



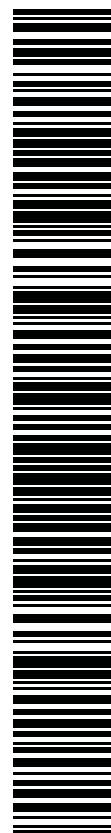
British Heart
Foundation
Cymru

Wales prescription for a 25% reduction in premature CVD deaths by 2035

Wales' Hearts Need More

Diagnosis: Lost decade of progress

- Cardiovascular disease (CVD) remains a leading cause of death in Wales each year but momentum in tackling CVD has stalled since the mid-2010s.
- The under-75 death rate from CVD is still higher than before the pandemic, and in 2024, it was 17% higher in Wales than in England.¹
- Wales' survival rate for out-of-hospital cardiac arrests is just 1 in 20, in comparison to 1 in 10 in England and Scotland.²



Treatment Plan/Cynllun Triniaeth:

We cannot let Wales fall behind on heart health. BHF Cymru is calling on all political parties to include a clear commitment in their manifesto to reduce premature deaths from CVD by 25% over the next decade – bringing Wales in line with the UK Government target and BHF ambition. If this target is achieved, BHF estimates that around 800 lives could be saved in 2035 alone.³

To achieve this 25% target by 2035, Wales' Hearts Need More:



1. Prevention

To stop cardiovascular disease before it starts



2. Care

To ensure everyone with cardiovascular disease has access to timely, equitable and person-centred care



3. Insight

To strengthen cardiovascular data for better patient outcomes

BHF-CYMRU-CAMPAIGN-CALLS

Signature of Prescriber/Llofnod y Presgripsiynydd

British Heart Foundation Cymru

Prescription Duration
Hyd y Presgripsiwn

2035 (10 years)



Please see overleaf for prescription details



1. Prevention

To stop cardiovascular disease before it starts

The Wales CVD Prevention Plan was published in September 2025 and targets clinical high-risk conditions: atrial fibrillation, high blood pressure, high cholesterol, and diabetes. It aims to raise awareness of CVD risk, support early identification of high-risk conditions, and improve management and support following a diagnosis. The plan also takes a wider approach to preventing ill-health and promoting wellness and highlights the need for healthier, more active lifestyles. The ambitions of the plan are promising, but we must now see it fully funded with an allocated CVD prevention budget, driven by bold political leadership, and upheld by transparent governance to ensure delivery and impact.



2. Care

To ensure everyone with cardiovascular disease has access to timely, equitable and person-centred care

We must see a nationally recognised framework that sets out clear expectations, standards and accountability for cardiovascular care to ensure improved patient outcomes. Whether the Quality Statement for Heart Conditions is refreshed and strengthened, or replaced, a structure must be maintained beyond the next Senedd election. To ensure consistent, joined up and innovative delivery of such a framework across Welsh health boards, a **cardiac clinical leadership group, led by a Cardiac Clinical Lead, is essential**. A Cardiac Clinical Lead role provides the opportunity for national oversight of the cardiac workforce, from detection and diagnosis to treatment and cardiac rehabilitation, to ensure healthcare professionals are fully equipped and supported.



3. Insight

To strengthen cardiovascular data for better patient outcomes

To better prevent premature CVD deaths, we must first understand where and why they are happening. Yet significant data gaps in Wales limit our ability to identify areas for improvement and save more lives. Currently, we do not know whether high-risk conditions like high blood pressure are being effectively treated in primary care, nor do we know how many out-of-hospital cardiac arrests (OHCA) occur, where and when they happen, or when bystander CPR or defibrillation are involved. Without this fundamental information, we cannot help to prevent future cardiac events like stroke and heart attack, nor can we challenge or improve Wales' OHCA survival rates. To change this, **we need a national primary care database which automatically collates data on the prevalence, management and treatment of high-risk CVD conditions, alongside the delivery of an OHCA registry for Wales**. These data will enable more effective care pathways and better targeting of resources to reduce avoidable deaths in Wales.

For more information, email edwardsb@bhf.org.uk

References

1. BHF 2025 analysis of ONS 2024 mortality data.
2. BHF Cymru, 2025. BHF Statistics Factsheet.
3. BHF 2025 projections using ONS mortality & population forecast data analysis.