

Heart health campaign sets heart beat to music



Hosted by leading retail and leisure company [Majid Al Futtaim](#), the Feel the Beat health awareness campaign is running in Bahrain, Egypt, Lebanon, Oman and the United Arab Emirates (UAE). The campaign provides free general wellness checks for women at malls in each country with a focus on cardiovascular health. Run in partnership with the UAE Ministry of Health and City Centre Clinic, the campaign seeks to raise awareness and prevent future illness.

Visitors to each participating mall can check their blood pressure, blood sugar and body mass index. A small selection of malls will also offer a free, bespoke soundtrack for each visitor that combines a recording of the individual's heartbeat with a tune selected by a resident DJ.

Public health campaigns are increasingly turning to design and technology to raise awareness. In Thailand, [a plate reduces calorie intake](#) by absorbing excess oil. In Brazil, [a new billboard design traps mosquitos](#), reducing the spread of the Zika virus. How else could health teams use technology to promote prevention?

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