The News-Heartfile public awareness campaign

‘The News International’ is the largest circulating English newspaper in Pakistan, reaching out to over 2.5 million readers every day. The prestigious national daily provided complimentary space for Heartfile articles as part of ‘The News-Heartfile Public Awareness Campaign against Heart Disease.’ The target group for this campaign was the English literate urban and rural population.

Weekly articles along with coloured illustrations of the Heartfile mascot and the logo lettering in red were prominently posted on the inside front page of the newspaper. The style of the articles varied from topic-oriented discussions on a specific aspect of a risk factor to information-based articles generated in response to a particular question; in addition, stories and checklists advocating healthier lifestyles were also published. Boxes were inserted in the articles, inviting questions via e-mail.

The campaign started in February 1999, and at the time of its conclusion in May 2006, as many as 259 articles had been published. The archive of publications can be accessed below. The project evaluation can be viewed here.

**Funding:**

Canadian International Development Agency; 1999-2001
Reduce weight for a healthy heart

Sally was overweight. And she was worried. She was 62 and weighed 80 kilograms. She was 58 year old and did not exercise at all.

For the past few weeks she had started noticing that she would start suffocating after walking only a few minutes and would have to sit down to catch her breath. She knew that she had been putting on weight recently, but she had no idea how fast.

"I never knew that I was even more overweight. But then when she thought about it, she realized that her clothes had gotten tighter and she had a lot of health problems, including heart disease.

She decided to go and talk to her doctor. She was very surprised, but when she weighed Sally, the doctor looked concerned.

"Sally, I'm afraid you are putting too much of a strain on your heart," the doctor said. He mentioned the rest of your body as well. "Do you have any pain problems?"

"Heartfile Checklist"

1. Have you eaten your blood pressure?
2. Have you taken exercise?
3. Are you getting your blood to your heart?

Sally was very surprised. In fact, her back and her left hand had been hurting her for the last couple of months, but she had no idea that it was her weight that was the cause.

"You see," the doctor said. "Your weight is putting too much weight on your heart. Your pain cannot cope with the extra weight.

"What can I do?" asked Sally, horrified to think that she was damaging her heart.

"You really should lose weight," said the doctor. "You need to lose some weight. Together they sat down and worked out what Sally should eat and what exercise she should do. Sally started to eat more salads and less meat. She began to go to the gym regularly and started to walk after dinner. In only two months, Sally lost 10 kilograms.

Sally is now 56, and enjoying herself. She goes for walks most days and watches her diet. She has lost weight, and she no longer feels as tired. She is now 10 pounds lighter than she was before she started exercising. And she feels a lot more energetic."

The News-Heartfile public awareness drive mutated heart disease

A $100,000 funded project

Website: http://heartfile.org