



## Running a Heart Health Check promotion in your practice 5 simple steps to success

0	What are your goals and measures of success?  How many people are you targeting? What would you consider a success? Can this contribute to a PIP QI activity? Does your activity meet accreditation QI standards?
2	Who will be involved?  Identify roles and responsibilities.  Appoint a champion.
3	<ul> <li>What kind of promotion?</li> <li>Use patient data to identify your most appropriate target group.</li> <li>Partner with another health care provider or collaborate with your PHN.</li> <li>Link the Heart Health Check activity to the PIP QI.</li> </ul>
4	<ul> <li>When will it be?</li> <li>Choose a day and time that best suits your patient group.</li> <li>Link to heart health related campaigns.</li> <li>Coordinate with other relevant clinics e.g. flu vaccination.</li> </ul>
5	How will you promote it?  Invite eligible patients via phone, letter, email or SMS.  Advertise on your practice website and phone on-hold message system.  Advertise locally through newsletters, social media or community radio stations.  Provide information in your waiting room.  Partner with local primary health care providers.
	Tip: Personalising invitations from a patient's regular health provider may improve participation in a Heart Health Check.



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