



MyHeart MyLife.♥

2024 Supporter Kit



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Dear colleagues,

Thank you for supporting the Heart Foundation's new MyHeart MyLife patient support program. The program aims to improve the heart health and quality of life of adults living with heart disease in Australia.

Nearly 600,000 Australians are living with coronary heart disease, and we know that over 55,000 people are hospitalised with a heart attack each year. This means that thousands of Australians are managing a complex, chronic condition while also navigating the challenges of everyday life.

Amongst the **practicalities of recovery** – new medicines to manage, multiple appointments to attend and adjustments to their daily routine – people need **information and support** to assist with both their physical and mental recovery. More importantly, they need this advice and guidance in a format and at a time and pace that suits them. For many people, this may be some time after hospital discharge. Attention to their **mental health and wellbeing**, including how to access specialist services, is of particular importance, as we know the risk of depression and anxiety following a heart disease diagnosis is high.

The MyHeart MyLife patient support program has been designed to improve the **physical and emotional health and wellbeing** of people living with coronary heart disease and to **complement the clinical care** provided to them across their heart health journey.

Informed by a comprehensive needs assessment, including a published literature review and qualitative interviews with patients, carers and healthcare professionals, the free, evidence-based digital program aims to **improve peoples' understanding of heart disease and empower them to better manage their condition.**

We've utilised a combination of strategies to deliver tailored support. This includes an interactive online dashboard, supportive text messages and emails, complementary patient resources and access to an online peer support community.

To help you spread the word about MyHeart MyLife with your networks and patients, we have developed this comprehensive pack that includes promotional material to share across social media and other communication channels.

Together we can help more Australians living with heart disease enjoy healthier, happier lives.

Best wishes



David Lloyd
CEO, National Heart Foundation of Australia



About MyHeart MyLife

MyHeart MyLife is the Heart Foundation's patient support program for people living with coronary heart disease and their carers.

Following an **extensive redesign process**, the new MyHeart MyLife program aims to improve the physical and emotional health and wellbeing of people with heart disease.

Designed to complement clinical care, the program can help improve peoples' understanding of of heart disease and empower them to better manage their condition.

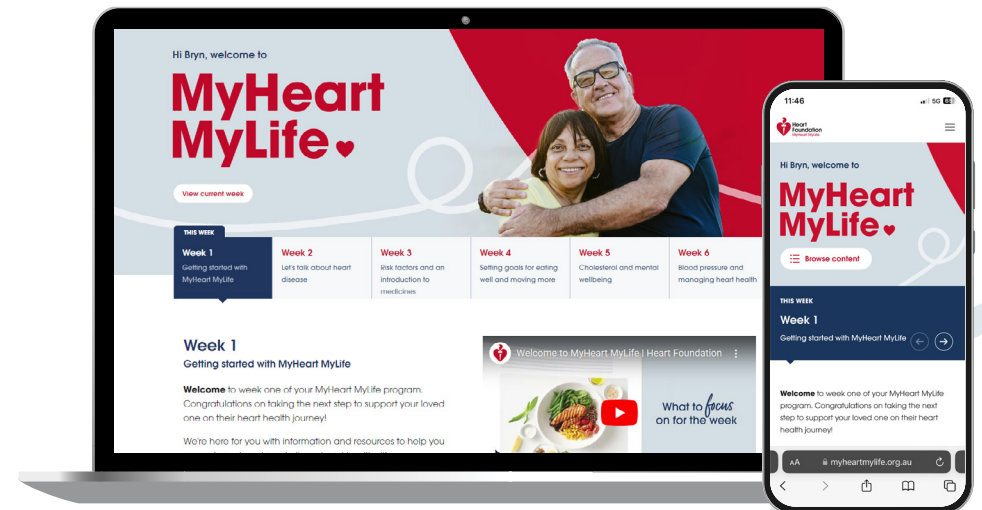
Delivered over 12 weeks, key features of the program include:

- an **interactive online dashboard** with bite-sized articles and short videos
- **supportive text messages and emails** to motivate and inspire
- **peer support** through the MyHeart MyLife online support community.

The program caters to specific needs with **tailored journeys** for individuals recently diagnosed, those who have been living with heart disease for some time, carers, and those residing in rural and remote areas of Australia.

We're encouraging people with coronary heart disease, and their carers, to join the free program.

We're also supporting healthcare professionals to refer their patients to the program, which aims to **bridge the gap** between hospital, general practice and outpatient appointments, and cardiac rehabilitation.



Learn more about the program's key features and how it works

How did we tailor for rural and remote areas?

- The **Heart of the Community** project investigated the unique needs and preferences of priority rural and remote regions in QLD, the NT, and NSW where rates of coronary heart disease hospitalisations are disproportionately high compared with other areas in Australia.
- An extensive needs assessment and co-design process were used to inform the project, which aims to improve the physical and psychosocial health and wellbeing of people living with coronary heart disease in **rural and remote Australia**.
- The insights gained from the Heart of Community project were used to design a tailored journey within the MyHeart MyLife program, providing information and resources specifically for people living in rural and remote parts of Australia.
- A suite of printed resources on key health topics has also been developed for healthcare professionals working in rural and remote areas to complement and enhance their patient education.

[Order resource pack](#)



The Heart of the Community project was developed with funding received from the Australian Government Department of Health and Aged Care.

MyHeart MyLife resources for your organisation

Order or download the range of companion resources for healthcare professionals to use to **educate their patients** and **refer them to the program**.

Order resources from the Heartshop

 **Patient flyer** – Information about the program and living well with heart disease

 **Resource pack** – Tailored for patients living in rural and remote Australia

Download patient education resources

 **Patient education resources**

Medicines management:

My medicines tracker

My medicines list

Getting on top of your medicines

Heart anatomy:

Your heart explained

[Find out more](#)

Getting on top of your medicines

Medicines help with your recovery and your overall heart health.

The medicines you are prescribed will depend on your heart condition. It's normal to take more than one type of medicine, with each medicine helping your heart in a different way. You might also need to take medicines for a long time. It's important to take your medicines as instructed by your doctor or pharmacist. Even if you're feeling better, never stop taking your medicines or change how much you're taking unless your doctor tells you to.

Understanding and accessing your medicines

Below are some tips to help you better understand your medicines, how to access them and where you can ask for help.

- Make a list of the health services closest to you where you can get your medicines and ask questions about them. This could be your GP clinic, pharmacy, hospital or community health centre.
- Always carry a list of your medicines with you. You can keep it in your wallet or on your phone.
- Before your next healthcare appointment, write down any questions you want to ask about your medicines such as how and when to take them, possible side effects, or what to do if you miss a dose.
- If you are having problems taking on top of your medicines, ask your doctor or pharmacist for assistance - they are there to help.
- Split your scripts early and make sure you always have enough supply to last until your next appointment. Some medicines can now be dispensed in larger quantities, meaning you don't need to fill your script so often.
- Use Telehealth to discuss your medicines, get a new prescription, or request a medicines review.

Join today and live well with heart disease. Scan the QR code or visit myheartmylife.org.au

Navigating life after a heart event?

No matter where you live or where you are on your recovery journey, MyHeart MyLife supports people living in rural and remote Australia to live well with heart disease.

A free 12-week program that will support you to:

- better understand your heart condition
- learn how to look after your heart health
- connect with people across Australia who are on a similar journey
- stay motivated via tailored text messages, emails, videos and articles

Join MyHeart MyLife today to live well with heart disease

Scan the QR code or visit myheartmylife.org.au

What happened to my heart?

Your heart is a muscle that pumps oxygen-rich blood around your body. Like any muscle, the heart needs its own blood supply. The blood vessels that supply blood to the heart are called coronary arteries. These arteries sit on the heart's surface. Coronary heart disease is a condition where fatty material called plaque builds up inside the coronary arteries. Coronary heart disease is the most common cause of angina and heart attacks.

Ask your doctor or other healthcare professional to label the parts of your heart where the blood flow was affected or where stents were inserted.

Living with heart disease? We're here for you. Join MyHeart MyLife today for information and support. myheartmylife.org.au

Heart-healthy eating

Healthy eating is an important part of your recovery and can help reduce your risk of future heart problems. Depending on where you live in rural or remote Australia, accessing fresh and affordable heart-healthy food can sometimes be challenging. However, there are still plenty of ways to eat well and support your heart health.

Top tips for healthy eating in rural and remote Australia

- Fill half your plate with a variety of colourful vegetables and fruits.
 - Support your local farmers by buying fresh seasonal produce from markets and roadside stalls.
 - When fresh isn't available, use frozen or no added salt/reduced salt canned foods and still get the health benefits.
- Replace white bread and rice with wholegrain and seeded bread, brown rice, and high-fibre cereals.
 - Prefer unseeded bread to seeded to avoid it stalling the.
- Aim for 2-3 servings of fish a week.
 - For easy, healthy, and budget-friendly meals, buy cans of tuna and salmon in spring water or oil. This is a great alternative to buying fresh fish.
- Reduce the amount of red meat you eat.
 - Limit red meat to 1-2 meals a week. Instead opt for healthy proteins such as legumes, tofu, and seeds with smaller amounts of lean chicken and eggs.
- Limit processed foods like chocolate, biscuits, pizza, and fast food.
 - Cook and freeze meals to rehearse on a quick, easy, and healthy alternative to buying takeaways.

What should my plate look like?

Scan me or visit myheartmylife.org.au to join your personalised MyHeart MyLife program.

The program was developed with funding provided from the Australian Government Department of Health and Aged Care.

Example resources

What you can do to help

Access a suite of tools and assets to help spread the word.

Promote the MyHeart MyLife program to help people living with heart disease, and their carers, to access relevant heart health information and support.

 [MyHeart MyLife promotional video](#)

Promotional resources:

[For people living with heart disease/carers](#)

[For people living in rural and remote Australia](#)

[For healthcare professionals](#)

Tip:

Like and share our social media content.

[Follow us](#)

Creative assets

People living or caring for someone with heart disease

Share these images via your social media, eNewsletter and other digital media to promote the new MyHeart MyLife patient support program to people living or caring for someone with heart disease.

Use the short or long form copy on the following page to help spread the word.



Download banner 1



Download banner 2



Download file 1



Download file 2

Short-form copy

e.g. social media posts

Being diagnosed with heart disease is a life-changing experience. It's normal to feel worried, confused or overwhelmed at times.

The Heart Foundation's MyHeart MyLife digital support program can help. It's a free online program for people living with heart disease and their carers. Over 12 weeks, you'll receive bite-sized articles, videos, text messages and emails tailored to your needs, plus access to our online support community.

Join MyHeart MyLife today – your next step towards living well with heart disease.

myheartmylife.org.au

Long-form copy

e.g. eNewsletter, website, emails to your network

Are you living with heart disease or caring for someone who is? It's normal to feel worried, confused or overwhelmed at times.

The Heart Foundation's MyHeart MyLife digital support program can help. By joining, you'll have access to heart health information, expert guidance and practical tips tailored to your needs.

Delivered over 12 weeks, you'll receive:

- access to an online dashboard with bite-sized articles and short videos
- supportive text messages and emails to motivate and inspire
- access to the MyHeart MyLife online peer support community, where you can connect with others on a similar journey to you.

The free program covers a range of topics, from forming heart-healthy habits and looking after your mental health and wellbeing, to managing your medicines.

MyHeart MyLife is here for you. Join the program today to help you on your journey to a healthier, happier life.

myheartmylife.org.au

Creative assets

People living with heart disease (or caring for someone who is) in rural and remote parts of Australia

Share these images via your social media, eNewsletter and other digital media to promote the new MyHeart MyLife patient support program to people living with heart disease (or caring for someone who is) in rural and remote parts of Australia. Find short- and long-form copy on the following page to help spread the word.



Download banner 1



Download banner 2



Download file 1



Download file 2

Short-form copy

e.g. social media posts

Are you living with heart disease in a rural or remote part of Australia? We understand the unique challenges you might face. It's normal to feel worried, confused or overwhelmed at times.

The Heart Foundation's MyHeart MyLife digital support program can help. It's a free online program for people living with heart disease and their carers.

Over 12 weeks, you'll receive bite-sized articles, videos, text messages and emails tailored to your needs, plus access to our online support community.

MyHeart MyLife is here for you, wherever you are. Join the program today at myheartmylife.org.au

Long-form copy

e.g. eNewsletter, website, emails to your network

Are you living with heart disease in a rural or remote part of Australia? We understand the unique challenges you might face. It's normal to feel worried, confused or overwhelmed at times.

The Heart Foundation's MyHeart MyLife digital support program can help, with heart health information, expert guidance and practical tips tailored to your needs.

By joining the free program, you'll receive:

- access to an online dashboard with bite-sized articles and short videos
- supportive text messages and emails to motivate and inspire
- access to the MyHeart MyLife online support community, where you can connect with others on a similar journey to you.

Over 12 weeks, the program covers a range of topics, from forming heart-healthy habits and looking after your mental health and wellbeing, to managing your medicines.

MyHeart MyLife is here for you, wherever you are. Join the program today at myheartmylife.org.au

Creative assets

Healthcare professional networks

Share these images via your social media, eNewsletter and other digital media to promote the new MyHeart MyLife patient support program to your healthcare professional networks. Find short- and long-form copy on the following page to help spread the word.



Download banner 1



Download banner 2



Download file 1



Download file 2

Short-form copy

e.g. social media posts

A heart attack is a life-changing experience that can affect a patient's quality of life. Patients who have had a heart attack or have been diagnosed with a heart condition are also at increased risk of depression and anxiety.

The Heart Foundation's MyHeart MyLife digital patient support program can help. Designed to complement the clinical care you provide, MyHeart MyLife can help patients to better manage their condition and look after their mental health and wellbeing.

Recommend the free MyHeart MyLife program to your patients today.

myheartmylife.org.au

Long-form copy

e.g. eNewsletter, website, emails to your network

Did you know that one in three heart attacks are in patients with known coronary heart disease? And that around 50% of patients are not taking their preventative medicines 12 months after their heart attack?

Patients need easy-to-digest information and practical tools to improve their quality of life and help them better manage their condition. That's why the Heart Foundation has launched the MyHeart MyLife digital patient support program.

MyHeart MyLife provides patients and their carers with expert guidance and practical tips tailored to their needs. When patients join the free program, they'll have access to:

- an online dashboard with bite-sized articles and short videos
- supportive text messages and emails to motivate and inspire
- the MyHeart MyLife online peer support community.

Over 12 weeks, the program covers a range of topics, including heart-healthy habits, mental health and wellbeing and medicines management.

Recommend the MyHeart MyLife program to your patients today.

myheartmylife.org.au

Since 1959, the Heart Foundation has invested the equivalent of over \$600 million towards research into the causes, diagnosis, treatment and prevention of heart disease.

We've made great progress but there is still a lot of work to do.

To help us realise our vision of an Australia free of heart disease, and thanks to the generous support of thousands of Australians, we continue to:

- fund high-impact research, supporting both emerging and leading heart health researchers
- advocate to governments and industry for increased funding and resources for heart health
- build community awareness about living a heart-healthy lifestyle through public health awareness campaigns, accessible information and resources
- supporting healthcare professionals in their work to prevent, diagnose, treat and manage heart disease.



Contact us

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This toolkit, developed by the Heart Foundation, features resources for both health professionals and consumers to support the launch of MyHeart MyLife. It aims only to provide general information and educational content relevant to each group.

For Health Professionals: The materials intended for your use are designed to inform and assist in delivering quality care. It is not intended as medical advice, and the materials do not replace professional judgement and should always be used in conjunction with other reliable sources of information.

For Consumers: The consumer-directed content is for general information and educational purposes only. It is not intended as medical advice. If you have or suspect you have a health issue, please consult your healthcare provider.

The Heart Foundation makes every effort to ensure the accuracy, currency, and reliability of the content but does not accept liability for any loss or damage arising from the reliance on this information or its accuracy, currency, or completeness. Content is based on evidence available at the time of publication and may be subject to change. For detailed Terms of Use, visit our website at www.heartfoundation.org.au.

The Heart Foundation acknowledges the Traditional Owners and custodians of Country throughout Australia and their continuing connection to land, waters, and community. We pay our respects to them and their cultures and to Elders past, present, and emerging.

