Women and Heart Disease Program Update 2017
With the help of generous and forward thinking engaged funders, we have raised over $2 million to improve women’s health outcomes and deliver on our vision of creating an Australia free of heart disease. We are proud of the significant impact achieved to date and the involvement of our highly valued supporters.

An enormous thank you to you, a key supporter of the Heart Foundation NSW Women and Heart Disease Program. Our capacity to plan and deliver the scope of strategic impact that we have, would not have been possible without your input and financial contribution, and for this we are hugely grateful.

This update provides a snapshot of our 2017 highlights and we look forward to delivering to you a full report on the three-year program in 2018.

Kerry Doyle
Heart Foundation NSW
Chief Executive

2017 Snapshot / Highlights

Your support has helped us to ….

1. Build community awareness of heart disease as a leading cause of death amongst Australian women.

   The Making Invisible Visible (MIV) communications campaign has established itself as a contemporary and engaging campaign with women, members of the public, health professionals and researchers.

   - The campaign was successful in reaching the primary demographic of younger women; in addition, men aged 35 and over were also engaged.
   - Unpaid media/PR efforts in June 2017 achieved 300 media reports enabling the Heart Foundation to reach approximately 4 million people.
   - A modest paid advertising campaign budget of $180K resulted in presence across outdoor billboards, radio, weekend press, social and online mediums.
   - An increase of 20% in visitation to the MIV section of the Heart Foundation website was recorded in 2017 as compared with 2016.
   - The Women and Heart Disease pages had 8,000 more page views compared with the same period (June 2016), and 9,000 more page views than the previous month (May 2017).
   - The Heart Foundation Digital Team reported that over 400,000 people were reached via social media, representing a 157% increase in reach on the 2016 social media results. Further, a 118% increase in engagement on the 2016 campaign was recorded.
   - The newly produced Making the Invisible Visible advertisement screened on Foxtel Lifestyle throughout June.

2. Build local community engagement at a grass roots level, directly reaching communities most in need and developing workplace champions.

   The Community Grants program continues to engage with women from regional, Aboriginal and Culturally and Linguistically Diverse Communities.

   - An additional five grants were awarded in 2017, taking the total to 17 initiatives implemented through 50 community based organisations.
   - During 2017 we directly reached 3,425 women and 518 health professionals across NSW.
   - 22 Bilingual Community Educators were trained to deliver the HeartSmart program to women from a range of cultural backgrounds in South Western Sydney.
   - Over 100 Aboriginal women from seven communities in Northern NSW participated in the Heart Health Awareness program with a third of the women signing up for the NSW Health Get Healthy Coaching Service.

Heart disease currently claims the lives of 24 Australian women per day.
2017 Snapshot / Highlights

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3. Build knowledge and engagement with health professionals

Inaugural Multi-disciplinary Women and Heart Disease Forum held in June

- The Australian-first Multidisciplinary Women and Heart Disease Forum in June was oversubscribed with 170 health professionals and researchers attending.
- With an opening address from Professor Gary Jennings (Heart Foundation Chief Medical Advisor), leaders in various health sectors including cardiology, obstetrics, oncology and public health came together to discuss and agree an action plan to advance women’s heart health.
- The Forum was recorded and is available as a Webinar for ongoing access by health professionals and researchers. We have also produced a report and short video of the day.
- As a result of this Forum, a five point action plan was developed, and we are progressing discussions with NSW Health and clinicians to improve heart health care for pregnant women.

4. Improve health systems to better respond to the needs of women, and address the research imbalance

Second dedicated Women and Heart Disease Research Grant awarded.

Professor Emily Banks was awarded the second grant of $150,000 to quantify heart health outcomes for women. Preliminary data highlights significant disparities in care and outcomes between men and women. This project will use a variety of data sources to create an integrated database on gender disparity in cardiovascular disease and will support targeted interventions to improve prevention, care and health outcomes for women.

Professor Emily Banks is the Scientific Director of The 45 and Up Study at the Sax Institute and Professor of Epidemiology and Public Health, ANU College of Health and Medicine.
How You Can Get Involved in 2018

We are very pleased to announce that in 2018, the Women and Heart Disease Program will be gradually rolled out nationally beyond the initial base of NSW. The strategy developed and implemented during the initial three-year trial period sets a firm foundation for the roll out of the program nationally.

• **Give a gift to make a difference**  
  If you would like to continue to support the Heart Foundation as we take the program nationally, we would welcome your financial support and contribution.

• **Engage your team and business**  
  If your organisation has an interest and capacity to support the Women and Heart Disease Program as it is extended nationally, we would love to talk with you.

• **Heart Collective**  
  If you are a woman or if you know a woman living with a serious heart issue who may like to join The Heart Collective, a group for women living with heart disease, please get in touch.

• **Become a Community Champion or join a Community Fundraising event**  
  A great way to support the Heart Foundation is to organise and host a fundraising event for the Heart Foundation. Get together a group of friends, family or colleagues and host an event. We will actively support your efforts to help us make a difference.

• **From the Heart – Marina Antoniou**  
  We are so proud of the retail collaboration developed and launched in 2016 with jeweller Marina Antoniou. A woman living with a life threatening cardiovascular condition, Marina designed and produced a unique ‘From the Heart’ necklace. To view Marina’s new range of beautiful hand crafted jewellery items, or to make a purchase, please visit https://marina-antoniou.myshopify.com

• **Attend our events and spread the word**  
  Everyone has the capacity to make a difference and create impact by sharing important messaging related to Women and Heart Disease. We encourage you to join us and attend our events throughout the year. We’d encourage you to have conversations with women that you know and love, and to spread the word through social media.

• **Get involved in Making the Invisible Visible in June 2018**  
  The annual Making the Invisible Visible campaign will run again in June 2018. We’d encourage you to keep an eye out and to actively communicate campaign messages. Tweet, post, comment and share. You may even wish to donate. We’d welcome your involvement in 2018 and beyond.

Throughout the year, we also have numerous events organised to raise funds. For more information on these opportunities, please contact the NSW Revenue and Communications team on (02) 92192444 or at infoNSW@heartfoundation.org.au for more information or to discuss further.

Thank You

With special thanks to NSW Women and Heart Disease Program Partner, Abbott Vascular.