Kotahi te manawa he maha ngā wairua ora

One Heart Many Lives

A Cardiovascular disease (CVD) primary prevention programme.

It sets out to inspire Māori and Pacific Islands men to get their heart checked and take action if the diagnosis is not good.

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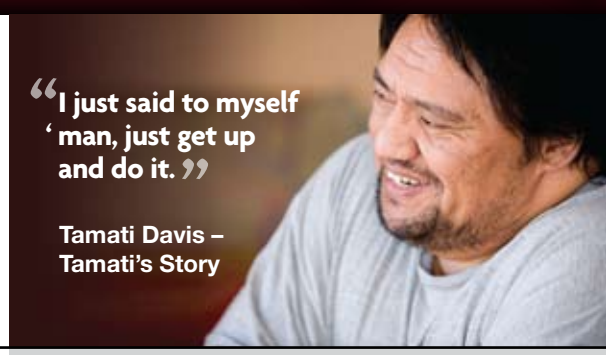

Background and objectives

16 people die every day in New Zealand from heart disease. The death rate from heart disease is more than twice as high for men than women. Māori have the highest death rates followed by Pacific Islands people, dying 10-14 years younger than their European counterparts. The PHARMAC **One Heart Many Lives** programme has been developed to address this.

The primary audience is Māori and Pacific Islands men over 35 years of age in targeted geographic regions of high need in New Zealand.

The One Heart Many Lives programme encourages the need to;

- 'Get your heart checked' and seek help and medical management if needed;
- Improve awareness of heart disease and the likely outcomes if it is diagnosed and treated;
- Improve lifestyle habits as part of self management; and
- Take long term cholesterol lowering medication (and other heart medications) to help decrease the risk.

Delivery mechanisms

- Workforce development
- Social marketing
- Partnership and community development

Description

The **One Heart Many Lives** programme was first piloted in 2003 as an awareness raising campaign using a mix of media to encourage men to eat better, move more and get to their local doctor for a heart check.

Using a blend of interventions, social marketing training, direct marketing and service provider development, regional campaigns have been undertaken in Porirua, Gisborne, Bay of Plenty, Hawke's Bay and Northland.

An implementation model has been developed. It sets out the key steps to building a One Heart Many Lives campaign in different District Health Board (DHB) regions across New Zealand.

Strong branding is used to provide a campaign that regional and local organisations can use in their own way. The result is an approach built upon Māori and Pacific Islands values that is designed and constructed at a regional level by an intersectoral group with a strong audience focus.

One Heart Many Lives provides an example of strategic social marketing that aims to reorientate health services to audience needs and desires.

Evaluation

1. Increase in statin prescribing, uptake and knowledge of use.
2. Increase in Green Prescription[2] referral for the target audiences.
3. Increase in CVD risk screening, smoking cessation, awareness of heart disease risk and behavioural change.
4. Improved relationships between stakeholders and communities.
5. Increase in the number of men having a CVD risk assessment.
6. Participation in activities by men and their family/whānau.

To listen to and read more about the local heroes who influence more men to get their heart checked, go to **www.oneheartmanylives.co.nz**

Future direction

National programme development is underway, which will focus on local heroes and how they can help others to make changes, with national awareness campaigns to support at regional and Iwi level.

Implementation model

1. Planning and strategy development PHARMAC, DHB , PHO and other health providers and local industry
2. Build social marketing competency – 2 day work shop and online support
3. Service provider development
4. Local Project Team/Steering group One Heart Many Lives brand
5. Develop 'man friendly' CVD health services. Take the 'door' to the man. Develop local heroes-local champions to spread the word
6. Community activities -whanau orientated. Direct marketing TXT; POS activity; local radio – to keep awareness high
7. Local Provider, action + change-consistent message
8. Lifestyle change programmes-men and their whanau
9. Maintenance

1 PHARMAC, the Pharmaceutical Management Agency, is a Crown entity established by the New Zealand Public Health and Disability Act 2000. The Agency is directly accountable to the Minister of Health. To help manage cardiovascular disease, PHARMAC concentrates on getting the right pharmaceuticals to those in need (particularly Māori and Pacific Islands men) and encouraging men to complete a heart check and change to a healthier lifestyle.

2 A Green Prescription (GRx) is a health professional's written advice to a patient to be physically active, as part of the patient's health management. The Sport and Recreation (SPARC) organization run this programme.

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