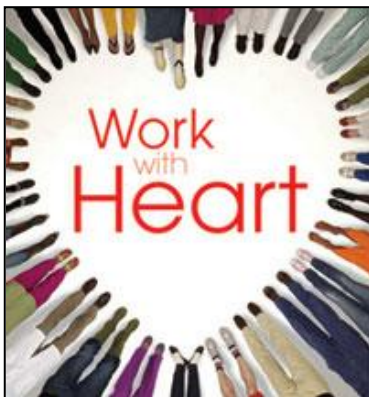


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MEDIA RELEASE

‘Work with Heart’- Curb workplace stress and improve heart health

Singapore Heart Foundation launches Singapore’s first AED Registry and Heart Age Calculator as part of World Heart Day celebration



World Heart Federation © Jason Joyce

19 October 2009 - A workplace that encourages healthy habits can reduce heart disease and stroke. This is the simple but powerful message that the Singapore Heart Foundation (SHF) is sending out in line with ‘Work with Heart’-- the theme of this year’s World Heart Day, which will be celebrated in Singapore through the annual SHF Heart Fair on 24 – 25 October 2009.

To mark this occasion, SHF is launching two digital heart health initiatives with real world impact - the ‘Heart Age Calculator’ and Singapore’s first Automated External Defibrillator (AED) Registry.

The Heart Age Calculator is an online tool based on the concept that your ‘Heart Age’ can be higher or lower than your actual age and is dependent on a number of factors such as cholesterol, blood pressure, body weight and whether or not you are a smoker. The calculator is meant to be a motivational tool to inspire people to take better care of their hearts and is easily accessible while people are at work.

“There has been extensive research and evidence of the impact of stress relating to heart disease. We hope the result gives individuals a personal motivation for changing their behaviour to try to bring their Heart Age in line with their chronological age, especially with regards to stress in the work environment.” says A/Prof Lim Soo Teik, Chairman, National Heart Week/ World Heart Day Organising Committee. He adds that the Heart Age Calculator is a tool that working adults could use to also take stock of the effect of work stress on their hearts.

Along with lifestyle measures to reduce the risk of heart disease, SHF is a strong advocate of public education in cardiopulmonary resuscitation (CPR) and Automated External Defibrillator (AED) machines to help save those who suffer cardiac arrests in the workplace or public environments.

SHF has put together a list of all the public buildings that have installed AEDs, which are accessible to the public. It hopes that this registry, which will be available online, can help save more lives especially during large-scale sporting events or corporate events. This way,

organisers will be aware of the location of the device beforehand and can ensure that during the unfortunate event of a cardiac arrest, immediate help is available.

The Heart Age Calculator and the AED Registry are available on SHF's website: <http://www.myheart.org.sg>.

SHF also celebrates World Heart Day with Heart Fair 2009, an annual two-day health event to increase public awareness and to promote preventive measures to reduce cardiovascular disease.

According to A/Prof Terrance Chua, Chairman of the Board of Directors of the Singapore Heart Foundation, "Stress, whether at work, or at home, has been established as a risk factor for coronary heart disease." A/Prof Chua says: "Coronary heart disease is a largely preventable disease that is the result of lifestyle and dietary changes. We spend much of our lives at work; there is a tremendous potential for workplace initiatives to improve public education and lifestyle."

Studies have shown that the odds of a heart attack are roughly double for those who reported 'permanent stress' at work. Yet 80 per cent of premature deaths from heart disease and stroke could be avoided by controlling the main risk factors: tobacco, unhealthy diet and physical inactivity.

Through art and photography exhibitions at its annual Heart Fair on 24-25 October 2009, SHF will further educate the public on the theme of 'Work with Heart.' There will also be a 'chair yoga' demonstration to help office workers get their much-needed exercise in the office itself. The weekend event will be held in Woodlands and in conjunction with the Woodlands Healthy Lifestyle 2009.

For tips on managing workplace stress by a Singapore Heart Foundation representative, kindly contact us:

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APPENDIX

ABOUT SINGAPORE HEART FOUNDATION

The Singapore Heart Foundation (SHF) is a non-profit charitable organisation at the forefront of the battle against heart disease in Singapore. Since its inception in 1970, the Foundation has grown into a well-established and reputable organisation with local and international links.

SHF fulfils its mission through educational programmes highlighting preventive measures against heart disease to the public. SHF supports community-based research aimed at gaining a better understanding of the landscape of heart disease in Singapore. SHF also focuses on rehabilitative and preventive care for recovering heart patients and at-risk individuals. In addition, SHF offers financial assistance to needy heart patients for emergency relief as well as for treatment.

For more information, please visit www.myheart.org.sg.

ABOUT HEART AGE CALCULATOR

The Singapore Heart Foundation and Unilever have come together to introduce the 'heart age calculator' in Singapore. 'Heart Age' is described as 'a new, personally motivating way of expressing an individual's risk of developing heart disease and stroke', and builds on the Framingham Risk Score, which uses standard risk factors for heart disease or stroke (such as age, weight, gender, cholesterol, blood pressure and smoking). The result gives individuals a personal motivation for changing their behaviour to try to bring their heart age in line with their chronological age. The tool is supported by the World Heart Federation and has also been piloted in 18 other countries.

ABOUT THE AED REGISTRY

Current out-of-hospital cardiac arrests survival rate stands at a dismal 2.7%. This means, out of 100 persons who suffer a sudden cardiac arrest outside of the hospital, only 3 persons will survive. SHF endeavours to increase the survival rate in out-of-hospital cardiac arrests. One initiative is to shorten the response time to cardiac emergencies by increasing public access to the life-saving Automated External Defibrillator (AED) devices. Establishing the AED Registry - the first in Singapore, is part of SHF's first steps towards this initiative. The AED Registry is an online list of public places including shopping malls, hotels, community centres and offices with AEDs installed on their premises.

WHY WORK WITH HEART?

Most of us spend over half our waking hours working. A workplace that encourages healthy eating habits can reduce your risk of many diseases, including cardiovascular disease (heart disease and stroke), the leading cause of death in Singapore and worldwide.

This is why World Heart Day 2009 is urging everyone to "Work with Heart".

This is a call for everyone to maintain a heart-healthy lifestyle in the workplace to prevent cardiovascular disease. By making small changes, together we could make a big difference in favour of greater health and productivity in the workplace.

WORLD HEART DAY INFORMATION

SHF is organising its annual 2-day Heart Fair to celebrate [World Heart Day 2009](#).

So mark these dates on your calendar!

Date: 24 & 25 October 2009 (Saturday & Sunday)

Time: 10am to 8pm

Venue: Woodlands (open field beside Causeway Point)

Official Launch: 25 October 2009 (Sunday, 8am)

Free Admission

We have lots of [exciting activities](#) lined up to help you ["Work with Heart"](#). So come and celebrate with us!

Highlights

In preparation for the [World Heart Day 2009](#) celebration, SHF is organising the following competitions to promote this year's ["Work with Heart"](#) theme:

- [Art @ Work Comics Competition](#)
- [Play @ Work Photography Competition](#)

To celebrate World Heart Day 2009, SHF has lined up the following activities for its [Heart Fair 2009](#):

- Official Launch Ceremony
- AED Registry Launch
- [Chair Yoga](#)
- Art @ Work Comics Exhibition & Prize Presentation
- Comics LIVE! Demo & Competition
- Play @ Work Photography Exhibition & Prize Presentation
- Health Screening
- Job Fair
- Supermarket Tours
- Jump Rope For Heart
- Exhibitions & Stage Performances
- Lucky Draw & Goodie Bag Redemption