



**HER HEART**

**Annual Report**

2019



# The facts matter

## Top 5 risk factors of heart disease

Family history  
Smoking  
Obesity  
High blood pressure  
Diabetes

## Cost to Australia

**\$7.6b** cost of heart disease to the Australian health system

**90.4m** prescriptions filled for cardiovascular medicines in Australia in 2015<sup>1</sup>

**18%** of all medications prescribed by GPs in 2015–16 were for cardiovascular complaints<sup>2</sup>

**19%** loss to full-time labour force due to coronary heart disease death<sup>3</sup>

## Heart disease in Australian women



1 woman dies every hour from heart disease

**1.3m** women have three risk factors of heart disease

**90%** of women have at least one risk factor

**80%** of premature heart disease is preventable<sup>4</sup>

**x2** women are twice as likely to die in the 6 months following a cardiac event compared to men

**11,441** women died of a heart-related disease in 2017

## Who's at risk

**12.4m** Australian females

Rate of heart attacks in women aged **35-54yrs** is increasing

Women who smoke are **25%** more likely to develop heart disease than men

### References

- <https://www.pbs.gov.au/statistics/asm/2015/australian-statistics-on-medicines-2015.pdf>
- <https://www.aihw.gov.au/getmedia/e84e445a-b4f0-4eac-96ee-b4cbf4e5639a/aihw-cvd-80.pdf.aspx?inline=true>
- <https://www.aihw.gov.au/reports/chronic-disease/chronic-disease-participation-work/contents/summary>
- Centre for Disease Control and Prevention. (2019). Preventing 1 Million Heart Attacks and Strokes. Retrieved from <https://www.cdc.gov/vitalsigns/million-hearts/>

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# About Her Heart



Her Heart is Australia's only not-for-profit (NFP) focused on the prevention of women's heart disease. Established in 2015, Her Heart raises awareness and educates women on the risks of heart disease and empowers them to make important lifestyle changes.

## Mission

Improve the heart health of Australian women with long-lasting impact.  
To be the 'go-to' place for women to access accurate information.  
To make women's heart health a top priority in the health, government, business and community sectors.

## Vision

Her Heart's vision is to fight heart disease in women. Starting in Australia, we aim to decrease deaths from heart disease by 50% by 2025 and engage the broader Australian community to support Her Heart's initiatives to deliver long-lasting heart health prevention.

## Values

- Inclusive and respectful
- Evidence-based practice
- Community minded
- Passion for excellence



## Her Heart Founder & CEO

Dr. Linda Worrall-Carter is a recognised world leader in the field of women's heart health. Prior to establishing Her Heart she held academic positions and was a researcher for many years. 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, nor drive changes in attitude and behaviour. Linda instead, recognised that a different approach was needed.

She established Her Heart in order to drive change through creating awareness of heart disease, with a view to empowering women with knowledge so they can learn more about how to initiate change. There has been enormous progress in a relatively short period of time as Her Heart collaborates with key stakeholders and works with Government in order to make change.







# Prevention matters

"The thing that is essential to know about heart disease is that it's preventable. As a general rule, moderate activity is less harmful to heart health than inactivity. Prevention is possible and is proven to work and make a difference, so why not with heart disease in women?"

Australia, let's get behind this and be the first nation and global leaders in lowering the death toll of women from heart disease."

**Dr. Linda Worrall-Carter**

## Letter from the Chair

I am delighted to present this report as we reflect on achievements in 2019, although it is impossible to capture in these pages the passion, and the dedication of the Her Heart team. As an advisor to global leaders, corporate and political, I am close to the issue of women's health, wellbeing and inclusion and am relieved that it is an area of increasing focus.

Women are a precious resource. This I know, but what I did not know was that there is something killing these women that is 80% preventable and it is heart disease. It is the #1 killer of women – my friends and my sisters. Around the world, including in Australia, we lose one woman every hour to this disease.

It is this needless loss that underscores the importance of the work we do at Her Heart. We are actively spreading the word to women and to leaders who are in a position to protect them. We are educating women about the warning signs - which are not the same as for men. We are urging leaders, including politicians, to provide more support to 50% of the population that is under-diagnosed, under-treated and therefore suffering worse outcomes. Quite simply, it is time to correct misconceptions or inadequate information about heart disease in women and save lives.

Our strategic destination is on track as we work with our community and stakeholders to allow Her Heart to assume a global leadership role in heart disease prevention for women. We have focused the dissemination of information and education through online platforms. This allows us to reach women who may not have access to everyday services and to acknowledge the preferences of women: over 46% choose to access information around their heart condition online, and 33% from peers, family and friends (International Centre for Community Driven Research, 2017).

I hope that you enjoy this annual report which provides only a snapshot of what we have been involved with this year from a "new look" website, to engaging community awareness programs and important online content.

Finally, I would like to thank all of you who encourage us and support us and the women we seek to protect. We urge all of you to check out our website again to see the changes for yourself so that you may continue your support, whether through social media or discussions with your friends and networks. Importantly, for the women reading this, go to your GP & get your own heart health check!



**Cassandra Kelly, AM**  
**Chair of the Board**  
**Her Heart**



A portrait of Dr. Linda Worrall-Carter, a woman with blonde hair, smiling. She is wearing a black top and a grey and black striped cardigan with red and white horizontal stripes on the sleeves. The background is a soft-focus outdoor setting.

**In 2019, Her Heart's ambition remains focused on making a long-lasting positive impact on women's health. We are excited to achieve more for our community than ever before.**

**Join us on our journey of growth together, and embrace the way in which we – now and always – can empower women to rally together and make a real difference in their lives."**

Dr. Linda Worrall-Carter  
Founder & CEO  
Her Heart Charity

## CEO report

It is with great pleasure that I write this report. As we enter into our fifth year, I hope that you can also see how far we have come. This year we asked for your help with launching Australia's first women's heart health survey and over 1000 of you responded, telling us your thoughts and how few of you were aware of the statistics. See page 14 for more information on this.

Her Heart was also pleased to gain funding support and work with all levels of government and is committed to ensuring that women's heart health is on the Australian policy health agenda. This funding has enabled us to engage in some truly outstanding collaborative research projects such as working with Hitnet to develop educational heart health content for Aboriginal and Torres Strait Islander people and to have this distributed across Hitnet's national platform.

At Her Heart, prevention is at the heart of everything we do. It is built into our values and underpins our strategic approach to doing business with everyone. We have enjoyed working with the general business community including those B Corps organisations who are for purpose. There has also been ongoing and new collaborations with health professional bodies including allied health associations. We have leveraged our relationships to build greater support to further our work in heart disease prevention. We remain committed to the women of Australia, our subscribers, partners, sponsors and supporters locally and across the globe.

I would like to thank the work of our wonderful team in particular Ms Tina Manolitsas, Ms Sharyn Perry, Ms Harriet Worrall-Carter, Mr Nicholas Soraghan and Ms Hannah Gheller. There is also our wonderful volunteers, and contractors that we have worked with in addition to our Board and our amazing advisers.

We hope that this Annual Report brings you up to date with some of the things we have been working on, and hopefully inspires you to continue to support the work that we do as we continue to make a difference.

Warmest wishes

Linda





## Her Heart Day - Feb 14

#loveHerHeart Campaign

Her Heart Day, February 14, was celebrated on Valentine's Day. The campaign focused on raising awareness and donations to help us continue our work. It also encouraged women to get a Heart Health Check and provided a Her Heart Checklist to discuss with their GP. The campaign was well received with many likes, comments and shares.

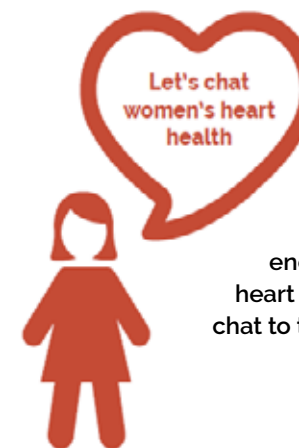


## This Girl Can Campaign

Her Heart supported this Victorian Government initiative from VicHealth and encouraged all women to embrace physical activity. Regular exercise is a simple lifestyle change that women can add into their schedule, helping lower the risk of heart-related events in the future.

## Tripartisan support of heart health checks

Her Heart welcomed the Australian Government's recent announcement to deliver Medicare-funded heart health checks to those at risk, and inject funding into cardiovascular research.



There's something we're not discussing ... and it's important. In May, we launched our 'Let's Chat' campaign to encourage women to talk about heart disease. We asked women to chat to three friends and ask them to get a heart health check

## Cassandra Kelly AM Chair Appointment

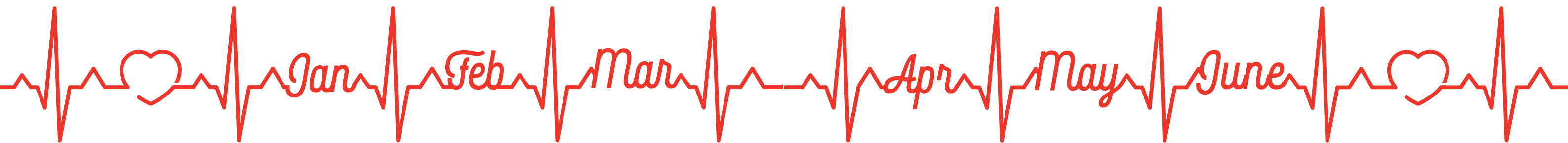
Our Chair, Ms Cassandra Kelly was awarded the Member of the Order of Australia (AM) in the 2019 Queen's Birthday Honours List. A passionate advocate for helping women connect across industries and countries, from both public and private sectors, she founded the diversity initiative, The Glass Elevator.



## ABC Radio New England Interview

CEO Dr Linda Worrall-Carter was interviewed on ABC Radio New England in light of Her Heart's 2019 Women's Heart Health Survey. ABC Radio promoted the heart health survey, and began a discussion around how all women should be in tune with their hearts.

# 2019 Highlights



## International Women's Day

In March, Her Heart was chosen as the charity of choice for an International Women's Day lunch, run by the Digital Women's Network (DWN) at Grossi Florentino in the Melbourne CBD. In attendance were members and supporters of the DWN, and afterwards Dr Linda Worrall-Carter spoke to the over 100 women in attendance, a competition of a Nespresso coffee machine was announced. This year's theme was all about #BalanceForBetter, which is something Her Heart wholeheartedly believes in. Our CEO and Founder Dr. Linda spoke about heart health and the importance of rest, including a good night's sleep and slowing the mind with meditation.



## Her Heart Video Series

Her Heart is committed to sharing the experiences of real women in our growing community. Our 'Let's Chat' video campaign was around starting a conversation about women's heart health. We aimed to get a variety of different stories relating to women and heart disease. We interviewed a younger woman who experienced heart problems while pregnant, a man who lost his sister to heart disease, a passionate cardiologist, and two friends who both had experiences with heart disease. We also asked some of the Her Heart staff how they would start a conversation with some of their loved ones. Videos and stories are available on our website.

"This Heart Week, we urged all women to prioritise their health and ensure that they booked in with their GP for a heart health check. Unsure of what to do? Follow our #GetChecked and keep the conversation going with your GP, so your heart keeps pumping."

Dr. Linda Worrall-Carter



## Women And Heart Disease Forum 2019

Her Heart attended the Women and Heart Disease Forum, hosted by the Heart Foundation. It was great to be a part of the discussion on women's heart health with other professional societies and a number of health professionals from different communities. As a collective of organisations we can reduce the prevalence and burden of heart disease in women.



# 2019 Highlights



## Now To Love

Her Heart was featured on 'Now To Love' in June, with an article about the rise of cardiac events during pregnancy. Her Heart medical ambassador Dr Monique Watts and community members Kate and Belinda were interviewed for the piece.

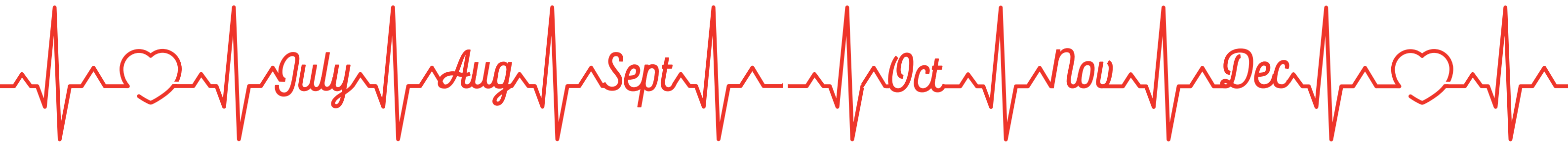


I had 3 heart attacks by age 30' - Whimm

Belinda Mullan had just finished breastfeeding her nine-week-old baby daughter when she felt a crushing pain in the middle of her chest. The last thing the healthy former elite athlete thought of, was a heart attack. Read about Belinda Mullan's story on our website - as published on Whimn.



Dr Monique Watts  
Her Heart  
Medical Ambassador



## Know the difference

Warning signs differ between men and women.



## Know the Difference

Our social media community responded strongly to our campaign 'Know The Difference' and the graphic depicting the differences. It is important for everyone to know that women have different signs and symptoms to men during a heart attack. Check out the graphic on our website, and share with the women you love!

Women symptoms include chest discomfort which radiates up to the throat, jaw and through to the back and shoulder blades, extreme fatigue, shortness of breath, heart fluttering, light-headedness and nausea.



## Our New Website

This year we launched our new website to help visitors quickly find all the information they need on women's heart health. The site has a fresh new look and a comprehensive guide on a number of heart conditions covering symptoms, treatment, prevention and support, and more. We hope these changes make it easy for you to navigate and find important information as well as encourage you to become part of our community.

Please check out our social media channels @HerHeartCharity to connect with us and for regular updates





# Telstra Business Awards

Our CEO Dr. Linda Worrall-Carter was selected as a Victorian state finalist in the Telstra Business Women's Awards 2019 – in the For Purpose & Social Enterprise category. This acknowledgement is a testament to her dedication to fighting heart disease in women.



# Hitnet

Her Heart and Hitnet have partnered to develop educational heart health content for Aboriginal and Torres Strait Islander people and to distribute this across Hitnet's national platform. While we know that heart disease is the biggest killer of women (and 1 woman dies every hour) Indigenous Australians are 10.5 times more likely to die from coronary heart disease (so twice as likely to have a heart attack).

This is because over 70% of Aboriginal and Torres Strait Islander women are overweight or obese, 11% have diabetes, three times the rate of non-Indigenous Australians. In addition, those women with Rheumatic heart disease are significantly at risk.

At Her Heart we felt compelled to work with a team who could help spread this message. Hitnet provides connection, access and information via Hitnet Community Hubs and connects over 50 communities to online services and access to culturally appropriate health and social information.

Hitnet has been working with key groups such as CAAMA in Alice Springs and produced a series of women's stories and some engaging educational animations. The videos will be available on the Her Heart website and the animations will be accessed via the Hitnet platforms.

# 2019 Women's Heart Health Survey

Her Heart commissioned the 2019 Women's Heart Health Survey, and received over 1000 responses. We thank our community for getting involved and telling us what they think and understand about heart disease for women. It was concerning that 70.54% did not know 'heart disease is the BIGGEST killer of women and over 90% told us that there is not enough public awareness about women and heart disease. The work of Her Heart is critical to raising awareness and connecting with decision makers in order to make change.



- 20%** knew that we lost "One woman every hour to heart disease"
- 40%** believed women were more at risk of breast cancer than heart disease
- 70%** did not know that heart disease was their biggest killer
- 90%** say that there is not enough public awareness





# Our board



**Dr. Linda Worrall-Carter**  
**Founder & CEO**

Dr Linda is a leading authority on Cardiovascular Health for Women. She has a background in nursing, teaching and research often holding Executive positions. Linda has been recognised for her work in establishing Her Heart through being awarded The Female Entrepreneur of the Year (Community Award) plus being a Finalist in Telstra Businesswoman of the year Award.



**Angela Wheelton OAM DSJ**  
**Director of Wheelton Philanthropy**

Angela Wheelton OAM DSJ is a former CEO and global philanthropist who raises funds for multiple women's programs. She is also Deputy Chair of Life Education Victoria and a Director of the Bali Children Foundation Ltd. She sits on the Board of Guide Dogs Victoria.

Director & Board Member since 2017.



**Cassandra Kelly AM**  
**International Advisor & Chair of Treasury Corporation of Victoria**

Cassandra Kelly AM is Chair of the Board, she is a global thought leader, speaker and coach to corporate and political leaders. She previously co-founded The Glass Elevator, an initiative that connects, engages and inspires women in industry and government.

Director & Board Member since 2017, Adviser since 2016.



**James Hutton**  
**Partner MinterEllison**

James Hutton is a partner with MinterEllison and has practiced for over 25 years in corporate and commercial law. 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. Director and Board Member since 2017.



**A/Professor (Clinical) Deanne Riddington**  
**General Manager of Education & Learning, St Vincent's Hospital**

Deanne is a passionate advocate for health workforce education and for public health, with a career spanning 30 years as a Registered Nurse in Victoria. Her career has transitioned from clinical practice to education and leadership. She is an honorary Clinical Associate Professor with the Australian Catholic University.

Director & Board Member since 2019



**Michaela Flanagan**  
**Head of Branch Operations ANZ for Swiss**

Michaela has over 20 years experience in the general insurance industry in business operations and strategy, underwriting, IT, claims strategy and communications. She has held leadership positions across companies such as QBE, Zurich and ARPC. Michaela also has Board & governance experience and was the president and co-founder of a children's cancer charity, Neuroblastoma Australia.

Director & Board Member since 2019



# Our advisors

Our advisors bring distinct areas of expertise and provide important strategic advice for Her Heart.



**Dr. Susan Alberti, AC**

*Appointed 2017*

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



**Dr. Mukesh Haikerwal, AC**

*Appointed 2015*

Dr. Haikerwal is a general medical practitioner in Melbourne's West. He is a Director of Cirqit Health which has been the innovation agent and implementation partner of the Altona North GP Respiratory Clinic.

He is a former president of the Australian Medical Association, former Chair of the World Medical Association and AIHW and has led numerous health innovations.

He has also received many notable awards and was made a Companion of the Order of Australia (AC) for his distinguished service to medical administration, to education and the not-for-profit sector, and promotion of public health.



**Dr. C. Noel Bairey-Merz, MD**

*Appointed 2015*

Dr. Bairey-Merz is Professor of Medicine and holds the Women's Guild Chair in Women's Health. She is also the director of both 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.



**Andrew Morello**

*Appointed 2016*

Andrew is Head of Business Development at Yellow Brick Road, and he provides important business advice and support to Her Heart.

Andrew was the winner of the first season of The Apprentice Australia and is a passionate philanthropist and supporter of a number of charities.



**Dr. Deepak Haikerwal, MBBS, PhD**

*Appointed 2015*

Dr. Haikerwal is Director of Cardiology at Western Health and is a founding partner of Heartwest, one of the largest private cardiology services in the western suburbs of Melbourne.

Dr. Haikerwal is on a number of committees and is a passionate supporter of philanthropy.



# Our network

Her Heart's professional network facilitates the important connections between different professional communities which showcases the latest research and creates targeted awareness and prevention programs to our community of women.

Australasian Cardiovascular Nursing College (ACNC)

Australian Cardiovascular Health and Rehabilitation Association (ACRA)

Heart Support Australia

Hitnet

Global Heart Hub

Sleep Health Foundation

Susan Alberti Medical Research Foundation (SAMRF)

We thank our supporters who generously provide resources and services to help raise awareness of Her Heart and women's heart health.

Glass Elevator



National Australia Bank (NAB)



MinterEllison Lawyers

MinterEllison

OneLedger Accountants



Serco Asia Pacific



Team Woman Australia



White Sites Website Development



Yellow Brick Road Wealth Management (YBR)



YBR Women in Finance



# Supporters

# Sponsors

# Funding

Her Heart is supported by funding from The Australian Government



Australian Government



Wheelton Philanthropy





In 2019, we continued to spread the message of prevention and to develop new programs and campaigns. The team at Her Heart is committed to reaching all women, this includes the most at-risk group of women (aged 35-50), but also minority groups and women at large to educate them that heart disease is largely preventable.

We also want to support those survivors and their families to help prevent another incident from occurring. Those women with hereditary conditions are also important and we endeavour to provide up to date resources and shared programs in order to help women and their families.

From humble beginnings in 2015 to where we are today, our mission is to empower women and give them the tools to manage their health and wellbeing as well as heightening awareness around prevention.

# Looking forward



## Get involved

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

### Spread the word



Connect with us and spread the word through sharing, subscribing to our social channels, mentioning us in your workplace, or starting a conversation with your friends and family about the importance of heart health.

### Giving Program



You can raise awareness and support Her Heart by inviting your staff be part of a giving program. With an opt-in giving program, staff can donate a few dollars each month from their pay to a worthy cause. This will make your organisation socially responsible, help inform women, and prevent heart disease.

### Share your story



Are you or a loved one living with heart disease? Are you a carer or health professional with a story to tell? We would love to speak with you and hear your story. Every story is precious and can help save lives.



### Partner/Sponsor us

Let's collaborate and together we can dream big and get results. If you're looking to expand your social responsibility or would like to explore sponsorship opportunities, we want to hear from you. Contact us to receive our Sponsorship Pack and begin making a difference.



### Sponsor a program

We understand that not everyone can give an ongoing monetary donation. We have a range of individual initiatives that require funding support. These range from programs and campaigns to initiatives that help make our organisation more robust.



### Donate

Make a heartfelt donation and help make a long-lasting impact on women's heart health. Encourage others to help spread the word or to pledge a charitable monetary gift.

With your support,  
your time,  
your donations,  
together we can  
prevent the death of  
one woman an hour.





**HER HEART**

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