



Heart Foundation

THE MARKET

Heart disease and stroke tragically affects one in three Australian families. Despite considerable gains over the past 40 years, cardiovascular disease (heart disease, stroke and related blood vessel diseases) remains the biggest killer in Australia and our most serious public health problem.

Cardiovascular disease causes almost half of all deaths and is a substantial cause of premature death in Australia. More than 31 per cent of all male and 24 per cent per of all female deaths among those less than 70 years are due to cardiovascular disease.

Among Australians, cardiovascular disease is the second most common cause of disability and the third most common cause of chronic illness. Of all the major diseases, elimination of cardiovascular disease would provide the greatest gain in quality-adjusted life years.

Cardiovascular disease is responsible for more hospital costs than any other major category of disease. Health care costs associated with cardiovascular disease are estimated to total more than \$2.1 billion. A further \$1.2 billion is lost in indirect costs such as sick leave and earnings forgone. This does not include an estimate of the cost of caring for a relative who is ill or disabled.

In addition to these direct and indirect tangible costs are the intangible costs associated with premature death and disability. The premature death of a parent, spouse, friend or child can take an incalculable toll on those left behind, causing intense grief and significantly reducing both economic and psychological well being.

ACHIEVEMENTS

In 1961, the Heart Foundation established the first cardiac assessment centre and began the work that would see many thousands of Australians helped back to useful and enjoyable life and, in many cases, useful employment. By 1974, when the Foundation began handing over cardiac rehabilitation services to government health authorities, it had aided 15,000 coronary patients.

By 1964 the Heart Foundation had also completed an initial survey of cardiac surgery in Australia. This was the first time in the world



that the amount of heart surgery required by a community was measured.

In 1965, Heart Foundation-funded research into the care of sufferers from heart attack led to the concept of intensive coronary care. Ten years later, a study of 4,000 patients in 25 hospitals revealed that hospital mortality had dropped from 40 per cent to 20 per cent.

A five-year national research project on incidence and effects of high blood pressure was launched in 1979. The \$1M Australian National Blood Pressure Study involved screening more than 80,000 people in four Australian centres.

In 1980, the Heart Foundation completed the

data collection phase of the first nationwide study of the prevalence of risk factors for heart disease in metropolitan centres. Similar studies followed in 1983 and 1989 to assess the degree to which trends in death rates are associated with changes in risk factor prevalence.

Jump Rope for Heart was launched in primary schools in 1983. Since then, more than 6 million Australian school children have helped raise over \$37 million for the Heart Foundation through their participation in Jump Rope for Heart.

1989 saw the launch of the Pick the Tick food approval program to help Australian shoppers make healthier food choices easier choices. One hundred and forty food companies currently participate in the Tick Program, with over 1400 food products displaying the Tick logo. It has a considerable influence on improving the availability of healthy foods in Australian supermarkets and stores.

In 1998, the Heart Foundation-managed LIPID (Long-term Intervention with Pravastatin in Ischaemic Disease) Study clearly demonstrated that this cholesterol-lowering drug can significantly reduce coronary events, stroke, and coronary and total mortality. This seven-year trial was the largest clinical trial of its kind in the world.

HISTORY

The work of the Heart Foundation began in the late 1950s when concerned business people and medical experts joined forces to take action against the appalling epidemic of heart disease and stroke.

By 1961, the newly formed National Heart Foundation of Australia had approved research fellowships and grants totalling 232,481 pounds.

At the time, this was the largest single sum that had ever been spent on research by a non-government organisation.

According to the annual report of the day, "They (these grants) represent the most concerted and comprehensive onslaught upon the scourge of heart disease ever mounted in Australia. The Foundation has cause for satisfaction in the speed and scope with which this attack has been launched."

According to the report, the work of the Heart Foundation commenced with the wholehearted



cooperation of scientists, doctors, business people, kindred organisations and leaders of the community. This spirit of cooperation, goodwill and commitment to the cause continues today - 40 years on.

The Heart Foundation is an independent, Australia-wide, non-profit health organisation, funded almost entirely by donations from Australians. It is a federated organisation, comprising eight State and Territory Divisions underpinned by national operations, functions and services.

The Foundation's purpose is to improve the heart health of all Australians and to reduce disability and death from heart and blood vessel disease by promoting and conducting research to gain and apply knowledge about heart and blood vessel disease, its prevention and

research among socially disadvantaged groups, including Aboriginal and Torres Strait Islander populations.

The Health Development and Delivery stream currently has four priority areas: Tobacco Control, Nutrition, Physical Activity and Cardiac Rehabilitation. These national programs are implemented within the State and Territory Divisions.

Health Development and Delivery utilises three overlapping approaches to the practice of health promotion. The medical model approach aims to prevent unfavourable outcomes of

centres in Australia and New Zealand, including virtually all the major teaching hospitals. (The LIPID study was conducted with financial support from Bristol-Myers Squibb Pty Ltd.)

The Heart Foundation is well represented on the National Expert Advisory Group formed to advise the Commonwealth Government on one of the five designated national health priority areas. Expanded working parties have dealt with the separate areas of cardiac and vascular disease, stroke, primary prevention, remote and rural health, including indigenous populations and information technology.



PROMOTION

For most of its four decades, the Heart Foundation has relied on public relations to promote its vital health and fundraising messages to the community. However, in an increasingly competitive environment, there is a need for more strategic marketing programs.

Key marketing issues for the Strategic Marketing Team include raising awareness of the Heart Foundation's need for funds and communicating the relevance and importance of the Heart Foundation's

work. Market research conducted in 1997 found that most Australians believe the Heart Foundation is government funded. Of even greater concern was the widely held belief that heart disease and stroke are no longer serious health issues for Australians.

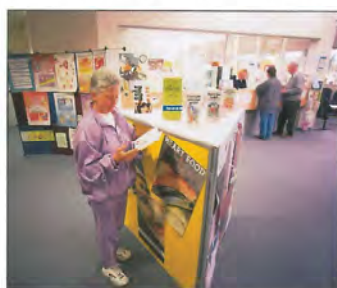
In 1998 the Heart Foundation launched a new television commercial which drew attention to the fact that heart disease and stroke is Australia's number one killer, tragically affecting one in three Australian families. The advertisement focused on the message that the problem of heart disease and stroke has not been beaten and that the life saved through research and education may be your own or that of a loved one.

BRAND VALUES

The Heart Foundation of Australia is committed to being the guardian of heart health in Australia. Its focus is on being hardworking, progressive, dynamic and approachable.

THINGS YOU DIDN'T KNOW ABOUT THE HEART FOUNDATION

- Since the Heart Foundation began its life-saving work 40 years ago, the risk of dying from heart disease or stroke has more than halved.
- Since the 1960s, more than 300,000 Australian lives have been saved due to the fall in the death rate from heart and blood vessel disease (which includes heart attack and stroke).
- Despite these gains, every day 30 Australians under the age of seventy die of heart and blood vessel disease.



disease by measures such as reducing the time to treat heart attack by improved medical treatment. The behavioural approach aims to change risk behaviours by utilising strategies such as mass media to raise awareness, provide education and advocate for policy change. The socio-environmental approach is concerned with social, economic and physical environments that determine the barriers and opportunities to support

healthy practices.

RECENT DEVELOPMENTS

The launch of the new Heartline telephone information service demonstrates the Heart Foundation's commitment to customer service and relationship building. By 2000, Heartline will have assisted more than 125,000 Australians.

Under the banner of the Heart and Cancer Offensive against Tobacco with the Australian Cancer Society, the Heart Foundation has played a strong role in the tobacco arena. Achievements have included a successful lobby for shift in tobacco tax, to tax per stick, rather than per weight basis. Education campaigns particularly targeting passive smoking have also been a focus.

The recent LIPID (Long-Term Intervention with Pravastatin in Ischaemic Disease) Study was the largest trial of its kind ever undertaken in the world. It was conducted under the auspices of the Heart Foundation. In total, 9,014 patients were followed for an average of 6.1 years in 87

treatment; and promoting and influencing behaviour that improves heart and blood vessel health by conducting education and other programs directed at health professionals, those with heart disease and the Australian community at large.

THE PRODUCT

The Heart Foundation of Australia is Australia's leading organisation in the fight against cardiovascular disease. The "core business" of the Heart Foundation is the heart health of all Australians. This area of our work is strategically managed by the Cardiovascular Health Key Performance Area which comprises two streams: Medical and Scientific Affairs and Health Development and Delivery.

Support of peer-reviewed basic and clinical research, and individual funding of Research Fellows, Scholars and travel grants are crucial aspects of the Heart Foundation's work. Priority areas include clinical research, public health and epidemiology, behavioural research, and