

# Cardiovascular Health Member Content



Guidelines for super fund marcomms and customer experience teams in the use of cardiovascular health related content for members.

**TAL**



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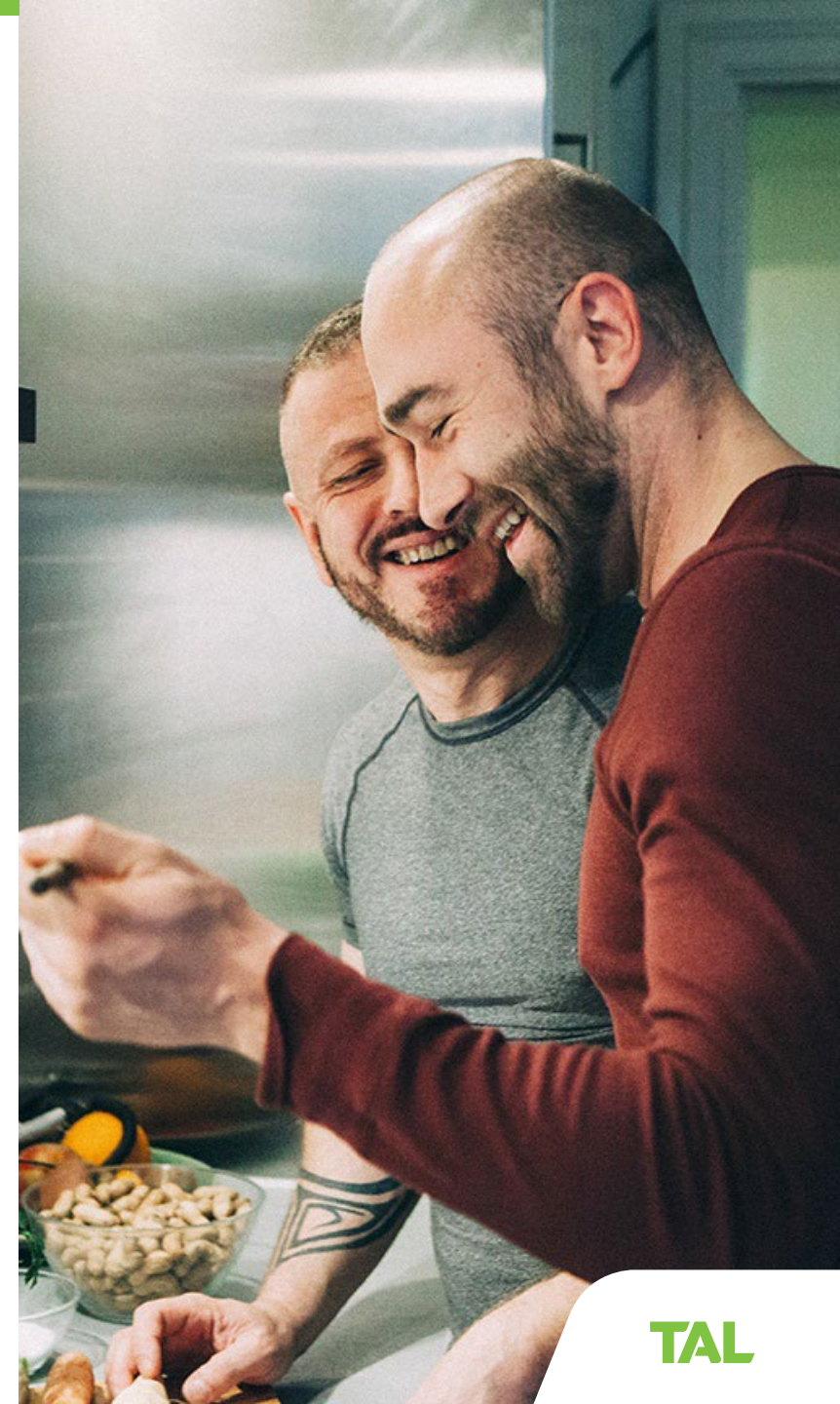
# Introduction

It makes sense for super funds to support conversations with members 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 members 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. Over time we'll add to the [Group HQ Member Health Content](#) library to ensure the content is fresh and relevant.

Throughout the year, there are numerous opportunities to engage with members 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 members in a conversation about cardiovascular health?

At TAL, conditions of the circulatory system which include cardiovascular diseases (CVDs) like heart attack and stroke ranked fifth for accepted claims in our last financial year<sup>1</sup>.

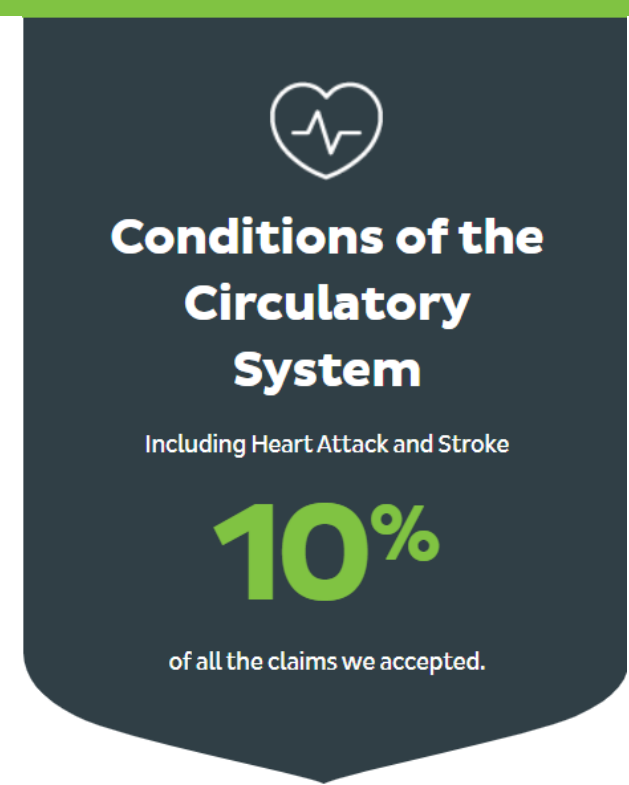
In the broader community context, the Australian Institute of Health and Welfare reports that there were more than 100 stroke events and 155 coronary events every day in 2022 and 6.2% of adults (1.2 million) had one or more CVD condition<sup>2</sup>.

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

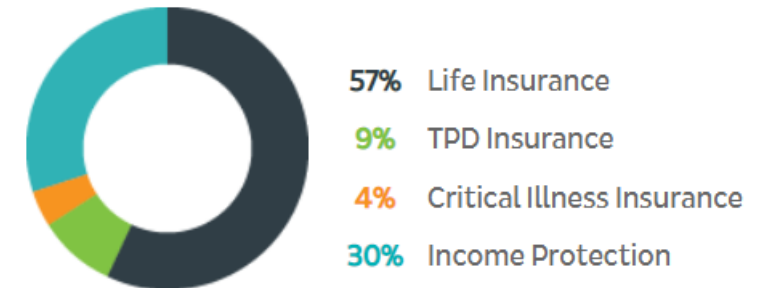
Together, we have an important role to play in ensuring members engage with their health so they can live life to the fullest – not only while they're working, but into retirement as well.

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](#)

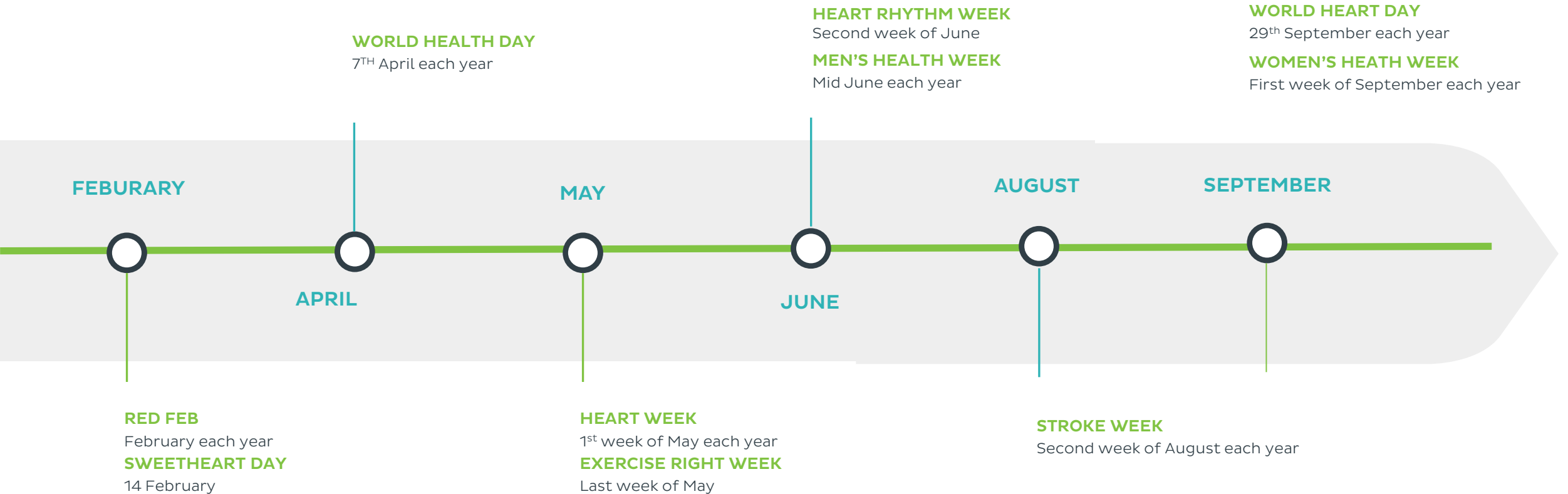


**The payments for conditions of the circulatory system claims fell into the following product categories:**



# 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 members 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 cardiovascular health 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.

You'll find the assets available for download on the [Group HQ Member Content – Health](#) page. Content will be added and refreshed over time.

Content	Description
eDM/social copy	Suggested customisable copy for member eDMs and/or social posts
Member blog	Steps to a healthy heart
Member blog	It's time for a heart to heart
Member blog	Reducing the risk of stroke
Member brochure	Understanding blood pressure
Member brochure	Life after your stroke
Member offer	Doctors on Demand flyer offering free smoking cessation telehealth consultations and support

# Questions?

If you have any questions, please get in touch with your TAL Client Manager.

## Feedback

We'd love to know what you think of our health content and any other types of content you'd like to see. Drop us a line at [GroupHQ@tal.com.au](mailto:GroupHQ@tal.com.au) with feedback.

