

Cardiovascular Health Employee Content



Guidelines for employer marcomms and customer experience teams in the use of cardiovascular health related content for employees.

TAL



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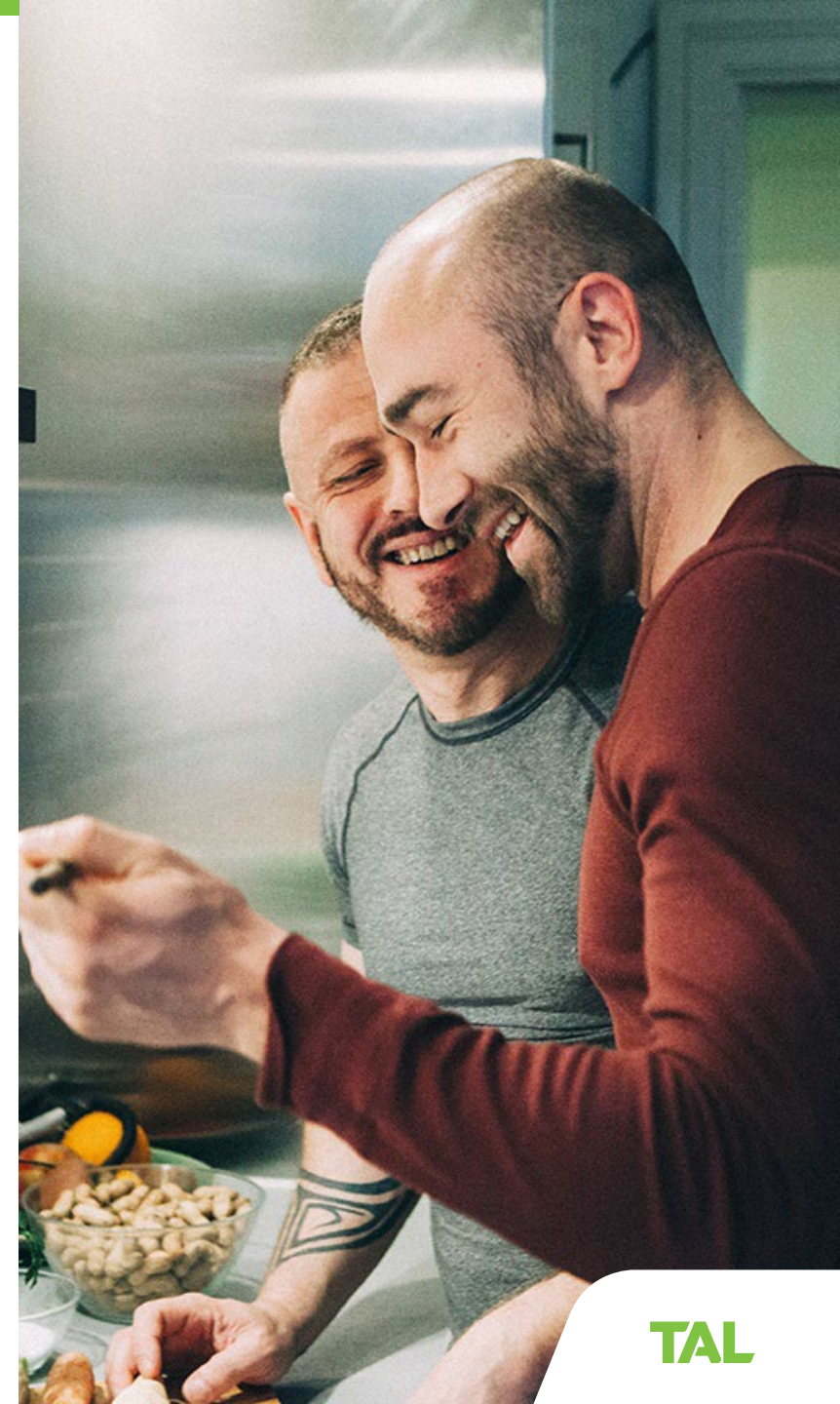
Introduction

It makes sense for employers to support conversations with employees which drive positive lifestyle changes and promote good health.

One of the ways our partnership can enable this is through targeted health content that engages and educates, nudging employees to take control of their health and take action where needed.

So far we've released a suite of content on **Mental Health** and **Cancer**, and our latest topic area, **Cardiovascular Health** is now available.

Throughout the year, there are numerous opportunities to engage with employees on their health – both during public campaigns and at key life milestones which provide a natural segue into health conversations. The following pages provide guidance on opportunities for engagement with different heart health topics.



Why do we need to engage employees in a conversation about cardiovascular health?

At TAL, conditions of the circulatory system which include CVDs like heart attack and stroke ranked fifth for accepted claims in our last financial year¹.

In the broader community context, the Australian Institute of Health and Welfare reports that there were more than 100 stroke events and 155 coronary events every day in 2022 and 6.2% of adults (1.2 million) had one or more CVD condition².

The good news is that there are simple steps we can all take to reduce our risk of CVD and improve our overall health.

Together, we have an important role to play in ensuring employees engage with their health so they can live life to the fullest – not only while they're working, but into retirement as well.

1. TAL's financial year is from 1 April 2021 and 31 March 2022.

2. [Australian Institute of Health and Welfare, Heart, stroke and vascular disease: Australian facts](#)



Conditions of the Circulatory System

Including Heart Attack and Stroke

10%

of all the claims we accepted.

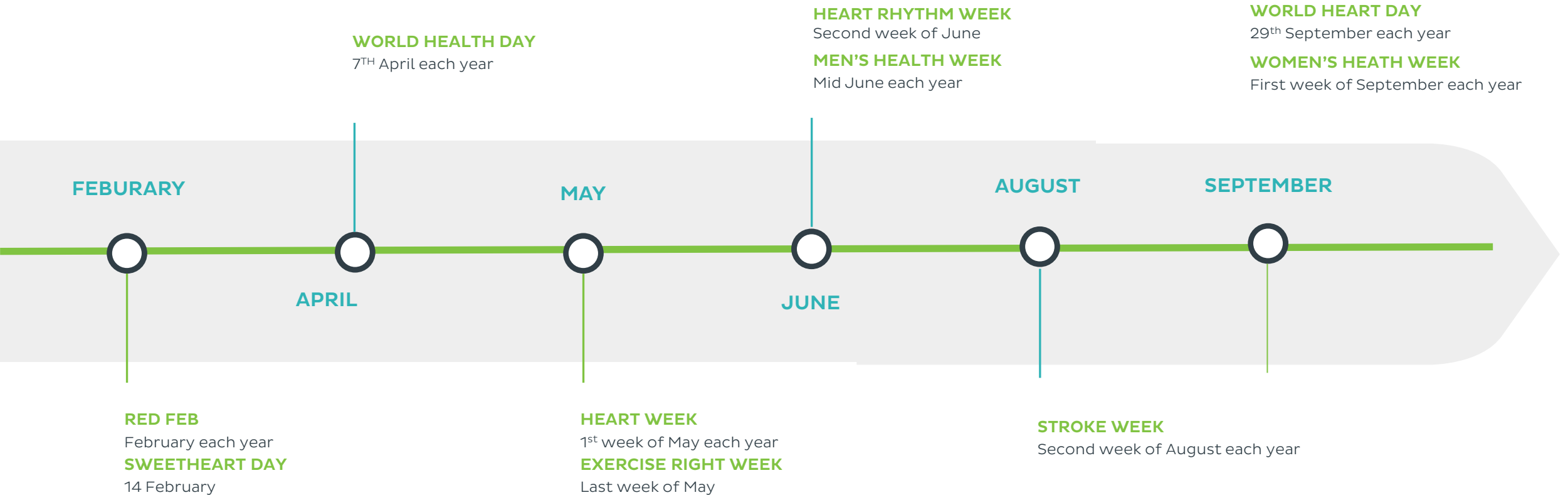
The payments for conditions of the circulatory system claims fell into the following product categories:



57%	Life Insurance
9%	TPD Insurance
4%	Critical Illness Insurance
30%	Income Protection

Opportunities for engagement

Key dates for public health campaigns with a focus on promoting awareness of cardiovascular disease.



Note: Opportunities also exist to promote Heart Health Checks for employees 45 years and over and 30 and over if of Aboriginal or Torres Strait Islander descent as part of a lifecycle engagement approach.

Let's get started

The CVD suite of content is designed for a mix-and-match approach. There's a range of topics, so there'll be something to suit everyone. Use as much, or as little as you'd like and choose the timing that suits your communications plan.

Cardiovascular health content assets

To kick things off we have a selection of content including articles and the accompanying eDM/social suggested copy for you to use.

Content	Description
eDM/social copy	Suggested customisable copy for employee eDMs and/or social posts
Employee blog	Steps to a healthy heart
Employee blog	It's time for a heart to heart
Employee blog	Reducing the risk of stroke
Employee brochure	Understanding blood pressure
Employee brochure	Life after your stroke

Questions?

We'd love to know what you think of our health content and any other types of content you'd like to see. Please share your feedback through your Superannuation Fund contact.

