



#JustGo Campaign Messages

This campaign is part of a global initiative by the Global Heart Hub in collaboration with FH Europe.

Key message:

If you are experiencing a heart or stroke emergency – this is NOT the time to ‘stay at home’ - If your heart says so, #JustGo.

In recent weeks, many people with heart and stroke emergencies have delayed seeking medical help or decided to just ‘sit it out’ and stay at home because of their fear of COVID-19. This delay in taking action has resulted in worse outcomes, ranging from unnecessary loss of life to people being left with disability, chronic heart conditions and poorer quality of life.

Since the start of the COVID-19 crisis, the number of heart attack patients seeking urgent hospital care across the world has dropped dramatically. Clearly, heart attacks and strokes have not gone away. Fear of catching the coronavirus has meant that even in the midst of a life-threatening heart attack, people are too afraid to go to hospital for life-saving treatment. Yet the risk of dying of a heart attack is much greater than that of dying of COVID-19. Cardiac death is largely preventable if those having a heart attack go to hospital in time to get treatment.

Why you need to #JustGo!

Medical advice has always been to act quickly when it comes to symptoms of a heart attack or stroke. "Time is muscle" - the longer you wait with a heart attack, the more damage occurs to your heart muscle. The same applies in the case of stroke.

The message is simple and clear – If you are experiencing the symptoms of a heart attack or stroke, -Don’t delay - Every minute counts. If you have chest pain or other heart attack symptoms – such as pain in the throat, neck, back, stomach or shoulders that lasts for more than 15 minutes – you must call an ambulance.

Equally, if you are living with a heart condition and if you are experiencing new symptoms or a worsening of symptoms contact your doctor or go to a hospital as soon as possible.

Be assured that the risk of coronavirus infection in hospital has been minimised for those being admitted with heart attacks or strokes. Remember that the risk of dying from an untreated heart attack is 10 times higher than dying from COVID-19.

If you are experiencing a heart or stroke emergency – this is NOT the time to ‘stay at home’ - If your heart says so, #JustGo.

The campaign is an initiative of the Global Heart Hub in partnership with FH Europe. Both organisations have joined forces on this patient-to-patient communications campaign to highlight the importance of seeking medical help for cardiac and stroke emergency during the COVID-19 crisis.

The #JustGo Campaign has been endorsed by:

- European Society of Cardiology
- World Heart Federation
- European Atherosclerosis Society
- Global Alliance for Patient Access

Know the signs and symptoms and when to #JustGo:

· HEART ATTACK

Typical symptoms of a heart attack include:

- Chest pain, tightness, or discomfort that comes on with physical exertion or emotional distress and that is relieved by rest. Sometimes this exertional or emotional chest discomfort can spread to the left arm or jaw area. If a heart attack is severe, these symptoms can persist when you are resting. You may feel dizzy (light headed), nauseous sweaty or short of breath. These symptoms may not be as obvious if you are female or have diabetes.

· STROKE

Typical symptoms of a stroke include:

- Sudden loss of speech, vision, ability to walk, or power in your hands or legs.
- No warning signs – sudden loss of ability to do something you normally can do
- Sudden weakness of the face, arms, or legs
- Droop on one side of your face
- Sudden confusion or trouble speaking or understanding others
- Sudden loss of vision in half the visual field
- Sudden trouble walking, dizziness, or loss of balance or coordination
- Sudden severe headache with no known cause

· HEART FAILURE

Typical symptoms of heart failure include:

- Shortness of breath with exertion that is out of keeping with your normal fitness, usually associated with swelling in the feet and ankles or abdominal bloating and reduced appetite, due to fluid retention. Shortness of breath while lying down in bed that is relieved by sitting up and weight gain over a short period of time (>2kg over 2 days) are also symptoms.

· HEART VALVE DISEASE

Typical symptoms of heart valve disease, especially in those over the age of 65 years of age, include:

- Shortness of breath or dizziness with exertion that is out of keeping with your normal fitness, can also be accompanied by symptoms of heart attack or heart failure (as described above).

· FAMILIAL HYPERCHOLESTEROLEMIA (FH)

- All of the above symptoms in a person younger than 55 who has a diagnosis of FH, has a family member diagnosed with FH or has multiple other family members with a history of heart disease or stroke.