

**HEART
WEEK**
6-12 May 2024

NEVER MISS A BEAT

SUPPORTER KIT



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Dear colleagues,

Thank you for getting involved in Heart Week 2024.

Heart disease remains Australia's leading cause of death, with one Australian experiencing a heart attack or stroke every 4 minutes. To help combat this devastating statistic we all have an opportunity to place a spotlight on heart health in our workplaces, our homes and start important conversations about heart disease with your family, friends, colleagues and networks.

This Heart Week (6-12 May), we are encouraging health professionals to never miss a beat, by using the Aus CVD Risk calculator to deliver more Heart Health Checks to their at-risk patients. To complement this, we are urging everyday Australians to start a conversation about heart health and see their GP for a Heart Health Check.

Thanks to all our collective efforts to keep Australian hearts healthy, there have been over 600,000 Heart Health Checks delivered since April 2019.

Since the launch of the new guideline, the Aus CVD Risk calculator has been used over 700,000 times - proving to be an integral tool in the prevention of CVD in our community.

To assist you in spreading the word about Heart Week with your networks, we have developed this comprehensive promotional pack that includes social media copy, creative assets and other supporting material.

Together, we continue to strive towards an Australia free of heart disease.

Best wishes,



David Lloyd
CEO, National Heart Foundation of Australia



About Heart Week

Heart Week is Australia's national heart health awareness week held in May each year. Heart Week provides an opportunity for health professionals and the Australian public to start a conversation about heart disease and take steps to improve their heart health.

This Heart Week (6-12 May) we are encouraging health professionals and everyday Australians to **never miss a beat.**

We're encouraging everyday Australians to understand their personal risk of developing heart disease and to take action by booking in a Heart Health Check with their GP.

We're also supporting health professionals to utilise the latest tools and resources to deliver preventative Heart Health Checks for their at-risk patients.



Heart Week resources for your organisation

Order or download your **free** Heart Week resource pack and engage your community about their heart health. Use the pack to set up an informative heart health display at your workplace and start a conversation about the importance of understanding cardiovascular disease risk and having a Heart Health Check.

If you're a general practice, there are some handy tools and templates to streamline the delivery of your Heart Health Checks this Heart Week.

Resources included in the pack

- ✓ 'What is a heart health check?' brochures
- ✓ 'How to conduct a heart health check' resources
- ✓ 'Know your risk' A3 posters
- ✓ 'Heart age calculator' A3 posters
- ✓ Promotional red heart cut-out A3 posters
- ✓ Australian Guideline for assessing and managing CVD risk – summary for health professionals' resource

Order printed resource pack

Download digital resource pack

Enter the creative display competition



Enter the Heart Week display competition to be in the running to win one of two \$500 vouchers.

Use your free resources and get creative with your decorations to start conversations about heart health at your workplace.

Winning and shortlisted displays will be featured nationally on the Heart Foundation's social media and newsletters.

To enter, share photos on social media with **#HeartWeek2024** and tag the Heart Foundation, or submit them via our online form.

Eligible displays must be in shared patient areas within healthcare settings.

Enter here

Check out last year's winners, Townsville & Suburban Medical Practice and St John of God Berwick Hospital



Promotional material for the health professionals

Creative assets

Share these images via your social media, eNewsletter and other digital formats to promote Heart Week to your health professional networks, and use the following short or long form copy alongside them to help get the message across.



[Download social media tile 1](#)



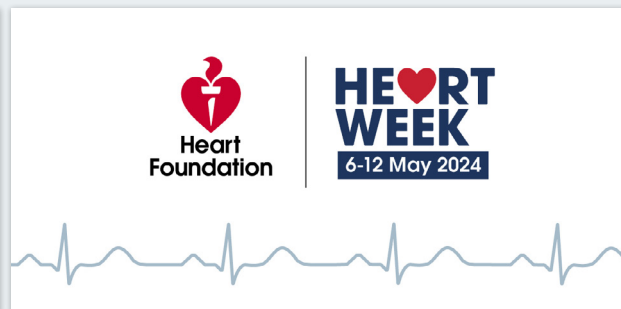
[Download social media tile 2](#)



[Download social media tile 2](#)



[Download banner 1](#)



[Download banner 2](#)

[Download all assets](#)

Short-form copy

e.g. social media posts

This Heart Week (6-12 May), **never miss a beat** by using the Aus CVD Risk calculator during your next Heart Health Check.

Support the delivery of Heart Health Checks and engage your patients about their heart health by downloading or ordering your free Heart Week resource pack and registering for the latest clinical webinar on 9 May.

Learn more about how to get involved at heartfoundation.org.au/heart-week

Long-form copy

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

This Heart Week (6-12 May), start a conversation with your patients about heart health and the positive steps they can take to reduce their heart disease risk.

Every four minutes, one Australian has a heart attack or stroke. Never miss a beat. Use the Aus CVD Risk calculator during your next Heart Health Check.

With a CVD risk prediction equation uniquely modified and recalibrated for the Australian population, the Aus CVD Risk calculator enables more accurate risk estimation through updated risk assessment criteria and refined risk categories.

You can further support the delivery of Heart Health Checks and engage your patients about their heart health by:

- **Downloading or ordering your free Heart Week resource pack**

This resource pack contains a variety of resources and promotional tools to assist you in engaging your patients about their heart health. Set up a heart health display at your workplace and enter the creative display competition to win one of two \$500 vouchers!

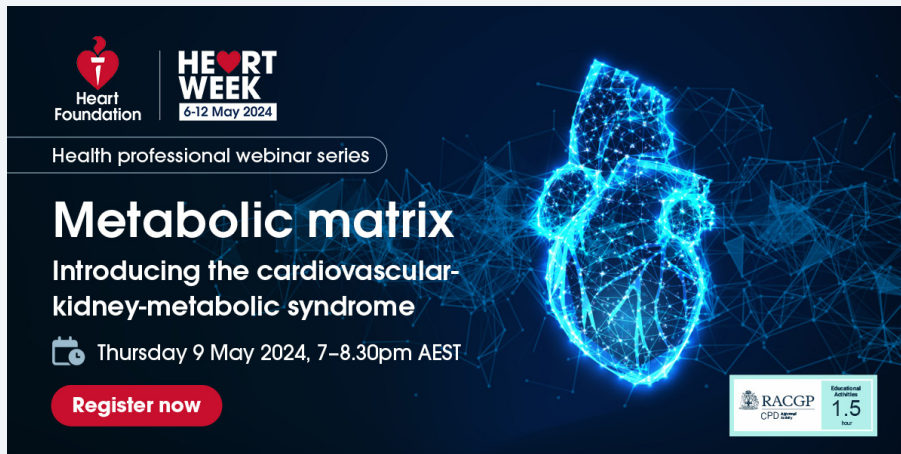
- **Registering for the Heart Foundation's latest clinical webinar on 9 May**

Take part in the Heart Week clinical webinar, "Metabolic matrix: Introducing the cardiovascular-kidney-metabolic (CKM) syndrome", on Thursday 9 May, 7-8.30 pm AEST. Join an expert panel, featuring esteemed researcher and lead author of the American Heart Association's presidential advisory defining CKM syndrome, Dr Chiadi Ndumele, to unpack the newly defined CKM syndrome, and explore the latest evidence-based management strategies as well as practical applications in primary healthcare settings.

Learn more about how to get involved at heartfoundation.org.au/heart-week

Clinical webinar creative assets

Share these images via your social media, eNewsletter and other digital formats to promote the Heart Week clinical webinar to your health professional networks, and use some of the following long form copy alongside them to help get the message across.



[Download banner](#)



[Download social media file](#)

Heart Week clinical webinar – long-form copy

This Heart Week, Thursday 9 May 2024, 7-8.30pm AEST, tune in to the Heart Foundation's CPD accredited clinical webinar 'Metabolic matrix'. The webinar will explore strategies for diagnosing and managing the newly defined cardiovascular-kidney-metabolic (CKM) syndrome.

The event will be chaired by Prof. Garry Jennings, Chief Medical Advisor of the Heart Foundation, and will feature Dr Chiadi Ndumele, internationally renowned researcher and lead author of the American Heart Association's presidential advisory defining CKM syndrome. Along with Australian experts, the panel will explore the profound interconnections between chronic kidney disease, cardiovascular disease and metabolic disorders that characterise CKM syndrome.

To supplement this learning, the webinar will be supported by a case study and will include useful tools and resources for enhancing CVD risk factor management associated with CKM syndrome in primary healthcare settings. See below for further details on speakers as well as topics to be covered.

This webinar has been accredited with the RACGP for 1.5 hours.
(Activity number: 813797)



Webinar details

Title	Metabolic matrix: Introducing the cardiovascular-kidney-metabolic syndrome
When and where	Heart Week – Thursday 9 May 7-8:30pm AEST Live and recorded, free RACGP accredited Zoom webinar
Speakers	<p>Dr Chiadi Ndumele (International keynote speaker) Robert E. Meyerhoff Assistant Professor, Department of Medicine, Johns Hopkins University, USA.</p> <p>Prof. Elif Ekinci Director, Australian Centre for Accelerating Diabetes Innovations</p> <p>Prof. Karen Dwyer Director, Royal Melbourne Hospital and The University of Melbourne</p> <p>A/Prof. Gary Kilov (General Practitioner) Director, Launceston Diabetes Clinic</p> <p>Prof. Garry Jennings (Chair) Chief Medical Advisor, National Heart Foundation of Australia</p>
Topics to be discussed	<ol style="list-style-type: none"> 1. Defining cardiovascular-kidney-metabolic (CKM) syndrome, its underlying causes, and implications on patients' health outcomes. 2. Understanding the screening, symptoms, and diagnosis of CKM. 3. Innovative approaches for the management of CKM through preventative strategies. 4. Discussions around renal and endocrine considerations in managing CKM complications to improve CVD outcomes. 5. Practical tools and resources for enhancing CVD risk factor management in primary healthcare settings. <p>One hour of live, case-based presentations followed by an extended 30-minute live audience Q&A with opportunities to pre-submit questions.</p>
Registration link	https://heartfoundation-au.zoom.us/webinar/register/5617109736876/WN_ehS9s4dISSOKPnSgKYIg_Q

Promotional material for the Australian public

Creative assets

Share these images via your social media, eNewsletter and other digital formats to promote Heart Week to your networks, and use the following short or long form copy alongside them to help get the message across.



[Download social media tile 1](#)

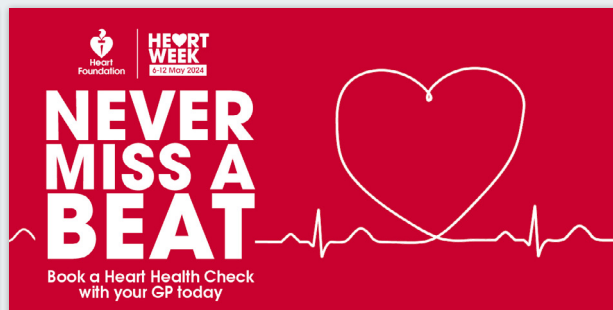


[Download social media tile 2](#)

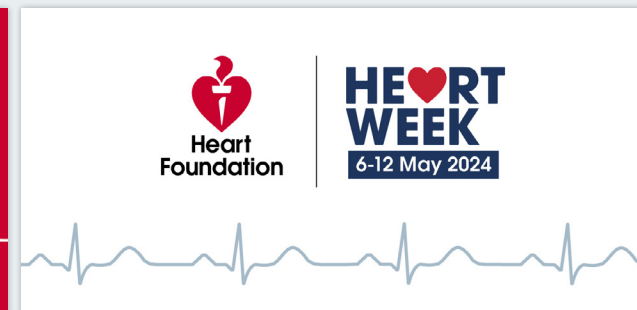
[Download all assets](#)



[Download banner 1](#)



[Download banner 2](#)



[Download banner 3](#)

Short-form copy

e.g. social media posts

Every four minutes, one Australian suffers a heart attack or stroke. But knowing your risk is the first step to a healthier heart. That's why the Heart Foundation wants you to see your GP for a Heart Health Check this Heart Week (6-12 May)

Book a Heart Health Check with your GP today and **never miss a beat**.

Find out more at

heartfoundation.org.au/heart-week

Long-form copy

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

This Heart Week (6-12 May) we are encouraging Australians to **never miss a beat**.

Every four minutes, one Australian has a heart attack or stroke. This Heart Week, the Heart Foundation is encouraging you to take a critical step towards improving your heart health.

Find out how you can get involved in Heart Week and take positive steps to reduce your risk of heart disease below:

- **See your GP for a Heart Health Check:** A Heart Health Check is a routine 20-minute check-up with your GP to assess your risk of having a heart attack or stroke in the next five years. If you are aged 45 and over and do not already have heart disease, we recommend you see your doctor for a Medicare-subsidised Heart Health Check. Some people may be eligible earlier, including First Nations peoples from 30 years, and from 35 years for people living with diabetes.
- **Complete the Heart Age Calculator:** The Heart Age Calculator is a simple, 3-minute online questionnaire that helps people understand their risk of a heart attack or stroke by determining their heart age. If your heart age is higher than your actual age, you may be at a higher risk of having a heart attack or stroke and should speak to your GP about getting a Heart Health Check.
- **Start a conversation about heart health with your loved ones:** Speak to your friends and family about their heart health, and the steps they can take to lower their risk. Encourage them to speak to their GP about a Heart Health Check, take part in exercise and eat a heart-healthy diet.

Visit the Heart Week webpage to learn more: heartfoundation.org.au/heart-week

Promotional material for workplaces

Creative assets

Feel free to use any of the creative assets featured above in the Health Professionals and Australian public sections that are relevant to your organisation. You may also wish to utilise some of the following long form copy.

Top tips

- You may wish to include why Heart Week or the health and wellbeing of your employees is important to your organisation.
- If you are hosting Heart Week activities in your workplace don't forget to order or download a resource pack!

Long-form copy

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

With Australia's national heart health awareness week, Heart Week, coming up on 6-12 May, the Heart Foundation is encouraging everyday Australians to **never miss a beat** and take steps to improve their heart health.

Every four minutes, one Australian has a heart attack or stroke. At <organisation name>, we want to support you in taking positive steps to reduce your risk of heart disease. Never miss a beat by:

- **See your GP for a Heart Health Check:** A Heart Health Check is a routine 20-minute check-up with your GP to assess your risk of having a heart attack or stroke in the next five years. If you are aged 45 and over and do not already have heart disease, we recommend you see your doctor for a Medicare-subsidised Heart Health Check. Some people may be eligible earlier, including First Nations peoples from 30 years, and from 35 years for people living with diabetes.
- **Completing the Heart Age Calculator:** The Heart Age Calculator is a simple, 3-minute online questionnaire that helps people understand their risk of a heart attack or stroke by determining their heart age. If your heart age is higher than your actual age, you may be at a higher risk of having a heart attack or stroke and should speak to your GP about getting a Heart Health Check.
- **Starting a conversation about heart health with your loved ones:** Speak to your friends and family about their heart health, and the steps they can take to lower their risk. Encourage them to speak to their GP about a Heart Health Check, take part in exercise and eat a heart-healthy diet.

Visit the Heart Week webpage to learn more: heartfoundation.org.au/heart-week

About the Heart Foundation

Since 1959, the Heart Foundation have invested the equivalent of over \$600 million towards research into the cause, diagnosis, treatment and prevention of heart disease. Heart disease is still the single biggest killer of Australians – there is still a lot of work to do.

To help us realise our vision of an Australia free of heart disease along with the teamwork and passion of our supporters and generosity of millions of Australians act to make a difference in the fight against heart disease by:

- ✔ supporting the health system shift towards prevention
- ✔ funding high-impact research, supporting emerging and leading heart health researchers
- ✔ working to improve heart disease prevention, detection, care and support for all Australians
- ✔ advocating to governments and industry for increased funding and resources for heart health
- ✔ building community awareness about living a heart-healthy lifestyle. We do this through public health awareness campaigns, accessible information and resources
- ✔ supporting health professionals in their work to prevent, diagnose and manage heart disease.





Contact us

e. contactus@heartfoundation.org.au

t. 13 11 12



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This toolkit, developed by the Heart Foundation, features resources for both health professionals and consumers to support Heart Week. 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.

