MAKING THE INVISIBLE VISIBLE
2018 CAMPAIGN TOOLKIT

invisiblevisible.org.au
#womenshearts

Supported by

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Heart disease in women is an invisible killer – often going unnoticed and not openly talked about.

It is a leading killer of Australian women, but it continues to be under-recognised, under-researched, and under-treated. In Australia, the disease continues to take the lives of 22 females every day – killing almost three times as many women as breast cancer.

The Heart Foundation’s Making the Invisible Visible campaign aims to increase awareness and understanding of heart disease in women with health professionals and the broader community.

In 2018 the campaign theme is focused on how vascular conditions during pregnancy, such as hypertension, preeclampsia and gestational diabetes, can have a lasting impact on women’s heart health.

Making the Invisible Visible runs across the entire month of June each year.

Visit invisiblevisible.org.au and join the conversation via #womenshearts
• Heart disease is a leading killer of Australian women.

• Heart disease kills almost three times as many women as breast cancer.

• 22 Australian women die from heart disease every day.

• More than 46,000 women are hospitalised with heart disease each year.

• Although women are more likely to experience atypical symptoms (jaw, shoulder, neck and back pain) when having a heart attack, only one in five women are aware of at least one of the symptoms.

• Only one in two women are confident they would know what to do or actions to take if they were having a heart attack.

• Total healthcare expenditure on women with heart disease was less than half of that spent on men. A total of $1.365 billion was spent on men, compared to $663 million on women.

• Despite women with heart disease spending longer in hospital than men, more is spent on men per hospital stay than women, on average around 20% ($8,685 for women per hospital stay compared to $10,368 for men).

• Women admitted to hospital with heart disease are less likely than men to have a number of heart-related procedures.

• Women aged 30 to 65 are less likely to have spoken to their GP about heart disease than men (23% compared to 31%) and considerably less likely to have had a heart health check (28% compared to 41%).
• Heart disease is an invisible killer often going unnoticed and not openly talked about – yet it is a leading killer of Australian women.

• Heart disease is a leading killer of Australian women. It kills almost three times as many Australian women as breast cancer, claiming the lives of 22 women every day.

• Pregnancy is the ultimate heart stress test. For most women their pregnancy is uncomplicated – but for some, vascular complications can arise that can have a long-term impact on a woman’s heart health. Complications in pregnancy don’t always disappear when a baby is safely delivered. Women who experience vascular complications in pregnancy such as gestational diabetes, gestational hypertension and preeclampsia are at increased risk of developing heart disease 10 to 15 years later. These women will require regular and ongoing health monitoring.

• Women are physically and hormonally different to men. Blood vessels, hormones and our metabolic function all influence our cardiovascular health. Yet women are seemingly ‘invisible’ when it comes to research and clinical studies. This can lead to low levels or awareness, delayed diagnosis and a woman’s heart condition being effectively invisible, until it’s too late.

• Low levels of awareness and understanding of heart disease amongst women can mean that some serious heart conditions are not identified until heart issues are well advanced, leading to poorer health outcomes for women.

• While more men will suffer heart attacks compared with women, women often fare worse in terms of outcomes – either dying before they get to hospital or at increased risk of suffering from a second or third heart attack.

CALL TO action

See a GP for a heart health check.

Learn the warning signs of a heart attack – they are not always what you think.

Join us in raising awareness by showing your heart!

• Draw a heart somewhere ‘visible’ on your body and take a photo or video and share it on social media using #womenshearts

• Donate online at invisiblevisible.org.au

• Encourage others to do the same... by doing so you will be protecting the hearts of the women you know and love.
Jo Dean is a Sydney marketing professional in her 40s. She has two boys who are 10 and 12 years old and during both her pregnancies Jo experienced preeclampsia and was told she was ‘fine’ once the babies were delivered and her blood pressure had returned to normal healthy levels. In 2017, she had robotic heart surgery to resolve a blocked artery and is currently undergoing cardiac rehabilitation. Jo wishes she had known the risks and monitored her heart health over the past decade.

Nerissa Bunn is a 27-year-old mother from Queensland. Just over a year ago during her first pregnancy she suffered from preeclampsia and HELLP Syndrome, which is a variation of preeclampsia that also affects the liver. After her emergency cesarean she was not provided any information about her heart health even though she continued to have high blood pressure. Nerissa had been told by health professionals that her blood pressure did not need to be checked further because it was just a ‘pregnancy thing’.

Perth resident, Lee-Anne Poon, had a baby four years ago at 34 weeks due to preeclampsia. She had a pretty easy pregnancy up until 33 weeks when she was hospitalised for two days to control her blood pressure and then at 34 weeks at a check-up it was decided that she needed to deliver immediately. Lee-Anne has a family history of heart disease, with her father passing away from complications following a heart attack, when he was just 40 years old.

Sydney business owner, Eugenie Pepper, experienced preeclampsia in both of her pregnancies in her late 30s. After returning from hospital she wasn’t aware of any link between preeclampsia and heart disease. Instead she turned to the Internet and discovered that having preeclampsia means she will have a higher risk of heart disease in the future. Eugenie has a family history of heart disease – her aunty also experienced preeclampsia and now suffers from heart disease.
We’ve created a range of materials and resources that you can use to spread the message about heart disease in women.

Start a conversation with the women in your professional and personal life about the health of their hearts.

Spread the message on social media during June by tweeting one of our ready to go short messages or use one of our longer messages for Facebook and LinkedIn. Don’t forget to use our digital and social media banners on your digital and social media channels and include #womenshearts.

Download our printable posters and display prominently on your information display boards to get patients or stakeholders thinking about women’s heart health.

Write a blog or news article or share one of our existing materials. You can also show your support through your website by uploading one of our ready-to-go web banners.
campaign

MATERIALS

DISPLAY MATERIAL
Posters

DIGITAL ELEMENTS
Web Banner

CASE STUDIES
View Sabine’s and Jo’s stories on www.heartfoundation.org.au/womens-stories

Download our campaign materials from invisiblevisible.org.au
Supporters are encouraged to post any of the following content on their social media channels during Making the Invisible Visible (1 to 30 June 2018).

**SOCIAL MEDIA IDEAS**

1. Get your staff or stakeholders to **draw a heart** somewhere ‘visible’ on their body

2. Take a photo or video

3. **Share it** on social media using **#womenshearts** and tag ‘nationalheartfoundation’

**SUGGESTED POSTS**

a. It’s Making the Invisible Visible month! Let’s raise awareness about heart disease in women this June! **#womenshearts @HeartAust**

b. Heart disease remains a leading killer of women, killing almost 3 times more women than breast cancer **#womenshearts @HeartAust**

c. Heart disease takes the lives of 22 Australian women every day. Find out how to make the invisible visible this June **#womenshearts @HeartAust**

d. **#preeclampsia** and **#hypertension** during pregnancy increases women’s risk of heart disease and hypertension later in life

e. Women who have had **#preeclampsia** and **#hypertension** during pregnancy have double the risk of heart disease than other mothers **#womenshearts @HeartAust**

f. More than 46,000 women are hospitalised with heart disease each year in Australia **#womenshearts @HeartAust**

g. Know the warning signs of a heart attack in women **#womenshearts @HeartAust**

h. See your GP for a heart health check, talk about any complications during pregnancy like **#preeclampsia #womenshearts @HeartAust**

i. This is the face of heart disease [heartfoundation.org.au/womens-stories](http://heartfoundation.org.au/womens-stories) **#womenshearts @HeartAust**
Heart disease remains a leading killer of Australian women, but it continues to be under-recognised, under-researched, and under-treated. In Australia, the disease takes the lives of 22 females every day – killing almost three times as many women as breast cancer.

This year the Heart Foundation is raising awareness about how conditions during pregnancy, such as hypertension, preeclampsia and gestational diabetes, can increase women’s risk of heart disease by two to four times compared with other mothers.

**HOW CAN YOU GET INVOLVED?**

- **See your GP** for a heart health check.
- **Learn the warning signs** of a heart attack – they can differ between men and women.
- **Join us** in raising awareness by showing your heart!
  - Draw a heart somewhere ‘visible’ on your body and take a photo or video and share it on social media using #womenshearts
  - Donate online at invisiblevisible.org.au
  - Encourage others to do the same... by doing so you will be protecting the hearts of the women you know and love.

More information is also available by calling the Heart Foundation on 13 11 12 or visiting invisiblevisible.org.au
Women born with congenital heart issues who have survived their disease can face further hurdles once they decide to have a child of their own. Conception, pregnancy, and childbirth all lead to significant changes such as blood volume, cardiac output and rhythm and respiration, forcing the heart to work harder.

For most women, these demands on their bodies are well accommodated. However, for many women living with heart disease, pregnancy and childbirth can be associated with an increased risk to both mother and baby and requires closer multidisciplinary care up to and immediately beyond birth.

As part of its Making the Invisible Visible campaign, the Heart Foundation is raising awareness of the challenge women with heart disease face in relation to pregnancy and childbearing. The charity also wants to recognise how conditions during pregnancy, such as preeclampsia, can have a lasting impact on women’s hearts — raising their risk of heart disease later in life up to two to four times when compared with other mothers.

If women have any questions or concerns about heart disease and pregnancy they should speak with their doctor. More information is also available by calling the Heart Foundation on 13 11 12 or visiting invisiblevisible.org.au
make
WOMEN'S HEARTS
MATTER
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