HEART WEEK
2018

DON'T GET THE SITS
APRIL 29 – MAY 6

heartfoundation.org.au
#heartweek2018  #dontgetthesits
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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 heart disease.
In 2018, Heart Week focuses on the benefits of physical activity in promoting better health and preventing heart disease. The campaign is intended to be empowering and inspirational, motivating people of all ages to move their bodies to strengthen their hearts.

**AUSTRALIA IS AN INACTIVE NATION**

Physical inactivity accounts for 5 million deaths globally each year. In Australia, the latest Burden of Disease study from the Australian Institute of Health and Welfare attributes over 5,000 deaths each year to physical inactivity.

We’re an inactive nation and more than half of us are not active enough. Increasingly greater numbers of us are spending too much time sitting – travelling to school or work by car, sitting at work and using screens as part of our leisure time.

We also know that lower socio-economic groups are 1.7 times more likely to experience chronic disease because of physical inactivity than high socio-economic groups and communities.

**MEDICINE FOR THE MIND AND THE BODY**

The fact is that physical activity is much better for you than you think – providing medicine for both the mind and the body. Being active every day can:

- reduce the risk of heart disease by 35%
- reduce blood pressure
- help maintain a healthy weight
- reduce blood cholesterol
- prevent and manage diabetes
- prevent or improve symptoms of depression
- boost brain health by reducing the risk of dementia and Alzheimers.

Regular physical activity is important at all ages and stages through life. You are never too young or old to benefit from being physically active. Great habits are started young.
OUR KEY MESSAGES

• Our increasingly sedentary lifestyle means that Australians are at great risk of developing heart disease, with approximately 2 in 3 Australian adults and 1 in 4 Australian children being overweight or obese.

• Regular physical activity helps to keep your heart strong. The heart is a muscle and just like any other muscle in the body, needs to be kept active. Regular physical activity helps to build the strength of the heart and make it more effective in pumping blood and oxygen around the body.

• At least 30 minutes of physical activity a day can reduce your risk of heart disease by 35 per cent. Ideally, you’d be aiming to build to 60 minutes a day. Any minute of movement is better than none however, so get moving for your health.

• Regular physical activity makes you feel strong and invincible and on top of the world!

• Regular physical activity is important at all ages and stages through life. You are never too young or old to benefit from being physically active. Great habits are started young.

• Physical activity doesn’t have to be boring. The key is to find something that you enjoy doing and make it fun.

• You don’t need to join a gym to be physically active. Other activities include walking, running, jump rope, dancing, or swimming in the ocean.

• The opportunity to move needn’t involve organised sporting activity. It’s possible to get moving by simply looking a little differently at everyday movement. You could for instance, get off the bus a stop or two early and walk the rest of the way, run around at the park with your kids rather than watching them play, turn up the music and up the ante on your housework routine, making it a little boogie, take the stairs or walk the escalator.

• For more personalised information about improving your levels of physical activity you can call the Heart Foundation Helpline on 13 11 12 to speak with a trained health professional.

• Join me in getting moving and tell others to do the same. Snap a photo when you’re doing something to move your body this week and share it on social media with the hashtags #dontgetthesits #heartweek2018 and #heartfoundation and tag those who you would like to see get moving with you.
GET INVOLVED

1. Share Heart Week messages and materials with your networks, patients and communities

We’ve created a range of materials and resources that you can use to spread the messages about Heart Week (available to download via heartfoundation.org.au/heartweek).

2. Display Heart Week posters in your practice, workplace or community areas

Download our printable posters and display prominently on your information display boards to get patients or stakeholders thinking about physical activity.

3. Give a physical activity prescription to your patients

Download our physical activity prescription to help prompt awareness of the benefits of physical activity and how easy it is to just get up and get moving.

4. Publish a news article about Heart Week and show your support on your website

Start a conversation by writing about your professional opinion on the benefits of physical activity and share with your patients or network through a blog, an opinion piece or a newsletter. We have included some draft articles at the end of this toolkit that you can use.

You can also show your support for Heart Week through your website by uploading one of our ready-to-go web banners.

5. Start a conversation through your social media channels

Spread the messages on social media during Heart Week 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 follow us @HeartAust on Twitter and #heartweek2018 and #dontgetthesits.

6. Get involved with one of our state based walking events and programs

Organise a group to participate in one of our local, state based walking events happening throughout Heart Week.

Visit walking.heartfoundation.org.au/whats-on/events to see a full list of events.

7. Organise a local sports competition or event to promote physical activity

Why not organise your own event to mark the week and raise awareness in your community on the simple steps we can all take to get active.

8. Support Heart Foundation Walking

Create a Heart Foundation Walking Group to support the patients in your practice or promote an existing local group. For more information visit walking.heartfoundation.org.au
CAMPAIGN MATERIALS

PHYSICAL ACTIVITY PRESCRIPTION

Name: ___________________________
Date: ___________________________
Age: ___________________________

Signed: ___________________________

PHYSICAL ACTIVITY PRESCRIPTION AND REFERRAL

FREQUENCY 1 2 3 4 5 6 7 Days

INTENSITY Light Moderate Vigorous

TIME 10 20 30 40 50 60 Minutes

TYPE 2 3 4 5 6 7 Days

PHYSICAL ACTIVITY RECOMMENDATION

- Aerobic/cardiovascular activity
- Strength/resistance activity

RECOMMENDATION TO REDUCE SEDENTARY BEHAVIOUR

For tips on getting moving at home, work or while travelling visit heartfoundation.org.au/heartweek

HOW MUCH IS ENOUGH?

Any physical activity is better than none. If you don’t do any exercise, start by doing some, and gradually build up to the recommended amount.

- Be active on most, if not all days of the week.
- Aim for 30-60 minutes of moderate to vigorous physical activity every day.
- Aim to do strength or muscle toning activities at least twice a week. For example, pushups, squats, lunges, weights or other types of resistance training.
- Reduce the amount of time you sit and break periods of sitting wherever possible.

HOW DO YOU KNOW THE LEVEL OF INTENSITY?

- Light physical activity will not usually make an adult sweat or breathe harder. It’s easy to have a conversation at this intensity while strolling.
- Moderate physical activity takes some effort, will make you sweat and breathe harder, but you’ll still able to hold a conversation. For example, brisk walking or bike riding.
- Vigorous physical activity will cause an adult to sweat a lot and find it hard to breathe. It will be difficult to have a conversation. For example, jogging or swimming laps.

BENEFITS OF PHYSICAL ACTIVITY.

The heart is a muscle and needs to be exercised every day to stay strong and healthy — at least 30 minutes of physical activity a day can:

- Lower your risk of heart disease and other chronic illness by up to 35%
- Reduce your blood pressure
- Improve the quality of your sleep
- Help you live healthier as you age and for longer
- Reduce your risk of dementia and Alzheimer’s disease
- Reduce the risk and ease the symptoms of depression and anxiety.

Download our campaign materials from heartfoundation.org.au/heartweek
CAMPAIGN MATERIALS

SOCIAL MEDIA IMAGES

At least 30 minutes of physical activity every day can change your life. How will you get moving today?

Stay young at heart – how do you keep physical activity fun?

Just 3 x 10 minute blocks of physical activity every day will improve your health. How will you 3 x 10 today?

Turn any activity into a workout – break it down into 3 x 10 minute blocks.

Did you know that at least 30 minutes of physical activity a day can reduce the risk of heart disease by 35%?

Daily physical activity is important at all ages and stages! What is your favourite physical activity?

Hashtags: #heartweek2018  #dontgetthesits  #heartfoundation

Download our campaign materials from heartfoundation.org.au/heartweek
Dancing, walking, running, swimming in the sea or skipping. It’s free fitness for your heart.

Reach into your pocket and donate generously. You’ll help make hearts healthier.

Make friends and keep moving. Join a Heart Foundation walking group.

You’d be surprised at how easily you can slot in physical activity during your day. Aim for at least 30 minutes – you can even try 3 × 10 minute blocks!

Being active with colleagues is a great way to work, move and keep yourself motivated. How active are you at work?

Hashtags: #heartweek2018 #dontgetthesits #heartfoundation

Download our campaign materials from heartfoundation.org.au/heartweek
ARTICLE 1

Australia is an inactive nation with more than half of our community not meeting the minimum daily physical activity requirements. Heart Week is a great opportunity to take stock of how much physical activity we do a day and to think about ways to build in 30 minutes a day – with the aim of reaching 60 minutes of physical activity in time.

At least 30 minutes of physical activity a day can reduce your risk of heart disease by 35 per cent. Physical activity also helps with:

- Managing high blood pressure, high cholesterol and weight issues such as being overweight or obese.
- Reducing the risk of clinical depression and anxiety and helps with managing symptoms.
- Reducing the risk of type 2 diabetes by 30 per cent.
- Reducing the risk of bowel cancer, breast cancer and cancers of the bladder, endometrium, oesophagus, kidney, lung and stomach.
- Lowering the risk of dementia later in life.

Regular physical activity is important at all ages and stages through life. You are never too young or old to benefit from being physically active. Great habits are started young. To find out more visit www.heartfoundation.org.au this Heart Week and make sure you join in the conversation using #heartweek2018 #dontgetthesits and #heartfoundation.

ARTICLE 2

Most Australians spend too much time sitting for work, transport and leisure. We are a sedentary nation and it appears this problem is becoming worse, not better.

This Heart Week we’re encouraging you to consider ways to incorporate more physical activity into your day and any physical activity is better than none – start with 30 minutes of moderate physical activity a day and build to 60.

Here are some simple strategies to get more active:

1. Get moving with a physical activity buddy or join a group such as a Heart Foundation Walking Group.
2. Set your own goals that are specific, measurable, achievable, and realistic.
3. Make it part of your day by incorporating physical activity into your work, transport and social life. Choosing public transport or walking rather than using your car is a great place to start.

To find out more visit www.heartfoundation.org.au and you can join the conversation using #heartweek2018 #dontgetthesits and #heartfoundation.
ABOUT THE HEART FOUNDATION

Our sights are set on an Australia free of heart disease.

We deliver a range of health programs and services aimed at preventing heart disease and to provide support for those impacted by heart disease.

The Heart Foundation is the largest funder of cardiovascular research outside of government.

We are reliant on the support of the public to deliver our scope of services so together we can realise the mission of delivering an Australia free of heart disease.