



**HEART
WEEK 2022**





Your #HeartWeek2022 promotional pack

For health professionals

Heart Week is an opportunity for health professionals and the Australian public to start a conversation about heart health and the steps we all need to take to reduce our risk of developing heart disease. This pack contains what you need to know about Heart Week 2022 and all the practical resources and activities to help you get involved.

The activity is funded by the Commonwealth Department of Health, as part of the Public Health and Chronic Disease program.



Australian Government
Department of Health



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A message for health professionals

Dear colleagues,

Amidst the challenges of living with COVID-19, vaccination programs and other uncertainties faced by primary care, the Heart Foundation recognises the pivotal role that general practice plays in the prevention of cardiovascular disease (CVD). Tertiary and allied health providers have similarly stepped up to accommodate the challenges of cardiovascular care during these everchanging times.

Thanks to you and your commitment to keeping Australian hearts healthy, there have been **over 275,000 Heart Health Checks** delivered since April 2019.

Heart Week 2022 is an occasion to build on this collective achievement and deliver more Heart Health Checks for your eligible patients. With one Australian suffering from a heart attack or stroke every 4 minutes, you have the power to change this statistic by focussing on these simple, routine practices that have a measurable life-saving impact.

The Heart Foundation has made routine CVD risk assessment and management easy with the Heart Health Check Toolkit. New resources are being introduced during Heart Week to enhance your management of cholesterol and lifestyle changes in the context of CVD risk reduction. Managing clinical risk factors like high cholesterol and high blood pressure and supporting healthy lifestyle changes are critical to preventing CVD events and saving lives.

In closing, I invite you and your healthcare team to take charge this Heart Week and make a meaningful difference for your patients:

- Check out the resources in this pack to promote heart health in your workplace and community leading up to Heart Week.
- Book your eligible patients in for Heart Health Checks. Use the Heart Health Check Toolkit to streamline your delivery, with templates ready for use in popular practice software.
- Brush up on the latest evidence by joining our Heart Week clinical webinar on new and emerging lipid lowering therapies.



Professor Garry Jennings
Interim Chief Executive Officer & Chief Medical Advisor
Heart Foundation



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How to get involved this Heart Week

1. Order or download your print promotional pack

When? Now.

Order your FREE Heart Health Check print promotional pack from our online shop (limited quantity available) to set up an informative heart health display at your workplace. Each pack includes:

- 30 Heart Health Check brochures for your patients
- 2 Heart Health Check A3 posters
- 2 Heart Age Calculator A3 posters

You can also download the digital copy of these resources – see page 13 for more information.

ORDER HERE





2. Make a splash for Heart Week at your workplace

When? Leading up to and during Heart Week

- Put Heart Foundation resources to good use. Display the posters and brochures from your print promotional pack in your waiting room or shared patient areas. Play the [Heart Health Check animation](#) on your waiting room TV screen.
- Get your practice team involved. Think of what you and your team can do together to draw attention to heart health, e.g. wear red T-shirts, socks or ties.
- Get creative and competitive. Make your Heart Week display stand out with colourful decorations like balloons, streamers and red hearts. Don't forget to snap some pictures with your team and enter our Heart Week challenge!



Join our Heart Week challenge

Join our Heart Week creative display challenge for a chance to win a \$500 gift voucher for you and your team (T&Cs apply). With your permission, your entry may also be featured nationally in Heart Foundation social media and newsletters.

To enter the competition, simply:

- publicly share photos of your display on social media, tag the Heart Foundation and use the hashtag #HeartWeek2022 OR
- submit your photo entry via [this online form](#)

Please note, eligible displays must be located in shared patient areas within a healthcare setting.



@heartfoundationAU
on Facebook



Heart Foundation
on LinkedIn



@heartfoundationAU
on Instagram



@heartfoundation
on Twitter



Heart Week 2021 display from Q Medical Holmview (QLD)

3. Use the Heart Health Check Toolkit to plan and implement Heart Health Checks

When? Leading up to Heart Week and ongoing

The Heart Foundation's Heart Health Check Toolkit is designed to streamline CVD risk assessment and management for primary healthcare professionals, in line with the most recent Absolute CVD Risk Guidelines. Over 46,000 health professionals have visited the Toolkit since its launch in February 2021.

The Toolkit offers easy-to-use resources in one place, including assessment and management templates, quality improvement tools, patient engagement resources and more.

New resources are being introduced during Heart Week to enhance your management of clinical and lifestyle risk factors.

BROWSE & BOOKMARK TOOLKIT



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Get started with the tools and tips below:

- [Download a five-step guide](#) to help plan a heart health promotion event or dedicated screening clinic during Heart Week and ensure its success.
- Efficiently identify and recall patients who are eligible for a Heart Health Check, [using this guide](#) to CAT4 and POLAR recipes.
- Download the CVD risk [assessment and management templates](#) and use them during your next Heart Health Check. If your practice uses Best Practice or MGT applications, you can access these templates from within your clinical software.
- [Download the template and example](#) of Model for Improvement and Plan Do Study Act cycle, using them to integrate the Heart Health Check into your quality improvement process.
- [Share the receptionist's guide](#) with the relevant staff to help them prepare for frequently asked questions
- Incorporate the Heart Health Check Toolkit into your local Health Pathways and other practice guides.



“Webinars like this are fabulous. These are the highest-quality/intensity/efficiency webinars I have seen.”

– GP, a 2021 attendee of
Heart Foundation clinical webinars

4. Register and tune in for Heart Week clinical webinar

When? During Heart Week at 7pm AEST Wednesday 4 May 2022

Our Heart Week webinar, **Lipid lowering landscape: New and emerging treatment approaches**, will be joined LIVE by a panel of international and Australian experts.

Lipid disorders are the sixth most commonly managed condition in Australian general practice; however, the severity and optimal management of these disorders varies significantly.¹ Almost half of high-risk Australians prescribed lipid lowering therapy do not achieve their low-density lipoprotein (LDL) cholesterol targets for cardiovascular risk reduction.²

The webinar will explore the latest evidence of new and emerging pharmacological strategies for lipid lowering, and how this can be translated into practice.

REGISTER NOW

1. Cooke G, et al. Common general practice presentations and publication frequency. Aust Fam Physician 2013; 42(1-2):65-8.
2. Carrington MJ, et al. CODE RED: Overturning Australia's cholesterol complacency. May 2020, Baker Heart and Diabetes Institute, Melbourne, Australia.



5. Spread the word to your community and network

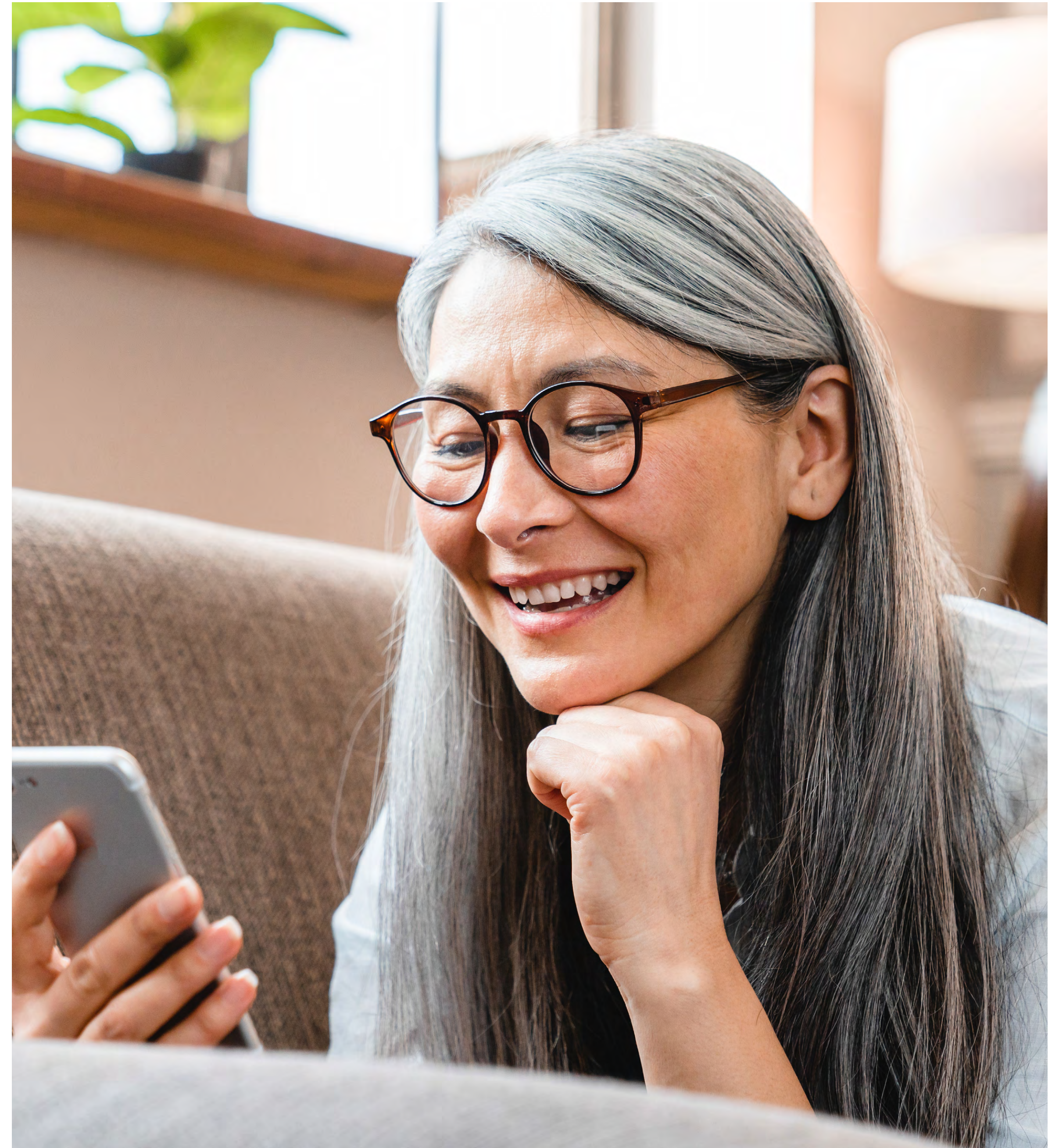
When? Leading up to and during Heart Week

In communications with your patients, remind them about the importance of looking after their heart health and getting a Heart Health Check. Additionally, you are encouraged to talk about Heart Week 2022 with your colleagues and invite them to participate.

To make this easy, we have created a range of ready-to-go digital resources and pre-developed messages for you to share with your community and professional network, introduced in the following section.



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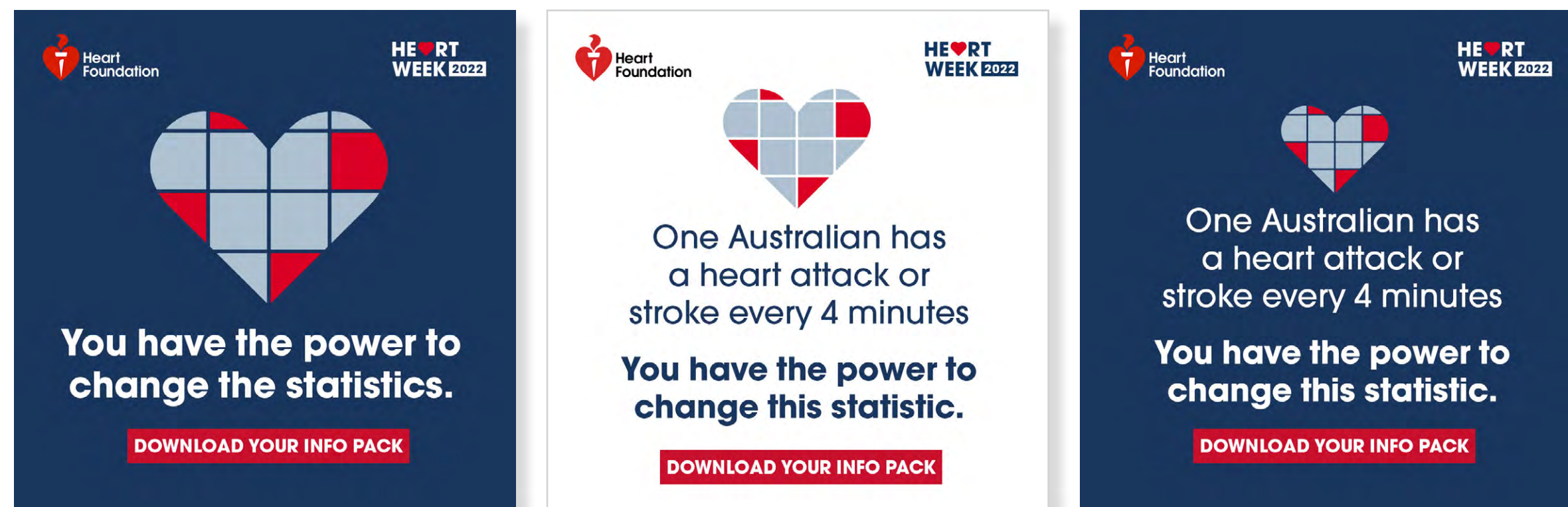
Heart Week resources for your network and community

Click on the images and links to view or download the relevant resources. Don't forget to use the hashtag **#HeartWeek2022** and tag the Heart Foundation when sharing this content on social media.

Resources to activate your network for Heart Week

Share the below images and messages via your social media, eNewsletters and other digital formats to rally support for Heart Week from your colleagues:

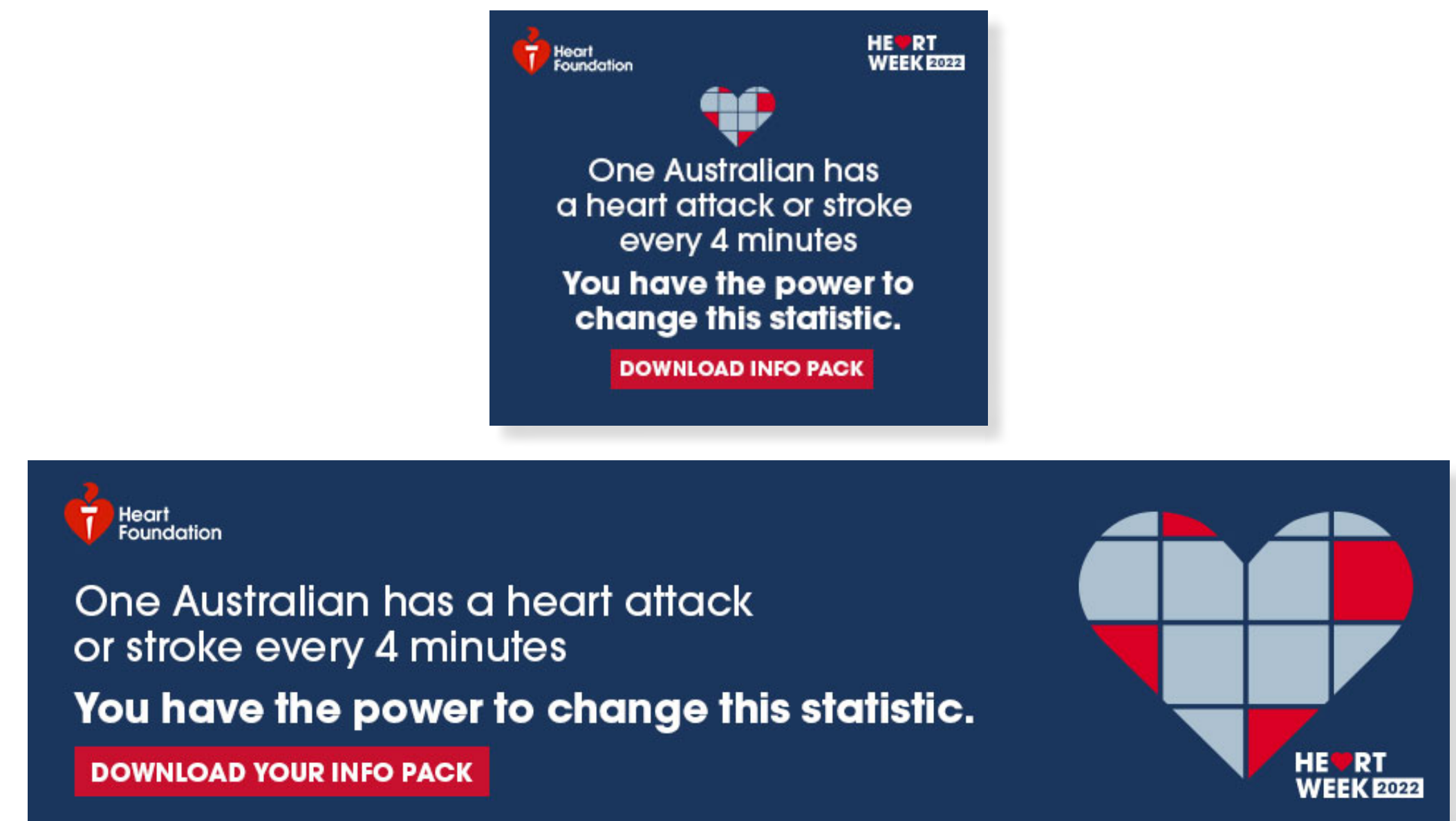
Short content e.g. social media



This Heart Week (2–8 May), join me in starting a conversation about heart health and delivering Heart Health Checks for more eligible Australians. With one Australian suffering from a heart attack or stroke every 4 minutes, we have the power to change this statistic by focussing on these simple, routine practices that have a measurable life-saving impact.



There's more than one way to make a difference this Heart Week – learn more here: heartfoundation.org.au/programs/Heart-Week

Digital display e.g. website, eNewsletter




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Long-form content e.g. eNewsletter, emails to health professionals



You have the power to change the statistics



Like many of you, **I/we** have been working in the challenging environment of living with COVID-19, vaccination programs and other uncertainties, while continuing to do our best to keep up with preventative care. Because of our collective commitment to keeping Australian hearts healthy, there have been over 275,000 Heart Health Checks delivered since April 2019.

Leading up to/during Heart Week 2022 (2–8 May), **I am/we** are encouraging you to join **me/us** in engaging patients about heart health and delivering Heart Health Checks for those eligible. With one Australian suffering from a heart attack or stroke every 4 minutes, we have the power to change this statistic by focussing on these simple, routine practices that have a measurable life-saving impact.

The Heart Foundation has made routine CVD risk assessment and management easy with the [Heart Health Check Toolkit](#), offering many handy templates and resources in one place. New resources are being introduced during Heart Week to enhance the management of CVD risk factors and healthy lifestyle changes for your patients.

[Visit the Heart Week 2022 webpage](#) to find out more. Below are some easy ways to get started:

- Start a conversation with your patients about heart health and book in those eligible for a Heart Health Check. Make use of the [Heart Health Check Toolkit](#) to streamline your delivery.
- Register and attend the [Heart Week clinical webinar](#) on new lipid lowering therapies.
- Share this message with your own network.



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Resources to engage your community about heart health in your practice

Download and display these informative resources:



'What is a heart health check?' animation



Heart Health Check A3 poster

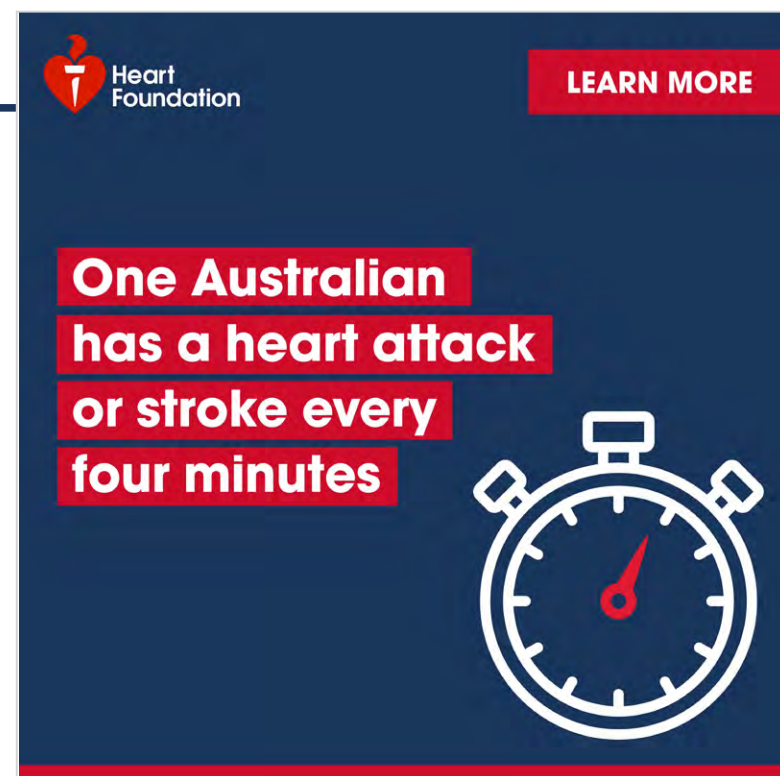


Heart Age Calculator A3 poster

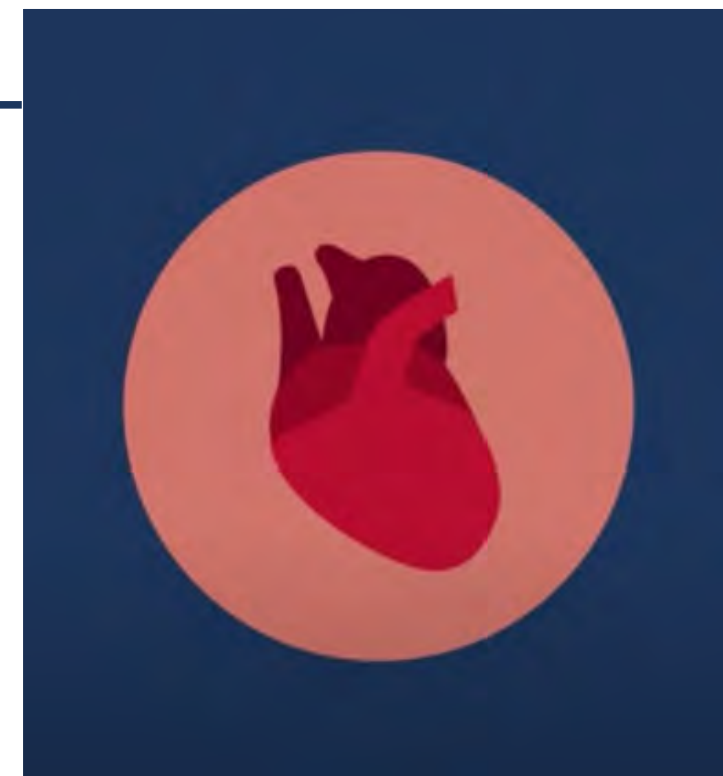


Resources to engage your community about heart health online

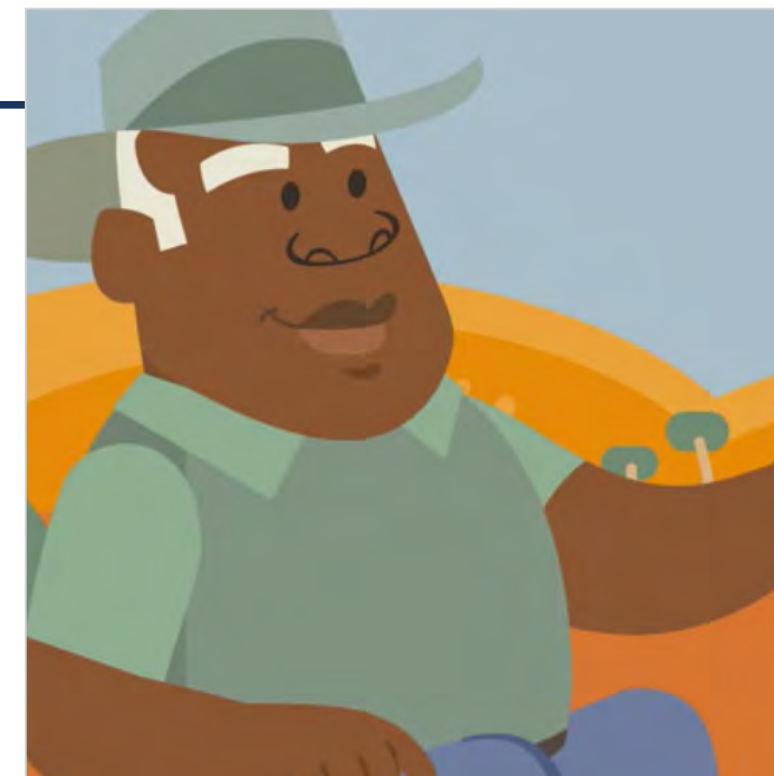
Share the below images/links and accompanying messages via social media, emails and website to raise awareness:



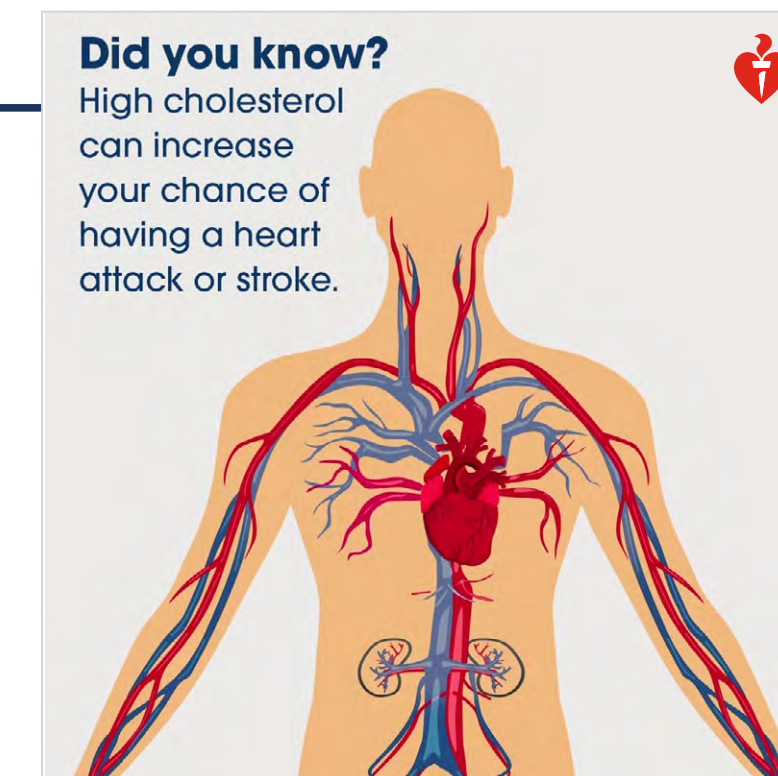
Speak to your GP or nurse about a Heart Health Check today. Learn more at: heartfoundation.org.au/heart-health-education/heart-health-checks



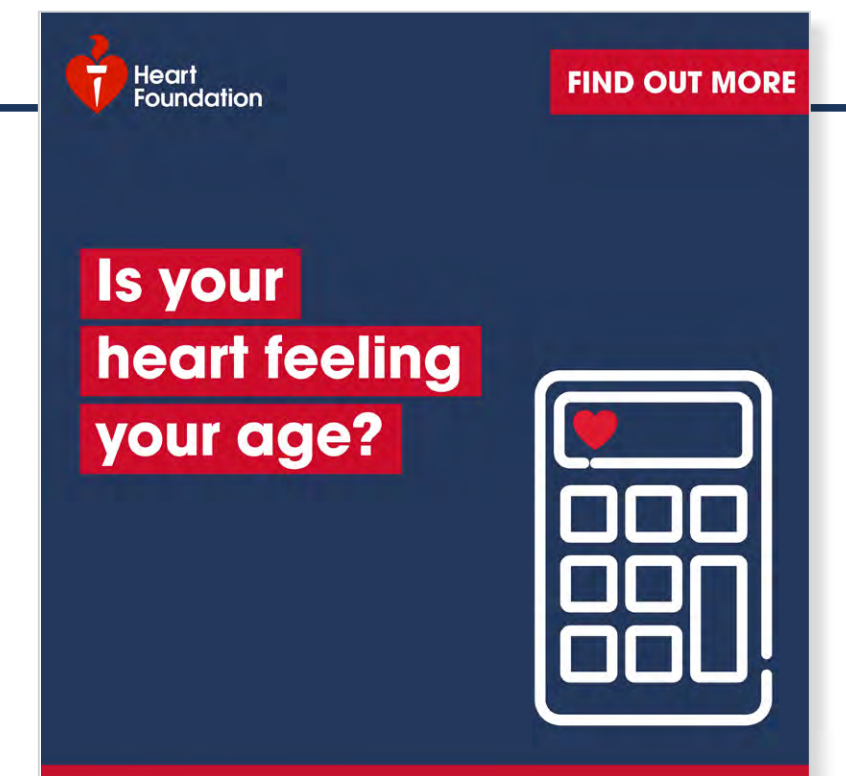
What is a Heart Health Check? Hint: A 20-minute routine check-up – no treadmills or surgical procedures necessary! Find out what's involved: youtube.com/watch?v=dHGI9O6m3B0



(For Aboriginal and/or Torres Strait Islander peoples)
See your doctor, nurse or health worker today and get your heart check done: youtube.com/watch?v=op1dNfMiz9s



High cholesterol generally doesn't have obvious symptoms, which is why you should have regular check-ups even if you're feeling healthy: youtube.com/watch?v=Gb6pl2Grec4



It only takes three minutes to find out your heart age. Visit the Heart Age Calculator: heartfoundation.org.au/heart-age-calculator



About the Heart Foundation

For over 60 years, the Heart Foundation has been the trusted peak body working to improve heart disease prevention, detection, and support for all Australians. Since 1959, we have funded research projects worth over \$670+ million.

Whilst our work has had a major impact on the survival rates of those suffering a heart attack and those living with heart disease, we will not be satisfied until it is completely eradicated. Coronary heart disease is still Australia's number one killer, taking 50 lives every day.

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:

- 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.

For heart health information and support, visit heartfoundation.org.au



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on Twitter



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