What is it?

DEFINITION:

Cardiovascular disease (CVD); “Encompasses all diseases and conditions of the heart and blood vessels (including heart, strokes and vascular diseases) caused mainly by blood supply to the heart, brain and legs.”
Cardiovascular disease (CVD) covers all diseases and conditions of the heart and blood vessels. There are many forms and causes of diseases in this diverse group.

However, in well developed countries such as; Australia, the main underlying problem is *atherosclerosis*. 
Atherosclerosis

- In this condition abnormal build-ups of fat, cholesterol and other substances occur in the inner lining of arteries (plaque). Atherosclerosis is most serious when it affects the blood supply to the heart (causing angina or heart attack) or to the brain (which can lead to a stroke). It is a slow and complex process, often starting in childhood, and it progresses with age.
NHPA

• Cardiovascular health was indentified as a NHPA because, even though death rates in recent years have declined, cardiovascular disease remains the largest cause of premature death in Australia, accounting for 35% of all deaths in Australia in 2005. It is the second leading cause of disease burden, due to the number years of life lost prematurely but also to the number of healthy years lost to disability.
• Cardiovascular is also one of the leading causes of disability in Australia with about 1.4 million Australian suffering from disability associated with Cardiovascular disease conditions in 2005.

• Cardiovascular disease was also identified as a NHPA due to its widespread nature, potential for prevention and because it also places large economic burden to the healthcare system as the most expensive disease group.
Risk Factors

• Biological;
- **High blood pressure** (hypertension); Caused by diet high in salt, by obesity and a lack of physical activity.
- **High blood Cholesterol**; Contributes to the blood vessels that supply the becoming clogged.
- **Body Weight**; Excess weight places increased demand on the heart.
- **Age**; Risk increases with age, especially from 60 years onwards.
- **Sex**; Being Male is a risk factor
- **Genetics**; Family history can increase risk due to genetic predisposition.
• Behavioural;

- **Tobacco Smoking:** Major causes a temporary increase in blood pressure and constriction of blood vessels.

- **Physical inactivity:** Increase risk of death and disability due to decreased cardiovascular fitness.

- **Diet:** Diets high in saturated fat increase blood cholesterol levels.
• Environmental Factors;  
Access to Recreational facilities  
-If you are living in an area where no recreational facilities are present, then you can lower your opportunity to get involved in physical activity.
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<th>Individual cost</th>
<th>Community cost</th>
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<td><strong>Direct</strong></td>
<td>• Ambulances&lt;br&gt;• Cost of some medical care&lt;br&gt;• Pharmaceutical expenses (depends on how much is covered by Medicare)&lt;br&gt;• Allied health services</td>
<td>• Test, diagnoses &amp; treatment&lt;br&gt;• Specialist time&lt;br&gt;• Hospital and outpatient services&lt;br&gt;• Cost of prevention strategies&lt;br&gt;• Cost of pharmaceuticals</td>
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<td><strong>Indirect</strong></td>
<td>• Travel cost to see cardiovascular specialists&lt;br&gt;• Effects of cardiovascular disease may lead to an inability to work resulting in a partial loss of earnings.&lt;br&gt;• Additional services: cooking, cleaning, gardening if they are unable to do so.</td>
<td>Effects of cardiovascular disease may render sufferers unable to work. This means they will be reliant upon government financial support and are a financial burden on society. They may also be a burden to other members of society who may have to care for them.</td>
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How To Prevent/Improve CVD

- Nutritious Healthy Diet
- Regular Exercise
- No Smoking
- Not drinking in great amounts, 2 drinks per day is good for the heart
- Eating low saturated fat foods, and more fruit and vegetables
- Staying at an appropriate weight, not overweight or obese.
What Health Promotion Initiatives are there to improve this area?

The measure up campaign was devised to create a way to prevent cardiovascular disease and was divided into 2 objectives.

**Short Term Objectives:**

- To increase awareness of lifestyle risk factors and their link to chronic disease such as CVD
- To increase appreciation of why lifestyle should be an urgent priority.
- To generate positive attitudes towards achieving recommended changes in healthy lifestyles
- To generate confidence in achieving a desired change and appreciation of the significant benefits of achieving these changes
Long Term Objective:

• to encourage Australians to make and sustain changes to their lifestyle, such and increased physical activities and healthy eating behaviour, towards recommended levels.

• To thereby contribute to reducing morbidity rates due to lifestyle related to chronic disease such as CVD in Australia.
Websites used 😊

• http://www.labtestsonline.org.au/understanding/conditions/cvd
• Cambridge VCE Health and Human Development : Sonia Goodare
• http://www.youtube.com/watch?v=An3E_Yuejts&feature=related
Youtube Video 😊