

The AF Turnaround Campaign has been initiated and funded by an Alliance between Bristol-Myers Squibb Pharmaceuticals Ltd and Pfizer Ltd (the BMS-Pfizer Alliance), working in partnership with the AF Association, Anticoagulation UK, and Arrhythmia Alliance. A Steering Committee of expert healthcare professionals have been involved in its development. As part of the funding for the campaign, the BMS-Pfizer Alliance has paid participants for their time and expenses related to the campaign.

# SUPPORTING CHANGE TO PREVENT AF-RELATED STROKE



## ABOUT ATRIAL FIBRILLATION IN THE UK

Atrial fibrillation (AF) is the most common heart rhythm abnormality in the UK.<sup>1</sup>



It affects around **1.4 million people** in England.<sup>2,3</sup>

50,000 people =



The prevalence of AF increases with age.<sup>4,5</sup>

**UP TO 1.8m**

people in the UK are projected to have AF by **2060**.<sup>6</sup>

## STROKE AND AF



AF is associated with a five-fold increased risk of stroke compared to people who do not have AF.<sup>7</sup>



Ten AF patients in the UK within the next four hours will suffer a stroke.<sup>8</sup>

Approximately **25%** of stroke patients in AF die within **30 days**.<sup>9</sup>

AF patients have...



greater disability



more severe strokes



longer hospital stays



a lower rate of discharge to their own homes

...compared with people without AF who develop a stroke.<sup>10</sup>

## PREVENTING AF-RELATED STROKE

Historically, using aspirin on its own for stroke prevention was recommended for some people with AF.<sup>11</sup>

However, in **June 2014 NICE published Clinical Guideline CG180** on management of AF **recommending anticoagulation** (blood-thinning treatment) with an oral anticoagulant for AF-related stroke prevention.

The NICE guideline **advises against aspirin on its own to prevent stroke**.<sup>12</sup>

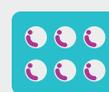
National data of stroke services in 2017 found that:<sup>13</sup>



**Almost one-fifth** of stroke patients are in AF on admission



**Over 40%** (43.5%) of these patients **are not taking an anticoagulant**



**16%** are **taking antiplatelet drugs only** (drugs that prevent blood clotting), such as aspirin



Implementing CG180 may result in approximately **10,000 fewer strokes per year** in people with AF.<sup>14</sup>

**AF Turnaround** has been developed by a group of expert healthcare professionals and patient advocates to **support change in order to prevent AF-related strokes**, in line with NICE Clinical Guideline 180.

For more information, visit the campaign website at [www.AFTurnaround.co.uk](http://www.AFTurnaround.co.uk).

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Anticoagulation UK



Bristol-Myers Squibb

