



## **Background**

The NSW Multicultural Health Communication Service has partnered with the Heart Foundation and the Multicultural Health Service in Illawarra Shoalhaven (MHS ISLHD) to promote the Heart Health Audio Presentations developed in Cantonese, Mandarin, Macedonian and Spanish during Heart Week this May 2014.

The media and communication campaign aims to encourage the targeted groups to be aware of their heart health and to download the audio presentations in their language to listen to tips on how to prevent Cardio Vascular Diseases (CVD).

The Heart Health audio presentations showcase 3 short story scripts in Cantonese, Mandarin, Macedonian and Spanish of community members talking to each other in a conversational style about community members who have had CVD risk factors such as blood pressure, overweight and elevated cholesterol and actions they have taken including lifestyle and seeing their GP.

The CVD presentations include conversations between women discussing how heart disease has a high prevalence among women and a call to action for women to see their GP if they have risk factors. The conversations aim to normalise taking action for risk factors and heart attack symptoms in the community.

1. CVD Intervention and Prevention including Risk Factors
2. CVD for Women
3. Heart Attack and Action Plan

For more information, visit [heartattackfacts.org.au](http://heartattackfacts.org.au).

## **Objectives**

Increase knowledge and better understanding in the targeted communities about intervention and prevention on coronary heart disease

1. Raise awareness about modifiable risk factors that increase chance of developing CVD
2. Raise awareness about recognising symptoms of a heart attack and how to take action
3. Encourage women to visit their GP to discuss their CVD risk factors

## **Target Audience**

Cantonese, Mandarin, Macedonian and Spanish speaking communities particularly women aged 55 and above.

## **Activities**

Radio community service announcements will be broadcasted on the relevant SBS Radio programs and on community radio programs across NSW. The messages are developed to encourage the targeted groups to be aware of their heart health and to download the audio presentations in their language to listen to tips on how to prevent Cardio Vascular Diseases (CVD).

Editorials and online promotion will support the Heart Health campaign.