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 5'6" and weighed 180 kilograms. She was 55 years old and did not exercise at all.

Two weeks ago, she started noticing that she would start sweating 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 not really noticed it. She wondered if maybe she was even more overweight. She knew that her sister had a lot of health problems, including heart disease.

Sally decided that she needed to go and talk to her doctor. Sally was very eager, but when she weighed herself, the doctor looked concerned.

"Sally, I am afraid you are putting too much of a strain on your heart," he said. "I want you to start exercising and to monitor the rest of your habits as well. Do you have any past problems?"

Heartfile Checklist

- Have you checked your blood pressure?
- Have you started exercising?
- Have you quit smoking?
- Are you getting fresh air in your diet?

Sally was very surprised. In fact, her blood and her heart had been turning her for the last couple of months, but she had not noticed it was her heart that was the cause.

"You see," said the doctor, "the disease you need to be on some medication.

"Together we eat less and exercise.

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

"Highly unlikely," said the doctor, "but we need to have some tests.

"Together we eat less and exercise.

Sally started to exercise and felt much better. She was able to run 2 miles without stopping.

Heartfile is a non-profit organization for heart disease.

The Heartfile public awareness drive aimed at heart disease.

Website: http://heartfile.org

How do you feel?"

Sally started getting "Heartfile exercises". She said, "I don't get to leave the house, but I love it!"

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How do you feel?"