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 35 and weighed 85 kilograms. She was 55 years old and did not exercise at all. Six 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 never thought it was getting that bad. "I can't breathe," she thought. "I'm probably overweight." But that was just it, she realized, life had been a lot of stress for her. She decided to go and talk to her doctor. She was very apprehensive, but when she weighed in, her doctor looked concerned.

"Sally, I am afraid you are putting too much of a strain on your heart," the doctor said. "It's really important that you lose some weight."

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

"Weekly walks," she added, the doctor. "You need to lose some weight."

Together they sat down and worked out what Sally should do and what exercise she should do. Sally started that very day, determined to get rid of the extra kilograms that were harming her heart and body. Even though it was sometimes hard, she stuck with it. After six months, she had lost 15 kilograms and felt amazing. Her doctor was proud.

Sally is now 60, and enjoying herself. She goes for walks every day and watches her diet. She is a lot more active than she was before. She cooks healthier meals and feels much lighter. Her blood pressure is normal and she feels great. She has even found a new hobby, knitting, which she loves. And it all started with a bit of willpower and self-discipline.

The News-Heartfile public awareness drive aimed at heart disease

A NSW-funded project

Website: http://heartfile.org