

“Heartfile”, National Heart Foundation of Pakistan

The logo for Heartfile, featuring the word "heartfile" in a stylized, orange, handwritten-style font.

AN OUTREACH MECHANISM FOR HEARTBEAT IN PAKISTAN

HeartBeat, an official publication of the World Heart Federation, has a circulation of some 12,000 copies, which are sent in bulk to all WHF member organisations (societies of cardiology and heart foundations) in 95 countries around the world. WHF encourages member foundations to expand the outreach of this publication, published in English and in Spanish, by reprinting items from *HeartBeat*, acknowledging the source but without the prior consent of the copyright owner. This ensures wider dissemination of *HeartBeat* material with no implications for the authors who have contributed material.

Heartfile, the National Heart Foundation of Pakistan (affiliated to the Pakistan Cardiac Society) has recently added a page entitled “HeartBeat Clippings” to its quar-

terly publication “Heartfile Newsletter”. This page features excerpts from *HeartBeat* and ensures their circulation to a much larger audience.

The Heartfile Newsletter is circulated to over 3000 physicians all over Pakistan, including those in remote rural areas. The newsletter provides a concise and customised update on cardiovascular medicine for physicians in Pakistan, and addresses preventive cardiovascular care as a priority. The newsletter features Heartfile highlights from the previous three months, as well as the Billboard, a pullout section intended for easy reference in clinical situations. A section on ProCOR brings recent items from the ProCOR website to health professionals’ attention. The newly added page “HeartBeat Clippings” is intended to

ensure that the latest happenings in preventive cardiovascular care are brought to the attention of physicians in far-flung areas of Pakistan, with the aim of creating awareness and stepping up preventive activities to meet the impending global challenge of cardiovascular disease.

Heartfile is a non-profit-making organisation fighting preventable cardiovascular disease in Pakistan, whose activities could be emulated by other developing countries. Using a comprehensive, community-based preventive approach, Heartfile focuses on community-wide health promotion employing the national print and electronic media, and has recently expanded its grass-roots campaigns in rural areas. Heartfile is active in advocacy and research and has undertaken major initiatives for the education of health professionals. With a variety of strategic partnerships, Heartfile is rapidly becoming the driving force behind a nationwide public health initiative to curb the rising epidemic of cardiovascular disease in Pakistan.

Dr Sania Nishtar, President, Heartfile ♥