

MEMBER EMAIL / NEWSLETTER / SOCIAL POSTS

CARDIOVASCULAR DISEASE

The following pages contain suggested copy for member communications including eDMs, newsletters and social posts across a range of health topics. Suggestions for member cohort targeting and communication opportunities throughout the year are included under each topic. Public health recognition days can vary each year so it's important to check the dates scheduled for each health topic.

Feel free to adjust the language and tone of voice to suit your fund's communication style. Member blog content and related collateral can be found on the TAL GroupHQ [member health content](#) page.

Contents

HEART HEALTH	2
STROKE	3

HEART HEALTH

Audience	All members in the age range of 25 to 70 years
Communication opportunities	<ul style="list-style-type: none"> • Red Feb, Sweetheart Day – February • World Health Day – 7th April • Heart Week, Exercise Right Week – May (check dates) • Heart Rhythm Week, Men’s Health Week – June (check dates) • Women’s Health Week – September (check dates) • World Heart Day – 29th September • All members on 45th birthday (focus on Heart Health Check) • Aboriginal and Torres Strait Islander members on 30th birthday (focus on Heart Health Check)
Message	<ul style="list-style-type: none"> • CVD is largely preventable – there’s simple steps everyone can take to reduce their risk <ul style="list-style-type: none"> • Older members (45+ or 30+) – awareness of Heart Health Checks and education on risk factors and lifestyle changes to reduce risk • Younger members – education on risk factors and lifestyle changes to reduce risk
Insights	<ul style="list-style-type: none"> • Every 30 minutes, one Australian loses their life to heart disease¹ • There are around 155 heart attacks every day in Australia¹ • High blood pressure is a primary risk for heart disease¹ • Modifiable CVD risk factors account for 90% of risk of heart attack, reinforcing the fact that CVD is largely preventable.¹ <p>Reference:</p> <p>1 Heart Foundation</p>
Associated Asset(s)	<p>Article link(s) – to be hosted on fund website</p> <p>Collateral – <i>Understanding blood pressure</i></p>
CTA	Click to read heart health awareness content and/or download brochure(s)

[OPTION 1 – HEART WEEK or WORLD HEART DAY]

It’s [Heart Week] [World Heart Day]. Did you know that 90% of the risk factors for heart attack are largely preventable? There are simple steps you can take to keep your heart healthy and reduce your risk of cardiovascular disease. Find out more. [link to content]

[OPTION 2 – 45TH OR 30TH BIRTHDAY (ABORIGINAL AND TORRES STRAIT ISLANDER DESCENT)]

Happy [45th] [30th] birthday! Now you’ve reached this milestone, it’s time to get serious about heart health. Book in with your GP for a Heart Health Check. It takes less than 30 minutes to understand your risk and the steps you can take for a healthy heart. Find out more. [link to content]

STROKE

Audience	All members in the age range of 25 to 70 years
Communication opportunities	<ul style="list-style-type: none"> • Stroke Week – second week of August • Men’s Health Week – June (check dates) • Women’s Health Week – September (check dates)
Message	<ul style="list-style-type: none"> • CVD is largely preventable – there’s simple steps everyone can take to reduce their risk <ul style="list-style-type: none"> ○ Education on risk factors and lifestyle changes to reduce risk
Insights	<ul style="list-style-type: none"> • More than 80% of strokes can be prevented¹ • One Australian experiences a stroke about every 19 minutes¹ • More than 445,000 Australians are living with the effects of stroke¹ • Stroke kills more women than breast cancer and more men than prostate cancer¹ <p>Reference:</p> <p>1 Stroke Foundation</p>
Associated Asset(s)	<p>Article link(s) – to be hosted on fund website</p> <p>Collateral – <i>Life after your stroke</i> and <i>Understanding blood pressure</i></p>
CTA	Click to read heart health awareness content and/or download brochure(s)

[OPTION 1 – NATIONAL STROKE WEEK]

It’s National Stroke Week. Did you know that more than 80% of strokes can be prevented? National Stroke Week is a great time to raise awareness of the simple steps you can take to reduce your risk of stroke. Find out more. [link to content]

[OPTION 2 – WOMEN’S OR MEN’S HEALTH WEEK]

Did you know that stroke kills more [women than breast cancer] [men than prostate cancer]? The good news is there’s some simple steps you can take to reduce your risk. Find out more. [link to content]