A photograph of three women walking on a pebbly beach towards the ocean. The woman on the left is wearing a grey V-neck sweater and white pants. The woman in the middle is wearing a pink long-sleeved shirt, a white scarf, and blue jeans. The woman on the right is wearing a grey off-the-shoulder sweater and white pants. The background shows the ocean with waves and a clear sky.

**1 in 3**  
women  
will die from  
heart disease



**HeR HeaRT**  
Annual Report  
2018



# 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

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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. She has researched the area for 15 years, received over \$10 million dollars in funding and authored more than 100 publications.

Linda identified that heart health 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. Instead, she recognised that a different approach was needed.

Her Heart was established to drive change through creating awareness of heart disease, being Australia's number one women's health issue, and empowering women with knowledge so they can learn more about how to initiate 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

## Executive summary

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.

Fulfilling its strategic plan, Her Heart raises funds to develop awareness and education campaigns and programs. We leverage 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.

We work with our professional network sponsors, partner affiliates, as well as all individuals who elevate our brand presence and public reach to build an interconnected community of women and change the face of women's heart health.

In just four years Her Heart has increased awareness and gained funding support from all levels of government, the business community, health professionals and bodies, allied associations and, of course, women. This has enabled us to engage in collaborative research projects and support numerous allied health campaigns.

Together we can work towards prevention to reduce heart disease-related deaths in Australia by 50% by 2025. With constant support from the entire Her Heart community, this becomes an achievable goal.

We are committed to ensuring that women's heart disease is on the Australian policy health agenda.

We hope that this Annual Report inspires you to help Her Heart make a difference, and support our work in 2019 and beyond.



### Minster for Women supports Her Heart mission

"Today, every new woman I meet I make sure to tell her that heart disease is the biggest killer of women AND it's preventable. I also encourage them to visit the Her Heart website to get the facts."  
To read full quote, see page 16.

The Hon Kelly O'Dwyer MP  
Minister for Women,  
Minister for Jobs and Industrial Relations

We believe working together will help many women become aware of heart disease and how to prevent falling victim to this deadly disease. Prevention will make a difference to the lives of the women we love and care for, and be the driving force to a healthier, happier Australia.

# Together

## We can prevent

Words that ring true for how Her Heart has thrived in 2018.

We have engaged, connected and grown our worldwide community and become one of the leading voices in women's heart health. Our ability to foster an interconnected network of government and community support, partnerships, professional groups, and a growing online community, has led us to opportunities both locally, nationally, and attracted global attention.

I am so proud to be leading this movement of empowered women, and I know that together we can turn around the devastating statistics of women and heart disease. We cannot afford to sit back and wait for women to be diagnosed or have a heart health scare before we take action. While we know that research is important, we also know that it is implementing the research that will drive change. Furthermore, in order to encourage women to change behaviour we



need to respond to their needs and concerns. Her Heart is changing the landscape in this area. We have got to know our community well, we listen and encourage women to make changes – no matter how small – in as many areas of their life as possible. We motivate them to make prevention part of their daily life. We are considerate of their needs and the challenges they endure as partners, mothers, daughters, friends and colleagues, and encourage them to take one step at a time.

Her Heart is continuing to be an influential source of information in the heart health space, expanding our online and media reach, and now recognised as a national strategic player in women's health. I am privileged to have met with many government and industry leaders, been invited to participate in the 2018 National Women's Health and other roundtable events, which all made an important contribution to advocacy and policy. I am grateful for the recognition and support received from all levels of government, community, private and public funders, the community, business and industry groups.

This continued dialogue has motivated government, business and philanthropic groups and individuals to believe in our work and invest in Her Heart. This has enabled us to invest in education and advocacy programs, all targeting prevention of heart disease in women of all ages and backgrounds.

While we cannot do without the high-level support from leaders in their fields, we also appreciate positive feedback from women, volunteers and those that support our work and efforts. It brings great value to the work we do and to the dedicated team that support me and our community.

This year we focused on developing programs for Aboriginal women living in remote communities with limited access to heart health information. We partnered with Hitnet who provide connection, access and information to Australians living with limited access to the internet.

We have also spent much time talking with and listening to specific groups in our community. For example, we have worked with the Spontaneous Coronary Artery Dissection (SCAD) group, hearing their stories and together creating a new video series to raise awareness of how this deadly disease shows no symptoms to women.

Our strategic progress is on track and shaping Her Heart to be a global leader in heart disease prevention for women. I hope that you enjoy this annual report which provides only a snapshot of what we have been involved with this year.

**Dr. Linda Worrall-Carter**

Founder & CEO

**Her Heart Charity**

# Moving the dial beyond research

Australia invests in evidence-based heart research, health expertise and robust government policy to combat this growing epidemic. The human cost of heart disease is paramount, increasing Australia's economic burden.

According to the AIHW's 2014 Health Report, heart disease costs the Australian health system \$7.6 billion, or approximately 12 per cent of the annual health care budget. Costs are estimated to increase, as the number of (menopausal) women aged 65 years and over are set to double in the next 10 years.

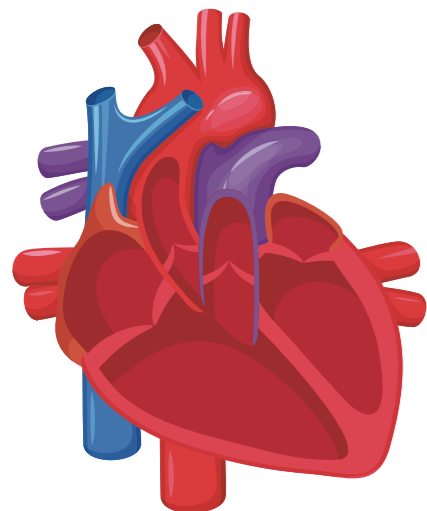
## Research

Despite all efforts, research shows not enough is being done to prevent heart disease in women. A growing concern is that the rate of heart attacks in women aged 35-54 years is increasing; it is no longer an 'old woman's disease'.

At Her Heart, we are committed to not only raising women's awareness, but doing something about it. We work to help educate women on prevention of heart disease and support those living with heart disease and their families.

Her Heart takes a multifaceted approach to connecting with women. We know that women want the facts from research but don't just want 'a bad news story' with frightening statistics; they want to know what they can do to change. We speak to women, about women, for women, and we do this across many different platforms.

We know that women are bombarded with information about what they should and shouldn't do. We use evidence-based research to create engaging content that allows women to consider what lifestyle changes they should make. We are also looking at specific, female-led activities that resonate with women in order to make change.



"As a cardiologist the way to leading a long healthy life is to prevent heart disease.

Her Heart's work to create awareness of this silent killer is critical to improving the lives of Australian women. They provide practical, evidence-based information for women to learn and become informed. I direct my female patients to Her Heart to gain more information from a female perspective."

Dr. Deepak Haikerwal,  
Cardiologist and Her Heart Advisor



# Taking preventative action

It is well established that heart disease (as the largest killer of both women and men) does not only affect the individual, but has an enormous impact on business, the community and the healthcare system. The most prevalent risk in the lives of Australian women and men inevitably translate into an increasingly large spend of the federal healthcare budget on heart health. This statistic is growing rapidly if we take into account the effects on minority groups, such as the Aboriginal community population, who are two times more likely to die from a heart attack, and over 10 times more likely to die from coronary heart disease.

## Action

Her Heart, with support from the wider community, can lead changes in women's heart health with the rising rates of other chronic diseases such as diabetes and obesity in young Australians. Ongoing funding will continue to increase awareness of heart disease in women and society. It will drive greater understanding

of the risk factors and symptoms, provide prevention tools, and allow for strategic direction through the changing health landscape.

Delivering awareness campaigns and educational programs will save women's lives and reduce the burden on Australia's healthcare budget. It will also reduce stress on families and supporting health and community organisations already financially stretched.

Throughout the course of establishing Her Heart, meetings with various government advisers and community leaders have driven further knowledge and awareness in heart literacy and strong investment. With the Australian Bureau of Statistics Adult Literacy and Life Skills Survey (2006) showing that "60 per cent of Australians have less than adequate levels of health literacy", Her Heart is dedicated to creating programs and campaigns that are accessible to all women, and do not discriminate between women.

At Her Heart, we aim to provide facts and expert knowledge using language that is easily understood and digested. We are moving away from 'doom and gloom' and towards making a long-lasting impact on prevention of heart disease. We understand that hereditary and other factors are indiscriminate, and we exist to support the many women living with heart disease and empower them to make simple lifestyle changes to help mitigate further risk of a repeat incident. Women who have experienced a cardiac event often look for information to assist with their transition and to find support networks which we offer.

Her Heart is committed to balancing evidence-based research with a strategic approach to drive prevention and healthy outcomes for women and Australia.



## 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.

## Heart Checklist Video Explainer

Dr. Linda Worrall-Carter featured in a video to explain Her Heart's Heart Health Checklist, which is available on our website and social media channels.

It has helped our community understand the importance of having discussions with family members to know their family history and pre-existing medical conditions. We encourage women to visit their GP for regular check-ups or to attend a free heart health check to minimise risk and flag any issues.



## Sharing your stories

Her Heart launched a series of videos exploring personal stories of women with heart disease. The aim is to bring heart disease into our conversations and highlight the importance of knowing your risks as it can happen to anyone. Our thanks extend to the women (SCAD Survivors) who generously told their story with heart.



## CSANZ Conference

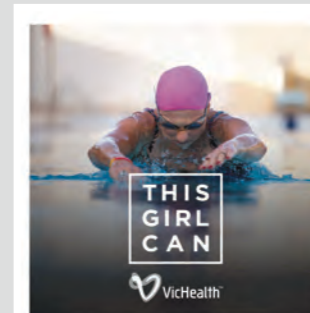
Dr. Linda Worrall-Carter was a keynote speaker at the New Zealand Annual Scientific Meeting of the Cardiac Society of Australia and New Zealand (CSANZ) where she presented on a variety of topics including gender differences and how cardiac rehabilitation programs meet the needs of women.



# 2018 Highlights

## Mother's Day

Her Heart sees it important to support key dates in women's calendars as a gentle reminder of keeping heart health a priority. We ran a series of Mother's Day posts to energise women of all ages to be mindful of their heart health given their family situation. We shared images and conversations of gifts and messages received from their loved ones, all submitted by women from our online community.



## 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.



## Parliamentary support and Women's Health Forum

Dr. Linda Worrall-Carter attended the launch of the Parliamentary Friends of Women's Health, which was Co-Chaired by Julia Banks MP and Dr. Mike Freeland MP. The aim of the group is to look into women's health issues and specifically those where there are different symptoms in women than in men. Dr. Linda Worrall-Carter stated that "Her Heart is thrilled to be a part of this important initiative, given there are a number of gender issues around heart disease".



## Warrandyte Women's Lunch

Her Heart is focused on engaging with communities, and building support for women at a local level.

In June Dr. Linda Worrall-Carter was honoured to speak at the Bendigo Bank Ladies Lunch in Warrandyte. We were able to connect with many women on the day and hear their stories around heart disease.

"I particularly made an effort to speak to as many women as possible, and it didn't surprise me that not one was aware heart disease is the biggest killer of women, and that we lose one woman an hour to this disease."

Dr. Linda Worrall-Carter



## Celebrating Health Events

We celebrated with our community many key events focused on women, health and hearts including International Women's Day, Heart Week, National Diabetes Week, Sleep Health Awareness Week, Mother's Day, International Nurse's Day, Mental Health Awareness Week, National Volunteers Week, Heart Rhythm Week, NAIDOC Week, Women's Health Week, Stroke Week, Restart A Heart Day and more.



## WIRV Annual 2018 Footy Luncheon

Her Heart was the charity of choice for the Women in Insolvency and Restructuring Victoria (WIRV) Annual Footy Luncheon. It was a great afternoon, with more than 600 women and men attending the event at Crown Palladium in Melbourne. Dr. Linda Worrall-Carter addressed the audience along with AFL greats and Her Heart Advisor, Dr. Susan Alberti.

WIRV  
WOMEN IN INSOLVENCY AND  
RESTRUCTURING  
VICTORIA  
**FOOTY FINALS  
LUNCHEON**

# 2018 Highlights

## a2Milk Upstream Challenge

Her Heart was a charity of choice in this year's a2Milk Upstream Challenge.

This event saw more than 550 walkers and runners complete a 20 or 50km course along the Yarra River from Melbourne's CBD to Donvale to raise money for five worthy charities (including Her Heart).

In the lead up to the event we were lucky enough to have the support of the Warrandyte Community Bank and the North Melbourne Football Club. It was a great day and we thank all participants and sponsors who fundraised and helped raise awareness for women's heart health.



Her Heart was featured in a community newspaper, the Manningham Leader, publicising the involvement with the a2 Upstream Challenge. Her Heart prides itself in connecting with women, not only in an online global setting, but also with those local community organisations where real change begins. We thank the Leader network for sharing the Her Heart story.

## Telstra Business Awards



Our CEO Dr. Linda Worrall-Carter was shortlisted in the 'For Purpose & Social Enterprise' section of the 2019 Telstra Business Women's Awards. We are delighted that Dr. Linda Worrall-Carter's tireless efforts in heart health are being recognised in the Australian business elite.

July Aug Sept Oct Nov Dec



## National Publicity

Her Heart received media attention on a local and national level including appearances on Channel 7's The Daily Edition, CAAMA radio, digital publications, the local Leader Newspaper and more, promoting the importance of women's heart health, Aboriginal health and physical activity.

## Parliamentary support and Women's Health Forum

The Hon Kevin Andrews MP, federal member for Menzies, addressed his parliamentary colleagues bringing urgency to the work of Her Heart. We applaud parliamentarians for bringing this matter to the forefront of the national health agenda, and providing Her Heart with ongoing support to reach women. The Hon Kelly O'Dwyer MP (Minister for Women) also met with Dr. Linda Worrall-Carter to show her support. Dr. Linda Worrall-Carter also represented Her Heart at the National Women's Health Forum in Canberra, led by The Hon Greg Hunt to revise the mandate for women's health between 2020 and 2030. It was a great opportunity to meet with other leading NFPs, research leaders and community groups invested in making a difference in women's health.

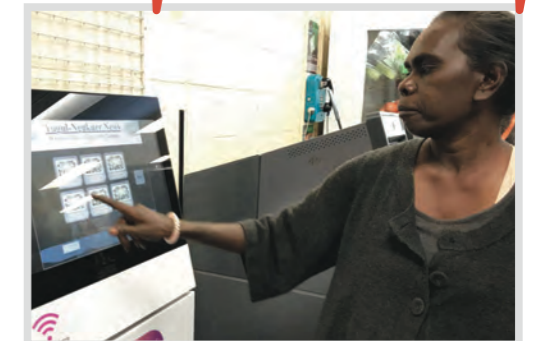


## National Action Plan for Heart and Stroke

Her Heart participated in and contributed to the development of a National Action Plan for Heart and Stroke.

## Her Heart Indigenous Program

Aboriginal women in Australia have a significantly higher risk of developing heart disease, and in December Her Heart was featured on CAAMA (Central Australian Aboriginal Media Association) Radio to discuss this increased risk and announce Her Heart's partnership with social enterprise Hitnet. Her Heart has partnered with Hitnet to deliver a series of videos to educate Aboriginal women on their risk of heart disease. Dr. Linda Worrall-Carter spoke about the video series, which will be available in remote communities through Hitnet's digital hubs.



## Women's Health Week (Jean Hailes)

Each September the Jean Hailes - for women's health leads a 'Women's Health Week' initiative, focusing on women putting their health first to lead to a lifetime of better health. The biggest barriers for women not maintaining a healthy lifestyle is 'lack of time' and 'health not being a priority', and this message for putting health first is one that Her Heart is proud to support. The Her Heart campaign focused on the clear distinctions in symptoms and risk between men and women, and the small lifestyle changes that can do wonders for the heart.

## NFP Financial Leaders Summit

Dr. Linda Worrall-Carter presented a keynote at the 2018 NFP Financial Leaders Summit on the importance of creating a strategic roadmap to diversify revenue streams and improve sustainability in a non-profit organisation.



## Heart On The Hill

Her Heart was pleased to be involved with the 'Heart On The Hill' initiative organised by The Heart Foundation, and supported by Sanofi and Amgen, in Canberra. Over 50 ministers, advisors, MPs and administrative staff took the opportunity to get an annual heart check. This was held at Parliament House in early December 2018.

## Inspiring efforts

Her Heart's continued success has attracted recognition and support in many different ways, including in-kind support, government funding, private and public donations, sponsorship, and opportunities to work with other allied health organisations and business groups.

In the past 12 months, Her Heart has received honourable mentions in the Australian Parliament; the Hon. Kevin Andrews MP spoke of the tireless work of Dr. Linda Worrall-Carter as a member of his electoral constituent.

Her Heart has received endless in-kind service support from organisations with expertise in legal, financial, marketing and IT. Business groups have also recognised Her Heart's importance to women and nominated the NFP as charity of choice for their numerous industry and business events.

Our base of volunteers is growing; we value their efforts and thank them for their support. This generosity has enabled Her Heart to focus on reaching a vast cross-section of women throughout Australia and beyond, with messages of awareness, advocacy, education and prevention.

We thank all those individuals and business groups for their unwavering support for Her Heart, and we hope to continue our collaboration with our professional network to further awareness, education and prevention.

## Support

"Before meeting Dr. Linda Worrall-Carter I, like many other Australian women, was completely unaware that we lose one woman every hour to heart disease, and overall it kills more women than all the cancers combined.

As the Minister for Women I was shocked and saddened; however, as a public figure I also felt determined to let women know. As a member of parliament part of my role is to ensure all Australians are given equal opportunity to live informed, happy and healthy lives.

Today, every new woman I meet I make sure to tell her that heart disease is the biggest killer of women AND it's preventable. I also encourage them to visit the Her Heart website to get the facts.

I hope I have encouraged you to take action and to help me help our fellow female colleagues, friends, partners and family."



## Community

Successful growth comes from the enthusiasm and hard work of a great team, which is often created around a vision, like that of Her Heart. This will shape the way Her Heart grows to make an impact today and tomorrow. Moving forward together, with the continual growth of the Her Heart community, we will push our organisation to new heights, with new targets, and always have an energetic and positive outlook to the future.

This report highlights some of the incredible work achieved to grow our community locally and globally, and increase awareness through media exposure and fundraising events. Her Heart continues to strongly promote the message of prevention and engages women of all ages and backgrounds to reduce the risk of heart disease at any stage of life. More and more women are resonating with the Her Heart message, and in turn are liking and sharing posts and articles with their own networks. Through this growing community we are reaching more women than ever.

The team at Her Heart sincerely thanks our board of directors and host of advisors for providing endless support. In addition, we thank our community for the multiple media and speaking opportunities. Some notable engagements include the Cardiac Society of Australia and New Zealand's (CSANZ) New Zealand Annual Scientific Meeting, National Women's Health Forum held in Christchurch, NZ, and being selected charity of choice for groups like Women in Insolvency and Restructuring Victoria (WIRV), Women in Superannuation, and more listed throughout this annual report. This invaluable support allows us to promote Her Heart to diverse groups of women in Australia and beyond.

As for 2019, our ambition remains focused on making a long-lasting positive impact on women's health. We are excited to achieve more for our community and be better together than ever before. The message of prevention underpins our focus and all we have done this year, and what we will continue to do into the future.

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.



## Fiona

Fiona was hesitant to call an ambulance, but as the shooting pain climbed up and down her arm her husband encouraged her to call for help. She waited six hours before being seen by a doctor after arriving at emergency at 1.30am. In that time, her heart failed and she now lives with irreparable damage to her heart.

# Real stories

Now 41, she wonders if she looked 'too young' to be experiencing a heart attack and taken seriously. It was important for Fiona to look back and understand the risk

factors of heart disease, as now, she describes herself as a walking time bomb.

"I was on the pill, smoked occasionally, had high cholesterol, and had a family history of heart disease but I didn't realise I was at risk because I ate healthy and exercised."



## Simran

At only 19 years old, Simran is a heart attack and cardiac arrest survivor.

Suffering from anorexia nervosa for 10 years caused intense stress on her heart, and when she was at her lowest

weight of 32kg, she had multiple cardiac events. It was due to her traumatic heart issues, and the blunt truth from her doctors telling her she would die if she continued this way, that Simran decided to seek help for her anorexia.

Simran did not initially take her heart issues seriously and was confused as to how she could have heart issues at 19. Now she is sharing her story to help educate others on the effects of eating disorders on the heart.



## Marney

Marney was diagnosed with coronary artery disease at 35 years of age. The news came as a surprise, as it was only discovered due to side effects of a medication she was taking for narcolepsy (a rare sleep disorder). She considered her lifestyle to be healthy and only had one major risk factor: the death of her father to the same disease.

Marney is grateful that she was diagnosed early and is now taking medication to prevent any major blockages that could cause a heart attack.

Marney says with the help of organisations like Her Heart, early detection and prevention will save women's lives.



*To protect the privacy of individuals stock images have been used.*

# 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

International Heart Hub (iHHub)

Sleep Health Foundation


Susan Alberti Medical Research Foundation (SAMRF)

Vic Government Community Fund

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

Employee Matters 

Glass Elevator 

National Australia Bank (NAB) 

MinterEllison Lawyers 

OneLedger Accountants 

Serco Asia Pacific 

Team Woman Australia 

White Sites Website Development 

Yellow Brick Road Wealth Management (YBR) 

YBR Women in Finance 

# Supporters

# Sponsors

Wheelton Philanthropy 



Her Heart has an outstanding board of directors with diverse skills, experience and drive to make heart disease in women a thing of the past.



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

# Our board



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

Angela Wheelton OAM DSJ a former CEO and global philanthropist who raises funds for multiple women's programs.  
Director & Board Member since 2017.



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

Cassandra Kelly is an international advisor who previously co-founded The Glass Elevator, an initiative that connects, engages and inspires women in industry and government.  
Director & Board Member since 2017.



**James Hutton**  
Partner MinterEllison

James Hutton is a senior partner who provides important legal support and advice, while MinterEllison builds community partnerships to drive social change.  
Director & Board Member since 2017.

# Our advisors

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

Dr. Susan Alberti, AC is an Australian businesswoman and philanthropist. She is a role model and mentor to many young women and recognised for her long and outstanding contribution to medical research institutions.

Dr. Mukesh Haikerwal, AC is a practitioner and former president of the Australian Medical Association who has led numerous technical innovations.

Dr. C. Noel Bairey Merz is a pioneer in the study of women's heart health and preventive cardiology, and the Director of the Women's Heart Center at the Cedars-Sinai Heart Institute in Los Angeles.

Andrew Morello is Head of Business Development at Yellow Brick Road (YBR) who provides important business advice and support.

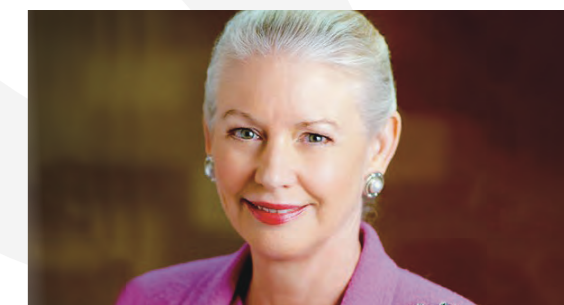
Dr. Deepak Haikerwal is an Australian Cardiologist and a strong advocate for heart health prevention.



**Dr. Susan Alberti, AC**  
Appointed 2017



**Dr. Mukesh Haikerwal, AC**  
Appointed 2015



**Dr. C. Noel Bairey Merz, MD**  
Appointed 2015



**Andrew Morello**  
Appointed 2016



**Dr. Deepak Haikerwal, MBBS, PhD**  
Appointed 2015



## The Her Heart team is driving community awareness programs across Australia

The Her Heart team is dedicated to its mission of ensuring that women are aware of the risks and symptoms of heart disease and knowing that it is 80 per cent preventable. Together, we are making a difference.

Her Heart collaborates with a diverse range of organisations of all sizes across health, business, professional and social communities to help raise funds and awareness to support the development of our programs and campaigns.

From humble beginnings, the team continues to spread the Her Heart message far and wide and sources up-to-date news, research and data, which positions Her Heart as a key player in distributing heart-related information specifically for women.

## Our team

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

Tina Manolitsas  
**Chief Marketing Officer**

Sharyn Perry  
**Marketing and Communications Manager**

Dr. Aziz Rahman  
**Medical Doctor and Public Health Specialist**

Nicholas Soraghan  
**Digital Media Creator**

Harriet Worrall-Carter  
**Social Media and Content Creator**



Meet some of the Her Heart team, left to right: Harriet Worrall-Carter, Sharyn Perry, Dr. Linda Worrall-Carter, Nicholas Soraghan, Tina Manolitsas

## Heart Health Checklist

Her Heart's Heart Health Checklist has again been highly sought after in 2018. This Checklist helps women of all ages to attend their local clinic, complete relevant tests and help assess the health of their heart. The Her Heart team is regularly connecting with the online community to implore all women to download this resource and visit their local GP when possible.

## Increasing engagement

### Heart Week

In the months leading up to Heart Week 2018, Her Heart increased social media efforts to focus on physical activity and exercise through a series of posts, resources and partnerships, including the 'This Girl Can' Initiative supported by the Victorian State Government. Her Heart campaign messaging focused on getting women active and showing the positive benefits of physical activity of any type on the heart. The hashtags #HeartHealthHacks and #DontGetTheSits trended online, highlighting the importance of daily physical activity to keep a healthy heart and driving engagement with online community members.



## Real stories

It is so important for Her Heart to gather real stories of women who have had, or have been affected by heart disease. Her Heart wants to personalise the heart disease story, highlighting that, for women, you do not have to be the 'typical' heart patient to be at risk. This year enabled the Her Heart team to document the stories of many women and share them with our global community. Videos and blogs were highly viewed and read. "It could happen to us, [so] we need to know the symptoms. Everyone needs to know, it could be indigestion, it could be back pain, it could be pain in the arm...mine started in the throat!"



Helena King,  
SCAD  
Survivor

## Family Histree

Her Heart is encouraging people to continue discussions around the family table to talk about their #FamilyHistree of heart disease.

This conversation will help identify risk, help make lifestyle changes, and monitor heart health in the future.

This initiative included a 'family tree' resource to stimulate the conversation and help document any issues or discussions to follow up.



In 2019, we will continue our work to spread the message of prevention and to develop new programs and campaigns.

The team at Her Heart is committed to reaching the most at-risk group of women, minority groups and women at large to educate them that heart disease is 80% preventable. We also look to supporting survivors and their families to help prevent another devastating incident from occurring.

With those living with hereditary heart disease, we will provide resources and shared programs to help women understand the disease and support for them and their families.

From humble beginnings in 2015 to where we are today, we look to fortify our mission, empower women and heighten the message 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  
make prevention the  
new prescription.**





**HER HEART**

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