



**InterAmerican Heart Foundation**  
**Fundación InterAmericana del Corazón**  
**Fundação InterAmericana do Coração**

# Healthier Hearts in the Americas

## CHALLENGES

- 4.45 million deaths per year in the Americas from cardiovascular and cerebrovascular diseases (CVD), cancer, diabetes and chronic obstructive pulmonary disease. These non-communicable diseases, or “NCDs”, account for about ¾ of all mortality. Premature mortality from NCDs is largely preventable and the cause of most avoidable health care costs.
- Cardiovascular and cerebrovascular diseases represent most of NCDs and the greatest economic burden. They are a challenge to economic and social development.
- 145 million persons (about 22%) over age 15 smoke in the Americas. More girls than boys ages 13-15 smoke in Santiago, Chile; Argentina; Uruguay; Sao Paulo, Brazil. 33,700 persons die every year from second-hand smoke. Approximately 75% of smokers say they want to quit but most countries have few cessation resources. More than US\$33 billion are spent annually to treat tobacco related health problems in Latin America.
- 139 million people (about 25% in 2005) are overweight or obese in the Americas, the highest rate of obesity in the world, and it is projected to grow to 289 million by 2015. Rates of obesity in children in Latin America have soared in the last three decades. Mexico is among the world’s fattest nation.
- Low consumption of fruits and vegetables in individuals over 18 years of age (up to 90% globally) and lack of physical activity (up to 46% globally).
- 103 million people live with diabetes in the Americas. In Latin America and the Caribbean, diabetes is estimated to cost US\$65 billion per year.
- 35% prevalence of hypertension in Latin America and the Caribbean.
- NCDs affect individuals in their mid-life years, disrupting the future of families dependent on them and undermining the development of nations by depriving them of workers in their most productive years.

*Economic transition, urbanization, industrialization and globalization bring about lifestyle changes that promote heart disease and stroke.*

**Risk factors include:**

- ◆ Tobacco Use
- ◆ Exposure to Secondhand Smoke
- ◆ Diets High in Salt, Refined Sugars, Transfats, and Saturated Fats
- ◆ Physical Inactivity
- ◆ High Blood Pressure
- ◆ Obesity
- ◆ High Cholesterol
- ◆ Diabetes

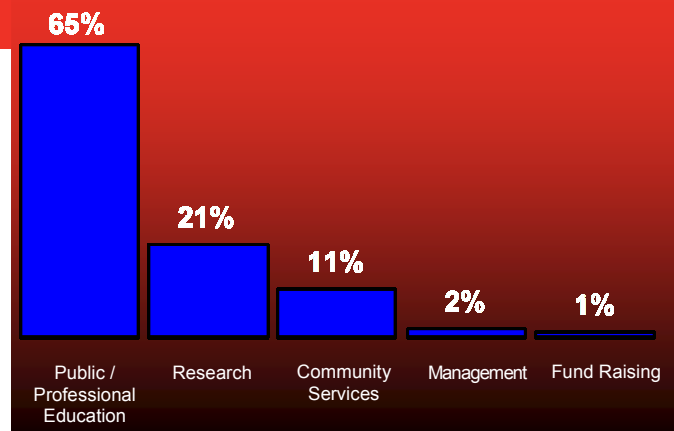
## MEETING THE CHALLENGE

**THE MISSION OF THE INTERAMERICAN HEART FOUNDATION:** To reduce heart diseases and stroke in Latin America and the Caribbean and promote health through advocacy, education and research.

## KEY OBJECTIVES

- ◆ Promote an environment conducive to the prevention of heart diseases and stroke, and chronic diseases more generally.
- ◆ Facilitate the development and growth of a network of organizations supporting public education, professional education, public advocacy and fundraising.
- ◆ Support the partnership between health professionals and other sectors of society, including government and business.

InterAmerican Heart Foundation, Inc.  
 Expenses for fiscal year ending 2013



# InterAmerican Heart Foundation Initiatives

## **Obesity and Nutrition**

Supporting implementation of the regional Plan of Action for the Prevention of Obesity in Children and Adolescents. Media advocacy. Programs in selected Mexico City schools to prevent diabetes. Analysis of sugar content of beverages in Argentina. Situation analysis and advocacy regarding publicity of unhealthy foods and beverages to children.

## **Dietary Salt Reduction**

Support of Pan American Health Organization (PAHO) initiative for the region to reduce hypertension. Focus on regional communication and advocacy. ALASS (Latin America Action on Health or Salt) Coalition established to parallel the World Action Salt and Health (WASH) in this region. Evaluation of non-governmental individuals and organizations capabilities for dietary salt reduction. Monitoring of salt and trans fats in processed foods. Social media campaign for World Salt Awareness Week in March of each year. Developing project for studying salt reduction in Mexico .

## **Physical Activity Advocacy**

Supported development and dissemination of the seven best investments in physical activity.

## **Campaign Women and Heart Diseases.**

Nationwide campaign "Salvemos el Corazón de las Mujeres" in Mexico to encourage women to consider their risk of heart diseases and stroke.

## **4th Latin America and Caribbean Conference Tobacco or Health 2014, San José, Costa Rica.**

In partnership with Ministry of Health. Fiscal policies, legal strategies, treatment, research, tobacco industry interference, electronic cigarettes, and implementation of current tobacco control policies. 5 workshops, 5 plenaries, 12 parallel sessions and one Movie Night. Awards. Every three years.

## **Tobacco Control Research Priorities.**

Convened researchers and advocacy leaders from the Latin America and Caribbean region to identify regional research priorities.

## **From Production to Retailing, policy-oriented research on the economics of tobacco in Argentina.**

National Institutes of Health Fogarty three-year grant. Three teams working on legal, economic and social aspects.

## **Global Bridges. Global Healthcare Alliance for Tobacco Dependency Treatment.**

Training of health professionals with focus in Brazil, Argentina, Mexico, Central America. Situation analysis and strategy development for Smoking Cessation in Bolivia, Costa Rica and Mexico.

## **Tobacco Control Argentina.**

Published *Health is not Negotiable* series on how to monitor and respond to the tobacco industry. Promoting smokefree environments, regulation of advertising, promotion and sponsorship of tobacco products.

## **Tobacco Control Mexico.**

Focus on increasing tobacco taxes. Revisions to the federal Tobacco Control law. Strengthening smokefree environments in Mexico City through citizen engagement.

## **Tobacco Control Caribbean.**

Warning labels in Caribbean Community (CARICOM) countries. Comprehensive tobacco control policies in Jamaica, Barbados, Trinidad & Tobago, Guyana, Surinam. Renewed effort to strengthen the Caribbean tobacco control Coalition.

## **Tobacco Control in Central America.**

Economic studies to promote tobacco taxes in Guatemala, Honduras and El Salvador. Continue to promote implementation of smokefree environments and warning labels on cigarette packaging. Supporting regulation of advertising, promotion and sponsorship of tobacco products.

## **Global Cardiovascular Disease Taskforce.**

IAHF is part of this World Heart Federation Taskforce to advance efforts towards 25% reduction in chronic diseases by 2025 called 25x25 goal. Organizer of Healthy Latin America Coalition with more than 170 organization supporting chronic disease prevention and control.

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*The InterAmerican Heart Foundation  
has members and associates in al-  
most all countries of the region.*



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ganization, incorporated in Dallas, Texas, USA  
and is in official relations with the Pan American  
Health Organization*