



# **HeR HeaRT**

Annual Report  
2015/2016

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# Executive Summary

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Heart disease kills 1 woman every hour in Australia. In the UK it's 1 every 10 minutes, and in the US, it's 1 every 80 seconds, and the age group most affected are women aged 25–40 years. Evidence shows us that over 80% of these deaths are preventable, so it is not a bad news story when simple lifestyle changes can make such a difference.

Dr. Linda Worrall-Carter is Founder and CEO of Her Heart and a leading authority on heart health. After completing many years of research in this area, she decided that further research alone would not save lives, reduce the burden on the health system or drive change in attitude and behaviour. A more hands on approach was needed. She established the charity Her Heart in mid-2015 to raise awareness, drive change, and reduce the death toll. Dr. Worrall-Carter has a strong track record in obtaining funding and has extensive international links and affiliations through her professional and research collaborations.

Today more than 90% of women in Australia have at least 1 risk factor for heart disease, and over half of these women have 2 or more. Despite these alarming statistics, women believe that their biggest killer is breast cancer and are completely unaware of the risk. The common misconception is that heart disease is a male disease, which is wrong and deadly. Women have different symptoms to men, so they are more likely to be misdiagnosed and receive less treatment. As a result of poorer treatment outcomes, women are 38% more likely to die in the year following

a cardiac event. In the Aboriginal and Indigenous communities these statistics are considerably worse, as Indigenous Australians are up to 3 times more likely to die of heart disease than the non-Indigenous.

Her Heart has gathered significant momentum in a relatively short period of time. There are a number of professional cardiology communities who have reached out to align with Her Heart, in addition to many consumer groups. Her Heart is already being positioned as a global leader with influence and has an international advisory board. There has also been support from key corporates, and a number of partnerships have been created in order to raise awareness and drive change.

Working collaboratively to combat this silent killer, Her Heart is delivering programs and campaigns that underpin its four key pillars:

**AWARENESS:** Raising awareness of the prevalence, risk factors and symptoms of heart disease in women.

**EDUCATION:** Mounting important campaigns that will challenge the misconception that heart disease is a problem only for men.

**PREVENTION:** Providing practical resources and support for women to reduce their risk, get better treatment, and live well.

**ADVOCACY:** Create a national advocacy body for women and heart disease.

# Message from the CEO

*Dr. Linda Worrall-Carter*

**“It’s not a bad news story when it’s 80% preventable.”**

It is with great pleasure that I write this inaugural report and get to reflect on the journey so far. There have been many exciting times where I have been able to connect with some inspiring individuals, and the fruits of this hard work have come from a relatively small (but passionate) group of people. It is always a joy to take time to pause and reflect as well as document the outcomes. When I think about why I wanted to create Her Heart, I firmly believed that there was a place for a charity in the heart disease space to be dedicated solely to women, to speak specifically to women, and for the information to be delivered in a non-conventional way. Women were consistently telling me that heart disease was “not on their radar” as their biggest killer. This was endorsed when we launched the charity and had over 5000 subscribers a month to the website from over 75 countries. We have been consistently in 55 countries, but with the greatest presence in the US, UK and Australia & NZ (you can see where our community are from in more detail on pages 11 and 12.)

Being primarily a digital charity has allowed us to reach more women and share our story, as well as theirs. This is particularly important, given that the biggest increase in heart disease is in younger women who are all very busy, but are good connectors via social media. We have increased our online presence and have a growing social media following on Facebook, Twitter and Instagram. We also have a YouTube channel and are fast



becoming the go-to organisation for information around women's heart health.

In this report you can see the wonderful new partners who have helped support our vision and have provided us with invaluable resources, time and opportunities. This would not have happened without the amazing support of a select group of individuals, who are too numerous to mention here, but in particular Ms. Tina Manolitsas, who has dedicated a significant amount of time to the charity and personally provided me with enormous support. I would also like to acknowledge the work of Dr. Aziz Rahman and the team, as well as our advisors for their expert and strategic guidance on matters to move the charity forward.

In closing, my final comment is to acknowledge you, the community, and whether you hold the position of mother, wife, aunt, grandma, sister, daughter or partner – thank you for supporting us and continue to help us spread the word!!

# About Her Heart

**“In Australia, 1 woman dies every hour, in the UK it's 1 every 10 minutes and in the US it's 1 every 80 seconds.”**

## WHO WE ARE

Her Heart is a registered not-for-profit which aims to educate women on the risks of heart disease. As heart disease is largely preventable, it is the mission of Her Heart to educate and empower as many women as possible to take control of their lives with a view to decreasing their risk and increasing their wellbeing. It is well documented that women are not aware that this is their biggest killer and they are often surprised that simple screening techniques and lifestyle changes can make such a difference.

## WHY WE ARE IMPORTANT

Heart disease is the biggest killer of women around the world. We know that it is a global epidemic, and 8.6 million individuals die annually of heart disease and stroke, killing more women than all cancers combined. Yet this issue for women still receives little funding and attention.

The significance of these mortality rates in women cannot be understated, as not only is it a tragic loss of life but also there is enormous impact on the family. Yet despite the shocking statistics, the vast majority of women are not aware that heart disease is their number one killer. There are many reasons for why heart disease in women remains largely underdiagnosed. Women

are often the major care giver in the family with a significant workload. They are increasingly becoming a “sandwich” generation, where they have older parents and younger children, so the priorities that they are able to place on themselves is low. In addition to this, they are also unaware of the difference in symptoms and when they do present to their GP or Physician, there is a low index of suspicion. Not only are women not diagnosed as quickly, they receive less treatment (fewer interventions or stents), and have poorer treatment outcomes than men. They are twice more likely to die in their first year after a heart attack. We know that there is not only a pressing need to promote heart health education among women but also among health care professionals.

The common misconception that heart disease is a male disease is a deadly misconception. Few women (or men) know that women have different symptoms to men, and in this regard they do not benefit from the current awareness raising public health campaigns which are primarily geared towards men.

While the human cost of heart disease is of paramount concern, there is an enormous economic burden as heart disease costs the Australian health system \$7.7 billion, or approximately 12 per cent of the healthcare budget (AIHW 2014). Costs are only estimated to increase, due to the increase in chronic disease such as diabetes and the obesity epidemic. In addition, the number of women over 65 years of age is set to double in the next 10 years. The good news though is that heart disease is 80% preventable and many changes can be made to reduce these alarming statistics.

# Who We Are



**DR. LINDA WORRALL-CARTER**

Dr. Linda Worrall-Carter is Founder & CEO of Her Heart. She is a leading authority on heart health for women, has a background in nursing, teaching, research and has held executive positions in hospitals, universities and the NFP sector. Linda has received funding of almost 9 million dollars, has co-published over 90 publications and presented over 160 conference papers. For her efforts in raising awareness about heart disease in women, Linda was a winner in the Female Entrepreneur Awards, and Her Heart won the Casey Kinnaird Community Award in late 2015.



**DR. AZIZ RAHMAN**

Dr. Aziz Rahman is a medical doctor and public health specialist, who has extensive experience of working in the areas of public health research, teaching and implementation of public health programs both in Australian and international settings. He has published several papers with Dr. Worrall-Carter around heart disease for women and has an interest in how this can be translated into strong awareness programs that have an impact on women's heart health.



**MS. TINA MANOLITSAS**

Tina is the Founder and CEO of Marketing Strategy IQ and is the director of marketing & communications (since Nov 2015). Her experience extends across multiple industry sectors in B2B and B2C markets working for clients within corporate, agency, not-for-profit, government and consultancy environments. She is a published author and a long time academic teaching marketing and business across leading universities (locally and globally). For many years, Tina has provided significant volunteering support for charities through providing mentoring and creating a 'go-to-market' marketing strategy.



**MS. MEREDITH THORNTON**

Meredith is a business woman, has a background as a physical education teacher and is passionate about health and wellbeing. Meredith has been active in the community and was founding director of Warrandyte Community Bank, which has given over \$10 million to the community. Meredith won the 2015 Highly Commended Manningham Business excellence awards and has also received Volunteer & Citizen of the Year awards. Meredith has always been a strong advocate for women in the community, and is a mother to 4 girls.

**MS. KERENI WHITE**

Kereni White is the creative director of White Sites Website Development and has over 13 years of experience specialising in web development, web maintenance, social media integration, SEO, Google marketing and IT support. She works with small to medium businesses and not-for-profit organisations to create online solutions that reach and communicate to targeted audiences. Kereni has a strong focus on customer service and support, and assists clients to better understand and feel comfortable with the web and IT-related issues. She has been working with Her Heart since mid-2015, offering website and IT support.

**INTERNS**

Her Heart established an internship program in early 2016 which has been extremely successful. Over 60 applications were received for the first 3 positions and it has been competitive since this time. During 2016, 10 interns have been through the program and 15 were affiliated with this program from RMIT School of Public Relations. Sincere thanks and acknowledgement go to all students but in particular to Mitch Opt Hoog, Hannah Lee-Smith, Madeleine Lourdes, Madeline Riddle, Melanie Tannin, Stephanie Wong, Katherine Norman, Danielle Roberts, Casey Blake, Courtney Dufty and Julia Valente.

## Outstanding Students

**MS. MADELEINE LOURDES**

**Public Relations and Communications Intern**

**April 2016–October 2016**

Bachelor of Public Relations and Communications

*LaTrobe University*

**MS. CASEY BLAKE**

**Social Media Intern**

**July 2016–December 2016**

Bachelor of Health Science/Health Promotion

*Deakin University*

## Who Supports Us

The support we have received from a number of partners has been substantial. In fact, they are our extended team! There has been the establishment of several partnerships that have facilitated significant support for important services.

**LEGAL ADVICE:** Mr. James Hutton (partner) & Ms. Joanne Dunne (partner) from Minter Ellison lawyers have provided important ongoing legal support.

**FINANCIAL SUPPORT:** We Love Numbers offered financial support from Dec 2015 until Sept 2016. OneLedger has continued this support, in particular from CEO Mr. Andrew Hubbard and his team.

**HUMAN RESOURCE SUPPORT:** Ms. Natasha Hawker from Employee Matters has provided human resource support through online access to resources to support from a consultant.

**BUSINESS COACHING:** There has been ongoing personal and business support from Ms. Annette Lacovic.



# Advisory Group



**MS. CASSANDRA KELLY**

Cassandra Kelly is an entrepreneur, philanthropist, former CEO of Pottinger, global advisor, speaker & board Director, and coach to leaders who dare. She is a passionate supporter of women and founder of The Glass Elevator ([www.theglasselevator.com](http://www.theglasselevator.com)) and has been recognised as one of the top 100 Women of Influence in Australia, and has won a number of awards including Women's Instyle Business Award. There is global recognition for her work.



**DR. MUKESH HAIKERWAL**

Dr Mukesh Haikerwal is a general medical practitioner in Melbourne where he has practiced since 1991. He is a professor at the School of Medicine in the Faculty of Health Sciences at Flinders University in Adelaide. He has received many awards and was made an Officer of the Order of Australia (AO) for his work.



**DR. NOEL BAIREY-MERZ**

Dr. Noel Bairey-Merz, MD, is a professor of medicine and holds the Women's Guild Chair in Women's Health. She is also director of both the Barbra Streisand Women's Heart Center and the Preventive and Rehabilitative Cardiac Center at Cedars-Sinai's Heart Institute. Her research interests include women and heart disease, mental stress and heart disease, the role of exercise and stress management in reversing disease, and the role of nutrition in heart disease.



**MR. ALAN CASTLEMAN**

Alan Castleman is a widely experienced company chairman, director and executive, with 15 years of experience as a professional company director and many years as a senior executive. As a director, he has served on the boards of over 25 companies or organisations and as chairman of 15. His substantial experience covers many industries including corporate governance and management.



**MS. DENNI FRANCISCO**

As owner and director of Qualia Global Learning Network and Qualia QI, Denni is committed to assisting people achieve higher levels of performance with increased personal stress resilience through highly researched and effective programs. These programs have been implemented by national and multinational organisations in Australia, USA and the Middle East and in the state and federal government sectors locally.



**DR. DEEPAK HAIKERWAL**

Dr. Deepak Haikerwal, PhD, is a cardiologist who trained in Melbourne before completing his PhD at the Baker IDI. He was then appointed as the director of Cardiology at Western Health and more recently, a founding partner of Heartwest. Deepak has contributed to providing one of the largest private cardiology services (over 6 locations) in the Western suburbs of Melbourne and still holds appointments at 5 other hospitals. He is a passionate teacher and remains active in the training of undergraduate, resident and registrars as well as paramedical and allied health staff.



# How We Are Different & Make A Difference

**“We cannot change what we are not aware of, and once we are aware, we cannot help but change.”**

– Sheryl Sandberg

## OUR VISION

Her Heart speaks to women, about women and for women. The organisation is committed to working with women to raise awareness of heart disease (the biggest killer of women around the world), and increase women's chances of avoiding and/or surviving this 'silent killer'. Starting in Australia, we aim to decrease the deaths from this disease by 50% by 2025.

Dr. Linda Worrall-Carter has researched women's heart health for over 15 years. She concluded that further research would not save lives, reduce the

burden on the health system, or drive change in attitude and behaviour—and that a more hands on approach is needed.

Her Heart reaches out to women across social, cultural, economic and geographic divides to help reduce and ultimately reverse this deadly trend through raising awareness to understand their risks of cardiovascular disease.

## WHAT WE KNOW ABOUT WOMEN:

- Women are social beings.
- Women are great communicators.
- Women love to tell stories and especially when they can help others.
- Women don't wait around for others to do things.
- Women are powerful and strong.
- Women are good at looking after their friends and family.

## WHAT WE KNOW WOMEN ARE NOT SO GOOD AT:

- Putting themselves forward for opportunities.
- Shouting about how good they are!
- Making time for themselves such as that heart-health check!
- Putting themselves first, not dismissing those aches or pains and making their own doctors appointment.

So, the issue is, if women aren't so good at looking after themselves then how can we encourage women to see that it is critical that they go and get a heart health check? That they think about what risk factors they have and make those small changes, so that we can stop these needless deaths?

## AT HER HEART, WE ARE:

Agile and challenging the systems.

Primarily digital and targeted.

Current and fun, but educational.

Totally inclusive - we share all organisations information.

Pro-women and asking women to put themselves first.

Youthful but cross generational.

First, we want Her Heart to speak FROM the heart and speak to each and every woman with a voice that you will listen to. We don't want to "lecture", but to provide information that is interesting to read and easily understood. We also want to be creative and engage women in different ways, through reading, listening, watching and other forums.

We have designed the website to be easy to read and navigate. From looking at what the risks are, and how to identify them, through to making small lifestyle changes that make a difference. There is also a section on wellbeing, as we believe that it is not only important to prioritize your health but also to continue it for the long term.

We want to be in a position to lead change locally and globally, to make a difference to the lives of women and the health care system, in addition to supporting those who are short on time and resources, and just don't want another thing on their plate.

Her Heart will continue to collaborate with heart-focused and related organisations that support research in order to supply rich data collected from programs; and campaigns, supporting new and existing research projects. We will also partner with societies and health professional groups, in order to create a strong network of advocacy and support for gender differences.

In order to do this, Her Heart seeks support in funding for programs, campaigns, and resourcing to manage and deliver projects.



## “ Her Heart seeks to deliver programs and campaigns that underpin its four core key pillars: ”

### AWARENESS

Raising awareness of the prevalence, risk factors and symptoms of heart disease in women.

### EDUCATION

Mounting important campaigns that will challenge the misconception that heart disease is a male specific issue.

### PREVENTION

Providing practical resources and support for women to reduce their risk, get better treatment and live well.

### ADVOCACY

National and global action on women and heart disease.

# Her Heart Community



# 75

countries have viewed  
the website.



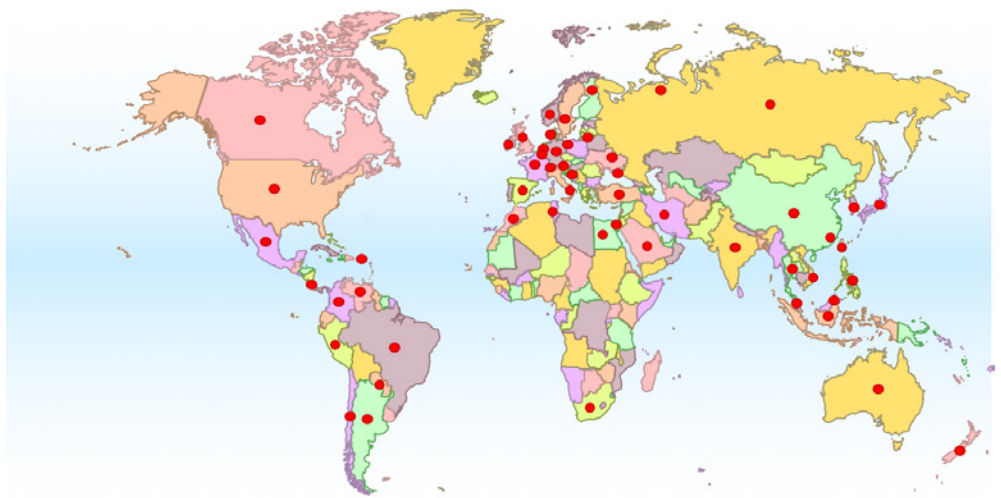
# 5k

subscribers.



# 1k

likes on the Her Heart Facebook  
page.



Her Heart believes that education and awareness is the key to reducing rates of heart disease in women. We source the most recent heart health information and distribute this around the world in order to show women that simple lifestyle changes can make a big difference. On an individual level, we want to show women how to identify if they are at risk, then empower them to go to their GP or physician, have a heart health check and if they need to look at making small changes, offer ongoing advice and support.

In over 18 months, Her Heart has become a growing community of women. In the early days, the website received over 5K subscribers a month from over 75 countries, and over 50K people visited the website. Her Heart is fast becoming the global 'go-to-place' for information on women's heart health.

Her Heart is a virtual charity accessible to women anywhere, anytime on any smart device. The 'share your story' section and social media channels open up opportunities for engagement. The Her Heart Facebook page is growing with over 1K likes, with Twitter and Instagram attracting a different demographic with different conversations and communication.

# Who You Are

**110,731**  
total page  
views

**21,557**  
new visitors

**49,134**  
total users

**55,799**  
total sessions

**41%**

users from  
United States

**31%**

users from  
United Kingdom

**21%**

users from  
Australia

**3%**

users from  
New Zealand



**39%**

Computer views



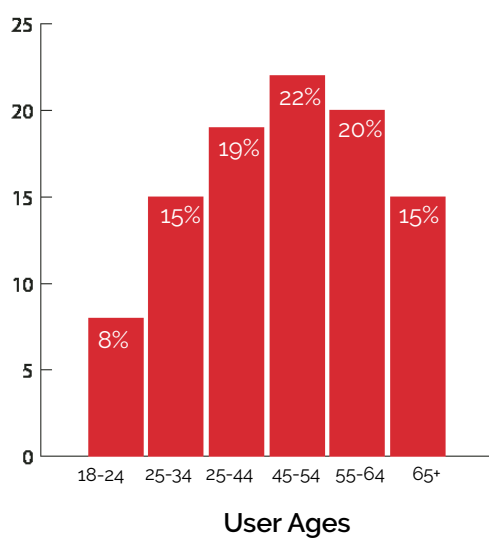
**47%**

Mobile views



**13%**

Tablet views



**80%**  
female  
users



**20%**  
male  
users

# How We Connect With You

Her Heart believes that having a strong online presence is critical. With a large percentage of the population using the internet to gain information and resources, Her Heart has designed their website to be an online educational platform for women to access and learn about heart disease and evaluate their risks. The site also contains information and resources on how to make small changes to their lifestyle and maintain it through creating good habits. Her Heart views the social media platforms as increasing engagement via Facebook, Instagram and Twitter accounts. There are also additional touch points, including the Her Heart Blog and a monthly newsletter with regular heart health tips.



## WEBSITE

Her Heart has received over 110,731 views on its website, with individuals accessing this from across the globe. The most frequent visitors were those from the USA, UK and Australia.



## NEWSLETTER

The number of subscribers for the Her Heart newsletter has grown to 578 and is continuing to rise. It is most commonly requested by those in Australia, USA and the UK. It has been updated and revised during the year.



## FACEBOOK

Her Heart reached over 1000 likes on Facebook and has become a growing community with increasing engagement. The Facebook campaign held around Mothers Day, with a prize by Edible Blooms, was successful.



## INSTAGRAM

Instagram is Her Heart's most recent social media platform, with a steadily increasing following. Post likes have increased, with an average of 52 likes per image.



## TWITTER

Her Heart has increased its Twitter followers to almost 500, and looks to create more engagement with the community through this channel.



## BLOG

The Her Heart Blog continues to be enjoyed by our readers. The first post, written by our CEO and Founder, had 100% open rate, and there have been a number of reviews on the website since then.



# Activities and Outcomes

## MOTHER'S DAY POP UP CART

Collins 234 Boutique, Melbourne, generously hosted a Mothers' Day Pop Up Cart for Her Heart during Heart Week 2016. There were books and other donated items, and the interns provided some much needed support. The Pop Up Cart and display offered Mother's Day gifts and ideas, such as Mothers Day card's, also featuring Pamela Irvings' artwork. There were mindfulness activities, such as colouring-in, throughout the centre which proved to be popular. We also partnered with the Centre for Education at St Vincent's, and the Educators were available to answer any heart health queries.





### PHOTOSHOOT

In May 2016, a photo shoot by Ms. Tanya Gulevski (from Mosaic Photography) was lots of fun. It provided Her Heart with a library of photos and Ms. Malama Bobotis (make-up artist) also generously offered her time.



### VIDEOS

A video series was also produced by Ms. Rosalie Ridler and her team (from Striking Productions), which involved a whole day video shoot to create a series of short videos. These were circulated via social media and are now accessible via the website.



# Media Highlights



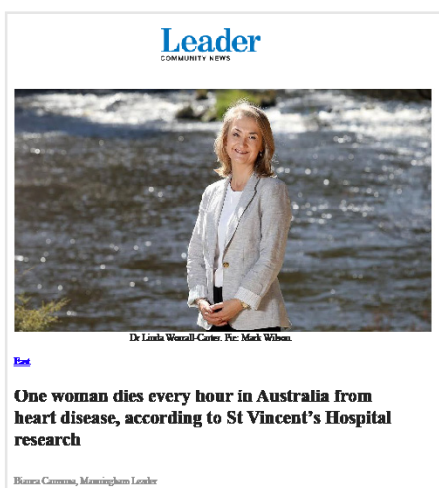
**HEALTH PROFESSIONAL RADIO**  
September 2015



**RRR RADIO**  
February 2016



**BIG LIFE 94.1 FM**  
April 2016



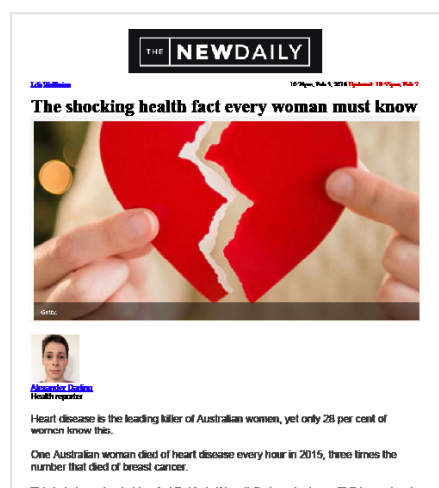
**LEADER COMMUNITY NEWS**  
July 2015



**WARRANDYTE DIARY**  
August 2015



**START UP DAILY**  
November 2015



**THE NEW DAILY**  
February 2016



**WARRANDYTE DIARY**  
June 2016



**WOMAN'S DAY**  
October 2016

# Our Partners and Sponsors



With 65 stores in Australia and over 10 million books sold in 2015, Dymocks is the leading bookseller in Australia.



Edible Blooms are the unique floral experience you can eat. Edible Blooms are made from the finest chocolate, freshest fruit and are made to order.



Employee Matters are experts assisting employers with HR, recruitment and training, and mitigating risk, plus a range of online tools for SME's.



The Energy Project presents a better way of working, helping people and companies become more energized, engaged, focused and productive.



Glass Elevator is a probono initiative of Pottinger, designed to increase the number of women in senior executive positions.



Intertype has been providing print based marketing and sales support services since 2004. Intertype's unique approach to the business of printing has resulted in an unbroken record of organic growth every year since inception.

## MinterEllison

MinterEllison is one of the largest Australian-based international corporate law firms. They act for a significant number of local, national and international companies and offer probono legal work as part of their Community Partnerships.



OneLedger approaches accounting in a completely new way, and through their partnerships have been able to make a difference in the lives of thousands of people.



Pana Chocolate is made from organic vegan ingredients with no refined sugar, and produced using minimal heat. It's chocolate that loves what's within, as well as the earth it came from.



Pottinger helps influential leaders in business and government to build successful and resilient companies and communities.



Striker Productions is an award-winning video content production company. We deliver compelling, editorially-driven content to help our clients engage, inspire and educate their audiences.



White Sites specialise in WordPress design and development for not-for-profit organisations and small to medium businesses.

# How You Can Help



## PARTNER WITH US

Please consider partnering with us. If you are a professional group, or would like to explore a corporate partnership, we would love to hear from you.



## SPONSOR US

Help comes in many forms and any amount will make a difference. You can help through sponsorship of programs, and naming Her Heart as your preferred charity at an event, or through spreading the word via your communication channels at work.



## SPREAD THE WORD

Help us spread the word through our social media. You can actively fundraise, or simply start a conversation with your friends and family about the importance of looking after your heart. You might even save the life of someone you know.



## SHARE YOUR STORY

The Her Heart community is interested in your story and experience with heart disease. It may be you or someone else living with heart disease, or you may be a carer, health professional or mourning the loss of a loved one. Everyone's story is precious, and we would love to tell others about your experience.



## INTERN WITH US

Here at Her Heart we work with universities and offer a highly sought after internship program. We value our interns who make a valuable contribution to our organisation and cause.



## DONATE

Please consider donating to Her Heart, as we require funding for ongoing awareness programs, as well as other activities.

Visit [www.herheart.org](http://www.herheart.org) to find out more about how you can help

# In Loving Memory



## VALE - MS. KATHERINE SMITH

**August 1st 1963 – December 31st 2015**

This report is in memory of Ms. Katherine Smith. Katherine was a nurse and a qualified naturopath and she ran a private practice which centred around women's health and wellbeing. Katherine was a huge supporter and advocate and worked at Her Heart in the early start-up phase up until she was tragically taken in an accident in late 2015. A memorial fund has been established for Katherine and a student award has been created as an ongoing tribute.





# **Her Heart**

**We love hearing  
from you!**

Please don't hesitate to get in touch if  
you have any questions about what Her  
Heart does or how you can help.

**ONLINE**

[www.herheart.org](http://www.herheart.org)  
[hello@herheart.org](mailto:hello@herheart.org)

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[linkedin.com/company/her-heart/](https://linkedin.com/company/her-heart/)

**FACEBOOK**

[facebook.com/herheartcharity](https://facebook.com/herheartcharity)

**INSTAGRAM**

[instagram.com/herheartcharity](https://instagram.com/herheartcharity)

**TWITTER**

[twitter.com/HerHeartCharity](https://twitter.com/HerHeartCharity)