



مجموعة أرزان المالية
للمويل والاستثمار ش.م.ك.ع.



مجموعة أرزان المالية
للتداول والاستثمار ش.م.ك.ع.

HEROES FOR
HEARTS

IN ALLIANCE WITH RED CROSS



heroes
for hearts

20 MINUTES | LET'S SAVE A LIFE



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WHY IS THIS IMPORTANT?

- **42% of all deaths in Kuwait are due to cardiovascular disease**
- **An estimated less than 1%** of the population in Kuwait is aware of bystander CPR
- The average age of a heart attack in Kuwait is **10 years younger** than the global average
- Cardiovascular disease is the **leading cause of death** in the world



- **383,000** out-of-hospital cardiac arrests occur annually in USA, and **88% of cardiac arrests happen at home**
- **17 million** people die of cardiovascular disease each year, most to heart attacks & strokes
- **12,000** children ages 14 and younger are treated for choking on food each year
- Effective bystander CPR provided immediately after sudden cardiac arrest can **double or triple** a victim's chance of survival



To empower, prepare & better equip the Kuwaiti community to deal with any situation in which Cardiopulmonary Resuscitation (CPR) skills are required.



To be the number one sought and established organization within Kuwait in empowering its community members with life-saving skills such as CPR, to raise awareness about lifestyle choices and to prove that everyone can make a positive difference and impact in the community.