



Promoting heart health through sport

Heart Health Awareness Days Community Education & Testing

Promoting heart health through sport



HEART HEALTH AWARENESS & TESTING

SIMPLE, QUICK & FREE HEART HEALTH CHECK

- Blood Pressure
- Cholesterol
- Blood Sugar

Modifiable risk factors

#HeartHealthAwareness

#KnowYourNumbers

#PreventionisthebestDefence



Heartbeat of Football Foundation
promoting heart health through sport

heartbeatoffootball.com.au





Promoting heart health through sport

1. Community Heart Health Awareness Days

Core

Heart Health Awareness Days

Our heart health testing days in collaboration with the Victor Chang Cardiac Research Institute (VCCRI) are unique and not replicated in any other sports landscape.

Get the facts on your heart health with a FREE check-up at your club

We bring the testing to you. In less than 10 minutes, nurses from the Victor Chang Cardiac Research Institute, measure a person's blood pressure, total cholesterol and blood sugar levels, and provide information on modifiable risk factors and healthy heart habits.

When it comes to heart health it's important to know your numbers

Blood pressure, total cholesterol and blood sugar levels can provide insight into your cardiovascular health, and whether you should make protective lifestyle changes.

How does it work?

A trained professional registered nurse takes a tiny blood sample via a finger prick and results are available immediately for each person to take away with them. They can also provide advice on healthy heart habits. The whole thing takes less than 10 minutes.

- 2 x Victor Chang Cardiac Research Institute nurses at each day (4 hours)
- Tests are conducted in a private, branded and fully equipped booth/marquee
- We can conduct up to 80-100 individual health checks per day

Community Sport Clubs - Target Audience

- Primary: Men & Women players (Seniors | Ages 19 - 35 & Over 35's | Ages 36+)
- Secondary: community club coaches, referees, volunteers and supporters

Location - Taking it to the Community

- Outdoor at sporting ground (or an undercover area - subject to weather);
- Indoor at sporting ground (clubrooms)

Key Objectives

- raise awareness about heart health issues;
- deliver simple, quick and **FREE** heart health screening testing to your community;
- encourage people to make positive health choices; and
- protect all participants' health and safety.



Promoting heart health through sport

Add-on	<p>Premium Heart Health Awareness Days CPR and AED education and confidence sessions</p> <p>In addition to the standard inclusions, we also offer fun and engaging CPR and AED education and hands-on demonstration sessions during the day.</p> <p>These are delivered via HOF partner, Response for Life (RFL), who will also provide CPR & AED training sessions during the day. Typically, we run 2-4 x 30 minutes tailored sessions during the 4-hour testing period PLUS walk-ins at any time.</p> <p>Community Sport Clubs - Target Audience</p> <ul style="list-style-type: none">● Primary: All players (Juniors & Seniors) and their families (Ages: 8 yo+)● Secondary: community club coaches, referees, volunteers and supporters <p>Hands-on learning where participants leave feeling more confident if ever they need to respond to someone suffering a cardiac arrest. This helps create community confidence and members more willing and able to respond to an emergency sudden cardiac arrest. It is well documented that early intervention is a key part of the Chain of Survival (CALL.PUSH.SHOCK) - when AEDs are used in addition to CPR to save the lives of those suffering cardiac arrest. Research has shown that deploying a defibrillator within 3–5 minutes of collapse can produce survival rates as high as 50–70% versus a survival rate of 10-12% when not - early bystander support is critical.</p> <p>Topics covered in a relaxed learning approach include:</p> <ul style="list-style-type: none">● Cardiac Arrest - what it is, the signs, what to do, why bystander support is important.● CPR - Cardiopulmonary Resuscitation● AED - Automated External Defibrillator● DRSABCD - Basic Life Support <p>Q&A encouraged RFL provides (but not limited to) marquee, AED's, CPR manikins, tables, mats. All set up for free community awareness.</p> <p>Duration: 4 hours RFL representatives: 2 at minimum</p>
---------------	--



Promoting heart health through sport

2. How can your club engage and support the Heart Health Awareness Days

YES	<p>A Heart Health Awareness Day is a great way to engage and support your club and community - it really is a fantastic way to give back and show them that you care about their health, wellbeing and safety.</p> <p>CONFIRM</p> <ul style="list-style-type: none"> Submit your interest to host a day at your club via https://heartbeatoffootball.com.au/bookhearttestingday or email admin@heartbeatoffootball.com.au with confirmation <p>DONATE</p> <ul style="list-style-type: none"> Ask your club, sponsors, members &/or friends to support HOF https://heartbeatoffootball.com.au/donate A Heart Health Awareness & Testing day costs approx \$2,350 xGST <p>INFORM</p> <ul style="list-style-type: none"> Let all your club players, coaches, community and sponsors know about it Invite local councillors, GPs and media <p>PROMOTE</p> <ul style="list-style-type: none"> Post an update on your website and social media Put up flyers around your club and home ground Tag #HeartHealthAwareness; #hoffootball; @HeartbeatOfFootball
------------	--

3. Acceptance

Club	
Name	
Position	
Email/Mobile	
Delivery	<input type="checkbox"/> Heart Health Awareness & Testing Day (Core) <input type="checkbox"/> Core + CPR & AED confidence sessions (Premium)
Signature	
Date	



Promoting heart health through sport

4. About Heartbeat of Football (HOF)

Promoting heart health through sport

Heartbeat of Football (HOF), a not-for-profit organisation, was established in early 2016 by media personality and football enthusiast Andy Paschalidis as a direct result of cardiac arrest events on the football field.

Heartbeat of Football promotes healthy hearts in sport via:

- **Awareness & Education:** player, participant & community programs;
- **Prevention:** minimisation of health risks through simple screening checks; and
- **Action:** "rescue-ready" defibrillators at all sporting fields across Australia and CPR/AED education and training.

Key Objectives

- raise awareness about heart health issues;
- Deliver simple, quick and **FREE** heart health screening testing to your community;
- encourage people to make positive health choices; and
- protect all participants' health and safety

Heartbeat of Football is focused on reducing the number of cardiac events through proactive testing and the promotion of defibrillators at sporting grounds across Australia.

Our goal is simple: zero heart-related deaths at sporting grounds in Australia.

2022 - A Record Year

- 55 testing days completed [*106 HHT days since 2017*]
- 1893 people tested (F: 34% M: 66%) [*4345 since 2017*]
- 907 recommended to see GP (48%) [*1554 since 2017*]
- NSW; Other NSW (Hunter & Illawarra); VIC; QLD & ACT
- 2 x non-Football HHT days (Cricket & Horse Racing)
- 2 x Female-focused HHT days (NSW & VIC)
- First multicultural day with translations (languages - AR, ZH, GR, MK)

Impact - see Appendix B

- Key driver & advocate - [NSW Government Local Sports Defibrillator Grants](#) program
- Contributor to the [FIFA Sudden Death Registry](#) - provide all the Australian data
- Economic & Society - HOF estimates it has removed ~\$80m in healthcare costs through its early identification of individuals with heart disease risk factors.



Promoting heart health through sport

5. Why Heart Health

- Cardiovascular heart disease (CVD) is the **leading single cause of disease burden and death in Australia**.
- Cardiovascular heart disease is a significant issue for all Australians including women. Approximately 20 women die each day of coronary heart disease, **killing almost three times as many Australian women as breast cancer**. Yet the general perception of heart disease is that it is a male disease. Further, there is inequality for women's [heart disease research](#) and [misdiagnosis](#) - increasing the risk for women across Australia.
- CVD is largely preventable, as many of its risk factors are modifiable.
- Sudden Cardiac Arrest - more than 25,000 Australians (~10,000 in NSW) each year suffer an out-of-hospital sudden cardiac arrest (OHSCA), with survival rates less than 10% making it a leading cause of death in Australia.

COVID-19 Impact - modelling released by the Heart Foundation in 2021 found at least 27,000 Australians were likely to have missed their heart health checks during the coronavirus pandemic. **They warned this could potentially lead to a rise in preventable heart disease deaths in the next five years.**

HOF's own testing has revealed **it's more important than ever to get tested**. In 2021, as a result of COVID imposed restrictions and inactivity, we saw a 72% increase on our average for referrals to a GP due to high blood pressure, blood sugar or cholesterol and **in 2022 we completed 55 testing days in NSW, ACT, QLD & VIC with 48%** of the 1893 people tested were recommended to see their GP for further checks. HOF is described as the **"Canary in the Coalmine"** in the early detection of heart health trends in the community.

Why Football

Football is the current vehicle to promote heart health awareness; a need for CPR/AED training and more research yet we care about all sports - **our mission is sport-agnostic** and with many sports personalities supporting HOF.

- **Reach:** largest participation sport in Australia;
- **Diversity:** most inclusive sport in Australia, age, gender, ability & background; and
- **Relevance:** the highest % of heart health related incidents & deaths in sport in Australia

Football in Australia is a melting pot of **two million participants represented by over 200 different cultures**. No other sport within the Australian sporting landscape offers the type of inherent diversity which football does. Football in NSW alone has ~500k participants with a key driver being women & girls participation rates.

APPENDIX A - Overview of HOF activities

6. Community Heart Health Awareness Days in Action

Video Links

- MWFA Defib Cup - <https://youtu.be/3QFvukRscHc>
- IMB Community Foundation - HOF Highlight - <https://youtu.be/rsyoYEn0mTg>
- Ch 7 - Weekend Sunrise Feature - <https://youtu.be/viQ3fa66EIM>
- Ch 9 - National Nine News - <https://youtu.be/3keSrytzt4>
- SBS - World News - <https://youtu.be/6kqQTQSFf-E>
- NBN News - Lismore - HOF AED Donation - <https://youtu.be/IRn7IiQqYA>
- Melissa Barbieri - Talks Heart Health - https://youtu.be/_joesDLizQM

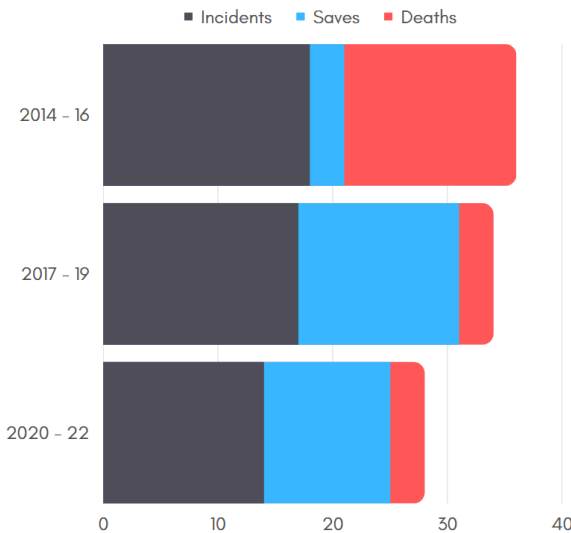




Promoting heart health through sport

APPENDIX B - Our Impact & Ambassadors

Our Impact



Over the last 6 years, HOF **advocacy & testing activities** have played a major role in achieving positive trends with regards to sudden cardiac arrest (SCA) incidents and deaths in Football.

Key achievements:

- **\$6m**: Local Sport Defibrillator Grant Program
- **3.7m+**: people reached via awareness initiatives across Broadcast, Digital & Events
- **120+** heart health awareness & testing days, with more than **5150 people tested**, across NSW, ACT, QLD & VIC football grounds
- HOF estimates it has **removed ~\$80m in health care costs** through its early identification of individuals with heart disease risk factors.

Meet Our Ambassadors



Tim Cahill AO
Global Ambassador
Former Socceroo and
Chief Sports Officer @
Aspire Academy



Heather Garriock
Ambassador
Former Matilda; CEO
Australian Taekwondo and
Board @ Football Australia



Caitlin Foord
Ambassador
Matilda; Arsenal WFC
@matildas #9
@arsenalwfc #19



Chris "Kiki" Naumoff
Ambassador
Ex-Professional Player;
Technical Director &
Coach



Tony Vidmar
Ambassador
Former Socceroo, Head
Coach Olyroos & Assistant
Coach Socceros



Chris Minol
Community Ambassador
Survivor & Advocate



Kylie Richardson
Community Ambassador
Widow & Advocate



Nathan Mark
Community Ambassador
Survivor & Advocate



Bruce "Hoppo" Hopkins
Ambassador
Bondi Lifeguard; Bondi Rescue &
Beyond Greatness Champion