

# The Heart Foundation and *Lifescrpts*

Using the synergies

# **Our Mission:**

Reduce suffering and death from heart, stroke and blood vessel disease in Australia.

# Consequently.....

- Tobacco control/smoking cessation
- Physical activity
- Nutrition
- Overweight and obesity

.....are core business for the Heart Foundation

# Relevance to GP Health Promotion?

How can we ENHANCE GPs' work:

- Development of *Lifescrpts* resources
- Provision of complementary information
  - Information focussed on Health professionals
  - Patient/consumer education resources
- Local suggestions??

# Information focussed on Health professionals

- The 'obvious'
  - Information sheets, clinical practice guidelines, position papers
- The 'slightly less obvious'
  - Physical activity workshop content targeting GPs
- 'Emerging areas'
  - Overweight and Obesity action plan

# Heart Foundation's Action Plan to Address Australia's Weight Problem 2005-2007

Low SES to  
be a focus for  
all activities

Working with Government  
National, state, territory and local

Aboriginal and Torres Strait Islander Peoples

Communication  
Public, health professionals  
and key stakeholders

Walking  
Initiative



Food Industry  
Initiative



Children and  
Families Initiative



Research

Evaluation



Heart  
Foundation

# Overweight and obesity: Where are we now?

- Early stages of implementation.
- Will seek partnerships (where appropriate).
- For updates on progress – visit ‘overweight and obesity’ in the health professionals section of our website - [www.heartfoundation.com.au](http://www.heartfoundation.com.au)

# Patient/consumer education resources

- The 'obvious'
  - Downloadable information sheets ([www.heartfoundation.com.au](http://www.heartfoundation.com.au))
  - Brochures (available via *Heartline*, most are free of charge to consumers)
- The 'often overlooked' (i.e. *Heartline* telephone information service 1300 362 787)

## The work of Heartline

- Contact centre split into two teams with up to a 19 seat capacity :

Heartline 1300 and

Contact Centre Services – eg Targeting Good Health program, CHAT

Heartline 1300 provides for the needs of the NHFA, currently major services provided include :

- **Health information and advice - for those who have had a CVD event, those at risk of CVD and those seeking to reduce future risk of CVD. Included sending individuals brochures and information.**
- Student Services - Assistance for teachers and students at all age levels.
- Professional services - bulk literature orders for health services and medical guideline distribution.
- Fundraising Services - mainly telephone based donation processing, Jump Rope inquiries, Merchandise inquiries

# **McGregor Tan Customer Survey 2004 (n=500)**

## **What info was requested**

- 44% Diet
- 24% Specific Advice
- 17% General heart health
- 11% info on exercise
- 9% symptoms

# Survey

## Action taken following call

- 29% changed diet
  - 17% No further action
  - 10% started exercise
  - 9% read/passed on brochures
  - 8% made Dr appt
- = 56% took affirmative action after the call!

# Survey

**Ave satisfaction Rating** – Out of max score of 5

- Confidence in info given 4.8
- That the service exists 4.8
- Understanding problem / need 4.7
- Appropriate Info 4.7
- Qual and relevance. of follow up info 4.6
- Time taken to answer call 4.5

# Heartline

In my experience.....