisations helped to make this year's WHRW a truly global event of unprecedented success.

Highlights from WHRW 2010:

- ♥ 60+ new supporting organisations
- ♥ 89,135 website visits
- ♥ 203,098 downloads of the online app
- ♥ 56,000 pulse check cards downloaded since WHRW
- ♥ 53,400 contacts received the WHRW e-card
- ♥ Launch of a European survey on public perception of pulse checks
- ♥ Eucomed joined A-A in raising awareness of cardiac arrhythmias 
- ♥ PACE South Africa organised a new world record supported by Lucas Radebe
- ♥ Launch of the new A-A website
- ♥ Australia launched Atrial Fibrillation Association (AFA)
- ♥ Translation and distribution of literature worldwide from Iran, Argentina, Sweden, Portugal, Germany and Japan
- ♥ Launch of online application guiding users on how to take their pulse
- ♥ International media coverage for the 'Know Your Pulse' campaign and supporters activities. This includes 188 online outlets and a number of international sites such as ANP, Yahoo, and AOL, reaching a maximum audience of 61,733,000 people.
- ♥ Global awareness events e.g. at The Wesley Hospital in Australia, and a meeting with the Minister of Public Health in Buenos Aires.

Countries including Argentina, Iran and Sweden translated and distributed the Pulse Check Card in nationwide campaigns. From Chinese to Persian, this resource is being used across the globe to teach people



AFA Australia offers pulse checks during WHRW

of the importance of taking their pulse as a way of identifying potential cardiac arrhythmias.

In the UK, Arrhythmia Alliance announced the results of a European survey which showed a large number of respondents ignore basic measures to check for potential heart rhythm disorders.

Nearly 40 percent of respondents do not take their pulse regularly, and 70 percent are unaware if they are at risk of a cardiac arrhythmia. In addition, nearly 60 percent of the respondents who have taken their pulse in the past would not know how to take it again.

The 'Know Your Pulse' campaign also seeks to raise awareness amongst healthcare professionals of the importance of conducting regular pulse checks during normal patient check-ups so that cardiac arrhythmias are given as much attention as other conditions. Almost 80 percent of survey respondents felt that it is important that healthcare professionals acknowledge this.



Over 60 new organisations joined WHRW 2010

A-A Partners launched national campaigns to promote WHRW

Bate Bate Coração – A-A Portugal  **BATE BATE CORAÇÃO**
Sinta o seu ritmo.



Portugal's national campaign, 'Bate Bate Coração – sinta o seu ritmo' translated to 'Beat beat of your heart – feel the rhythm' promoted during WHRW was a big success with more than 5,000 people taking their pulse at one event with plenty of press coverage across print, TV and radio.

PACE (Prevent Arrhythmic Cardiac Events)
– A-A South Africa



PACE embarked on a 'Know Your Pulse' campaign to coincide with the 2010 Soccer World Cup taking place in South Africa.

At a warm up match, PACE led a new world record with the support of Lucas Radebe, where 72,000 people in the crowd all took their pulse simultaneously.

PACE distributed literature in the retail pharmacies and in 1,000 GP practices around the country.

Pronetac - A-A Argentina



PRONETAC
Programa de Estudio y Tratamiento
de las Arritmias Cardíacas

Representatives from Pronetac met with the Minister of Public Health from the city of Buenos Aires to discuss going to poor districts to take ECG's and teach CPR with the participation of physicians and students from the University of Buenos Aires.

Pronetac had five articles in the press, two radio interviews, one TV interview and organised CPR courses. A-A Argentina also had the endorsement of Gustavo Barros Schelotto who was recorded recommending having medical control and learning to control one's pulse before practicing sports. The DVD is being shown on every boat trip across Uruguay and Buenos Aires (2 million passengers per year).

A-A Italy

A-A Italy launched a successful media campaign with coverage across Asca, Adnkronos, Yahoo Notizie, Media Address, Euro Investor, Informazione, Comunicati, Sys – con, Immediapress, otizie Virgilio, Notizia Kataweb, Kompassitalia, Immediapress, Corriere della Sera.

World Heart Rhythm Week 2011



It is never too early to start.
You too can get involved...

A-A would welcome your support for this important week long event. For more information about WHRW 2011 contact Ingrid Pattje at ingrid@heartrhythmcharity.org.uk or call +44 (0)1789 451 830

Visit the International Area on the 'NEW LOOK' A-A website

- New features include:
- International News & Events
 - Information on establishing A-A partners and how you can become affiliated
 - Translations in various languages
 - Plus much more at www.heartrhythmcharity.org.uk

Restart The Heart

The past year has seen the Restart The Heart campaign go from strength to strength, with additional placements of Automated External Defibrillators (AEDs) in rural areas, such as Hambleden (Buckinghamshire), Ambaston (Derbyshire) and Shipston-on-Stour (Warwickshire), plus in the involvement with international projects and initiatives of a similar nature.

Italy

In June 2009, Arrhythmia Alliance was approached by Italian Cardiologist, Dr. Daniela Aschieri, who was planning a visit to the UK to discuss the success of the AED placement project in Italy.

In 1998, Dr. Aschieri, President of Il Cuore di Piacenza; a non-profit organisation in Italy, dedicated to finding solutions for the prevention of sudden death in the community, joined forces with Professor Capucci, Head of the University of Ancona, to establish an Italian defibrillation project named Progetto Vita (literal translation, Project Life).

Following an initial meeting, Arrhythmia Alliance was invited to Piacenza to learn more about Progetto Vita and to observe the initiative in action. In September 2009 A-A spent four days in Piacenza with Daniela to gain a greater understanding of the project.

Progetto Vita aims to provide public access to AEDs in the event of sudden cardiac arrest and to educate the public on the importance and procedure of using an AED. To date, approximately 35 AEDs have been placed in and around Piacenza, in emergency service vehicles (such as police cars) and at static sites at

prime locations throughout the city. The system is activated in conjunction with the Emergency Services. Upon receiving a call regarding a suspected cardiac arrest, the dispatcher will either:

♥ Advise the centre and/or emergency vehicle with a defibrillator of the incident and request that the AED is taken to the scene.

♥ Advise the caller of a nearby static site.

At static sites, the AEDs are housed in white cabinets beneath a bill-board of instructions and information about the equipment, which not only offers support and guidance to a user during an emergency but helps raise awareness of the AEDs location, necessity and use at all times.

During their time in Piacenza, A-A representatives were also invited to a nearby school to take part in an interactive AED training and awareness presentation. At a young age, the children had such a thirst for knowledge and were so keen and eager to learn how they could save the life of a family member or friend. After watching a live demonstration by the volunteers, every child took it in turns to show the rest of the class how they would handle a cardiac arrest patient. The children were taught the importance of calling the emergency service immediately and the necessity of early defibrillation – after all, for every minute defibrillation is delayed, a patient's survival rate decreases by 10%.



As a result of the meeting, we at Arrhythmia Alliance are proud to announce the collaboration of Progetto Vita with the UK initiative Restart The Heart and the birth of a new European AED Project.

Together with the aims of the Restart The Heart campaign, the European AED project will enhance the provision of supporting materials (information booklets, fact sheets and project research), generate media interest to help raise awareness and will encourage the sharing of initiatives and achievements.



Susan Walker (left) and Trudie Lobban (right) at Skirmett, Hambleden AED launch



Francesco Romero Truno, Clive Setter (AED Locator), Trudie Lobban, Daniela Aschieri & Ben Fry



Germany

In October 2009, Arrhythmia Alliance attended the European Resuscitation Congress.

The congress included discussions on the latest research and developments to the Resuscitation Guidelines (due for review in 2010) and updated facts and figures for the prevalence of sudden cardiac arrest (SCA). Shockingly, there are over 350,000 deaths per year in Europe alone as a result of SCA and for every minute that goes by, there is an unsuccessful resuscitation attempt performed. Statistics such as these, truly amplify the need for active campaigning towards the placement of public access to AEDs.

Whilst in Cologne, A-A also attended a “CPR Training for Schoolchildren” conference, which earmarked

the second major advancement of the Restart The Heart campaign.

Presentations were held on some of the most successful CPR training programmes across the world (including Canada, Japan, Norway and Spain). A-A was invited to participate in group discussions to share thoughts, ideas and experiences regarding best practice and initiatives for CPR training. It became apparent that targeting children between the ages of 11-14 years was the most effective time to introduce CPR training; in Canada alone, 2,300 school children are trained each year.

With the new Mini-Anne CPR and AED Training Kit developed and ready to distribute, this meeting provided a timely insight into how the kit could be launched. The conference highlighted the importance of adequate networking and partnership with similar projects in other countries and so, as a result, a second meeting was held in April 2010 in Jersey, Channel Islands.

Jersey

Since 2001, Jersey has seen the establishment of 85 public defibrillators around the island. Representatives from the UK which included Jersey, Guernsey and Ireland, Norway and as far as New Zealand, came together to highlight recent developments and strategies undertaken.



Cologne, Germany:
Left to right: Tore Laerdal (Laerdal Medical – Chairman), Brigid Sinnott (Irish Heart Foundation), Trudie Lobban, Nigel Truscott and Dawn Upton (St John's Ambulance), Claire O'Neil (BHF), Ben Fry, Jonathan Smart (Laerdal Medical – Managing Director)



Jersey, Channel Islands:
Left to right: Richard Evens (St John's Ambulance), Heather Peebles and Trudie Lobban (Arrhythmia Alliance), James Lang, Dawn Upton, John Venning and Nigel Truscott (St John's Ambulance), Claire O'Neil (BHF), Brigid Sinnott (Irish Heart Foundation), Jonathan Smart and Michael Sautter (Laerdal Medical)

Order your Mini-Anne CPR and AED training kit.

Contact Heather Peebles at heather@heartrhythmcharity.org.uk or call +44 (0)1789 450 787

Arrhythmia Alliance International Project



Trudie Lobban at Eucomed MedTech Forum in Brussels

“A-A continues to be an advocate for improved diagnosis and treatment of arrhythmias with the A-A International Project. The most recent A-A National Partnerships have been celebrated in Italy, Argentina, and China. They join our existing partners in Sweden, Portugal, Czech Republic, Japan, and South Africa.

The International Project has created the platform for unifying best practice methods in arrhythmia services, whilst influencing international health initiatives and policies. In October 2009, I was invited to attend the Eucomed Medtech Conference in Brussels to participate in an EU policy debate, ‘What should define value? Assessing Health Technology.’ This was an excellent opportunity for A-A to present the patient perspective on quality of healthcare in relation to new, innovative and cost-efficient medical technologies in Europe.

A-A will continue to be instrumental in forging new future collaborative pursuits for A-A National Partners. The Restart The Heart campaign has been influential in Europe and South America. A-A is working on a collaboration for an AED (Automatic External Defibrillator) project to ensure the placement of AEDs across Europe. In Italy, ‘Progetto Vita’ translated, Project Life, has successfully placed more than 30 AEDs in the



Trudie Lobban was welcomed in Argentina for her efforts to guide them in establishing as a national partner



northern city of Piacenza, Italy. A-A Argentina has developed an AED campaign with the support of Heartbeat International to place AEDs in towns surrounding Buenos Aires.

Together, we can ensure that the patient voice remains at the centre of healthcare leading to improved quality of life for all those affected by cardiac arrhythmias.”

The Arrhythmia Alliance International Project is a united approach for raising awareness of arrhythmias. An alliance of countries provides a forum for medical

professionals, patients, carers, and patient groups to work on a shared mission and goals to ensure that patients with heart rhythm disorders will have equal access to advice and support, irrespective of where they live.

A-A also offers affiliation to international patient groups, healthcare professionals, and organisations. Affiliates benefit from resources that are available for translation, which have been developed and accredited by the A-A Medical Advisory Committee. Affiliation also provides an important

link to A-A for collaboration on relevant projects and campaigns, and for healthcare professionals to establish a platform for disseminating best practice methods.

A-A National Partners are invited to participate in an international roundtable at the annual Heart Rhythm Congress (HRC). For more information and to attend contact ingrid@heartrhythmcharity.org.uk

The Toolkit to Establish an Arrhythmia Alliance National Partner has been developed as a guide for countries to establish an organisation based on the model of A-A in the UK. For more information on the A-A International Project and to order a free copy of the toolkit contact: ingrid@heartrhythmcharity.org.uk

Heart Rhythm Congress

2-5 October 2011
Birmingham
UK



Education Technology Diversity

www.heartrhythmcongress.com

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Promoting better understanding, diagnosis, treatment and
quality of life for individuals with cardiac arrhythmias

HRC PO Box 3697 Stratford upon Avon Warwickshire CV37 8YL UK Telephone: +44 (0) 1789 450 787

PARLIAMENTARY RECEPTION

8TH DECEMBER 2010

We will be holding a Parliamentary event at the House of Commons Terrace Marquee between 4pm and 6pm on the 8th December 2010.

If you are interested in attending please contact joanna@heartrhythmcharity.org.uk / 01789 451 823. Places are limited on a first come first served basis. All members welcome.

Cardiac Update Courses 2011, nationwide.

New treatments, new devices, emerging anticoagulants and syncope management. For more information go to www.heartrhythmcharity.org.uk

AAAW

6th - 12th June 2011

Awareness-raising, education, lobbying, events, fundraising. Materials available for all supporters. For more information please contact joanna@heartrhythmcharity.org.uk

Arrhythmia Alliance, PO Box 3697, Stratford upon Avon, Warwickshire, CV37 8YL, UK. T: +44 (0) 1789 450787

Promoting better understanding, diagnosis, treatment and quality of life for individuals with cardiac arrhythmias



We hope you have enjoyed reading this newsletter.

Arrhythmia Alliance provides educational and promotional resources, free of charge to patients, medical professionals and organisations. We constantly strive to broaden the range of materials in order to meet the needs of those affected by cardiac arrhythmias.

To help us maintain this service would you consider making a donation of £2.00 towards the cost of postage? It would be very much appreciated and if you feel you could contribute further, please visit www.justgiving.com/arrhythmia, where you can make a single or monthly donation.



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