



- Cardiovascular disease is the UK's number one killer¹
- More than one in three people die from cardiovascular disease¹
- 32% of men and 24% of women die before the age of 75 of cardiovascular disease¹
- Atherosclerosis is the build up of fatty plaques in the arteries and is the main underlying cause of cardiovascular disease²

The Age of Your Arteries campaign aims to educate the nation about atherosclerosis and asks the public to make a pledge to 'improve the age of their arteries'. The campaign is provided by AstraZeneca and supported by the leading patient charities, H·E·A·R·T UK and The British Cardiac Patients Association (BCPA), two of the major charities in the UK fighting to improve the lives of people with cardiovascular disease.

The 'Age of Your Arteries' campaign is provided by **AstraZeneca** 

and supported by  **H·E·A·R·T UK** and
THE CHOLESTEROL CHARITY
www.heartuk.org.uk

 **BCPA**
British Cardiac Patients Association
www.bcpa.co.uk

How do risk factors contribute to atherosclerosis and cardiovascular health?

There are a number of risk factors which can affect the health of our hearts, including;

- Lack of exercise
- High blood pressure
- High cholesterol
- Diabetes
- Family history of heart disease
- Age

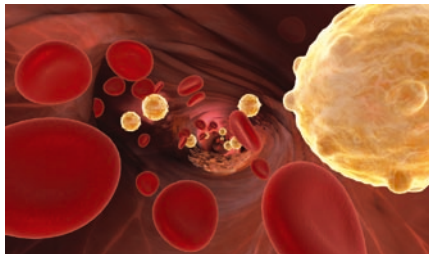
Some things we can't change –like our family history or our age. However, we can all take steps to reduce our risk of a heart attack or a stroke – by improving the health of our arteries.

1. There are two main types of cholesterol, LDL cholesterol (LDL-C), known as the bad cholesterol that can clog up your arteries and HDL cholesterol (HDL-C), called good cholesterol because it is believed to help remove bad cholesterol from the body.

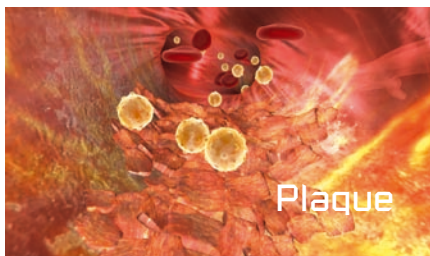


Too much bad cholesterol can be bad news. A healthy diet can help lower bad cholesterol and exercise can help raise good cholesterol.

2. If there is any damage to the lining of the artery caused by, for example, high blood pressure, particles of LDL cholesterol are more likely to enter the lining of our artery wall.



High blood pressure, which can be influenced by too much salt in the diet, stress or obesity can weaken the artery wall. Smoking can also damage the artery wall.



3. When LDL cholesterol enters the weakened artery wall it changes and can lead to inflammation. Over time, this creates 'a fatty deposit' known as an 'arterial plaque' by a process called atherosclerosis, a sort of 'furring up of the arteries'.



4. A stable plaque can continue to grow, slowly reducing blood flow over time, leading to the chest pain of angina, but does not necessarily completely block the artery. Sometimes even a small plaque can become unstable and rupture, exposing its contents. This can be very dangerous. A clot may form and this can completely block the flow of blood.

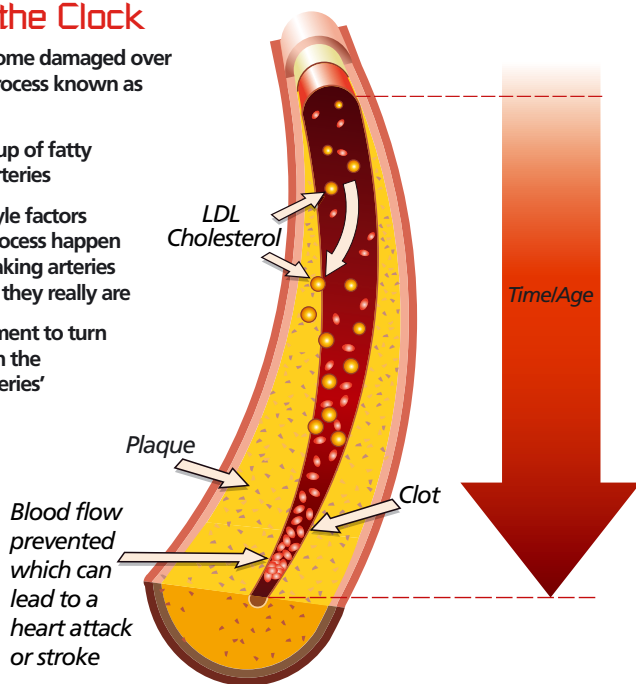
- A blockage in arteries supplying blood to the heart can cause a heart attack.
- A blockage in arteries supplying blood to the brain can cause a stroke

The Age of Your Arteries

Cardiovascular disease is the number one killer in the UK¹. With the rising epidemic of obesity and diabetes³, this really is the 'Age of Our Arteries'.

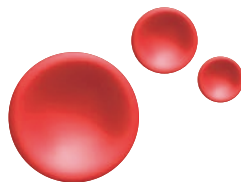
Turn Back the Clock

- Our arteries become damaged over the years by a process known as 'atherosclerosis'
- This is the build up of fatty plaques in the arteries
- Unhealthy lifestyle factors can make this process happen more quickly, making arteries seem older than they really are
- Make a commitment to turn back the clock on the 'Age of Your Arteries'



People around the country are making a pledge to improve the age of their arteries through lifestyle modifications such as smoking cessation, healthy eating and increased physical activity. Today, we urge you to show your support for the campaign and make a pledge to improve the age of your arteries.

For public information about the 'Age of Your Arteries' campaign including tour dates and venues, educational information and to make your pledge, please log onto www.ageofyourarteries.co.uk




Michael Livingston, Director of H·E·A·R·T UK and Eve Knight, The British Cardiac Patients Association (BCPA) comment:

'Both H·E·A·R·T UK and The BCPA are synergistic in our aims to help reduce the burden of cardiovascular disease in the UK. We are delighted to support this educational campaign, which we hope will enable people to consider the impact that lifestyle choices may be having on their health. We encourage everyone who takes part in the campaign to make a pledge to better the health of their arteries.'

Make a commitment to improve the 'Age of Your Arteries' by making a pledge to help keep you young on the inside as well as the outside. Please log onto www.ageofyourarteries.co.uk

For further information on cardiovascular disease and advice on lifestyle changes please visit:
www.heartuk.org.uk
www.bcpa.co.uk



The 'Age of Your Arteries' campaign is provided by **AstraZeneca** 

and supported by



H·E·A·R·T UK and
THE CHOLESTEROL CHARITY

www.heartuk.org.uk



BCPA

British Cardiac Patients Association

www.bcpa.co.uk

References

1. British Heart Foundation Statistics Website. Accessed May 2007 <http://www.heartstats.org/datapage.asp?id=713>
2. Lusis AJ. Atherosclerosis. *Nature* 2000;407:233-41.
3. Diabetes UK. Diabetes & Obesity: A Heavy Burden. March 2005.