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NEWS ITEMS

World Heart Day 2004

The 2004 World Heart Day was a great success. Over 100 countries participated from all five continents. The World Heart Day was celebrated on 26 September with the theme “Children, Adolescents and Heart Disease”. The World Heart Day public relations agency estimates the total circulation (press, TV, radio and online contacts) at 365 million. The media reach was last year 300 million. This means an increase by over 20%.

The increased interest in World Heart Day is also clear in the number of hits on the website: 150.000 the first year (2000), two million last year and over two million this year.

WHF marketing materials (leaflet) were well used, being translated and adapted to local needs by many WHF county members. UNESCO distributed the WHD CD-ROM to all its 170 offices worldwide as well as leaflets to its 7300 schools in the Associated Schools Project Network (ASPnet). The material was a base for discussions in classes about the World Heart Day theme “Children, Adolescents and Heart Disease”. It was also encouraging decision makers in schools to serve healthy meals and increase physical education in the curriculum.

World Heart Day received also great WHO support, receiving a mention on the front page of WHO website. WHO offices worldwide organized and supported more WHD activities than before.

UEFA promoted World Heart Day on the front page of its website. It also facilitated contacts between national football associations and heart foundations.

The next World Heart Day, on 25 September 2005, will focus on “Healthy Weight, Healthy Shape”.

World Heart Day website: www.worldheart-day.com

