

# eDM: Physical Health

## Content notes:

The following suggested wording for eDM purposes has been prepared by TAL. It is available to use in white-label format for communications and is designed to provide information on positive ways to improve physical wellbeing.

While all care has been taken to ensure that the information provided is accurate and complete at the date of this publication, neither TAL, its related body corporates nor its employees accept liability for any loss or damage caused as a result of reliance on the information. You should consider your own obligations and requirements when deciding the appropriateness of this suggested wording including any appropriate disclaimers, and how and who it makes it available to.

## EMAIL 1 – Red Feb promoting heart health month

AUDIENCE	Fund members, employees, corporates
COMMUNICATION OPPORTUNITIES	To share timely heart health advice during Red Feb (February) or any other time of the year the fund chooses to run an awareness campaign.
MESSAGE	Heart disease is largely preventable. Simple steps like understanding your risk factors and booking a Heart Health Check with your GP can make a real difference. TAL provides practical tools and resources to help Australians take charge of their heart health.
INSIGHTS	Cardiovascular disease accounts for one in four deaths in Australia, with around 156 heart attacks or episodes of unstable angina occurring every day. Most cardiovascular disease is preventable, with 65% of the burden attributable to modifiable risk factors. <sup>1</sup>
ASSOCIATED ASSET/S	Explore tools and resources to support your physical wellbeing.
CTA	Business entity to provide CTA.

**Subject line:** Small steps for a healthier heart

**Preheader:** Practical tips to reduce your risk of heart disease

Hi [First Name]

February is Red Feb, Heart Research Australia's annual campaign to raise awareness of heart disease. It's a timely reminder to think about the small steps we can all take to look after our hearts.

Heart disease remains one of Australia's biggest health challenges, accounting for one in four deaths. But here's the good news: most heart disease is preventable.<sup>2</sup> A 20-minute Heart Health Check with your GP, together with some simple lifestyle changes, can make a real difference.

That's why we've partnered with TAL to share practical tools and resources to help you take charge of your heart health.

### Ways to look after your heart

- Know your numbers – check your blood pressure and cholesterol regularly.
- Stay active – aim for at least 30 minutes of moderate activity most days.
- Eat well – focus on vegetables, fruit, wholegrains and lean proteins.
- Quit smoking – it's one of the best things you can do for your heart.
- Book a Heart Health Check – a 20-minute appointment with your GP can help you understand your risk.

<sup>1</sup> AIHW's Australian Burden of Disease Study 2024

<sup>2</sup> AIHW's Australian Burden of Disease Study 2024

Healthy habits start today. You can take the first step by understanding your physical health risks with **TAL's Health Scout**, a simple three-minute survey that provides personalised guidance based on your health and lifestyle.

#### WAYS TO SUPPORT YOUR PHYSICAL HEALTH

< Group HQ resources, business entity to add articles/flyers or their own CTA>

DISCLAIMER [please add fund disclaimer to your eDM]

END]

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## EMAIL 2 –Promoting heart health awareness

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AUDIENCE	Fund members, employees, corporates
COMMUNICATION OPPORTUNITIES	To share heart health advice as part of a new year health and wellbeing focus.
MESSAGE	Heart disease is largely preventable. Simple steps like understanding your risk factors and booking a Heart Health Check with your GP can make a real difference. TAL provides practical tools and resources to help members take charge of their heart health.
INSIGHTS	Cardiovascular disease accounts for one in four deaths in Australia, with around 156 heart attacks or episodes of unstable angina occurring every day. Most cardiovascular disease is preventable, with 65% of the burden attributable to modifiable risk factors.
ASSOCIATED ASSET/S	Explore tools and resources to support physical wellbeing.
CTA	Business entity to provide CTA.

**Subject line:** A healthier heart starts with small steps

**Preheader:** Simple ways to look after your heart this year

Hi [First Name]

When it comes to your heart, small steps can make a big difference. And there's no better time than now to start.

Heart disease remains one of Australia's biggest health challenges, accounting for one in four deaths. But here's the good news: most heart disease is preventable.<sup>3</sup> A 20-minute Heart Health Check with your GP, together with some simple lifestyle changes, can make a real difference.

That's why we've partnered with TAL to share practical tools and resources to help you take charge of your heart health.

#### Ways to look after your heart

- Know your numbers – check your blood pressure and cholesterol regularly.

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<sup>3</sup> AIHW's Australian Burden of Disease Study 2024

- Stay active – aim for at least 30 minutes of moderate activity most days.
- Eat well – focus on vegetables, fruit, wholegrains and lean proteins.
- Quit smoking – it's one of the best things you can do for your heart.
- Book a Heart Health Check – a 20-minute appointment with your GP can help you understand your risk.

Healthy habits start today. You can take the first step by understanding your physical health risks with **TAL's Health Scout**, a simple three-minute survey that provides personalised guidance based on your health and lifestyle.

#### WAYS TO SUPPORT YOUR PHYSICAL HEALTH

< Group HQ resources, business entity to add articles/flyers or their own CTA>

**DISCLAIMER** [please add fund disclaimer to your eDM]

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