



Press Brief

Launch of 'Hiyvarugadha' Campaign and Marking World Restart a Heart Day 2026

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About World Restart a Heart Day 2026

World Restart A Heart was launched in 2018 by the International Liaison Committee on Resuscitation (ILCOR), and is now marked in countries around the world by resuscitation councils, Red Cross and Red Crescent National Societies, health services, CSO's and communities. The day raises awareness of cardiac arrest, when the heart suddenly stops beating, and of the vital role that ordinary people can play before emergency services arrive.

Its global message is simple: **two hands can save a life**. Each year, the day is marked with public CPR demonstrations, mass training sessions and awareness campaigns to encourage more people to learn and use CPR. ILCOR estimates that if more bystanders started CPR and used a defibrillator before help arrived, up to **200,000 more lives** could be saved worldwide every year.

In the Maldives, cardiovascular disease causes about one in three deaths, and around a third of adults live with high blood pressure. With communities spread across many islands, emergency help can take time to arrive, whether through the busy streets of Greater Malé or across the sea to a remote island. In those first critical minutes, the people nearby are often the only ones who can act.

This year, the Maldivian Red Crescent (MRC) and Tiny Hearts of Maldives (THM) marked World Restart a Heart Day together, building on their ongoing partnership in heart health and first aid. Bringing together MRC's first aid expertise and community reach with THM's long-standing work in heart health, the two organisations used the day to launch "**Hiyvarugadha**" campaign. It is a joint campaign to help people across the Maldives care for their hearts and be ready to save a life.

The Hiyvarugadha Campaign

Developed jointly by MRC and THM over the past year, **Hiyvarugadha** ("strong heart") is a campaign for heart health and life-saving action. Its core message and tagline is "**Strong Heart, Ready Hands**", and its vision is *a heart-healthy Maldives, where anyone can save a life*. The campaign was officially launched by MRC President Mr Ali Nashid and the founders of Tiny Hearts of Maldives, Ms Hishmath Faiz and Mr Ali Muaz.

Campaign Pillars

- **Know Your Heart:** heart health awareness, early detection and advocacy.
- **Learn to Act:** building communities ready to give CPR, through awareness, training and practice.
- **Heart-Ready Communities:** bringing awareness and skills together, with access to AEDs and no one left behind.

The three pillars bring together the strengths of both organisations: MRC's first aid expertise and volunteer network, and THM's long-standing work in heart health. Under these pillars, MRC and THM

will plan and deliver activities together, from awareness and screening to CPR training and community readiness, building on the campaign year by year.

Hiyvarugadha is open to collaboration. MRC and THM welcome government institutions, health services, schools, workplaces, the private sector and community groups to partner on any of the pillars. Both organisations encourage everyone to take part: learn CPR, share the message, and help build heart-ready communities across the Maldives.

Other Key Highlights from the event

In addition to the campaign launch, the programme featured awareness and practical sessions, concluding with the special launch of the Dhivehi CPR Playlist.

CPR Awareness and Demonstration

Volunteers of the Maldivian Red Crescent performed a short skit showing how to respond when someone collapses. It covered checking the scene and the person, calling for help, starting hands-only CPR and using an AED until help arrives. The skit showed that every second counts in a cardiac arrest, and that anyone, with a few simple steps, can make the difference between life and death.

Heart Health Awareness

Tiny Hearts of Maldives led a short session on looking after heart health and recognising the warning signs of a heart emergency, a reminder that *a strong heart starts with knowing it*.

Special Launch of the Dhivehi CPR Playlist

During the event, MRC and Tiny Hearts of Maldives launched the **Dhivehi CPR Playlist**, a collection of local songs that match the recommended CPR rhythm of **100 to 120 beats per minute**. Similar to CPR playlists used around the world, it aims to become a resource using familiar Dhivehi music to help people remember the right pace for chest compressions. It can also be used in trainings, community drills and public events.

The playlist features music by the late **Mezzo Mohamed**, one of the Maldives' most beloved artists, who passed away following a stroke. The first three songs on the playlist are his: **"Roanu Ehdhuru"**, **"Akiri Dhemey"** and **"Masthu"**. His family kindly gave permission for his songs to be used for this cause. They shared that it is deeply meaningful to see his music, which has been part of so many people's lives, now help save lives. Having experienced the loss of a loved one to a sudden health emergency, the family hopes his songs will encourage more people to learn CPR and carry his legacy forward through life-saving action.

MRC and THM hope that more Maldivian artists will contribute their music, so the playlist can grow over time. The public is also invited to suggest songs with the right beat at firstaid@redcrescent.org.mv or info@tinyheartsofmaldives.org.

The playlist is currently available on YouTube: <https://www.youtube.com/playlist?list=PLBRWe2u03DhE>



About the Partners

Maldivian Red Crescent (MRC) is an independent, voluntary humanitarian organisation. It was established under the Maldivian Red Crescent Law (Law No. 7/2009) and is auxiliary to the public authorities in the humanitarian field. MRC became the 187th member of the International Federation of Red Cross and Red Crescent Societies (IFRC) in 2011, and is part of the world's largest humanitarian network. Through its volunteers and branches across the atolls, MRC works in disaster risk management and emergency response, first aid, health and psychosocial support, youth and volunteer engagement and other broader humanitarian work. www.redcrescent.org.mv

Tiny Hearts of Maldives (THM) is a nationally recognised NGO founded in 2009. It is dedicated to saving and improving the lives of children with congenital and cardiovascular conditions. Its work includes support for life-saving heart surgeries and family care, national heart screening camps, community-based cardiac rehabilitation, and heart health awareness in schools and communities. www.tinyheartsofmaldives.org

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