

Annual Review 2017



# FOR ALL HEARTS

A large, light gray geometric wireframe graphic consisting of interconnected lines forming a complex, multi-faceted shape, resembling a stylized heart or a network structure, positioned to the right of the text.

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## 2017 foreword



DR JENNIFER JOHNS AM    ADJ PROF JOHN G KELLY AM

Research, new food and nutrition guidelines and Heart Maps findings were among the highlights of 2017.

It was another busy year for the Heart Foundation in 2017. We announced 79 new research grants as part of our commitment to fund \$50 million worth of research over the next three years. We also launched our Research Alumni program, which allows us to continue to support the careers of researchers we have funded.

During Heart Week, we educated Australians about the importance of managing their blood pressure. The message was reinforced on World Heart Day, when we launched a partnership with Terry White Chemmart that kicked off a month of free blood pressure checks for customers.

The annual Big Heart Appeal had a very successful media launch at the MCG, drawing attention to the importance of CPR intervention during cardiac arrest and raising money for Heart Foundation programs and research.

Progressing food and nutrition work, we launched our Healthy Eating Principles, which focus on overall dietary patterns rather than emphasising individual nutrients. We also released a new range of heart-healthy recipes to assist the community in planning healthier food options.

Our interactive Heart Maps continued to highlight the link between heart disease, socioeconomic status and where Australians live, with new data released on hospital admissions, obesity, smoking rates and mortality from cardiovascular disease.

Another key focus in 2017 was our Transformation Project; detailed planning began on the implementation of our *One Heart Strategy*, which will take us forward through 2018–2020.

We thank our Honorary Directors, leadership teams, and all our staff and volunteers for their commitment to the cause of heart health in 2017. And we thank our generous donors and supporters, who make all this work possible.

Dr Jennifer Johns AM  
National President

Adj Prof John G Kelly AM  
Chief Executive Officer, National

# 2017 at a glance

## Who we are

The Heart Foundation is a health promotion charity dedicated to fighting the single biggest killer of Australians – heart disease.

Our work includes:

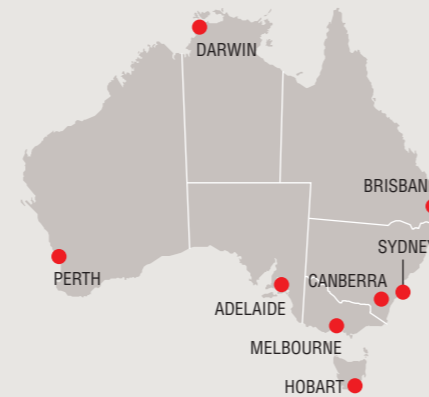
- funding world-class cardiovascular research
- guiding health professionals on preventing and treating heart disease
- educating Australians about making healthy choices
- supporting people living with heart conditions
- advocating to government and industry to improve heart health in Australia.

## Our structure

**National President**  
Dr Jennifer Johns AM

**Chief Executive Officer, National**  
Adj Prof John G Kelly AM

The Heart Foundation is a national health promotion charity with offices in every state and territory of Australia.



**Committees**  
Cardiovascular Health Advisory Committee  
Clinical Issues Committee  
Research Committee  
National Physical Activity Committee  
National Aboriginal Health Advisory Committee  
Food and Nutrition Advisory Committee

## The challenge



HEART DISEASE KILLS  
ONE AUSTRALIAN EVERY  
**30 MINUTES**<sup>1</sup>



MORE THAN  
**620,000**  
AUSTRALIANS ARE CURRENTLY  
LIVING WITH HEART DISEASE<sup>2</sup>



ALMOST  
**THREE QUARTERS**  
OF AUSTRALIANS AGED 30 TO 65  
HAVE ONE OR MORE RISK FACTORS  
FOR HEART DISEASE<sup>3</sup>



**\$1.5 BILLION**  
WAS SPENT PROVIDING HEALTHCARE  
SERVICES TO PATIENTS ADMITTED  
WITH HEART DISEASE<sup>4</sup>

## Our strategy

Our strategic goals:

**Goal 1:** Healthy hearts

Providing healthy options, information and support to promote healthy hearts.

**Goal 2:** Heart care

Access to quality healthcare to manage the prevention and treatment of cardiovascular disease.

**Goal 3:** Health equity

Access to healthcare and support for all Australians.

**Goal 4:** Heart Foundation research

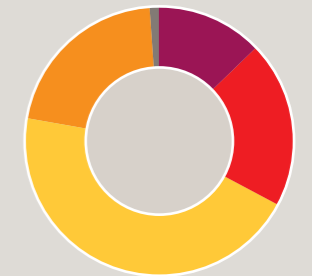
Heart Foundation-funded research that leads to better heart health for all Australians.

## How we helped in 2017



INVESTED MORE THAN  
**\$14 MILLION**  
TOWARDS THE BEST  
AND BRIGHTEST  
RESEARCHERS

What did your donation support?



- Communication and administration **13%**
- Fundraising **20%**
- Health programs **45%**
- Research **21%**
- Surplus retained for research and health programs **1%**

# Research

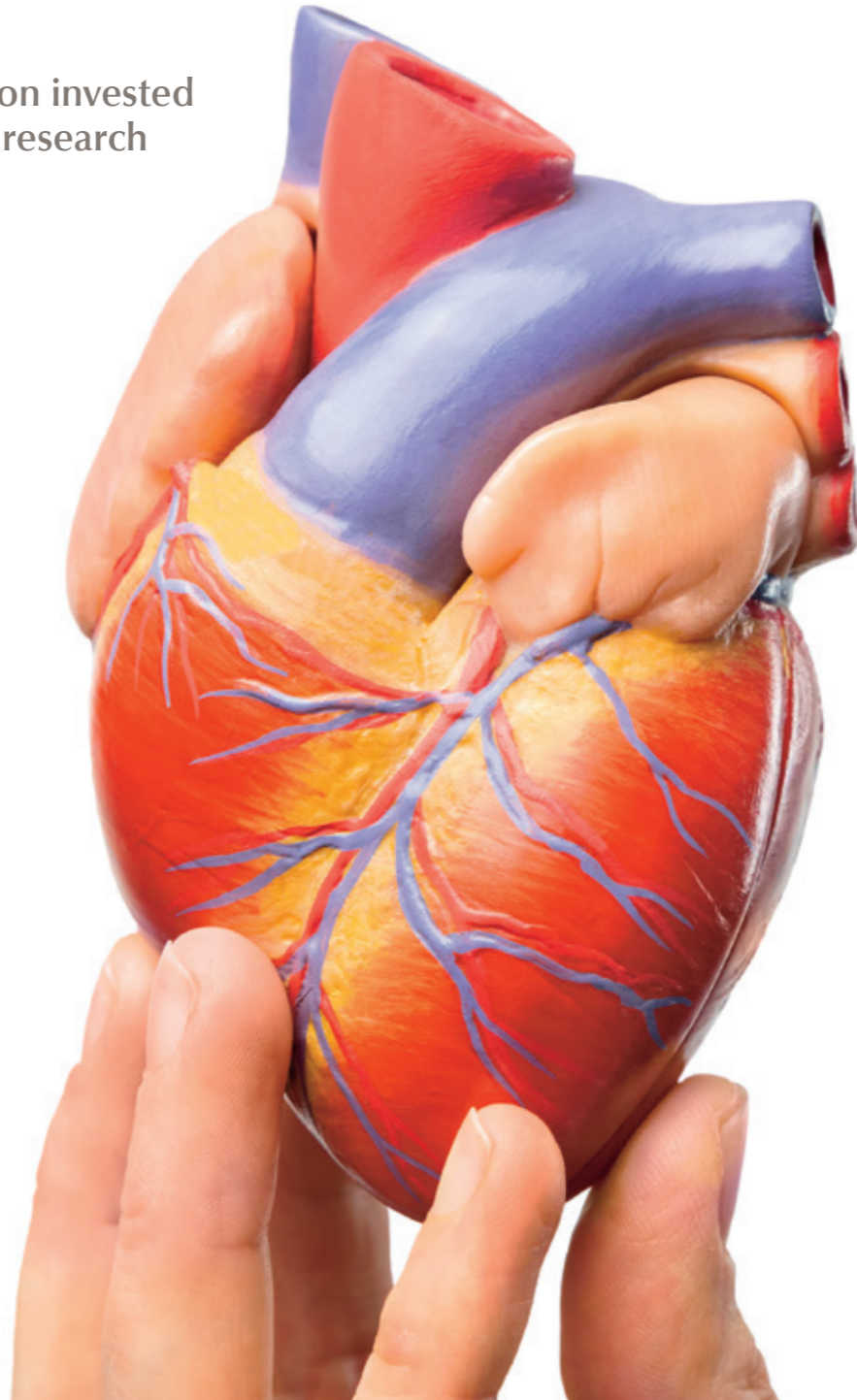
In 2017, the Heart Foundation invested over \$14 million to support research into cardiovascular disease.

## STRATEGIC GOAL

Goal 4: Heart Foundation research



WE INVESTED MORE THAN  
**\$14 MILLION**  
IN 2017 TOWARDS  
INVESTIGATING CAUSES,  
DIAGNOSIS, MANAGEMENT,  
AND PREVENTION OF  
CARDIOVASCULAR  
DISEASE



## Investigating prevention, diagnosis and treatment

Our research funding portfolio is designed to support and develop outstanding cardiovascular research in Australia. Each year, we fund the best and brightest researchers investigating cardiovascular disease from clinical, public health, biomedical and health service perspectives. We provide opportunities for individual researchers (Fellowships and Scholarships) and for projects (Grants).

Having contributed more than \$570 million (in today's dollars) towards heart disease research since 1962, we invested a further \$13 million in 2017 towards investigating causes, diagnosis, management and prevention of heart disease.

“In 2017, we received 376 applications for funding. We are delighted to have funded more than one in five of them, including 34 Fellowships, nine Scholarships and 36 Grants.”

In addition to these awards, the following special prizes were offered:

### Ross Hohnen Award for Research Excellence

The Ross Hohnen Award for Research Excellence for the most outstanding and innovative Vanguard Grant application (providing \$10,000 on top of the Grant):

- Associate Professor Yves d'Udekem, Murdoch Children's Research Institute.

### Heart Foundation Paul Korner Innovation Award

The Heart Foundation Paul Korner Innovation Award for the most innovative successful Future Leader Fellowship and Postdoctoral Fellowship applications (providing a single payment of \$20,000 on top of the Fellowship):

#### Future Leader Fellowships

- Dr Lauren May, Monash University
- Dr Xiaowei Wang, Baker Heart and Diabetes Institute.

#### Postdoctoral Fellowships

- Dr Man Lee, Baker Heart and Diabetes Institute
- Dr Kavitha Muthiah, Victor Chang Cardiac Research Institute.

To find out more about Heart Foundation Research and view case studies of our research, please visit [heartfoundation.org.au/research](http://heartfoundation.org.au/research)

## Researching new ways to treat high blood pressure

More than 3.3 million Australians are taking medications to manage their elevated blood pressure levels. However, for nearly half of those on medications, their blood pressure levels remain too high.<sup>2</sup>

Thanks to Heart Foundation funding, cardiologist Dr Pierre Qian is researching a new technology that may help patients achieve better blood pressure control without using as many medications.

His research focuses on the renal (kidney) artery, which is surrounded by highways of nerves that relay information between the kidneys and cardiovascular and nervous systems.

These nerves are hyperactive in many people with difficult-to-control blood pressure, but they can be deactivated using heat.

Dr Qian's team at Westmead Hospital has built a prototype system that uses microwaves from within the renal artery to deactivate the renal nerves. It has been tested in the laboratory and is now being used in animal studies.

So far, the results are encouraging and show that it is possible to deactivate the majority of renal nerves without significant injury to the renal artery.

Dr Qian says that support from the Heart Foundation over the past year has allowed him to devote more time to this research. As a result, he and his team have made considerable progress on the road to translating their technology from laboratory bench to bedside.

## Treating patients when their heart stops beating

### QUESTION AND ANSWER WITH DR DION STUB



Your support has allowed us to continue funding cardiologists and clinical researchers like Dr Dion Stub. Dr Stub and his team are on the cusp of discoveries that have the potential to save thousands of lives in Australia each year.

**Q What area of research do you work in?**

**A** My research focus is on heart emergencies, such as cardiac arrest. My team and I are looking at how we treat a patient when their heart stops beating and how we can do a better job of getting more people through that trauma.

**Q What progress and discoveries have you made?**

**A** In the past, some cardiac arrest patients were considered too weak to survive resuscitation.

It was believed that some hearts were incapable of being restarted. Thanks to a new process that combines mechanical CPR with the use of a miniaturised heart lung

machine called ECMO, we have demonstrated that it is now possible to save someone who was previously thought 'too far gone'.

**Q How important was funding from the Heart Foundation for your work?**

**A** Absolutely crucial. As someone who practises both clinical medicine and clinical studies, I simply wouldn't have had dedicated time to do research. Heart Foundation funding also allowed me to take my idea and translate it into clinical medicine. The better equipped we are for treating heart emergencies, the more likely it is that patients will survive and go on to enjoy long and happy lives.

**Q Do you have a message for Heart Foundation supporters?**

**A** Thank you for helping to fund Heart Foundation research, and please continue to give. It's only with the ongoing support of donors that we can continue to strive for the best possible outcomes for all Australians affected by cardiac arrest.

Your generous donation will enable researchers like Dr Stub to continue their life-saving work.

## Stroke Prevention Grant

In 2017, the Heart Foundation announced a once-off Stroke Prevention Grant. We hope this grant will generate an innovative and collaborative research program to address and solve a significant problem related to the prevention of stroke.



IN 2014–2015, THERE WERE OVER 38,000 STROKES IN AUSTRALIA.<sup>5</sup> MORE THAN **80 PER CENT** OF STROKES CAN BE PREVENTED<sup>6</sup>

Through the generosity of a bequest, the Heart Foundation will contribute up to \$5 million to a program of research which demonstrates Australia's capacity to address and solve a significant problem related to the prevention of stroke.

**“This investment will create an outstanding program of work that is highly esteemed, internationally competitive and able to leverage significant further funding.”**

A panel made up of international experts are currently assessing applications. We look forward to announcing the successful recipient of this grant in 2018 and we hope to offer similar opportunities in our new *One Heart Strategy 2018–2020*.



## Connecting alumni

As the largest non-government funder of cardiovascular research in Australia, the Heart Foundation has a proud history of supporting outstanding researchers.

In 2017, we invited our current and previously funded researchers to join our Heart Foundation Researcher Alumni. The Alumni is open to all lead investigator researchers we have funded since 1962.

Members can access exclusive content and resources, and in 2018 we'll be launching a mentoring program and tools to facilitate networking and collaboration.



**“Through our Alumni, we will facilitate meaningful connections that will lead to exciting collaborations and discoveries in the future.”**

# Supporting healthy eating for heart health

Providing food and nutrition advice for 50 years.



## STRATEGIC GOAL

**Goal 1:** Healthy hearts



Healthy eating and drinking is an important part of looking after your heart. Since 1967, we have been supporting Australians by providing food and nutritional advice and resources to improve their eating patterns and their heart health.

To mark our 50-year anniversary, we commissioned experts to review the latest evidence for eating patterns and heart health outcomes. The latest evidence showed that to promote heart health, healthy eating patterns do not rely on one type of food or nutrient, but rather a combination of foods.<sup>7</sup>

To continue our long history of providing evidence-based advice, we have summarised the common characteristics of healthy eating into five heart-healthy principles:

- fruits, vegetables and wholegrains
- healthy protein sources including seafood, lean meat, poultry, legumes, nuts and seeds
- reduced fat dairy, such as unflavoured milk and yoghurt, and cheese
- healthy fat choices with nuts, seeds, avocados, olives and their oils for cooking
- herbs and spices to flavour foods instead of salt.

This style of eating is naturally low in saturated and trans fats, salt and added sugar, and rich in wholegrains, fibre, antioxidants and unsaturated fats. Eating this way will improve the heart health of all Australians by reducing risk factors such as high blood pressure and blood lipids. It will also decrease the risk of cardiovascular disease events and deaths.<sup>7</sup>

“In 2017, the Heart Foundation reached 50 years of providing evidence-based food and nutrition advice to the community by releasing the five Heart Healthy Eating Principles, resources, recipes, and providing professional development opportunities for health professionals.”

# Giving our children a healthy start

Jump Rope for Heart is one of the most popular physical activities in Australian schools.



## STRATEGIC GOAL

**Goal 1:** Healthy hearts



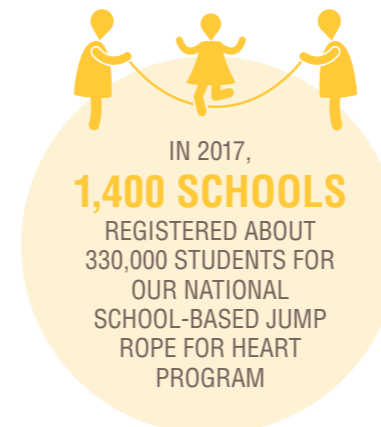
With only one in five children aged five to 17 doing the recommended hour of exercise every day<sup>8</sup> we believe it's more important than ever to teach children about the benefits of physical activity early in life.

Over a period of between four to nine weeks, students are encouraged to regularly skip for exercise and participate in lessons about healthy living organised by their school. These lessons include discussions about healthy diet, for example, and how to create a nutritious lunch box.

Students can also collect donations for the Heart Foundation to learn about community service while they build towards their final 'jump-off day'.

More than 90 per cent of schools in Australia, involving 8 million children, have participated in the Jump Rope for Heart and Jump Rope for Heart Outreach programs since they began in 1983. The Heart Foundation has continually invested donations from the program into research that investigates the cause, diagnosis and treatment and prevention of cardiovascular disease in the Australian community.

“In 2017, participants raised more than \$3 million. Over \$2 million was raised online – a record for the program.”



# Walking for stronger hearts

Australia's largest free walking network.

## STRATEGIC GOAL

Goal 1: Healthy hearts



IN MAY 2017,  
THE AUSTRALIAN  
GOVERNMENT COMMITTED  
**\$10 MILLION**  
OVER FOUR YEARS TO HELP  
THE HEART FOUNDATION  
RECRUIT MORE  
WALKERS



Regular exercise is an important contributor to good health. It helps people maintain a healthy weight, and is known to reduce the risk of heart disease and help manage blood pressure and cholesterol levels.

But for many, being active is easier said than done.

“About half of Australian adults do little to no exercise at all.”

To help people get motivated and achieve their goals, Heart Foundation Walking has been running free community and workplace walking groups for 22 years.

More than 85,000 people have participated in our walking groups. And thanks to the Commonwealth Government, more will be stepping forward soon. In May 2017, the Australian Government committed \$10 million over four years to help the Heart Foundation recruit more walkers.

This investment recognises the program's success at raising the profile of walking as a fun, free and accessible option for everyone to be active. The funding is the result of our advocacy work to highlight the urgent need to get more Australians moving for their health.

The Commonwealth funding will be used to:

- increase physical activity levels through the expansion of the Heart Foundation Walking program
- craft an education campaign to encourage a national conversation about the importance of exercise in the prevention of chronic disease and the consequences of inactivity
- Deliver the 'Prime Minister's One million steps' activity – which rewards people for increasing their physical activity levels
- encourage innovative exercise ideas in school, university and community environments through the Active Australia Innovation Challenge.

While the Heart Foundation's Virtual Walking Community can be accessed by anybody, regardless of where they live, the Heart Foundation's Walking program aims to raise awareness of its benefits in areas where people are known to be at high risk of heart disease. Priority regions are determined by our Heart Maps (see page 13). They are areas with higher-than-average rates of heart disease risk factors, including lower exercise rates.

“In 2017, we achieved our target of recruiting 1,663 new participants in these priority regions and we exceeded our goal of recruiting more than 10 new host organisations in the priority regions.”



Overall, we exceeded our target of recruiting 45 new host organisations across the country by signing up 51 new hosts. Queensland, through the continued support of the Queensland Government, had the highest number of new walkers recruited to the program, with 1,500 newcomers signing up in the state.

In 2017, Aboriginal and Torres Strait Islander communities participated in walking activities in Queensland. Thanks to the Indigenous Community Sport & Recreation Programs (ICSRP) nearly 3,000 people joined 310 walks throughout the year. Ninety-three per cent of these participants were Aboriginal and Torres Strait Islander peoples and 59 per cent were female.

The collaboration is now part of the Embracing 2018 Commonwealth Legacy Program which has launched a walking challenge between PCYC Indigenous Program branches. These walking groups are facilitated by the ICSRP officers located in 38 PCYC Queensland centres.

Walks were hosted during NAIDOC Week in Zillmere, Palm Island, Normanton, Aurukun, Mornington Island, Doomadgee and Yarrabah to promote the benefits of joining Heart Foundation Walking in a fun and social way.

# Supporting heart attack survivors

Helping to support emotional and physical health in recovery.



## STRATEGIC GOAL

Goal 2: Heart care

Each year, more than 54,000 Australians experience a heart attack.<sup>5</sup> While survival rates have increased dramatically over the past 30 years, unfortunately having one heart attack puts you at risk of another.

Research tells us it can be difficult to recover from a heart attack – just 51 per cent of survivors return to the same level of paid work they had before their heart attack.<sup>10</sup>

We also know that people struggle to reduce their risk of having another one. A 2016 study found one in four people do not regularly take their medications after a heart attack.<sup>10</sup>

Around one in three tried to exercise more and lose weight, but failed to maintain these changes.<sup>10</sup>

For many years, the Heart Foundation has been providing support to survivors and their carers to try to overcome these problems and improve their health. However, we're constantly striving to do more.

To improve people's quality of life and reduce the burden of heart attacks on the health system in 2017, we launched:

- a revised *My heart, my life* guide. Our practical guide for recovering from a heart attack has been updated with checklists and tabs so people can easily find what they're looking for
- direct access to our Helpline staff (cardiac health professionals who can call survivors and their carers to follow up on information and inquiries)
- more centralised information for heart attack survivors on our website, and a nine-month automated email journey for people to sign up to while they recover.

In 2018, we will continue to build more interactive and personalised support platforms for heart attack survivors and their carers.

# Mapping heart disease hotspots

Tailoring programs and services to those who need them most.



## STRATEGIC GOAL

Goal 3: Health equity

The Heart Foundation believes that every Australian should have the opportunity to make choices that allow them to live a long, healthy life. But our Australian Heart Maps show some people face more challenges than others.

Launched in 2016, Heart Maps is an online platform bringing together heart-health data at a national, state, regional and, where possible, local government level.

Measures include hospital admission rates for heart-related conditions such as heart attacks, angina and heart failure.

In 2017, we included the latest evidence on heart disease death rates, and obesity and smoking rates. This adds to the compelling evidence that where you live greatly influences your heart health.

**“The evidence shows that Aboriginal and Torres Strait Islander peoples and those living in a remote or disadvantaged community are not only more likely to be hospitalised for heart disease, they are also more likely to die from heart disease.”**

For our *One Heart Strategy 2018–2020*, the Heart Foundation has committed to reducing the avoidable, unfair burden of heart disease on the most vulnerable in our society: Aboriginal and Torres Strait Islander peoples; the socioeconomically disadvantaged; those living in rural and remote communities; and at-risk culturally and linguistically diverse populations.

To this end, we are using the evidence to ensure our programs, services and messages reach and benefit those who need them most. Heart Maps allow us to:

- prioritise our walking programs for communities with the greatest need
- partner with organisations in heart attack hotspots to improve active living infrastructure and access to healthy, affordable food choices
- reduce barriers to heart health checks in disadvantaged areas
- tailor information for populations and areas most at risk.

It is not just us using the Heart Maps to enhance information and service delivery. Health services, policy makers, researchers and government organisations are also utilising the evidence to improve the heart health of Australians in areas disproportionately impacted by heart disease.



ABOUT  
**ONE IN THREE**  
HEART ATTACKS  
TREATED IN AUSTRALIAN  
HOSPITALS EACH  
YEAR ARE REPEAT  
EVENTS<sup>9</sup>





# Closing the heart-health gap for Aboriginal and Torres Strait Islander peoples

Listening to the community and working alongside them to create change.



Image: Elise Detwin

## STRATEGIC GOAL

**Goal 3:** Health equity

Aboriginal and Torres Strait Islander peoples are two and a half times more likely to be hospitalised with acute coronary events and almost twice as likely to die from cardiovascular disease as non-Indigenous Australians.<sup>11</sup>

Limited availability and access to health services for preventative care and treatment is driving these trends. We also know that Aboriginal and Torres Strait Islander peoples are more likely to leave hospital against medical advice. There are many reasons for this, including a history of racism, discrimination and other negative experiences with institutions, including hospitals.

To change this, supported by funding from the Commonwealth Government, the Heart Foundation and the Australian Healthcare and Hospitals Association have been working with hospitals to close the heart-health gap.

**“It has been estimated that if Aboriginal and Torres Strait Islander peoples achieved the same level of heart health as non-Indigenous Australians, the life expectancy for Aboriginal and Torres Strait Islander peoples would increase by 6.5 years.”**

During 2017, the Lighthouse Hospital Project has been developing a strong platform of governance, skills, knowledge and awareness across eight hospitals to drive systemic and sustainable change.

In 2018, the project will be working on a range of improvements including:

- understanding factors that cause patients to discharge themselves against medical advice
- improving handover, discharge planning, medication adherence and 48-hour follow up
- the creation of culturally safe places in health facilities
- culturally appropriate resources in language
- work opportunities and exchange programs for Aboriginal and Torres Strait Islander peoples to break down cultural barriers among hospital workers
- telehealth services for pre-admission processes so people don't have to travel long distances
- strengthening partnerships between hospitals and Aboriginal community-controlled medical services.

# Designing healthier neighbourhoods

Creating environments that encourage people of all ages and abilities to be healthy and active.



## STRATEGIC GOAL

**Goal 1:** Healthy hearts

Research shows the way we design and build our communities can impact our health.

Active lifestyles can be encouraged by the way we design our streets, parks, recreational facilities and where we locate our homes, schools and retail areas.

Our Healthy Active by Design (HAbD) online tool was developed in 2017 to help local governments, town planners and other built environment professionals with the designs of built and natural environments.

As a one-stop online platform, the tool provides guidance and includes tangible advice on how to incorporate health considerations into urban planning.

In 2017, Healthy Active by Design gained momentum and increasing influence.

- In Western Australia, the Metropolitan Redevelopment Authority released an implementation strategy that embeds the HAbD framework into their projects. The strategy includes a pathway for how, when and where to embed health outcomes into projects, and mechanisms to measure them.
- In Victoria, the Heart Foundation hosted a series of workshops to support the implementation of 20-minute neighbourhoods. These are areas where people have all their needs within a 20-minute walk, cycle or public transport trip from their home. This led to the definition and integration of the concept into Plan Melbourne with reference to environments for healthy active living.

- The Victorian State Government gazetted a planning scheme amendment that includes healthy neighbourhoods in the State Planning Policy and has released new urban design guidelines for local governments.
- In South Australia, our advocacy led to the new Planning Development and Infrastructure Act ensuring neighbourhoods are planned and designed to support active and healthy lifestyles. The 30-Year Plan for Greater Adelaide also now defines healthy walkable neighbourhoods.

# Making the Invisible Visible

Heart disease is often seen as a man's disease, but it is also a leading cause of death among Australian women.<sup>1</sup>

## STRATEGIC GOAL

Goal 3: Health equity



### SEVEN IN 10

AUSTRALIAN WOMEN AGED 30 TO 65 HAVE AT LEAST ONE RISK FACTOR FOR HEART DISEASE.<sup>12</sup> ON AVERAGE

### 22 AUSTRALIAN WOMEN

LOSE THEIR LIVES EVERY DAY TO HEART DISEASE<sup>1</sup>



There is a real lack of awareness about the signs of a heart attack, risk factors and prevention of heart disease amongst Australian women.

“Most female heart-attack survivors had never had a heart health check before, and many did not experience chest pains when having a heart attack.”

This is important because one of the biggest predictors of survival after a heart attack is recognising the signs and receiving urgent care. Time is muscle – for every minute lost, the greater the damage to heart muscle.

Sadly, heart health outcomes for women are bleak when a heart attack is experienced. Each year in Australia, more men than women suffer heart attacks, but death rates are equivalent.

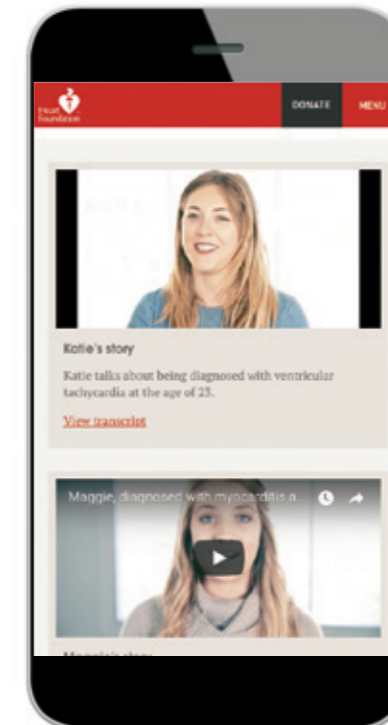
Compounding these problems is a dearth of heart-related research and clinical trials involving women. This knowledge gap has contributed to delayed diagnosis and under treatment for women. To address this, the Heart Foundation is investing in Women and Heart Disease Research Grants. In 2017, we awarded the second Program Research Grant to Professor Emily Banks of the Sax Institute to quantify and address gender variation in cardiovascular disease.

Since 2016, the Heart Foundation's 'Making the Invisible Visible' communications campaign has been targeting younger women to promote awareness of three key messages:

- that heart disease is a leading cause of death in women
- that a heart health check is important
- that all women should be aware of the warning signs of a heart attack.

The campaign features women's stories about their heart conditions. It communicates the importance of a healthy lifestyle, managing risk factors and understanding family history. It also explains that other health problems can impact heart health. For example, it highlights the interrelationship between complications in pregnancy such as pre-eclampsia, vascular complications, and gestational diabetes with the possible later onset of heart disease.

Building on the success of the 2016 campaign launch, the campaign reached millions of Australians in 2017. Some of this was due to the generous support of Foxtel Lifestyle which contributed pro bono support for the production and screening of a television commercial which aired on all four Foxtel Lifestyle channels during June.



In 2017, campaign highlights included:

- approximately 300 mainstream media reports reaching about 3.7 million people. This PR coverage amounted to a commercial advertising value approximating \$1.4 million
- a modest \$180,000 advertising campaign resulted in significant coverage on outdoor billboards, radio, weekend newspapers, and social and online mediums
- visitors to the Heart Foundation campaign website surged 20 per cent compared to 2016. Significant interest was shown in TV presenter Kelly Landry's story – the face of our 2017 campaign
- around 400,000 people were reached via social media – a 157 per cent increase from the previous year
- we launched Heart Collective, a networking and support group for women living with heart conditions.

## Future direction

The Women and Heart Disease Health Program is a core component of the Heart Foundation's *One Heart 2018–2020 Strategy*. The 'Making the Invisible Visible' campaign will run again in June 2018 focusing on the relationship between complications in pregnancy and women's heart health. The campaign will continue to inform the public and health professionals about heart disease among women, contributing to long-term behavioural change and improved health outcomes for Australians.

# 2017 Heart Foundation Local Government Awards

Helping local councils create healthy, connected communities.

The Heart Foundation established the Local Government Awards 25 years ago to work with councils to improve the heart health of Australian communities. We aim to ensure that all Australians live, work and play in environments that actively promote and support healthy choices.

Since the inception of the awards, we have received over 2,500 entries showcasing a huge range of initiatives, ideas and programs. From healthy food programs and imaginative playgrounds, to large-scale urban development and planning projects, the entries show that councils across Australia are deeply committed to improving the health of their communities.

We thank all entrants for their fantastic work. Congratulations to this year's National Winners, Yarriambiack Shire Council in Victoria (councils with populations under 10,000), Maranoa Regional Council in Queensland (councils with populations of 10,000–50,000) and City of Playford in South Australia (councils with populations greater than 50,000). These councils are commended for demonstrating a commitment to creating healthy and sustainable communities through collaborative and community driven initiatives and their efforts to evaluate and improve wherever possible.

“I have been privileged and delighted to judge the Heart Foundation Local Government Awards for several years. I have seen them develop to encourage councils to focus on a more holistic way of looking at health. Councils are increasingly aware of the importance of healthy communities and creating spaces where people can be active. The awards demonstrate that health is an important council priority.”

*Monica Telesny, Senior Policy Advisor, Australian Local Government Association*

“We are proud of the work we have done to support councils in creating healthier streets, towns and cities. Together we have worked to implement policies and programs that make it easier for Australians to lead heart-healthy lives. We are committed to an ongoing relationship with local councils to improve the wellbeing of all Australians and reduce the risk of chronic disease.”

*Professor Garry Jennings, Chief Medical Advisor, Heart Foundation*



# Australian Capital Territory

## Getting hearts on the move.

**Goal 1:** Healthy hearts ✓

Helping Canberrans activate their day.



### Active Living: Making exercise more intuitive

Neighbourhoods and workplaces designed for more exercise such as walking and cycling will become more common in the ACT, thanks to changes introduced in 2017. In a world first, the ACT has built Active Living Principles into its main statutory planning document, the Territory Plan.

The Heart Foundation is pleased with this change, which should make exercise more intuitive. While Canberra has many facilities that support active living, its low density and dispersed nature means cars and other vehicles are still the main mode of transport.

In line with our 'Healthy Hearts' goal, we have been strongly advocating for active living – the concept of activity becoming a natural part of people's lives. It means creating environments that are more connected and accessible for people of all ages and abilities to walk or cycle instead of getting in a car. It could also mean more tree-lined parks for walking and sport, as well as cafes and shops within walking distance of people's homes.


In addition to advocating for this change in 2017, we continued to research the benefits of active living and ran education seminars for ACT Government members about the practical applications of active living principles. These seminars included 'walkshops' in different parts of Canberra to demonstrate the principles below:

- connected places
- open space
- mixed land use and density
- safe and attractive places
- supported infrastructure
- environments for all.

The Heart Foundation ACT has acquired further funding for 2018 to focus on creating a built environment that supports a healthy, active Canberra, and to promote the uptake of active living in the community. We will be running education workshops for industry groups and community councils to strengthen the understanding and implementation of the Active Living Principles, as well as raising awareness through a digital and radio campaign. The campaign will focus on the benefits of active living, as well as practical advice for people to become more active in their daily routines.


Supporting heart-health checks in the community.

**Goal 2:** Heart care ✓



**Goal 4:** Heart Foundation research ✓

Highlighting heart research in the ACT.





### Third cardiovascular symposium

In May, the ACT Heart Foundation brought Canberra's cardiovascular health community together to focus on best-practice, evidence-based activities, and the latest research to prevent and treat heart disease. About 70 delegates including doctors, pharmacists, nurse practitioners, government professionals and academics from the Australian National University (ANU) and the University of Canberra attended the event.

Professor Emily Banks from ANU's National Centre for Epidemiology and Population Health was our keynote speaker, covering risk factors for cardiovascular disease and prevention. One of the earliest Heart Foundation symposiums in 1979 was a catalyst for the first heart transplant in Australia. We are proud to build on our rich history of sharing research among different professional groups as we strive for new developments.

### GPs and heart-health checks

Every year, GPs conduct heart health checks to assess patients' risk factors for cardiovascular disease, and if necessary, begin proactive preventative care. In partnership with ANU and the Capital Health Network, we delivered a series of three CPD accredited workshops for GPs and practice nurses focused on the latest evidence to support the absolute-risk approach, and how they could better use their patient software tools to conduct cardiovascular disease risk assessments. Participants shared their experiences of conducting these assessments and information about barriers that could be remedied to make heart-health checks more routine. This will help us improve the effectiveness of these important assessments throughout the ACT.

### Thank you

In 2017, we received more than \$500,000 in bequest donations. This is a record amount for the ACT Heart Foundation which usually receives less than \$100,000. We are also grateful to Olympic sprinter Melissa Breen who ran for the Heart Foundation ACT team in the Canberra Times Fun Run in September.

# New South Wales

Addressing equity gaps in the context of heart disease for women, rural, regional and CALD communities and Aboriginal and Torres Strait Islander peoples.

**Goal 3:** Health equity

Kelly Landry and Natarsha Belling for Making the Invisible Visible.



School children enjoying Jump Rope for Heart Outreach.

**Goal 3:** Health equity

**Goal 3:** Health equity

Celebrating the Making the Invisible Visible campaign.



## Women and heart disease

Heart disease is a leading killer of Australian women, claiming almost three times as many lives as breast cancer.<sup>1</sup> Yet it continues to be under-recognised, under-researched, and under-treated. To overcome this, we are raising awareness of risk factors, engaging with affected communities, supporting health professionals, and funding leading researchers.

## Community awareness

Our 'Making the Invisible Visible' campaign is held annually in June to raise awareness about women and heart disease. In 2017, the campaign was launched in NSW at the Women with Heart Luncheon in May. Campaign hero ambassador, Kelly Landry, shared her story of living with heart disease with the sold-out crowd. In 2017, our messaging reached more than 4 million Australians through a combination of PR, advertising, events and social media.

## Community grants program

“In 2017, we reached 5,000 women through our Community grants program which is designed to provide education, support and access to health services for women of low socioeconomic status.”

In 2017, the funded programs focused on encouraging exercise and healthy eating among Aboriginal and Torres Strait Islander women, rural women, women from multicultural communities and women in custody.

We also established the Heart Collective in NSW for women who have experienced and continue to live with heart disease. The support network will provide a stronger advocacy voice for women with heart disease.

## Women and heart-disease forum

In June, we held a Women and Heart Disease Forum for more than 170 health professionals from the fields of cardiology, obstetrics, emergency medicine, oncology, midwifery, general practice and public health. The forum highlighted emerging research from across medical disciplines and shone a light on advances in the prevention, treatment and management of heart disease for women.

Five key priorities for action were identified by participants at the forum:

- advocacy for a national campaign on women and heart disease
- an increased focus on pregnancy
- improved health professional training
- updates to clinical guidelines
- greater investment into specialist research on gender differences for heart disease.

## Women and Heart Disease research grant

To improve health outcomes for women, we awarded a second Women and Heart Disease research grant in NSW to Professor Emily Banks to quantify and address gender-based variation in cardiovascular disease in Australian women. In 2016, we awarded an inaugural grant to Professor Elizabeth Sullivan to research issues related to heart disease and pregnancy.

Find out more: [invisiblevisible.org.au](http://invisiblevisible.org.au)

## Jump Rope for Heart outreach

Jump Rope for Heart outreach encourages school children from regional, rural or disadvantaged NSW communities to be more active and learn healthy habits. It is intended to reach children in communities at higher risk of heart disease. Since 2014, the program has travelled to 175 schools.

Participating teachers have reported that more than three quarters of students are more active during the program and almost half remain more active when it has finished.



IN 2017, WE VISITED  
**4,245 STUDENTS**  
FROM 62 SCHOOLS ACROSS  
NSW AND PRODUCED A SERIES  
OF MULTIMEDIA RESOURCES  
TO ENCOURAGE MORE  
SCHOOLS TO SIGN  
UP IN FUTURE

## Healthy Town Challenge

The NSW Healthy Town Challenge is a joint initiative of NSW Health and the Heart Foundation to highlight the important role local communities play in helping residents eat well, move more and sit less. Towns with populations between 1,000 and 15,000 residents are eligible to apply for the \$15,000 prize money.

The 2017 town winner, Narrabri, ran a healthier oils program, established a weight loss coaching service and created a walking program for residents. These initiatives resulted in the town's participants losing a combined weight of 260 kilograms.

In 2017, we promoted the challenge to more than 670,000 people in regional and rural communities across the state. The finalists were the towns of Blayney, Coraki, North Wyong, Nashdale and Bourke where residents have committed to activities that promote healthy eating and exercise. The winner will be announced in 2018.

# Northern Territory

Partnering with community to improve heart health in our Heartland.

**Goal 3:** Health equity

From Alice Springs to the Top End – heart health was a focus for Territorians in 2017.



## Our Heartland

The Northern Territory has some of the highest rates of heart-related hospital admissions in Australia. Working to slow this trend down, the Heart Foundation continues to promote healthier lifestyles and connect health professionals through a series of workshops and forums that focus on prevention and treatment of heart disease.

In 2017, central Australia proved it was indeed 'Australia's heartland' by hosting a long list of heart-health activities. The 'Active in Alice' walking group continued to inspire physical activity. Started by Alice Springs Mayor and Heart Foundation NT Board Director, Damien Ryan, the group is now the second largest in Australia. Over six years, members have completed nearly 6,000 walks through the dramatic landscape of central Australia.

Alice Springs is also home to the Northern Territory's Female Athlete of the Year and the Heart Foundation's 'My Marathon' Ambassador, Emma Kraft. In 2017, Emma joined hundreds of Territorians participating in 'My Marathon' – a Heart Foundation fundraiser that asks participants to walk, jog or run 42.2km throughout the month of October. My Marathon was supported in the NT by 8HA radio, iFitness, and Darwin City Council along with many local Heart Foundation walking groups.

In 2017, members of the Northern Territory Health Professional Ambassador program met in Alice Springs to share and discuss their various heart-related projects. Now in its second year, the group was convened to provide peer support and practical skills for health professionals working in rural, remote and very remote areas of the Territory. The networking program now has 43 graduates, with 16 coming from central Australia including Alice Springs and Tennant Creek.

## Welcome to Country

Werte,

**On behalf of the Central Arrernte nations of this beautiful Arrernte country we, the Arrernte people past, present and future warmly welcome one and all to this special place. They call this Country 'The Red Centre' and 'the Dead Heart of Australia'. However, if you listen carefully you will hear her heart beating. Beating with beautiful rhythms of life in this Desert land we all call home.**

**Our Atarkwete, our Heart, our Life.**

*Words of Maria Elena Ellis, Arrernte-Warlpiri Woman, opening the Alice Springs Health Ambassadors Workshop, 2017.*

Published with permission.

Healthy Hearts Tiwi Island students embraced the Jump Rope for Heart program.

**Goal 1:** Healthy hearts

**Goal 1:** Healthy hearts

Healthy Hearts Active in Alice Walkers.

## Tiwi Island hearts

The work of the Heart Foundation spread as far north as the Tiwi Islands during 2017. Two Heart Foundation Health Ambassadors, Jane Whitehead and Dolores Brogan, assisted Tiwi Island health workers to deliver educational activities to the Pirlangimpi School. This was the first Jump Rope for Heart skipping program in the region. The students embraced skipping tricks and enjoyed learning about how the heart works, and why it is important to have a nutritious, healthy diet.

## No road too long

Distance is no barrier for the Heart Foundation NT team. In support of Heart Week, CEO Simon Dixon and Health Director Breanna Ellis embarked on a regional road trip, visiting Tennant Creek, Alice Springs, Katherine and Nhulunbuy in seven days. They conducted community education activities with health services about the updated hypertension guidelines. With one in five Northern Territorians having high blood pressure,<sup>2</sup> the trip was used to inform health workers about the diagnosis and treatment of patients.


## Congratulations Dr Marcus Ilton

Leading cardiologist and Heart Foundation NT Board President Dr Marcus Ilton was awarded 'Director of the Year' at the 2017 Third Sector Awards. The awards identify excellence and leadership in the not-for-profit sector. Dr Ilton received his award for dedication to the heart health of Territorians and commitment to supporting and leading the Heart Foundation in the Northern Territory.



# Queensland

Sharing our research stories and growing community programs.

**Goal 1:** Healthy hearts 

The Brisbane to Gold Coast Cycle Challenge's 'Magnificent Seven' Ambassadors.



## Cycle Challenge

The Heart Foundation has more than a million reasons to thank cyclists in the annual Brisbane to Gold Coast Cycle Challenge. Coordinated by Bicycle Queensland in partnership with the Heart Foundation Queensland, the event has now raised more than \$1 million for cardiovascular research.

The 100km ride had a new twist in 2017 with the 'Magnificent Seven' Ambassadors supporting and encouraging more women to participate. Each of the Ambassadors had their own story and cycling speed, but they had one thing in common: a love of cycling. Two of the Ambassadors were well known to the Heart Foundation – our Healthy Living Manager, Sheree Hughes, and our local 'Heart Hero' award winner and community fundraiser, Ruthie McGrath.

Heart Foundation Queensland CEO Stephen Vines rode in the event for the fourth time in 2017. While the weather conditions were the toughest he had experienced, he said he would never miss the event.

"It is wonderful to take part and hear the stories of the riders who are supporting the Heart Foundation, some of them for many years," he said.

**“We are incredibly grateful to the thousands of riders who have pushed their calves and their fundraising muscle for the Cycle Challenge. We are also grateful to Bicycle Queensland for the opportunity to raise funds and showcase the benefits of cycling for heart health.”**

## Sharing research stories

The Heart Foundation hosted a series of research and community events in 2017 to give supporters a greater understanding of our health and research projects. Over the year, local events were held in Brisbane, Toowoomba, Townsville, Wide Bay, Sunshine Coast and the Gold Coast.

A tour of the research laboratory at the Institute of Health and Biomedical Innovation at the Queensland University of Technology was particularly popular. Attendees heard from some of our researchers and watched their work being done in the lab. Violet Kuskie, 93, a long-time supporter of the Heart Foundation, said it was a wonderful experience. "I'm really interested in research and it was fascinating to get up close and see what the researchers are doing to help future generations," she said.



**Goal 4:** Heart Foundation research 

Associate Professor Chamindie Punyadeera and her team are examining a saliva test to diagnose heart failure.

## Local Government awards

Over half of the submissions for the Heart Foundation's Local Government awards came from Queensland – a reflection of the state's interest in creating healthy communities. The submissions were of a high quality, showing councils are serious about providing healthy environments (walking and cycling paths, community gardens, outdoor exercise equipment) and physical activity and nutrition programs for their residents. There were three State winners (Torres, Toowoomba, Maranoa), a national winner (Maranoa), and a national highly commended (Toowoomba).

## Stepping Out

The Heart Foundation Walking program continued to grow in Queensland in 2017. To help reach our 'Healthy Hearts' goal, more than 1,500 new people joined 44 groups throughout the year. This means there are now 6,375 participants in Queensland walking

The Seven Hills Bushland Reserve walking group stepping out.

**Goal 1:** Healthy hearts 



groups from Cairns to Charleville – the highest number of any state or territory. Passionate volunteers, area coordinators, local council support, and funding from the Queensland Government and Brisbane City Council have helped us achieve this.

## 'My heart, my life' support programs

Heart attacks and heart conditions can be confronting, life-changing experiences for people who need ongoing support. From 2015–2017, over 7,500 Queensland cardiac patients and their carers signed up for a trial of the Heart Foundation's 'My heart, my life' support program to guide them through recovery and life after diagnosis.

Participants received the My heart, my life booklet, received a phone call from our trained Helpline staff and were provided with regular emails to reinforce key recovery messages around lifestyle change, medications, and mental health. In 2017, \$250,000 from the Queensland Government helped us update this popular resource, which is now online on the Heart Foundation website. It is called 'After my heart attack'. The provision of this important program, which helps us reach our 'Heart Care' goal, was made possible with a grant from Perpetual Foundation – Ivan Maurice Jones Endowment and the Heart Foundation Pharmaceutical Roundtable.

# South Australia

Reaching our community for improved heart care and support.

**Goal 2:** Heart care ✓



Improving people's knowledge of their heart attack risk.

**Goal 3:** Health equity ✓

**Goal 2:** Heart care ✓

Working with our partners to raise awareness.



### Speeding up emergency care

Every week more than 280 Australian families lose a loved one to sudden cardiac death.<sup>13</sup> To prevent some of these deaths, the Heart Foundation has been encouraging people to understand the warning signs, call 000 (triple zero), and use a defibrillator as quickly as possible.

Automatic external defibrillators (AEDs) can dramatically increase the chance of survival when used in the first three to five minutes of cardiac arrest. They are becoming more common in public places such as shopping centres and sports stadiums.

On Valentine's Day, the Heart Foundation SA supported Adelaide City Council to install 15 AEDs for public use in the city and North Adelaide. This was part of the 'Shockingly Easy' campaign which included free CPR training from Ambulance SA and Heart Foundation presentations about the warning signs of a heart attack. Media coverage of the campaign reached nearly 2 million people.

In October, the three organisations supported The Honourable Peter Malinauskas, SA Minister for Health and Minister for Mental Health and Substance Abuse, to launch 'Restart A Heart Day'. This included free CPR training in Rundle Mall, Rose Park Primary School and at Adelaide Airport. The campaign was designed to encourage South Australian businesses to register their AEDs so 000 call operators can identify the nearest defibrillator in a medical emergency.

### South Australian cardiovascular research network

In 2017, the South Australian cardiovascular research network educated more than 200 local researchers, improving their knowledge in clinical research, research governance and the public health fields. An inaugural research showcase also allowed researchers to share their work with health professionals and policy makers to encourage more collaboration.

### Mobile heart-health checks

During Heart Week, we partnered with UniSA to conduct 253 free Heart Health Checks in the northern suburbs of Adelaide. The checks involved an assessment of blood pressure, smoking status, and cholesterol and blood sugar levels to determine risk of heart disease or stroke.

Alarming, 28 per cent of participants had blood pressure over the recommended range and were referred to a GP, and 65 per cent had a body mass index (BMI) outside of the healthy range. They were provided with lifestyle advice and counselling.

After the checks, 180 participants visited the Heart Foundation resource stand to talk to Helpline staff about their risk factors. Heart Foundation Walking also led a community walk from each Civic Centre location.

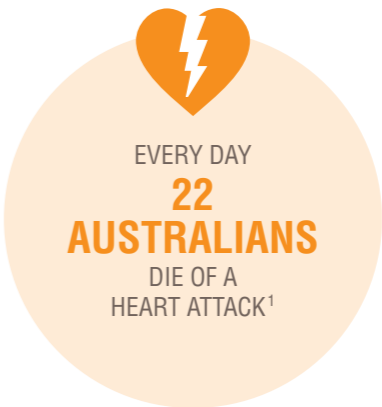
There is evidence to suggest that most people know they should have a heart-health check, but don't get one because it's inconvenient, inaccessible or will cost them money. Free mobile screening allowed us to overcome these hurdles.

### Heart-health checks for women

In 2017, we continued to encourage women to get a GP heart-health check through a high-profile breakfast and supporting media campaign. This initiative aimed to raise awareness of heart disease in women and encouraged them to talk to their GPs about their risk factors.

The message was shared across radio, newsprint, and digital and social media, with an audience reach of 4 million people. Our May breakfast raised almost \$25,000 and resulted in six heart health presentations being booked by South Australian businesses.

### Warning sign presentations



Some of these deaths can be prevented if people know the warnings signs to get faster care. For the past five years, the Heart Foundation SA has been educating 1,300 people a year about the warnings signs of a heart attack.

In 2018, we will be expanding this program to focus more on rural and remote areas. We will be targeting high-risk communities identified by our Heart Map data through councils, businesses and local health providers.

Cobham Aviation Services learnt just how valuable this knowledge can be when an employee began to show the warning signs of a heart attack in Trinidad and quick-thinking team members got him to a hospital as soon as possible, potentially saving his life.



# Tasmania

## Strategic directions for better cardiac services.

**Goal 3:** Health equity ✔

Advocating for healthier living.



### LIVELIGHTER

livelighter.com.au

Good planning leads to better health outcomes.

**Goal 3:** Health equity ✔

**Goal 2:** Heart care ✔

Our Live Lighter campaign encouraged people to look more carefully at what they eat and drink and to be more active.



### Creating a cardiac services plan

Tasmania is a hot spot for heart disease. The Heart Foundation’s Heart Maps show almost one in three Tasmanians are obese (BMI equal to or greater than 30.0) and nearly one in five are current smokers.<sup>2</sup> It is not surprising then that heart disease is prevalent in the state, affecting 9.5 per cent of adults<sup>2</sup> – a much higher rate than the national average of 6.6 per cent.<sup>2</sup> Tasmania also has the second highest death rate due to cardiovascular disease.

To improve prevention, detection and treatment of cardiovascular disease in Tasmania, we published our first Statewide Cardiac Services Plan in 2017. It articulates what services and resources are required for us to provide high-quality cardiac services to all Tasmanians, regardless of their socioeconomic profile or location.

Together with the Government’s Tasmanian Health Services cardiac clinical advisory group and our own Heart Foundation Health Advisory Committee – we have developed a plan which will help us to reach our goal of equal access to heart health care and support.

The plan provides four strategic directions and recommendations for how the health system can improve prevention efforts and enhance cardiac services based on evidence of best practice. These include:

- promoting healthy living and improving the detection of early stages of heart disease
- better, faster access to time-critical cardiac care
- improving services for people with heart disease
- strengthening health system performance.

### LiveLighter campaign

In 2017, Tasmanians were asked if they had a ‘grabbable gut’. The message was part of the LiveLighter campaign, which encourages people to lead healthier lives by changing what they eat and drink, and by becoming more active.

The campaign featured TV, online, print and social media items, and a locally targeted website with meal and activity planners, recipe books, posters and fact sheets. Its focus is the relationship between the ‘grabbable gut’ and underlying levels of toxic fat, which is linked to the release of harmful chemicals and hormones.

More than 67.5 per cent of Tasmanians are overweight or obese (BMI equal to or greater than 25.0), the highest rate in the country. We hope the campaign will inspire more people to assess their weight and strive for a healthier body.

### Healthy Active by Design

Hobart City Council is developing a new strategy to plan for the future transport needs of Tasmania’s capital city and to support growth in our population and economy. It is due for publication in early 2018.

Throughout 2017, the Heart Foundation made three submissions to promote the need for active living and active travel in the strategy. Some of our key recommendations are:

- prioritising active travel over motor vehicle use
- increasing urban density and concentration of services to enhance the opportunity for physical activity as part of daily routine
- increasing the appeal of public transport through more capacity and frequency, establishing bus lanes, better transit options, and better waiting areas.

Public transport, along with walking and cycling, is fundamental to travel equity, and in turn, health and wellbeing. We have also developed Tasmanian case studies for our Healthy Active by Design national website to inspire more projects in future.

# Victoria

## Enabling communities to change.

**Goal 2:** Heart care ✔

Working with nurses to support patients' recovery.



### Supporting cardiac patients in hospital

Cardiac rehabilitation programs assist people with heart conditions to reduce their risk of having heart issues in the future. The programs save lives and money, but only one in three cardiac patients are accessing them in Australia.<sup>14</sup>



RESEARCH SHOWS THAT GREATER UPTAKE OF CARDIAC REHABILITATION COULD SAVE THE VICTORIAN HEALTH SYSTEM **\$46.7 MILLION** AND STOP 2,817 HEART ATTACKS ACROSS THE STATE<sup>14</sup>

The Heart Foundation's three-year Nurse Ambassador Program has been working to increase referrals to cardiac rehabilitation and improve the education provided to cardiac patients. Thanks to a third year of funding from the Victorian Cardiac Clinical Network and the ongoing dedication of more than 30 Nurse Ambassadors, 2017 was a successful year. In line with our 'Heart Care' goal, we increased referrals to cardiac rehabilitation programs and increased patients' understanding of their condition and risk factors. Training was also provided to 1,150 nurses in face-to-face sessions or through online modules.

In addition, we provided over 20,000 copies of our information booklet, *My heart, my life*, to patients in 17 participating hospitals. All of these hospitals now have access to educational videos and other patient resources in 15 different languages.

A survey of 337 patients found that people who received our resources had a greater understanding of the risk factors for heart disease, the warning signs of a heart attack and the importance of adherence to medication.<sup>15</sup>

In October, the Heart Foundation presented our Nurse Ambassadors with a President's Award to recognise their outstanding contribution to the lives of cardiac patients in Victoria.

Educating Victorians about hidden salt in packaged food.

**Goal 1:** Healthy hearts ✔

IF IT'S PACKED IN A JAR, CHANCES ARE

## IT'S PACKED WITH SALT

**Goal 2:** Heart care ✔

Raising awareness about CPR and defibrillator use.



### Unpack the Salt campaign

The average Australian is eating almost twice as much salt as they should be<sup>16</sup> – a habit that creates high blood pressure which can lead to stroke and heart disease. To combat this, the Heart Foundation, the George Institute and VicHealth have been running the Unpack the Salt campaign.

“In 2017, we revealed the levels of ‘hidden salt’ in cooking sauces, ready meals and dips and crackers.”

We also launched our updated website [unpackthesalt.com.au](http://unpackthesalt.com.au). It includes advice on reading nutritional information panels on packaged food and teaches people that some of the healthiest looking food, such as tinned vegetables, can still include salt.

The campaign attracted strong media coverage reaching an estimated 12.5 million Australians. Audience testing showed a positive shift in knowledge, with 62 per cent of our target consumers reporting they have taken at least one action to reduce their salt intake.

### Creating Heart Safe Communities

Every day in Victoria 16 people will suffer a cardiac arrest outside of hospital, with only two likely to survive.<sup>17</sup> Currently, less than 10 per cent of these people survive.<sup>17</sup> We can improve this. Statistics tell us that if a bystander performs CPR on somebody in cardiac arrest, the person is twice as likely to survive.<sup>17</sup>

In 2017, the Heart Foundation and Ambulance Victoria started a pilot program in Tatura to raise awareness of the symptoms of cardiac arrest, and how to confidently respond as a bystander. We have already run education sessions with business and community groups; incorporated information into local school curriculum; and increased access to community defibrillators. The pilot program will continue to grow in 2018 to support other communities.

# Western Australia

Evidence underpins our work improving heart health for all – and advocacy, community fundraising and key partnerships support our campaigns.

**Goal 4:** Heart Foundation research ✓

WA researchers are doing world-first research.



Healthy community design can improve access to fresh food.

**Goal 1:** Healthy hearts ✓

**Goal 2:** Heart care ✓

Lucy Simpson and her Rottneest Swim team.



### Investigating new ways to prevent heart disease

Can a 30-year-old's body reveal signs of cardiovascular disease years before it produces noticeable symptoms? In 2017, Dr Andrew Haynes at the University of Western Australia was awarded a \$10,000 Bendat Family Foundation Scholarship to try to answer this question.

Dr Haynes is a postdoctoral researcher studying the impact of exercise on artery function, blood components and cardiovascular disease prevention. In a world-first project, he is now looking for pre-clinical markers of cardiovascular disease in seemingly healthy 30-year-olds to try to detect those who may be at risk early in life. Participants in his research will have tests to assess their vascular function, artery stiffness, brain blood flow, fitness and body composition. Components of their blood will also be measured.

If he is successful, young people at risk could be given specific advice on how to prevent the progression of disease. To date, Dr Haynes has investigated the impact of exercise on the function of arteries and components of the blood, both of which are involved in the progression of cardiovascular disease, heart attacks and strokes.

Dr Haynes discovered that exercise has direct benefits to the health and function of the inner wall of the arteries. It is this interface between the artery wall and blood where the underlying cause of cardiovascular disease occurs. Dr Haynes is now trying to get a better understanding of the beneficial role of exercise in preventing atherosclerosis (the build-up of fats, cholesterol and other substances in and on the artery walls).

In 2017, the Heart Foundation recognised seven outstanding WA researchers at its annual awards presentation in Perth, including Dr Haynes.

### Lucy Simpson

In 2016, while only in her early 20s, Lucy Simpson discovered how frightening it is to have heart disease and open-heart surgery.

**“When you're young you think you're invincible – I was 23 years old; I was fit and healthy, and I thought I couldn't possibly need heart surgery.”**

*Lucy Simpson*

Lucy was told that without surgery, she wouldn't survive another year. Thankfully, her youth and previous fitness helped her recover. Within a year of her surgery, Lucy completed the Rottneest Channel open-water swim with a team that raised almost \$13,000 for the Heart Foundation to help other people with heart disease.

As the inaugural Heart Foundation Youth Ambassador for WA, Lucy is helping to raise awareness and has supported our events including the annual Women's Heart Health Breakfast and the Red Hot Winter Ball.

### Healthy Active by Design

Fresh food markets and community gardens are taking off in Western Australia – a trend the Heart Foundation wants to encourage to support healthy eating.

The Heart Foundation's award-winning Healthy Active by Design online tool has a new component to help town planners and other built-environment professionals prioritise healthy food options. The new focus on healthy food is funded by Healthway, the West Australian Health Promotion Foundation.

The tool also provides advice about zoning and regulation of food supply outlets aimed at halting the proliferation of fast food outlets.

Healthy Active by Design – Healthy Food was produced by the Heart Foundation; WA Departments of Planning, Transport, Health and Sport and Recreation; Edith Cowan University; the UWA Centre for Built Environment and Health (CBEH); HASSELL; the Planning Institute of Australia; Landcorp; Urbis; and the Western Australia Local Government Association (WALGA).

# Financials

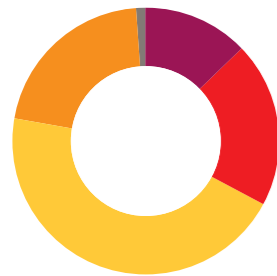
The Heart Foundation reports a surplus of \$662,000 in 2017. This result is in accordance with planned expectations as in 2017 we:

- Increased our commitment to research activities, spending \$14,373,000 in 2017 and \$50 million will be allocated over the next three years
- Invested in upgrading our ICT systems to support future fundraising activities and donor engagement
- Reviewed the organisational structure to ensure future delivery of our key health activities provide the best benefit to all Australians.

The fundraising environment remains competitive and the Board remains satisfied with our cost-to-income ratio for our fundraising activities. Our financial resources have been well managed and rigorous strategic management of the investment portfolio produced a return above the market.

The Heart Foundation is well placed to continue providing health programs and support to research well into the future.

What did your donation support in 2017?



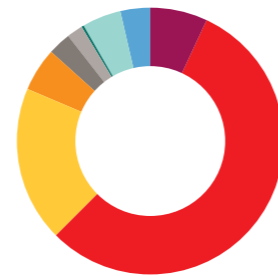
- Communication and administration **13%**
- Fundraising **20%**
- Health programs **45%**
- Research **21%**
- Surplus retained for research and health programs **1%**

Sources of income 2017



- Public support **59.82%**
- Investment income **14.21%**
- Grants for health programs and research **24.14%**
- Other income **1.83%**

How you've helped us in 2017



- Jump rope for heart **7.2%**
- Bequests and memorial giving **55.4%**
- Regular givers and appeals **18.9%**
- Community fundraising events **5.4%**
- Big Heart Appeal **2.6%**
- Trust and grants **1.9%**
- Corporate relations **0.4%**
- Major gifts **4.7%**
- Raffles **3.5%**

# Board Directors and Office Bearers

## National

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His Excellency General the Honourable Sir Peter Cosgrove (ret'd) Governor-General of the Commonwealth of Australia

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Mr J Etherington, BEc, FCA, FAICD (from 29 May 2017)

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Associate Professor David Colquhoun, MBBS, FRACP, FCSANZ (from 23 October 2017)

Mr B S Delaney, BCom, FCA, MAICD (to 23 October 2017)

Mr J Etherington, BEc, FCA, FAICD (from 29 May 2017)

Ms D Heggie, MCSP, MAICD, Grad. Dip. Human Services Research (from 18 May 2017)

Mrs Kate Hanslow, BA, LLB (Hons), TEP, GAICD

Dr M K Ilton, MBBA, FRACP

Mr T M Roberts, BArts, Acc, FCA, FAICD, FGLF, RITP (from 29 May 2017)

Mr G Robson, MEd, BCom (Hon), SFFINSIA FCAANZ

Mr B A Yvanovich, BSc, MPA, FFIA

### Representative of the Cardiac Society of Australia and New Zealand

Dr Jenny Deague, MBBS, FRACP, PhD, FCSANZ, GAICD (from 28 April 2017)

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Mr D H Gillam, BBus, FCPA, FAICD (to 29 May 2017)

Mr S R Larkin, B.Ec M.Com(Hons) AAIBF DFP GAICD (to 10 February 2017)

Ms Jennifer Tucker, LLB, BCom, Advanced Diploma Management (Harvard), GDip Marketing, GAICD (from 29 May 2017)

Ms Cynthia Payne, RN, DipApSc, BachApSc, MBA (from 29 May 2017)

Ms Alice Tay, FGIA (from 29 May 2017)

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Mr R V Ryan, AO

Professor A M Tonkin, OAM MBBS, MD, FRACP

### Chief Executive Officer – National

Adjunct Professor J G Kelly, AM, BA (Hons), LLB, Grad Dip Leg Prac, FACN, FIML, MAICD, MAPS



# Thank you

Thank you to everyone who helps us deliver our lifesaving heart research and programs aimed at preventing heart disease and providing care for all Australians.

Every year we rely on your support, and in 2017 you once again generously gave your time and resources.

## Donors

We are honoured to have had close to 100,000 people who've donated throughout the year. And we're especially grateful to over 14,000 regular givers who contributed over \$3 million towards the fight against heart disease in Australia.

## Our fundraisers and volunteers

We can't deliver our programs without the wonderful contribution of our volunteers. More than 12,000 of you gave us countless hours of your valuable time in 2017.

## Bequests

It's with respect and gratitude that we recognise those who gave a lasting gift to the Heart Foundation. Through a gift in their will, they provided lasting support to the Heart Foundation, and that can fuel real change for future generations.

## Workplace giving

A big thanks to those employees who continue to support the Heart Foundation through regular workplace giving and their employers who make it possible. Individual employees contribute regular donations through their pre-tax pay and many employers match their employees' contributions.

## Corporate partners

Corporate Australia plays a vital role supporting the Heart Foundation. They're contributing to saving lives and making a difference to the heart health of all Australians.

A special thank you goes to our corporate partners for 2017 including Hart Sport, Qantas Assure, Sanitarium, Terry White Chemmart and Varidesk.

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