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
Sally was overweight. She was 50 and weighed 80 kilograms. She was 50 years old and did not exercise at all. Her doctor had told her that she should lose weight to improve her health. For weeks, she had started noticing that she would start sweating after walking for only a few minutes and would have to stop to catch her breath. She knew that she had been putting on weight recently, but she had never thought of it as a serious problem. That is, until now.

One day, Sally went to see her doctor again. He noticed that she was even more overweight than before. He told her that her blood pressure was very high and that she had a lot of health problems. She was very surprised to hear this. She had not noticed any problems before.

"Sally, I am afraid you are putting too much stress on yourself. I think it is time for you to make some changes," said the doctor.

"What can I do?" asked Sally, exasperated. She had never thought of herself as a health nut.

"Heartfile Checklist"

- Do you eat a healthy diet?
- Do you exercise regularly?
- Are you taking any supplements?

"Sally, it is time for you to make some changes," said the doctor.

"Sally, you need to lose some weight. It is important for your health."

"I know, but I don't know how to start," replied Sally.

"It is easier than you think. You just need to make some small changes in your lifestyle."

Sally started to follow the doctor's advice. She started eating healthier foods and exercising regularly. In a few months, she was able to lose 10 kilograms. She felt better and had more energy.

The New Heartfile public awareness drive supported by heart disease

Website: http://heartfile.org