



# Running a Heart Health Check promotion in your practice

## 5 simple steps to success

### 1 What are your **goals** and **measures of success**?

- How many people are you targeting?
- What would you consider a success?
- Can this contribute to a PIP QI activity?
- Does your activity meet accreditation QI standards?

### 2 Who will be involved?

- Identify roles and responsibilities.
- Appoint a champion.

### 3 What kind of promotion?

- Use patient data to identify your most appropriate target group.
- Partner with another health care provider or collaborate with your PHN.
- Link the Heart Health Check activity to the PIP QI.

### 4 When will it be?

- Choose a day and time that best suits your patient group.
- Link to heart health related campaigns.
- Coordinate with other relevant clinics e.g. flu vaccination.

### 5 How will you **promote** it?

- Invite eligible patients via phone, letter, email or SMS.
- Advertise on your practice website and phone on-hold message system.
- Advertise locally through newsletters, social media or community radio stations.
- Provide information in your waiting room.
- Partner with local primary health care providers.



**Tip:** Personalising invitations from a patient's regular health provider may improve participation in a Heart Health Check.

