

Heart Foundation Strategic Plan 2025-2029 – building the foundations.

Health for Every Heart sets out our vision that heart health will be achievable by everyone in Australia by 2050.

It is an ambitious agenda that sets goals and targets that will stretch us.

Underpinning **Health for Every Heart** will be a series of connected five-year strategies that respond to the goals and actions set out in the vision statement.

This is our first five-year strategy: building the foundations

In this strategy, we have identified our priorities for the next five years. These priorities have been chosen following community consultation and have been identified as those that will have both a significant impact on heart health in the short-term, as well as setting up a strong foundation that we can build on. After five years, we will have made substantial progress against our long-term targets and will be well placed to ensure that, by 2050, heart disease is rarely experienced, and where it is, it is identified early and well managed.

Health for **EVERY HEART** Vision



Heart health will be achievable by everyone in Australia by 2050



Goal 1

Advance heart health equity



Goal 2

Create environments and systems that enable healthy behaviours



Goal 3

Prevent, detect, and manage risk early



Goal 4

Manage heart disease effectively and prevent further events



Health for Every Heart 2025-2050

Goal 1: Advance health equity

Health for Every Heart 2025-2050 Actions

Heart Foundation Strategic Plan Priorities - 2025-2029

<p>Action 1.1</p> <p>Improve heart health and wellbeing for priority populations</p>	<ul style="list-style-type: none"> • We will develop and implement a strategy to address the inequitable heart health outcomes that women experience. • We will tailor Heart Foundation programs and resources so that they are relevant, accessible, and address the unique challenges faced by culturally and linguistically diverse communities. • We will examine the barriers to heart health in rural and remote areas and identify gaps in care and support. We will identify the obstacles impacting the heart health of people experiencing socioeconomic disadvantage, and we will develop targeted initiatives to improve access to care, prevention, and support services.
<p>Action 1.2</p> <p>Address the disparities in heart health for First Nations peoples</p>	<ul style="list-style-type: none"> • We will partner with First Nations organisations to improve primordial, primary, and secondary prevention of heart disease. We will ensure that prevention strategies are culturally appropriate, community-driven, and aligned with the specific needs of First Nations communities. • We will deliver targeted initiatives aimed at eliminating Acute Rheumatic Fever (ARF) and Rheumatic Heart Disease (RHD), and we will work with partners to support the RHD Endgame Strategy.
<p>Action 1.3</p> <p>Advocate for policies to address social, environmental, and cultural determinants of heart health</p>	<ul style="list-style-type: none"> • We will partner with organisations with aligned interests to advocate for policies that address the social, environmental, and cultural determinants of health. These collaborations will focus on the prevention and management of non-communicable diseases and other chronic conditions, promoting preventive health measures, and advancing health equity. We will work to influence policy and action in environmental health, recognising its critical role in shaping overall wellbeing.
<p>Action 1.4</p> <p>Ensure our work is continuously informed by consumers and people with lived experience</p>	<ul style="list-style-type: none"> • We will build a network of diverse consumer and community experts, as well as individuals with lived experience. We will work with this network to ensure our initiatives are relevant, impactful, and reflective of their needs and insights. • We will develop and implement cultural engagement guidelines for working with First Nations communities to help ensure that our interactions are respectful and aligned with cultural protocols. We will ensure the lived experience and community perspectives of First Nations communities informs our work.
<p>Action 1.5</p> <p>Ensure equitable access to information and resources</p>	<ul style="list-style-type: none"> • We will review our existing materials with a focus on the needs of diverse audiences. This process will be informed by factors such as health literacy, language, health equity, and the latest evidence base. We will ensure that all our resources are accessible, understandable, and relevant. • We will identify priority areas for the development and review of resources, targeting populations and topics where the need for tailored information is greatest. As part of this work, we will translate key resources into multiple languages and distribute them through a variety of channels to reach as many people as possible. • We will promote customised information and resources specifically designed for people living with heart disease.



Health for Every Heart 2025-2050

Goal 2: Create environments and systems that enable healthy behaviours

Health for Every Heart 2025-2050 Actions

Heart Foundation Strategic Plan Priorities - 2025-2029

<p>Action 2.1</p> <p>Increase awareness of environmental impacts on heart health and take action to address these</p>	<ul style="list-style-type: none"> • We will develop targeted strategies and initiatives that address system-level determinants of health and the underlying drivers of health disparities. We will support and fund research into emerging environmental risk factors that pose a threat to heart health, including climate change, air pollution, microplastics, and food security. We will prioritise research into the effects of vaping on heart health, including its potential link to increased tobacco use.
<p>Action 2.2</p> <p>Collaborate across sectors to raise awareness of and improve heart health in young people</p>	<ul style="list-style-type: none"> • We will establish broad collaborations across various sectors, including health, education, environment, and social services. These collaborations will focus on jointly raising awareness of heart disease risk factors that affect young people and on developing prevention programs to address these risks. We will create comprehensive and coordinated strategies that empower young people to adopt and maintain healthy behaviours.
<p>Action 2.3</p> <p>Build and advocate for healthy communities, environments, and commercial systems</p>	<ul style="list-style-type: none"> • We will focus on initiatives that address population-level determinants of health and that aim to create environments that support and promote healthier lifestyles for everyone. • We will deliver on the five pillars of the National Walking Initiative to encourage walking as a key component of daily life. We will implement the Blueprint for an Active Australia, a comprehensive strategy to increase physical activity across all age groups and communities. • We will build partnerships with government and industry to enhance urban planning and promote active and sustainable design. We will promote the principles of our Healthy Active by Design approach to encourage increased physical activity, connectivity, and access to green areas. • We will develop resources to support culinary skills, behaviour change, and food literacy. We will collaborate with government and industry to improve food quality, security, labelling, and reformulation.
<p>Action 2.4</p> <p>Act on the environmental, genetic, and epigenetic influences on heart health</p>	<ul style="list-style-type: none"> • We will develop targeted strategies and initiatives aimed at reducing the impact of obesogenic environments. We will focus efforts on creating healthier settings that support active lifestyles, nutritious diets, and overall heart health. • We will fund strategic research to deepen our understanding of how environmental, genetic, and epigenetic factors influence heart health. We will use the research findings to inform policy development, prevention strategies, and future interventions and programs.



Health for Every Heart 2025-2050

Goal 3: Prevent, detect, and manage risk early

Health for Every Heart 2025-2050 Actions

Heart Foundation Strategic Plan Priorities - 2025-2029

Action 3.1 Take action to identify and manage heart disease risk from an early age	<ul style="list-style-type: none"> We will undertake awareness raising exercises to raise the importance of heart health among children, adolescents, and young adults. We will implement new programs that aim to reduce CVD risk factors among young people.
Action 3.2 Improve awareness and management of heart health risk factors across the life course	<ul style="list-style-type: none"> We will focus on improving CVD risk factor awareness among all people in Australia. We will continue to deliver a comprehensive approach to the assessment and management of CVD risk, including promoting the use of Medicare Heart Health Checks. We will develop and implement new guidelines for the management of hypertension and lipid levels. We will pilot a medication management pathways program that supports patients in managing their treatment effectively. We will establish a Heart Foundation position on point-of-care diagnostic tools for CVD risk assessment. We will address the intersection between cardiometabolic and cardiovascular diseases. We will develop targeted strategies to manage shared risk factors, improve prevention efforts, and ensure better integration of care for individuals affected by interrelated conditions.
Action 3.3 Develop equitable risk prediction and management methods	<ul style="list-style-type: none"> We will develop programs and promote policies that embed targeted screening for heart disease risk within the health system.
Action 3.4 Improve access to diagnostic, monitoring, and treatment tools	<ul style="list-style-type: none"> We will develop a strategy for incorporating advanced medical therapies, precision imaging, and personalised medicine into heart disease risk management. We will assess the need to make coronary calcium scans accessible through Medicare for individuals with a clinical need. We will also work to improve access to evidence-based point-of-care and home-based diagnostic tools, with a particular focus on supporting communities located far from medical and pharmacy services.



Health for Every Heart 2025-2050

Goal 4: Manage heart disease and prevent further events

Health for Every Heart 2025-2050 Actions

Heart Foundation Strategic Plan Priorities - 2025-2029

<p>Action 4.1</p> <p>Ensure access to comprehensive and culturally responsive services and support for people living with heart disease</p>	<ul style="list-style-type: none"> • We will expand and implement the MyHeart MyLife patient support program to help people living with heart disease. We will undertake a needs assessment to identify gaps and prioritise the development of more tailored patient journeys through the program. We will grow the program's online peer support community to provide opportunities for people living with heart disease to connect, share experiences, and support each other. • We will continue to deliver the Australian Government's priorities relating to Heart of the Community and Mind CVD initiatives. • We will develop new healthcare programs to improve health outcomes, reduce hospitalisations and improve quality of life for people living with heart failure.
<p>Action 4.2</p> <p>Support research for advanced treatments and management of heart disease</p>	<ul style="list-style-type: none"> • We will fund research into the development of more effective treatments for the management and secondary prevention of heart disease.
<p>Action 4.3</p> <p>Improve cardiac arrest and heart attack survival rates</p>	<ul style="list-style-type: none"> • We will develop a national strategic approach for cardiac arrest. We will work with partner organisations such as Heart of the Nation and AUSCAA on collaborative initiatives that improve survival rates. We will work to raise national awareness of the importance of CPR training and the use of AEDs. • We will prioritise improving survival rates through awareness and education campaigns that highlight the differing heart attack risk factors and symptoms. We will conduct a needs assessment to identify priority languages for translating heart attack warning signs and related materials.
<p>Action 4.4</p> <p>Enable access to post-event cardiac care and rehabilitation, including psychosocial support</p>	<ul style="list-style-type: none"> • We will focus on supporting the delivery of high-quality, tailored cardiac rehabilitation and psychosocial support services. • We will work towards establishing national quality standards and a cardiac rehabilitation accreditation pathway. • We will undertake projects and initiatives that will increase the number of people accessing high-quality rehabilitation and support services following a heart event.

Underpinning priorities

We will continue to support a series of underpinning priorities that contribute towards meeting all our goals.

Invest in high-impact research

We will support impactful research, foster a strong cardiovascular research community, and apply findings to inform advocacy, policy, and practice.

Advance knowledge, evidence, and translation into policy and practice

We will maintain a robust evidence base to guide research, policy, advocacy, and healthcare, while addressing system-level issues and knowledge gaps in heart health.

Influence change through advocacy and partnership

We will build strategic partnerships and influence policy to drive change and impact.

Create impact through implementation and innovation

We will utilise digital health for prevention, enhance clinical expertise in heart health, and evaluate the impact of Heart Foundation programs.

Secure sustainable revenue and optimise supporter funds

We will ensure financial sustainability by diversifying revenue, growing support, and enhancing value through partnerships.

Facilitate delivery of Health for Every Heart

We will foster an agile, inclusive culture with strong governance, supporter focus, efficient systems, and a trusted brand.