Heart failure is the most common cause of hospitalization in people aged 65 and over

1 in 5 people will develop heart failure, a condition where the heart cannot pump enough blood around the body.

Less than 1 in 10 of people can identify three common symptoms, which include severe breathlessness, swollen ankles, rapid weight gain and difficulty moving.

Heart failure incidence is rising, driven by deteriorating lifestyle, increased survival after heart attacks and ageing populations.

If we can improve public awareness of heart failure and its symptoms, it may help people living with heart failure better manage their disease.

Find out more information today on the risks of heart failure at the Heart Failure Association (HFA) website: Heartfailurematters.org

References:
6. TNS UK Limited, March 2014. Survey of 11,000 members of the public aged 50+ years old in Europe, funded by Novartis Pharmaceuticals