



HER HEART

DECEMBER 2023

HER HEART

ANNUAL REPORT



CONTINUALLY ADVOCATING
FOR WOMEN'S HEART HEALTH

1 Woman Dies Every Hour To
Heart Disease In Australia,
which Is 80% Preventable

2023

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Heart disease is the leading cause of death for women worldwide, and Her Heart stands at the forefront of the women's heart health revolution, bringing awareness to alarming statistics: we lose 1 woman every hour in Australia to heart disease, yet it's 80% preventable.

Her Heart is determined to change this narrative. Our mission is to make a significant reduction in these statistics in one generation.

We work with individuals to raise awareness of heart disease – the biggest killer of Australian women – and increase women's chances of avoiding and/or surviving this 'silent killer'.

Her Heart's goals are to stimulate and drive change through raising awareness, educating women on the importance of knowing their risk and managing prevention, and to advocate for increased investment in promoting women's heart health.

HER H

LEADERSHIP

Dr Linda Worrall-Carter, the Founder & CEO of Her Heart, is an expert and thought leader in the field of women's heart health. Linda has worked in heart health for over 30 years, she is a clinician (background as a nurse), she has been an educator and academic, and a researcher (she has a Master's and PhD). With a profound commitment to excellence, Dr. Worrall-Carter has led Her Heart with unparalleled dedication. Her leadership is grounded in evidence-based practices, and she embodies the core values of inclusiveness, respect, and a deep sense of community.



MISSION

Her Heart has a key mission to make a difference in saving women's lives, and it does this through:

Improving Heart Health: Her Heart is dedicated to making a lasting impact on the heart health of Australian women. With a focus on evidence-based practices, the organisation offers women reliable guidance and support on their heart health journey.

Trusted Information Source: Her Heart serves as a trusted resource for women to access accurate information about heart health. Through educational initiatives and resources, Her Heart empowers women to make informed choices.

ADVOCACY

Her Heart advocates for women's heart health as a top priority across various sectors. By collaborating with government bodies, philanthropic supporters, and corporate stakeholders, the organisation strives to effect systemic change.

4 KEY PILLARS OF PREVENTION

We are leading the way in the design and delivery of projects, programs, and campaigns that underpin the four key pillars of PREVENTION:

- **Awareness:** Raising awareness of heart disease in women of all ages
- **Education:** Educating women around the prevalence, risk factors and symptoms of heart disease in women as well as supporting health professionals
- **Research:** Completing further research around attitudes, behaviours, and uptake on prevention
- **Advocacy:** National action on women and heart disease, advocacy, and policy

1

Woman Dies
Every Hour To
Heart Disease
In Australia,
Which Is **80%**
Preventable.

PREVALENCE

2.1 million have
cardiovascular disease

250,000 have heart
rhythm disorders

115,000 have had
a heart attack

90,000 have
had a stroke

INCIDENCE OF CVD EVENTS

19,100
Heart attacks

30,000
Strokes

MORTALITY

53% of all deaths
linked to CVD

Heart failure deaths in
Australia is **30%** higher
amongst women than
men

THE FACTS MATTER

LETTER FROM THE CHAIR



I am delighted to present this report as we reflect on achievements in 2023, although it is impossible to capture in these pages the passion and dedication of Dr Linda Worrall-Carter and the Her Heart team. As a global CEO I am passionate about gender equity, well-being and inclusion, and the disparities in women's heart health are alarming. The fact that we lose 1 woman every hour in Australia to heart disease, to something that is 80% preventable continues to astound me. We need to urgently spread this message to all Australian women. We are also reaching out to key organisations and I would encourage you to support us in any way you can, whether this be through sponsorship and/or events.

Finally, I would like to thank all of you who encourage and support us and the women we seek to protect. To every woman reading this, prioritise your health and schedule that all important heart health check with your GP!

LETTER FROM THE FOUNDER & CEO

It is my absolute pleasure to present to you the 2023 Annual Report. It has been another remarkable year for us, defined by some key moments that have significantly moved our mission forward.

In terms of our advocacy work, we were thrilled to work with the Deputy Health Minister Ged Kearney and launch the First National Report Card for Women and CVD. We also pride ourselves on innovation and worked hard during the year to bring you our new Her Heart Digital Magazine (which we have had amazing feedback on!). We have appreciated your support through engaging with our awareness campaigns, including the #HerHeartMatters Campaign. Of course, none of this would be possible without our wonderful community, and our small but incredibly committed team whose dedication and hard work have been the driving force behind our progress. I would like to extend my thanks to the Board, as well as a suite of Advisors that work so hard behind the scenes. Lastly, I also need to mention the partners and supporters who we could not do without.

So please enjoy this Annual Report; we have tried to capture snapshots of the year, showing you what we have achieved, and where your important funds have been spent! We are making a tangible difference in the lives of women while at the same time reducing the death toll..



OUR BOARD



DR LINDA WORRALL-CARTER

Founder and CEO

Prof. Linda Worrall-Carter is the Founder of Her Heart and a recognised world leader in the field of cardiovascular disease in women. Prior to establishing Her Heart she held academic positions and was the Inaugural Director of 3 research centres. During that time, she was successful with over 8 million dollars in government funding and authored more than 100 publications. However, Linda felt strongly that research alone would not save women's lives, reduce the economic and societal burden on the Australian healthcare system, or drive changes in attitude and behaviour. Recognising that a different approach was needed, Linda established Her Heart to drive change by creating awareness of heart disease and educating and empowering women with knowledge so they can learn more about how to initiate change.



SAM WHITE

Non-Executive Director and Chair



ASSOC. PROF. DEANNE RIDDINGTON

Director and Deputy Chair

Sam White is chair of the Her Heart Board. She is also the Founder and CEO of Stella Insurance in Australia and the Founder and Chair of Freedom Services, an ever-expanding insurance business including Action 365, Pukka Insure and Freedom Brokers in the UK. In this capacity, she has also had extensive experience as Chair of a Board and Managing Director, employing over 190 staff with offices in Cheshire in the UK and Sydney, Australia, with a turnover of over £20 million (34.5 million AUD). Sam is a multi-award winning business leader, named as winner of the Great British Entrepreneur Awards and the British Small Business Awards. As an advocate for levelling the playing field for women and championing female leaders within the insurance industry, Sam cares passionately about diversity, equality and innovation.

Deanne Riddington is a passionate advocate for women, health, workforce education and public health, with a past career spanning 30 years as a Registered Nurse in Victoria. She is the Deputy Chair of Her Heart and has extensive experience as a senior manager and education specialist, creating and leading high-performing teams and projects in the healthcare sector. She has previously worked as General Manager of Education and Learning at St Vincent's Hospital. In this capacity, Deanne was an honorary Clinical Associate Professor with the Australian Catholic University. Her career has transitioned from clinical practice to education and leadership. Deanne led the development of Victoria's first Aboriginal Graduate Nurse Program and was awarded a Fellowship from the Winston Churchill Memorial Trust in 2015 for her work in this field. Deanne is currently the Immediate past president of Churchill Fellows Association of Victoria.

OUR ADVISORS

MEDICAL/HEALTH ADVISORS



PROF NOEL-BAIREY MERZ MD

Dr. Bairey-Merz is a Professor of Medicine and holds the Women's Guild Chair in Women's Health. She is also the director of the Barbra Streisand Women's Heart Center and the Preventive and Rehabilitative Cardiac Center at Cedars-Sinai's Heart Institute in Los Angeles. She is a pioneer in the study of women's heart health and preventive cardiology and a global authority on women's heart health. Appointed in 2015



PROF JOHN BELTRAME

Professor John Beltrame is a Senior Consultant Cardiologist with clinical, research and teaching roles. He is the Michell Professor in Medicine and the Discipline of Medicine Lead at the University of Adelaide and the Director of Research for the Central Adelaide Local Health Network. He has vital clinical and research interests in coronary heart disease, particularly coronary artery spasms and coronary microvascular dysfunction, which primarily afflicts women. Professor Beltrame also co-founded and co-chairs COVADIS (Coronary Vasomotion Disorders International Study Group). Appointed in 2021.



Dr. Monique Watts (MBBS BMedSci)

Dr Monique Watts is a Melbourne-based cardiologist trained in advanced heart failure and cardiac transplantation at the Alfred Hospital. Dr Watts became interested in Women's Cardiology after collaborating with international colleagues on complex cases involving conditions that disproportionately affect women. She has worked with the Alfred Cardiology Department to establish Victoria's first Women's Heart Clinic at the Alfred and is a passionate champion of Women's Heart Health. Appointed in 2019



BILL STAVRESKI

Bill is a health economist and has worked in cardiovascular and public health for over 20 years across the private, public, and not-for-profit sectors. Bill's previous roles have included leading medical research funding programs, delivery of clinical and lifestyle programs, clinical and nutrition guidelines, and health and well-being governance programs. For over a decade, Bill has led campaign and research funding programs to improve women's cardiovascular health and eliminate disparities in treatment and health outcomes. Since late 2021, Bill has worked with Her Heart and together with Dr. Worrall-Carter, Bill designed the world's first women-only cardiovascular risk tool. Appointed in 2021

OUR ADVISORS

BUSINESS AND OTHER ADVISORS

DR. SUSAN ALBERTI, AC

Dr. Susan Alberti is one of Australia's pre-eminent philanthropists, having donated millions of dollars to medical research and other charitable causes throughout her successful business career. She is a role model and mentor to many young women and is recognised for her long and outstanding contribution to medical research institutions. In 2016, Susan was awarded the Companion of the Order of Australia, Melbournian of the Year in 2017 and Victorian of the Year in 2018 in recognition of her eminent service. She was appointed in 2017.



CASSANDRA KELLY, AM ADVISOR AND FORMER CHAIR & DIRECTOR

Cassandra Kelly AM is a global thought leader, speaker and coach to corporate and political leaders and Chair of the Treasury Corporation of Victoria. She previously co-founded The Glass Elevator, an initiative that connects, engages and inspires women in industry and government. Cassandra was awarded the Member of the Order of Australia (AM) in the 2019 Queen's Birthday Honours List. Cassandra has previously been Chair of the Her Heart Board and an Advisor since 2016.



JAMES HUTTON ADVISOR AND FORMER DIRECTOR AND DEPUTY CHAIR

James Hutton is a partner with MinterEllison and has practised corporate and commercial law for over 25 years. MinterEllison provides Her Heart with pro bono legal advice and assistance under its partnerships program and as part of its purpose to create lasting impacts with its clients, people and communities. James was an Inaugural Board member and Director from 2015 to 2020 and previously held the position of Deputy Chair.



ANGELICA KOPEC ADVISOR

Angelica Kopec is the CEO of She Knows Business and serves on the Forbes Business Development Council as a global Advisor and Team Leader for the 'Art of Networking'. Notably, her role as Grid Pay's co-founder and CMO places her in the 16.6% of women worldwide holding a C-Suite position in FinTech. She is a proud venture capitalist, a dedicated philanthropist and one of the founding members of the Dream Machine Foundation. She joined Her Heart as a Business Advisor. As someone passionate about supporting women and gender equity, she aims to make a difference in the fight against heart disease for women. Appointed in 2023.



HIGHLIGHTS



SOCIAL MEDIA CAMPAIGNS

#KnowYourRisk Campaign on Her Heart Day

The month of February is RED FEB and it encourages women to prioritise their heart health. It also coincides with Her Heart Day so we encouraged women to get to know their risk. Our campaign was around checking their family history and other important risk factors. The call to action was to schedule a Heart Health Check with their GP for Her Heart Day (Feb 14th).

A screenshot of the Her Heart website homepage. The header features the "HER HEART" logo. Below the header, a banner reads "Join The #HerHeartMatters 2023 Campaign". The main content area includes a sub-header "About The Campaign" and a section with the text "One woman dies every hour in Australia from heart disease. Education is key to increase women's chances of surviving this 'silent killer'." A sidebar on the right is titled "Categories" and lists various topics: Linda's Kitchen, Heart Condition, Real Life Stories, Healthy Mind, Healthy Lifestyle, Healthy Habits, Fitness, Healthy Eating, Recipes, Healthy Foods, Women's Health, Prevention, Rehabilitation, Events, and News.

#HerHeartMatters Campaign

The #HerHeartMatters campaign took place in Women's Health Week in September and aimed to spark vital conversations about women's heart health. We rallied individuals and organisations to join us in highlighting the unique risk factors for women and the practical steps to mitigate heart disease risk. As part of this initiative, we were thrilled to offer partners and community members free access to our Her Heart Premium Membership for 12 months. This membership provided instant entry to the Her Heart community group and the Her Heart Risk Tool, where women can learn about their risk. We hope this effort fosters ongoing support for women's heart health beyond the campaign's duration.

A screenshot of the Her Heart website's #HerHeartMatters campaign landing page. The page features a red header with the "HER HEART" logo and the campaign tagline "#HerHeartMatters". Below the header, a sub-header reads "About The Campaign" and a section with the text "One woman dies every hour in Australia from heart disease. Education is key to increase women's chances of surviving this 'silent killer'." A sidebar on the right is titled "Categories" and lists various topics: Linda's Kitchen, Heart Condition, Real Life Stories, Healthy Mind, Healthy Lifestyle, Healthy Habits, Fitness, Healthy Eating, Recipes, Healthy Foods, Women's Health, Prevention, Rehabilitation, Events, and News.

About The Campaign

At Her Heart, we're proud to be Australia's only Not-For-Profit focused on the prevention of women's heart disease:

We know that the death of women from heart disease is largely preventable, which is why we're committed to educating and empowering women to take control of their lives and make the necessary changes to decrease their risk of developing heart disease.

HIGHLIGHTS

COLLABORATIVE PREGNANCY PROJECT

LAUNCH OF 'PREGNANCY AS A RISK FACTOR' PAGE

In April, we launched a new 'Pregnancy as a Risk Factor' webpage on the Her Heart Website, aiming to highlight the significance of pregnancy as a "stress test" on the body, necessitating early intervention for pre-existing medical conditions like Diabetes and High Blood Pressure to prevent complications. Our partnership with A/Prof Margaret Arstall and her team in South Australia was instrumental in raising awareness about this critical issue.

LAUNCH OF NATIONAL REPORT CARD



THE IMPORTANCE OF CHOLESTEROL IN WOMEN PROJECT

This project was made possible via an AMGEN educational grant. It involved Her Heart identifying women (aged 25 to 55, as well as those women who were post a cardiac event) and included a social media campaign, community members sharing their stories as well as Key Opinion Leader Blogs and Fact Sheets to support this important risk factor.

 HER HEART [Blog](#) [Heart Health Checklist](#) [About](#) [Contact](#) [Real Stories](#) [Membership](#)



Heart Health For Women [Heart Conditions](#) [Risks](#) [Prevention](#) [Resources](#) [Community](#)

Pregnancy as a Risk Factor

Home / Heart Conditions / Pregnancy as a Risk Factor

Quicklinks

[Overview](#) > [High Blood Pressure Conditions During Pregnancy](#)

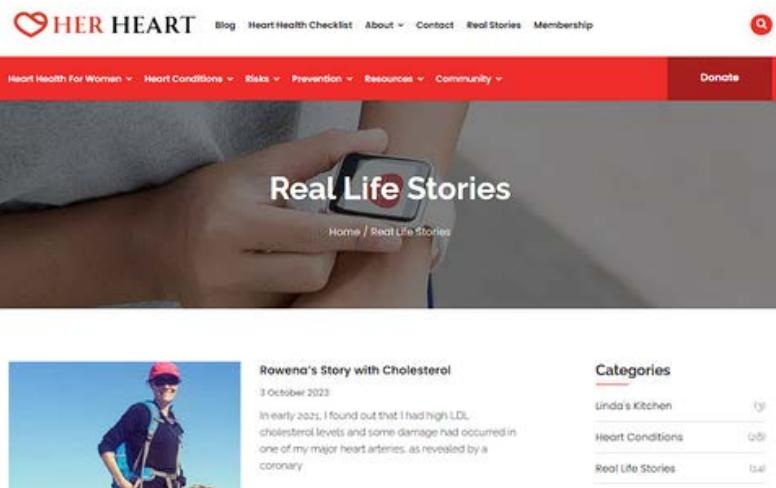
[Gestational Diabetes: Diabetes During Pregnancy](#) > [Long Term Health Risks of Preterm Birth](#)

[Resources](#) >

HER HEART NATIONAL REPORT CARD

Her Heart created the First National Report Card on the status of Cardiovascular Disease in women in Australia. The Report Card presents all the key statistics and metrics related to the incidence, prevalence, and management of cardiovascular disease (CVD) for women.. It was launched during Heart Week by the Deputy Health Minister, The Hon. Ged Kearney MP.

Image on Left: The Hon Ged Kearney MP, Deputy Minister for Health & Prof Worrall-Carter



[Blog](#) [Heart Health Checklist](#) [About](#) [Contact](#) [Real Stories](#) [Membership](#)

Heart Health For Women [Heart Conditions](#) [Risks](#) [Prevention](#) [Resources](#) [Community](#)

Real Life Stories

Home / Real Life Stories

Rowena's Story with Cholesterol

3 October 2023

In early 2021, I found out that I had high LDL cholesterol levels and some damage had occurred in one of my major heart arteries, as revealed by a coronary angiogram.

Categories

Linda's Kitchen (1)

Heart Conditions (2)

Real Life Stories (1)

My Mind (1)

HIGHLIGHTS



SANA HEALTH & GEORGIE BLUNDELL AS A COMMUNITY AMBASSADOR

In June, we announced our partnership with Sana Health Group. Sana Health is an Australasian leader in behavioural health. Their mission is to support more people towards a better future and a significant number of their clients are women.

We were also thrilled to announce Georgie Blundell, the CEO of Sana Health Group, as our Community Ambassador. Georgie is an amazing advocate for women's health and well-being. We are honoured to have her support in raising awareness and promoting women's heart health.

"Empowering women to prioritise heart health is my passion. As a Her Heart Ambassador, I urge you to remember that you need to look after your heart. Take time for yourself, embrace exercise and find joy in what you love."

PARTNERSHIPS

She KNOWS BUSINESS



SHE KNOWS BUSINESS & ANGELICA KOPEC AS A BUSINESS ADVISOR

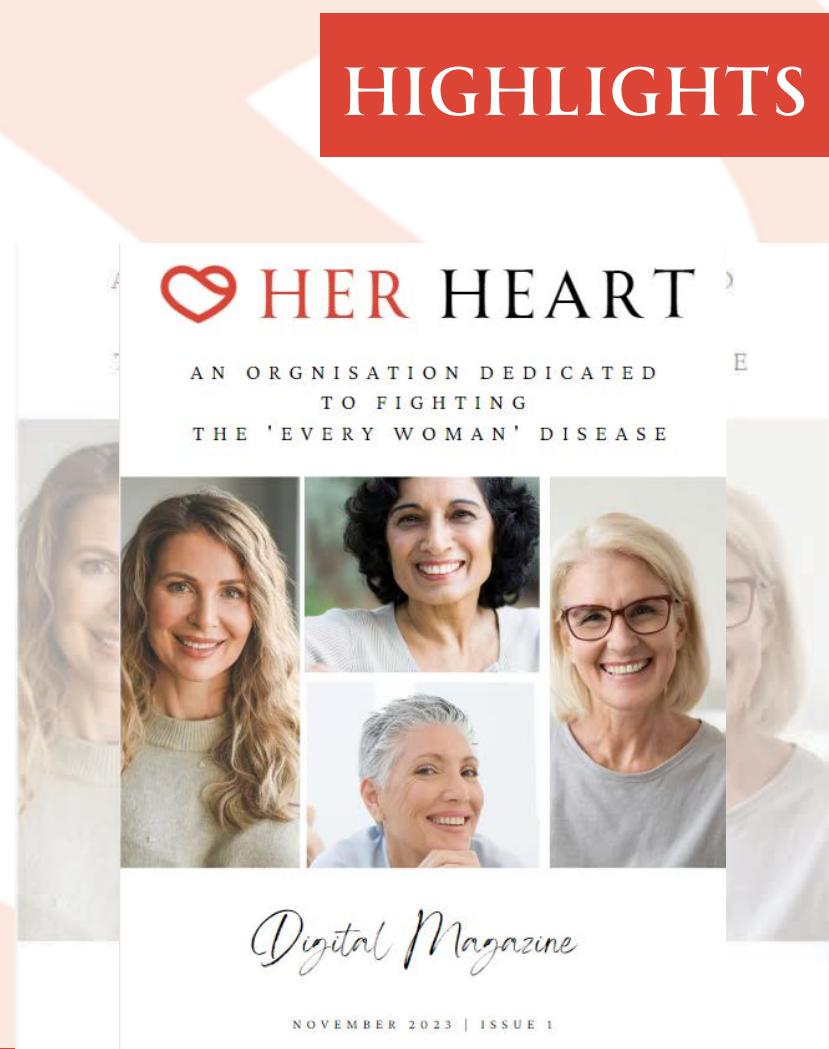
In November, we welcomed Advisor, Angelica Kopec, the CEO behind She Knows Business - Helping businesses, brands and people reach their missions through rich-value expertise, connections and heart.

*"Thank you for entrusting me with raising awareness for this important cause. I am committed to building on the work to date, and changing the alarming statistics of 1 woman dying every hour from something that is 80% preventable. This is not a disease that women should only care about in later life, **prevention is the answer**. I want to make heart checks as normal as every day things - skin care, mental health care, fitness routines etc, that's the only way we'll make a significant change in one generation."*

DIGITAL MAGAZINE

At Her Heart we pride ourselves on delivering a number of FIRSTS!

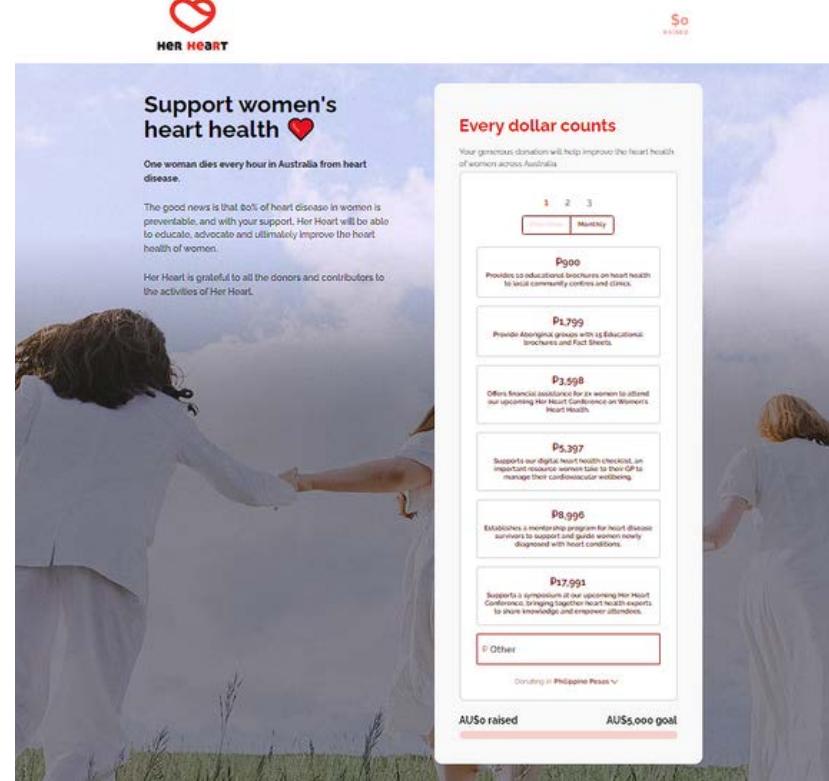
In November we launched the Inaugural issue of the Her Heart Digital Magazine. The "FlipBook design" is unique and gives the feel of a magazine and it is proving to be a winner! We have regular features, interesting stories, and a 'Speak To The Expert' where our leaders share how they manage their own heart health. There are also feature articles around an issue of women's health, as well as the regular 5 Minutes with Dr Linda.



FUNDRAISING

FUNDRAISING: WHERE YOUR DONATIONS GO!

We appreciate all the support that we receive from our community and wanted to share some more detailed information so that you could select a particular project. If you haven't seen our new Donation page then please check it out. We value all your contributions, however small. For example, you can choose to provide educational brochures and fact sheets through to helping us complete our own research. We also offer future programs, such as supporting women to attend the 2024 Her Heart Conference. Every dollar contributes meaningfully to our mission.



CONFERENCES



Cardiac Society of Aus & NZ, Adelaide Convention
Dr Linda Worrall-Carter with Keynote Speaker Prof Patricia Davidson



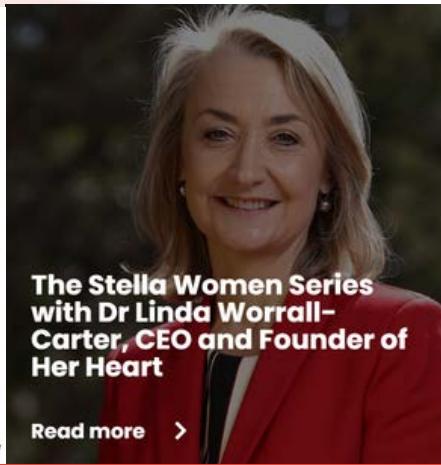
Global Heart Hub Unite Summit in Barcelona.
Dr Linda Worrall-Carter with the Executive Director of Global Heart Hub, Neil Johnson (left) and
GHH 2023 Speaker, ShantaQuilette Carter-Williams (right)

DR LINDA: KEYNOTES & INTERVIEWS

Bridging the Gap: Addressing Gender-Based Health Inequities in Women's Heart Health International Women's Day



Dr Linda Worrall-Carter
Founder & CEO



The Stella Women Series with Dr Linda Worrall-Carter, CEO and Founder of Her Heart

[Read more >](#)



EPISODE
168

Dr Linda gave a Keynote on International Women's Day at The Royal Melbourne Hospital.

Stella Women Series Blog discussed Women's Heart Health with Dr Linda Worrall-Carter

Herpreneur Podcast featured Dr Linda Worrall-Carter to spread awareness of Women's Heart Health in Australia

SOCIAL MEDIA & EVENT

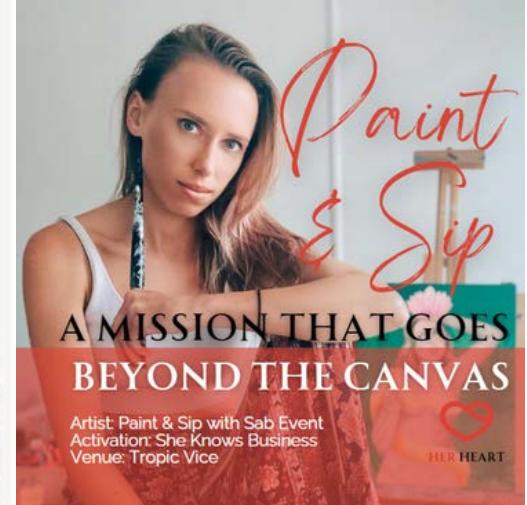


SHOP FOR A CAUSE

This November, We Stand with Women's Heart Health



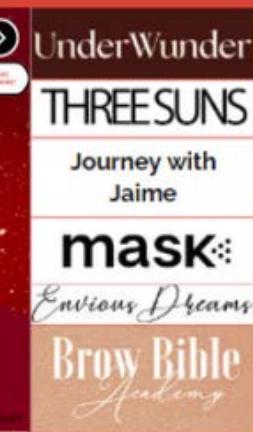
[SUPPORT NOW](#)



Our real-life stories from our community are at the heart what we are here for. Tabitha shared with us her story of being diagnosed with Heart Block and how she ignored the signs for a long time beforehand.

Her Heart was thrilled to partner with Fitcover for 'Shop For A Cause - where they kindly donated \$1 from each sale in November and raised \$888.00!

Her Heart partnered with Artist Sabrina Chevrier for a Paint & Sip event to raise awareness and in the process raised \$1670 for Her Heart



Raising awareness of Women's Heart Health during an online campaign was made possible during the festive season by these generous sponsors. Our heartfelt gratitude to *Brow Bible Academy*, *Heart Made Hampers*, *Envious Dreams*, *Happy Hair Brush*, *Good Movement Company*, *UnderWunder*, *Journey with Jaime*, *Maskco*, and *Three Suns* for helping us put together 2 Gift Boxes, valued at \$884 each, and for your inspiring dedication to our cause.

FUNDING



Australian Government

SPONSORS



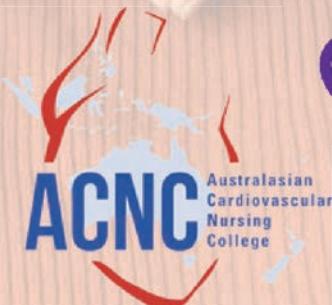
SUPPORTERS



MinterEllison



PROFESSIONAL ASSOCIATIONS



GENDER
EQUITY
VICTORIA



Get involved

To continue Her Heart's work, there are a number of ways you can contribute.

Spread the Her Heart Message



1. Follow us on our social media platforms - Instagram, LinkedIn, Facebook, and Twitter.
2. Tag loved ones, comment and share our posts to actively support and spread our message.

Tell Us Your Story

We value your experience and would love for you to share your story with our community. Please fill out our contact form: www.herheart.org/share-your-story



Join Our Community

Stay informed and sign up for our Community Bulletin & Digital Magazine: www.herheart.org/contact



Become a Member

1. Have you checked out our membership opportunities?
2. Find out your heart disease risk via the Her Heart Risk Assessment Tool in our Premium Membership.



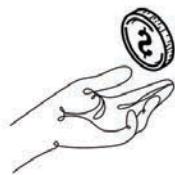
Host Your Own Her Heart Event

1. Visit Her Heart's Instagram to check out the last charity Paint & Sip with Sabrina.
2. To express your interest in hosting a similar event, contact us via marketing@herheart.org



Set Up Program in Your Organisation for just \$10 a week

Reach out to Her Heart Team to discuss and set up the program, fill out the contact form [here](#) to get started.



Donate from \$5 a week, ask us how!

Inquire how to set this up at hello@herheart.org

**With your support,
your time,
and your donations,
we can prevent
one woman's death
every hour
to heart disease.**



HER HEART

Her Heart Limited

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