

# ON THE HUNT FOR A KILLER...IN AN ARTERY NOT SO FAR, FAR AWAY?

The '*Age of Your Arteries*' Tour Touches Down in the UK with TV Doc Hilary Jones



On Wednesday the 27<sup>th</sup> June TV Doctor Hilary Jones launched a nationwide campaign to empower the British public to reduce our single biggest killer, cardiovascular disease<sup>1</sup>, with the first voyage of the '*Age of Your Arteries*' Atheropod. Provided by AstraZeneca UK and supported by the leading patient groups H·E·A·R·T UK and **The British Cardiac Patients Association (BCPA)** the '*Age of Your Arteries*' campaign is a health initiative, which aims to raise public awareness of atherosclerosis, which is the build up of fatty plaques in our arteries and is the main underlying cause of cardiovascular disease<sup>2</sup>.

The '*Age of Your Arteries*' Atheropod is an interactive simulator ride providing an educational journey through the arteries. The Atheropod will be stopping at the following heart hotspots over the summer:

- LONDON: Montgomery Square, Canary Wharf, Wednesday 27<sup>th</sup> June 2007
- BIRMINGHAM: Victoria Square, Saturday 7<sup>th</sup> July 2007
- LIVERPOOL: Croxteth Hall, Saturday 14<sup>th</sup> and Sunday 15<sup>th</sup> July 2007
- GLASGOW: St Enoch Square, Saturday 21<sup>st</sup> July 2007
- CARDIFF: Queens Street, Saturday 28<sup>th</sup> July 2007

“As a nation we’re becoming more aware of the importance of a healthy heart, but we don’t really consider how heart disease happens and how we can prevent it. It is important to look after our arteries; the life line of our bodies” says Dr Hilary Jones. “Understanding how our lifestyle impacts on the development of atherosclerosis, the build up of fatty plaques in our arteries, and what we can all do to help reduce its development is critical. My pledge to improve the '*Age of My Arteries*', will be to join my 15 year old son on every 10k charity run he does this year – and that’s usually one a month! I will be asking my family, friends and patients to make their own pledges as well.”

Members of the public are encouraged to make their own pledge to better their arterial health at the [www.ageofyourarteries.co.uk](http://www.ageofyourarteries.co.uk) website.

“I would urge everyone to take some time to think about how they can better the health of their arteries and reduce their risk of cardiovascular disease, and make a pledge to commit to change.” Michael Livingston, Director, H·E·A·R·T UK.

“Many people will have seen the impact that a stroke or heart attack can have on a loved one. Through the ‘*Age of Your Arteries*’ campaign I hope that people will pay more attention to how they can reduce their risk and take steps now through making a pledge.” Eve Knight, B.C.PA.

For more information about the campaign including tour dates and venues, educational information and to make your pledge, please log onto [www.ageofyourarteries.co.uk](http://www.ageofyourarteries.co.uk).

### **About Atherosclerosis**

- Atherosclerosis is a progressive disease and the main underlying cause of cardiovascular disease – the number one killer worldwide<sup>2,3</sup>
- More than 1 in 3 people die from cardiovascular disease in the UK<sup>1</sup>
- 32% of men and 24% of women die before the age of 75 of cardiovascular disease<sup>1</sup>
- Atherosclerosis is the process in which fatty or fibrous deposits build up in the artery wall to form plaques<sup>2</sup>
- The build-up of plaques causes the artery to narrow which can reduce the blood supply to vital organs such as the heart and brain, depriving them of oxygen and vital nutrients
- By rupturing, the cholesterol and other parts of the vessel wall are exposed to the blood leading to sudden blood clotting and sudden, complete blockage of the blood flow:
  - In the coronary arteries, this can cause a myocardial infarction (heart attack)
  - In the carotid arteries leading to the brain, this can cause a stroke

### **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. World Health Organization website. Cardiovascular Diseases Fact Sheet  
<http://www.who.int/mediacentre/factsheets/fs317/en/index.html> Accessed, June, 2007.