

Swiss Heart Foundation campaign

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Swiss Heart Foundation Campaign

A major campaign has been launched in Switzerland to make women better informed about their hearts. It seems most of them are unaware that they run a greater risk than men of having a heart attack. According to a recent survey 75 % of Swiss women believe that cancer is the greatest threat to their lives, but they are wrong says the Swiss heart foundation which is behind the information campaign. It quotes official statistics revealing that 44.5. % of women die from heart disease, while the figure for men is lower at 38.1 %. The campaign was launched in the centre of Bern by a group of young people dressed in black and miming to music. They gave leaflets to female passers-by.

The heart foundation says that the problem was that for many years it was thought that coronary heart disease was a men's disease and most studies were done on men. Coronary heart disease appears in women mainly after menopause and takes it's toll mainly after the age of 70. The idea is to show the correlation between high cholesterol levels and the interaction with diabetes and on the other hand the advantage of an active lifestyle.



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