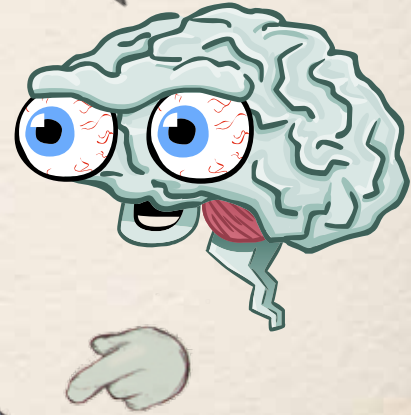


# A man's guide to heart health

"Listen to  
your heart."



"Not your head."



[www.irishheart.ie](http://www.irishheart.ie)



**IRISH HEART  
FOUNDATION**  
Fighting Heart Disease & Stroke



The Irish Heart Foundation is the national charity fighting heart disease and stroke and relies on charitable donations for 90 per cent of its funding. We support, educate and train people to save lives, campaign for patients, promote positive health programmes, support research and provide vital public information. We need your support – through donations, as a volunteer or on our training courses.

**Irish Heart Foundation**

4 Clyde Road, Ballsbridge,  
Dublin 4

Tel. 01 668 5001

[www.irishheart.ie](http://www.irishheart.ie)

CHY 5507



**Heart & Stroke Helpline**  
**1890 432 787**

This resource is supported by the Health Service Executive



Men like to get things done. Whether it's the hunter-gatherer instinct or how we are brought up, we have a clear logic and the need to achieve. Our brains like to make things fit. We like answers, to know the bottom line and understand how things work. That's why so many of us work in construction, as engineers or doctors, like doing D.I.Y. etc, keep a tight rein on the finances... and can be fixated with turning off the immersion!



Most of us have a competitive streak, especially around other men. And when we get together, we share jokes, follow sport and solve the problems of the world. But we rarely give airtime to the soft stuff – we never talk or even think about the fact that we men are pretty darn good at providing and caring for those near us. So why can't we do it for ourselves?

One standard line about men rings true, that we only go to the doctor if a limb is hanging off!

But our health is our wealth – a fact often not realised until we are ill. Taking steps now to look after ourselves reduces the risk of heart disease and stroke.

Our busy lives, with families to support, working hard and trying to keep a roof overhead can be made far more manageable if we pay a little bit of attention to taking care of ourselves. In the long run, being more active, adjusting our diets, drinking less alcohol and quitting smoking, even if only in small steps, can make a huge difference.

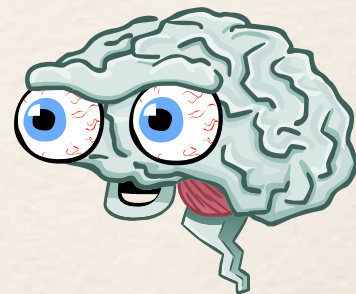
*This booklet is part of a nationwide campaign by the Irish Heart Foundation to raise awareness among men about the risks of cardiovascular disease, the leading cause of death among Irish men. Cardiovascular disease includes heart disease (leading mainly to heart attack) and stroke.*



"I'm having  
chest pains!"



"It's just  
indigestion"



## Your heart, your motor

Our hearts move us. That's not a line from a Celine Dion song, it's fact. The heart is a muscle, and this muscle pumps the oxygen and nutrients in our blood around the body to feed all our organs and cells and carry back waste for removal. That blood fuels our muscles and those muscles move our bodies.

So, yes, our hearts move us. Like any motor, the heart needs care. It needs to be fuelled properly and serviced regularly.





## Are you on the way to a Heart Attack?

Heart attack symptoms:

- Chest pain
- Upper body pain in the jaw, back, neck or arms
- Shortness of breath
- Sweating
- Nausea
- Light-headedness
- Loss of consciousness
- Weakness
- Tiredness

A heart attack happens when the build up of fatty substance (atheroma or plaque) on the coronary artery wall tears or breaks and a clot forms in the artery, blocking the blood supply to the heart. The risk of this happening increases as you get older, if you don't make a conscious effort to take care of your heart, and if there is a history of heart disease in the family.

The most common symptom of a heart attack in men is chest pain. This is usually a crushing or tight pain, which may move to your jaw or your arms, particularly on the left side. You may also feel short of breath, sweaty or sick. You may feel light-headed or lose consciousness. You may become anxious or very afraid. However 10 to 15 per cent of people who have a heart attack may not feel anything, they may just feel weak, tired or short of breath.



Cholesterol in the blood sticks to artery walls to form atheroma. This atheroma builds up and may block the artery.

"Listen, I'm trying to give you signs"



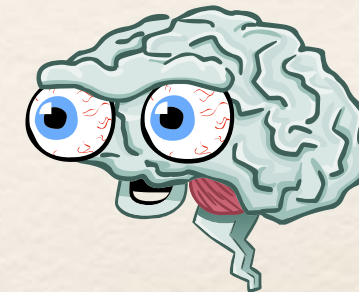
**If you think you are having a heart attack, call 999 immediately**

## Positive Steps

"I think we should get fitter, eat healthier"



"Leave the thinking to me"





## Positive steps

You can do a lot to reduce your chances of a heart attack.

### Be active.

Get out and do something that raises your pulse for at least 30 minutes, five days every week. You don't have to run ten miles at Olympic pace, a brisk walk or easy jog will do the job, as long as it's regular.

### Eat well.

Step away, at least most of the time, from the pizza and chips. Up the intake of fruit and vegetables and try to include some grains, like rice, in your diet. Fish is brilliant. Eat it twice a week – there are really tasty, and easy to prepare, fresh and frozen fish (without batter) available in all supermarkets these days.

### Watch the weight.

Be aware of your healthy range and try to stay within it.

### Cut out the fags.

After one year of quitting the risk of sudden death from heart attack is cut almost in half.

### Easy on the booze.

Try not to binge and keep under 21 standard drinks a week.

### De-stress.

Take time for yourself, your family and your friends.

### Get to know your GP.

Have your GP regularly check your blood pressure and cholesterol. Don't wait 'til it's too late!

### Know your family history.

Have your parents or close relatives had heart problems?

### Know the symptoms of a heart attack and how to respond.

(see page 5).

## Know your blood pressure

If your blood pressure is high it means your heart has to work extra hard to pump blood around your body.

You may be unaware that your blood pressure is high because you feel well and look well. But high blood pressure can lead to a heart attack or stroke. The only way to check your blood pressure is to have it measured by your doctor or a health professional. It's a straightforward procedure which only takes a minute, but it's important.

High blood pressure has numerous causes. It can be hereditary and tends to increase with age. In many people it is exacerbated by consuming too much salt, by obesity or being overweight, inactivity, excess drinking and smoking.

Two measurements will tell you your blood pressure levels: systolic - when the heart squeezes the blood out of the heart into the arteries and diastolic - when the heart relaxes to let the blood flow back into the heart. **A healthy blood pressure is a reading of 120 systolic over 80 diastolic or lower.**



If your blood pressure is borderline, that is a reading about 140 over 90, your GP will probably recommend you make some lifestyle changes and monitor the results.

### These changes can include:

- Increasing your level of physical activity
- Losing weight
- Quitting the cigarettes
- Eating more fruit and veg while cutting back on salt and processed foods
- Cutting down the pints

If you have a reading above 140 over 90, then your blood pressure is high and you may have to take medication, in addition to the lifestyle changes above, to lower your blood pressure.

See our 'Manage Your Blood Pressure' leaflet at [www.irishheart.ie](http://www.irishheart.ie)



## Stress - take control

The most worrying thing about stress is that, even when people all around us may notice we're a bit wired, we often don't see it ourselves. Stress has an immediate impact, in that it influences how we interact with our friends, family and colleagues, and it can also cause long-term problems to heart health so it's important to monitor stress levels.

### Stress check list

Are you?

- Short-tempered or irritable
- Eating irregularly
- Over-reacting to minor problems
- Forgetting things
- Feeling tired a lot of the time

If you're feeling any of the above it could be worth your while busting your stress levels.



## Stress and your health

The link between stress, heart disease and stroke is complex and not fully understood. If you feel stressed, your blood will produce more hormones. Although they are useful in small amounts, too many of these hormones, continuously and over time, can damage your arteries and may lead to high blood pressure. Over time if stress is not managed or resolved, it can lead to many other health issues including stomach problems; headaches; poor sleep patterns; neck and back pain and sexual difficulties.

Also, when life becomes pressurised, you are more likely to smoke more cigarettes, drink more caffeine, drink too much alcohol and be less physically active. All of these can contribute to heart disease and stroke, as well as to other health problems.

"A healthier you,  
helps you manage  
your stress"





## De-stress

*Be active. Go for a walk in a quiet space or take a cycle.*

Physical activity gets the endorphins, that is the 'happy hormones', flowing.

*Sleep more.*

Try to get to bed an hour earlier than usual and recharge.

*Check your diet.*

Cut down on salty, fatty snacks and increase fruit and veg in your diet.

*Cut down on the alcohol.*

It may give temporary relief at the time but the after effects can cause even more stress.

*Breathe.*

Not just for the hippies anymore. Take a break, go outside if possible and start breathing deeply.

*Talk.*

If you feel your stress levels are getting out of hand, tell your friends and family. It may help to go to a counsellor or psychotherapist and speak confidentially.

See our 'Manage Your Stress' leaflet at [www.irishheart.ie](http://www.irishheart.ie)



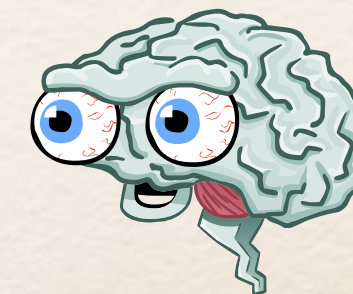
## Get moving – go for the sports pack

Working the body is as important as quitting smoking.

"We need to work on our six pack"



"Enjoy a six pack, more like!"





## Get moving

Inactivity is a major risk for heart attack and stroke. Your body is designed to be active on a regular basis.

### Pick something you like.

If walking is not for you, get on a bike or hit the pool. What you enjoy will keep you going.

### Don't overdo it!

We can be a competitive lot and we like to get results. If you are very inactive, try not to be over-ambitious at the start. Kick off with two short sessions (10 to 15 minutes) of activity a week, ideally at a moderate intensity. After a couple of weeks, gradually increase the sessions to four to five times a week and aim to increase the time as you get fitter.

### Remember to stretch.

Keeping yourself supple could avoid injury.

### Have a word with your GP.

If you are very overweight or obese and haven't been active for a while or have a pre-existing medical condition, have a word with your GP before you launch into an activity programme.

### If it hurts, STOP!

If it keeps hurting, anywhere, get it checked out.

## How much and how often

Aim to build up your level of activity to at least 30 minutes at a moderate intensity, 5 days a week.

Aerobic activities such as walking, running, swimming, biking and gym work are all heart healthy choices. Walking or cycling all or part of the way to work, the shops or the pub is a great way to build activity into your lifestyle.

If you have been very inactive, try to do at least 10 to 15 minutes twice a week and then gradually build up to 30 minutes of activity on 5 days a week.

Moderate intensity means you feel some effort, your heart rate and breathing increase, but you are not out of breath.

### To lose weight

Thirty minutes of moderate exercise burns about 200 calories. So to shift excess weight and to keep it off, you need to be active at a moderate intensity for a longer period.

The goal for weight loss is 60 to 75 minutes, of moderate intensity activity, on 5 days a week or more than 300 minutes over the whole week. This will take some time and determination to build into your routine. However, if you are fit and healthy enough you can be active at a more vigorous intensity for half the time of moderate intensity. You can also combine intensities, e.g. 25 minutes' jogging (vigorous) plus 20 minutes' gardening or brisk walking (moderate).

See our 'Be Active' leaflet at [www.irishheart.ie](http://www.irishheart.ie)

## The Benefits

Increasing the heart rate during activity triggers endorphins (happy hormones), in other words it gives you a buzz. Get up to levels of activity for at least 30 minutes a day, 5 days a week, and you'll feel some immediate benefits like being less stressed and having more energy.

Over time your heart will get stronger and circulation will improve. This will help protect you from heart attack and stroke. If you've already had a heart attack, being active will help your recovery.



## Steps to prevent a heart attack can also prevent a stroke

Taking steps to keep your heart healthy, also benefits arteries in the rest of the body too, including those going to the brain. The good news is that by taking steps to reduce your risk of heart attack, you also reduce your chance of stroke.

### What is a stroke?

A stroke, is a 'brain attack' and occurs when a blood vessel, which is carrying oxygen and nutrients to the brain, bursts or is blocked by a clot. This cuts off blood supply to part of the brain which can damage or destroy brain cells which, in turn, will affect how the body functions. For example, if a stroke damages the part of the brain that controls limb movement, a person may not be able to move an arm or leg. Some strokes affect the base of the brain and can cause problems with eating, breathing and moving. A stroke can also affect mental processes such as how people feel, think, communicate or learn.

### Know the signs of stroke and act FAST

**F**ACE: has their face fallen on one side? Can they smile?

**A**RM: Can they raise both arms and keep them there

**S**PEECH: Is their speech slurred?

**T**IME TO CALL 999: If you see any single one of these signs

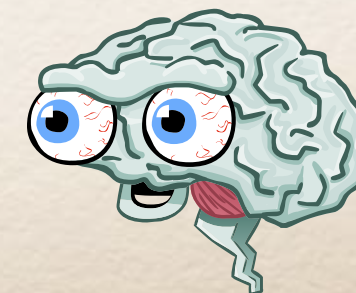
See [www.stroke.ie](http://www.stroke.ie) for more information

## Eat Well

Us men love our food. For heart health that can be very positive as what we eat has a major influence on our risk of heart attack, stroke and type 2 diabetes, as well as general health and well-being.



"No, you're just well rounded"





## Eat well

Healthy eating is about having a wide range of different foods. It's about balance - not too much fatty, sugary and salty snack foods and most importantly it's about how much we eat.

The key to healthy eating is to eat a wide variety of foods by combining the right amounts of several different types of foods – from each of the main food groups on the Food Pyramid. This will help ensure that your body gets all the nutrients it needs while maintaining a healthy weight.

*This means you should eat:*

- ☆ Some bread, rice, potatoes, pasta and other starchy foods – going for the wholegrain varieties whenever you can.
- ☆ Plenty of fruit and vegetables – at least 5 a day
- ☆ Some milk, cheese and yoghurt – preferably low fat versions
- ☆ Some meat, fish, eggs and beans
- ☆ Just a small amount of foods and drinks high in fat and/or sugar and not every day

You don't have to get the balance right at every meal, but try to get it right over a whole day or the week. Go for options that are lower in fat, salt and sugar whenever you can. If you're trying to lose some weight, see page 21 for tips.

*For more information on the Food Pyramid see our 'Healthy Eating' leaflet at [www.irishheart.ie](http://www.irishheart.ie)*

## Cholesterol

The body needs cholesterol to produce some hormones and to help digestion. Problems occur when we eat too many fatty foods – mostly these are high in saturated or animal fats. Saturated fats increase cholesterol levels which clog up the arteries and can lead to heart attack and stroke. High cholesterol can also be hereditary so check out your family history.

### For a healthy cholesterol

*Cut back on the fatty stuff.*

Put down the sausage roll and pick up a chicken sandwich on brown bread.

*Eat fruit and veg every day.*

Eat plenty of different coloured fruits and vegetables. Fruit makes a handy snack and is good for energy, as well as being sweet.

*Stop by the fish counter.*

Take home white fish (e.g. cod) and oily fish (e.g. mackerel). Try to have both types once a week, every week.



## On the go - healthy snacks

Fresh fruit e.g. banana, apple

Plain, unsalted popcorn

Plain biscuits

Low fat yogurt

Wholegrain breakfast cereal with low fat milk

Plain breadsticks or oatcakes

Wholegrain, nut or seed crackers with low fat cheese

Brown bread

Plain or brown scone

## Grabbing a sandwich

Brown, wholemeal or multigrain bread / rolls / baps

Low fat mayonnaise

When you choose a moist filling like coleslaw, skip the butter and mayonnaise

Low fat spread

Salads with low fat dressing

Dressing on the side

Low fat cheese, e.g. low fat cheddar, edam, gouda, mozzarella

## Hot food - eating out or at home

Sauces, gravy, dressings or toppings on the side

Grilled, oven baked, poached, or casseroled chicken, fish or lean meat dish – not fried

Baked, jacket or mashed potato (without added fat – e.g. butter or mayonnaise) or rice or pasta instead of fried potatoes or chips

Always try to add two portions of vegetables or salad

## Reduce your salt intake

Too much salt in the diet can raise your blood pressure. There is already a lot of salt in processed or manufactured food these days, so you may have reached the maximum recommended amount of a teaspoon (6 grams) daily before you even consider adding it to your meals.

### ★ Cook fresh.

If you make your own meals use fresh ingredients. This way you'll avoid salt in readymade and frozen meals, tinned vegetables and smoked or processed fish and meat.

### ★ Eat less salty snack foods.

Such as crisps and salted peanuts.

### ★ Season your food with pepper, garlic, herbs, lemon or spices - delicious!

See our 'Time to cut down on salt' leaflet at [www.irishheart.ie](http://www.irishheart.ie)



### DID YOU KNOW?

Your body needs only 4 grams of salt per day and you should consume no more than a teaspoon or 6 grams from all sources of food.



## Lighten the load

It's hard to believe, but 42% of men aged between 51-64 are obese and a further 44% overweight. In that age group, only 14% are at a healthy weight.

We slow down a little as we get older, but we keep eating and drinking the same amounts as we always did. Inevitably the waistline will slip out a little. And we think that's ok because most men we know are getting a little bigger too.

The problem is, carrying weight around your middle puts pressure on your heart and is a risk for heart disease. The good news is that it is never too late to make changes.



To shift some weight:  
Burn more fuel than  
you use!

You don't have to become Schwarzenegger or Balboa. But if you cut down the calories going in (e.g. by cutting out some of the high fat foods and/ or sugar) and increase the number going out (e.g. by walking or cycling instead of driving), you'll see some weight loss and feel more energetic in a few weeks.

### To lose weight:

Plan your meals and what you should eat.

Plan to lose weight gradually. Do not expect instant results.

Make small changes in your diet rather than drastic changes all at once.

Burn off the calories with exercise.

## Your five a day

Your mother wasn't joking when she nagged you to eat your veg. If possible, mix up the fruit and veg by eating a variety - different colours are a guide, so they don't become monotonous. At least five portions a day is your goal!

- ★ Throw raisins or chopped banana on your cereal in the morning.
- ★ Drink a glass of apple or orange juice when you're thirsty.
- ★ Try an apple or banana instead of a bar of chocolate when your energy drops.
- ★ Chuck extra vegetables in a curry or stew, these add to the taste and bulk it up.

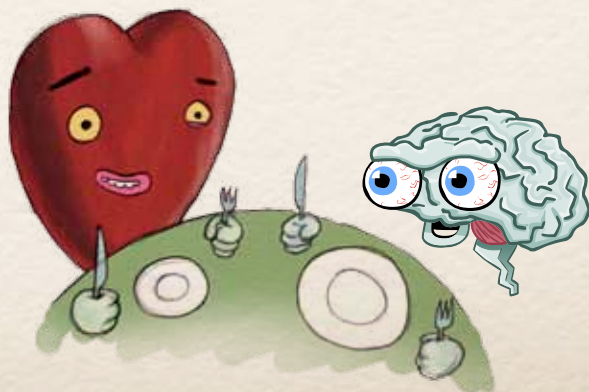




## Portion distortion

One of the best ways to lose weight and keep it off is to take note of your portion sizes at meal times.

You're not going to walk around a supermarket and note down the calorie content of your favourite foods, but at mealtimes, ask yourself do you need all the food on your plate? Often we eat as much as we do at a meal because we are used to that amount or expect it.



## Watch the fat

There are certain foods to avoid if at all possible. They may taste good, but they don't provide many nutrients, they clog the arteries like muck to a shovel and they are high in calories. Foods including processed meat products like meat pies and sausages, all deep fried takeaway food, hard cheese, butter and margarine, cakes and biscuits and cream.



If that looks like a list of your daily food, don't try to change it all at once. You might last a few days but you'll quickly go back to your old habits. Try making one change a day.



## Check if you are overweight

If you are overweight, it is where your body stores the extra fat that can affect your risk of heart disease. If the extra fat is stored around your waist, this is linked to a higher risk of heart disease, stroke, high blood pressure, diabetes and some cancers.

Use a measuring tape to measure your waist and check the table below, which outlines measurements for men from healthy to high risk of disease.

Healthy waist measurement	Less than 37 inches (94 centimetres)
Moderate risk	Between 37 and 40 inches ( 94 and 102 centimetres)
High risk	More than 40 inches (102 centimetres)

Checking your Body Mass Index (BMI) is another way to check if you are overweight.  
For more information *see our "Lose weight" leaflet at [www.irishheart.ie](http://www.irishheart.ie)*

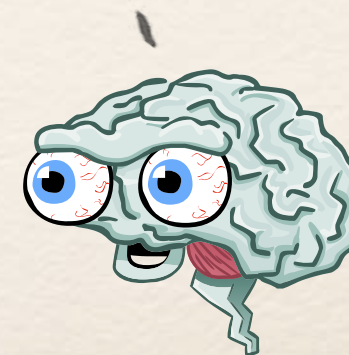
## Being Social

Enjoy a few drinks - not all at once. If you smoke, plan to quit now.

"I'm out of breath"



"I'll quit tomorrow"





## Kick the habit

Smoking is the single greatest killer in the modern world.

Through heart disease, stroke and lung cancer, smoking has been the cause of more deaths than both world wars combined. One in two smokers will die young. Quitting smoking is the single most important thing you can do to live longer and there is plenty of support out there to help you make that step:

- The Irish Heart Foundation Heart & Stroke Helpline, call 1890 432 787 or go to [www.irishheart.ie](http://www.irishheart.ie).
- The National Smokers' Quitline provides advice and support to help you stop smoking, call 1850 201 203 or go to [www.quit.ie](http://www.quit.ie).
- Your GP is a valuable source of advice and help on quitting, and can also prescribe medication to help you through.
- Your local HSE Health Promotion Team employs Smoking Cessation Officers who organise stop smoking clinics and provide advice to community groups. For more information see HSE offices on page 33.
- Your GP or pharmacist can also offer advice on nicotine replacement therapy (NRT) which is available in the form of gum, patches, inhalers and tablets.

### Why quit?

- Twenty minutes after you stop smoking, your blood pressure and pulse return to normal
- Within one day your risk of heart attack begins to fall
- After one year your risk of sudden death from heart attack is almost cut in half
- You will have more money in your pocket. If you smoke 20 a day you will save over €3,000 per year (€260 per month)

## What's in a cigarette

4,000 chemicals including;

Acetone  
(nail polish remover)

Butane  
(lighter fuel)

Cadmium  
(car battery fluid)

Methanol  
(rocket fuel)

Radon  
(radioactive gas)

Naphtalene  
(mothballs)

Ammonia  
(floor and toilet cleaner)

DDT  
(insecticide)

Polonium 210  
(radioactive fallout)

Hydrogen cyanide  
(used as a method of execution)

Sulphuric acid

Arsenic  
(poison)

Nicotine  
(drug)



### DID YOU KNOW?

Cigarettes also produce tar- a sticky brown substance that forms when tobacco cools.

This collects in the lungs and can cause cancer.



## Tips for quitting:

Set a date to quit smoking and stick to it.

Seek the support of family and friends.

Smoking is often linked to certain situations such as the first smoke in the morning, drinking coffee or alcohol. Replace these “triggers” with new activities. For example, if you always have a cigarette with a cup of coffee, switch to tea for a while.

If you have any withdrawal symptoms, these are positive signs that your body is recovering from the effects of tobacco. They usually disappear within a few weeks.

Cravings can occur often during the first few days after stopping. A craving only lasts 3 to 5 minutes.



### DID YOU KNOW?

Smoking affects your performance in the bedroom.

The 4Ds can really help you get through a craving:

- **Delay at least 3 to 5 minutes and the urge will pass**
- **Deep breaths. Breathe slowly and deeply.**
- **Drink a glass of water or fruit juice**
- **Distract yourself. Move away from the situation.**






Avoid snacking on chocolate bars and biscuits; try some fruit or chew sugar-free gum instead.

Reward yourself by spending some or all of the money you have saved not smoking.

## Alcohol

We live on an island where drinking alcohol is a national pastime and for many is an essential part of leisure and recreational activity. The thing is, problems arise from drinking as many of us enjoy a lot more than ‘the odd one’.

The recommended maximum amount for men to drink in any given week is 21 standard drinks, see diagram below for what is a standard drink (SD). That’s ten and a half pints of an average lager, or three bottles of wine or less if one of them happens to have a high alcohol level. Unfortunately, a lot of us fall into the category of drinking as if 21 standard drinks is what we should consume in one night, never mind a week.

	standard drinks
 1 Pint =	2
 Half a pint =	1
 Bottle of wine (750ml) =	7
 1 small glass of wine (100ml) =	1
 Spirits – pub single measure =	1



## Drinking too much affects your heart and health

Alcohol is high in calories and therefore contributes to weight gain.

Alcohol can affect triglycerides - a type of fat in your blood.

See our 'A healthy cholesterol' leaflet at [www.irishheart.ie](http://www.irishheart.ie)

Alcohol can increase blood pressure - a major risk for stroke.

Prolonged and excessive use can cause irreversible damage to our organs, particularly the liver.

**DID YOU KNOW?**  
6 or more standard drinks  
is binge drinking



## Lessen the effects of a boozier binge

If you do still want to enjoy alcohol, consider these few tips to ease the harmful effects:

★ **Walk to the pub and back.**

Beer is packed full of calories so try to burn some off.

★ **Drink water.**

This will keep you hydrated and also slow down the pace at which you drink.

★ **Drink after a meal, not before.**

The food will lessen the effect of alcohol. Also, you tend to eat more than you need after drinking.

★ **Switch from a strong beer to a regular or light beer.**

After that, try to have at least one alcohol-free day a week and ideally, build that up to two or three days a week. And it's less trauma on your body if you keep within the recommended amount of standard drinks and spread them over a few nights rather than blow them all in a single binge.



## Key contacts

### Irish Heart Foundation

4 Clyde Road  
Ballsbridge  
Dublin 4

Tel: 01 668 5001

### Cork Office

42 Penrose Wharf  
Penrose Quay  
Cork

Tel: 021 4505822

[www.irisheart.ie](http://www.irisheart.ie)

[www.stroke.ie](http://www.stroke.ie)

Heart & Stroke Helpline  
1890 432 787

[info@irisheart.ie](mailto:info@irisheart.ie)



### Your local HSE Health Promotion Office:

HSE Dublin Mid-Leinster:  
01 463 2800

HSE Dublin North East:  
046 907 6400

HSE South:  
021 492 1641

HSE West:  
091 548 321

### Men's Health Forum Ireland

Tel.: 046 928 0 44

[www.mhfi.org](http://www.mhfi.org)

### Men's Development Network

Tel.: 051 844 260/1

[www.mens-network.net](http://www.mens-network.net)

### Diabetes Federation of Ireland

Tel: 01 836 3022

Helpline: 1850 909 909

[www.diabetes.ie](http://www.diabetes.ie)

### National Smokers Quitline: 1850 201 203

### Useful websites:

[www.healthpromotion.ie](http://www.healthpromotion.ie)

[www.weigh2live.eu](http://www.weigh2live.eu)

[www.indi.ie](http://www.indi.ie)

[www.drinkaware.ie](http://www.drinkaware.ie)

[www.quit.ie](http://www.quit.ie)

[www.getirelandactive.ie](http://www.getirelandactive.ie)



## Please make a donation today

APP00246

If you found this booklet useful, please help us to continue to provide heart and stroke information by donating to our charity today. Over 90% of our funding comes from public and corporate donations. We depend on your goodwill and generosity to continue our work. You can make your donation today: **By post:** Irish Heart Foundation, 4 Clyde Road, Ballsbridge, Dublin 4. **Online:** [www.irisheart.ie](http://www.irisheart.ie) **By phone:** 01 668 5001

YES, I'd like to support the Irish Heart Foundation's goal to reduce death and disability from heart disease and stroke.

### CREDIT CARD/LASER (ONE-OFF)

Amount: ☐€25 ☐€50 ☐€150 ☐€250

Other \_\_\_\_\_ €

Card Number

Laser Only

Expiry Date: // Security Code:  \*\*

Signature: \_\_\_\_\_

Date: //

\*\* Last 3 digits on the signature strip on the reverse of your card.

Return to Irish Heart Foundation, Freepost, 4 Clyde Road, Ballsbridge, Dublin 4

### PERSONAL DETAILS

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Your support is important to us, please tell us how you would like to hear from our charity:

By post ☐ By email ☐ by phone ☐ I do not wish to receive further information ☐

Any personal information you provide will be held in accordance with the Data Protection Acts 1988 and 2003. The Irish Heart Foundation is committed to best practice in fundraising and adheres to the Statement of Guiding Principles for Fundraising promoting transparency, honesty and accountability.





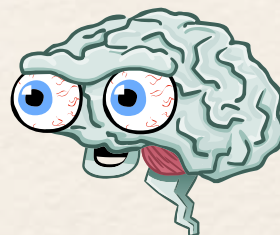
**IRISH HEART  
FOUNDATION**  
Fighting Heart Disease & Stroke

[www.irishheart.ie](http://www.irishheart.ie)

"I'm having  
chest pains!"



"It's just  
indigestion""



**Listen to your heart, not your head**

**Don't die of embarrassment**  
**Call 999** at the first sign of a heart attack