

# World Heart Day 29 SEPTEMBER

**CONSUMER CONNECT INITIATIVE**

□ Sonal Shukla Shetty

An estimated 700,000 people die each year from sudden cardiac arrest, representing 10 per cent of all deaths in India. Time-to-treatment is critical when considering the chance of survival for a person experiencing sudden cardiac arrest in which the heart stops pumping and blood stops flowing to the brain and other vital organs. As there is no way to prevent a sudden cardiac arrest, it is crucial to know how to respond to such an emergency situation.

For every minute a person goes without treatment their chance of survival decreases by 10 per cent. Cardiopulmonary resuscitation (CPR) an emergency procedure that is used to restore blood flow to someone who is having cardiac arrest is the most crucial first step of the effective treatment, believe experts.

You can thus make the difference between life and death for someone by knowing how to do CPR which helps maintain blood flow and ventilation for a short period of time in a person experiencing cardiac arrest.

CPR, Cardio-pulmonary-resuscitation, is a basic life skill in developed countries. When a person goes into cardiac arrest, their survival can depend on immediately getting CPR. Almost 90 per cent of people who suffer out-of-hospital cardiac arrests die.

CPR, especially if performed in the first few minutes of cardiac arrest, can double or triple a person's chance of survival. Where CPR is not provided the victim's chances of survival fall by 7-10 per cent for every minute of delay. So next time when someone around you collapses and their basic symptoms indicate cardiac distress, administering timely CPR could save their lives.

**HOW TO SAVE A LIFE IN CARDIAC DISTRESS:**

**CALL FOR HELP:** Dial for medical help and return to the victim. If possible bring the phone next to the person and place on speaker mode.

**DETERMINE SITUATION:**

✓ When a victim is unresponsive to a tap on the chest (ask "Are you ok?")

✓ Observe the victim for breathing for 5 to 10 seconds.  
✓ Check the pulse for no less than 5 seconds and no more than 10 seconds.

**START CHEST COMPRESSIONS:** Immediately after calling for help. Chest compression is the most important step of CPR.

**RESPIRATION:** Tilt the head back and lift the chin. Pinch nose and cover the mouth with yours and blow until you see the chest rise. Give 2 breaths. Immediately restart the chest compressions thereafter.

Continue with 30 pumps and 2 breaths until help arrives. In two-person CPR the person

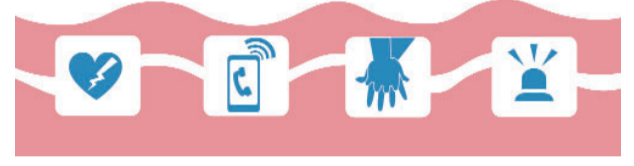
pumping the chest stops while the other gives mouth-to-mouth breathing.

*NOTE: If you have not been trained in CPR or are worried about giving mouth-to-mouth respiration to a stranger, you can do chest compression-only (or hands-only) CPR.*



**CAN SAVE A LIFE**  
CARDIO-PULMONARY-RESUSCITATION IS A LIFE SAVING SKILL THAT PROVIDES IMMEDIATE AID TO A PERSON SUFFERING FROM A HEART INCIDENT. IT IS AN EASY SKILL TO LEARN

**CPR FOR ADULTS**



**TO CARRY OUT CHEST COMPRESSIONS ON AN ADULT:**

- Place the heel of your hand on the breast bone in the centre of the person's chest. Place your other hand on top of your first hand and interlock your fingers.
- Using your body weight (not just your arms), press straight down on their chest for at least 2 inches without bending the elbows.
- Chest compressions should be done at a rate of 100-120/minute
- After every 30 compressions give 2 breaths as described in Respiration step.
- Repeat this until help arrives or the person recovers.

**CASE STUDY**

**CPR BY NEIGHBOR SAVED LIFE**

Imtiyaz Shaikh (name changed), a 50-year-old Mumbai resident suddenly fell unconscious at his home. He had suffered a cardiac arrest in which heart function in a person (who may or may not have diagnosed heart disease) suddenly stops. A chain smoker and diabetic, Shaikh was revived by his neighbour in the nick of time with the help of cardiac massage - a technique used in cardiopulmonary resuscitation, famously known as CPR.

Once the ambulance arrived, Shaikh was transferred to the hospital where an emergency angiogram revealed severe blockages to his heart. He was immediately taken up for emergency bypass surgery and survived the eventuality.

Shaikh's life could be saved only because he received early CPR provided by a trained person in the golden hour - a critical one hour from the onset of a heart episode. Shaikh was amongst the few lucky ones to have received the CPR on time, as only a small number of victims receive CPR as awareness levels are very low in India, say doctors.

Experts believe that CPR is a crucial technique that everyone should know how to do. It keeps blood flowing to the brain until the heart can be restarted. Research suggests that the sooner that someone starts CPR after a person collapses; the more likely the victim is to survive.

**RECOGNIZE THE SYMPTOMS OF A HEART ATTACK**

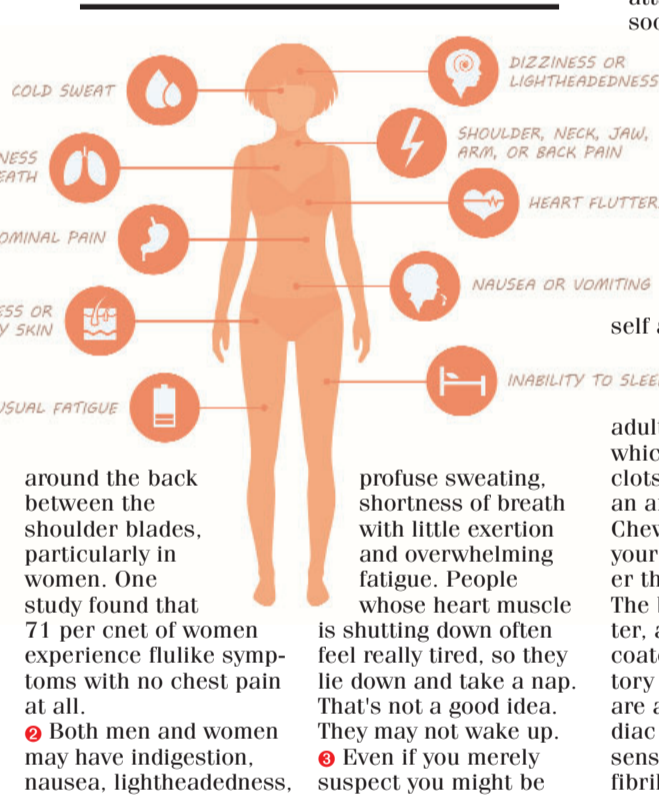
HEART ATTACKS COME WITH LITTLE OR NO WARNING. BUT THERE ARE A FEW SIGNS THAT POINT TOWARDS A CARDIAC INCIDENT. A PROMPT RESPONSE MAY MITIGATE THE DAMAGE AND EVEN SAVE A LIFE

□ Sonal Shukla Shetty

**HEART ATTACK WARNING SIGNS**

Contrary to common perception a heart attack, medically diagnosed as a myocardial infarction, does not come with a singular symptom of crushing chest pain. Often the symptoms differ widely from person to person. And the difference is especially pronounced between men and women. Below, however, are some general rules to help you recognize a heart attack.

With most heart attacks, victims do have some warning but the symptoms can be confusing. The feeling in the chest may be more squeezing, tightening or heavy pressure. It may radiate down the left arm or up to the jaw or



around the back between the shoulder blades, particularly in women. One study found that 71 per cent of women experience flulike symptoms with no chest pain at all.

profuse sweating, shortness of breath with little exertion and overwhelming fatigue. People whose heart muscle is shutting down often feel really tired, so they lie down and take a nap. That's not a good idea. They may not wake up.

suffering from a heart attack, seek help as soon as possible. It takes skilled physicians and nurses and lab technicians and often some kind of imaging tests to actually diagnose a heart attack, so there's no way you can diagnose it yourself at home. Rush to the hospital.

It does make sense to take one adult-strength aspirin, which prevents blood clots and may help keep an artery partially open. Chewing it will get it into your bloodstream quicker than swallowing it. The brand doesn't matter, as long as it's uncoated. If you have a history of heart disease or are at high risk for cardiac arrest it may make sense to buy a home defibrillator.

In India a staggering **95 PER CENT** of heart attack patients take public transport to reach hospital

Often heart attack patients reach medical help nearly **6 HOURS** after the attack according to an all-India study

Heart muscle begins to be irreversibly damaged **20 MINUTES** after the attack occurs

Over **50 PER CENT** deaths due to heart attacks take place within **24 HOURS** and out of these more than **50 PER CENT** within the first **60 MINUTES** itself

Every **30 MINUTES** of delay in treatment increase the risk of death within 1 year by **7.5 PER CENT**

**70 PER CENT** of heart attacks occur at home and **90 PER CENT** of them prove fatal

**INDIA & HEART HEALTH**

Ensuring that Indians are heart healthy is becoming a serious public health challenge. India is well on its way to becoming the global capital of Coronary Disease.

According to estimates by 2020 the cardiovascular disease burden of India will be responsible for over 40 per cent of all deaths in India.

India has the highest rates of cardiac arrests in the world according to a WHO report.

The deadly triad of Diabetes, High Blood Pressure and Heart disease affects nearly 30 per cent of the urban Indian population and close to 15 per cent of the rural Indian population.

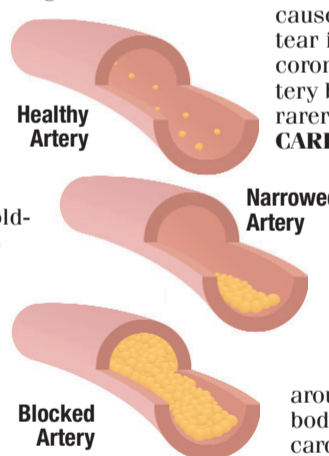
**GOLDEN HOUR**

**60 MINUTES TO RECOVERY**

IMMEDIATE MEDICAL HELP IN CASE OF A HEART ATTACK MAY MEAN THE REVERSAL OF DAMAGE TO CARDIAC MUSCLES AND FASTER RECOVERY

The clock to recovery from a heart attack starts at the moment of the attack. The first 60 minutes or the Golden Hour is a critical period. Most deaths and cardiac arrests occur during this window. Conversely, appropriate medical care in this time period can facilitate near complete recovery. This golden window also extends to strokes.

Heart Disease (CHD). This is when the coronary arteries are clogged due to the build-up of material - fat, cholesterol and other substances - called plaque within the arterial walls. Heart attacks can also be caused by a tear in the coronary artery but this is rarer.



**HEART ATTACK:** is what happens when the blood flow to the heart or a section of the heart muscle is severely reduced due to blockage or ceases and deprives the heart of oxygen. Without the oxygen rich blood the heart muscled begins to die, leading to death.

**CARDIAC ARREST:** this when your heart stops pumping blood around your body. Often a cardiac arrest is the result of a heart attack. Unconsciousness following the symptoms of a heart attack indicates a cardiac arrest. CPR is effective in boosting the survival chances of a person suffering both cases - a heart attack and a cardiac arrest.

**Asian Heart Institute launches Mumbai Heart Healthy City**

**First ever such initiative**

CPR (Cardio pulmonary resuscitation) training for more than 5000 Mumbaikars and 1000 Police Personnel.



CPR app to be launched



Heart Health Camps across Mumbai.



**“Saving Hearts, Touching Lives.”**