

# A GLOBAL CHOLESTEROL ACTION PLAN

## ACTIVATING CHANGE TO REDUCE THE IMPACT OF UNHEALTHY CHOLESTEROL LEVELS

A main risk factor for atherosclerotic cardiovascular disease (ASCVD) which leads to heart attacks and stroke is elevated LDL-C (low density lipoprotein cholesterol), known as “bad cholesterol”. LDL-C is a critical modifiable risk factor. Although for some, elevated LDL-C is a result of an inherited genetic condition called familial hypercholesterolemia or FH.

Working with patient community partners across the globe, the Global Heart Hub has set goals and actions to ensure unhealthy cholesterol levels are addressed as a public health priority.

### GOAL #



#### BUILD ALLIANCES

**Create country or regional intersectoral alliances to address the urgent need to reduce cholesterol-related ASCVD risk**

#### ACTIONS:

- Identify a lead organization to champion the creation of regional or country multistakeholder alliances to move the needle on unhealthy cholesterol levels, the underlying cause of 85% of cardiovascular deaths
- Create country-level or regional alliances or movements that bring together patient organizations, healthcare professionals and other non-traditional stakeholders who are motivated to mobilize streamlined, integrated action
- Develop strategies to secure resources from various sources to support the multistakeholder alliances to implement advocacy and awareness activities to advance alliance goals

### GOAL #



#### RAISE PUBLIC AWARENESS

**Improve public understanding of the serious risks of unhealthy cholesterol levels**

#### ACTIONS:

- Collect regional/country data to frame the scale of the unhealthy cholesterol problem and the burden on health care systems
- Develop powerful messages to explain how unhealthy cholesterol levels present a significant health threat that unknowingly puts people at risk of heart attack, stroke or premature death and are a major driver of ASCVD
- Disseminate evidence-based messages to create public awareness of this growing health issue, the serious risks and urgent need to address unhealthy cholesterol levels and to give a voice to the people who are at risk

### GOAL #



#### ACTIVATE ALLIANCES

**Mobilize alliances to roll out integrated advocacy**

#### ACTIONS:

- Implement training sessions to build advocacy skills for alliance members
- Package global and regional evidence to demonstrate the relevance of cholesterol to the burden of ASCVD and the urgent need to improve unhealthy cholesterol levels
- Present a call to action to governments and other stakeholders to prioritize and address unhealthy cholesterol levels as a public health priority
- Urge governments and other stakeholders to collaborate with the alliance and cardiovascular communities to address this large-scale health care system challenge and improve health outcomes

### GOAL #



#### IMPROVE HIGH CHOLESTEROL DETECTION AND MANAGEMENT

**Encourage implementation of approaches to reduce gaps in cholesterol testing and treatment**

#### ACTIONS:

- Identify regional/country level barriers to reducing modifiable cholesterol-related ASCVD-risk
- Activate governments and policy makers to develop, build on or support existing strategies to improve high cholesterol detection and treatment
- Enable best practice-sharing to optimize regional / country level cholesterol testing and treatment approaches