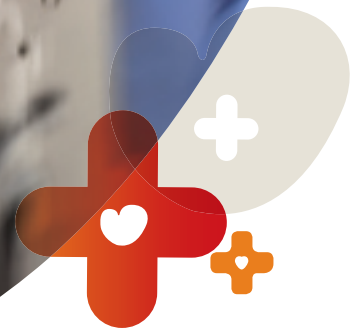


Health for all New Zealanders

# Stop the Heartbreak



- Cardiovascular disease (coronary heart disease and stroke) is New Zealand's biggest killer
- Heart disease claims one NZ life every 90 minutes
  - Many heart disease deaths are premature and preventable.



Every year thousands of New Zealand families endure the pain, loss and immeasurable suffering inflicted by the effects of coronary heart disease.

The Heart Foundation urgently calls on the Government and policy makers of New Zealand for decisive and progressive policies that will stop New Zealanders dying prematurely of heart disease.

The time to stop the heartbreak is now.

# Snapshot of New Zealand's heart health

- + An epidemic of obesity and diabetes is putting the heart health of younger New Zealanders at risk
- + A new wave of heart disease is appearing in relatively younger people costing New Zealand more than it can afford in human cost, lost productivity and health service dollars
- + Many effective strategies are not expensive and will not only save lives but also health dollars
- + 30 deaths a day from cardiovascular disease
- + 22 from cancer
- + approximately 1 a day from transport accidents.

MoH Portrait of Health, mortality raw data

## Where to start?

Support our 10 key strategies in your health manifesto

1. Get Rid of Tobacco
  - Commit to implementation of Tupeka Kore, tobacco free New Zealand by 2025 (or earlier)
  - Introduce plain packaging
  - Help smokers to quit. Get serious about providing smoking cessation courses and nicotine replacement therapies.
2. Protect our children – Eradicate Rheumatic fever
  - Make rheumatic fever a child health indicator
  - Mandate DHB responsibility for rheumatic fever control through specific accountability in funding agreements
  - Fund campaigns in high risk areas to raise awareness of sore throats and rheumatic fever
  - Support programmes in high risk areas to ensure open access in primary care for effective sore throat management
  - Commit to a continued cross-sectoral programme which addresses substandard housing and overcrowding.
3. Protect our children – Stop the promotion of unhealthy food to children
  - Ensure schools provide healthy food for children
  - Legislate to prevent the advertising of unhealthy food to children.

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*"New Zealand rheumatic fever rates for Māori and Pacific children are similar to those of third world countries. The costs are large and ongoing and impact on whānau, community and NZ as a whole."*

Professor Norman Sharpe,  
Heart Foundation Medical Director

4. Make healthy eating the easier choice

- Ensure healthy, basic foods are accessible and affordable for all
- Investigate a targeted smart card to improve affordability of healthy food for lower-income households
- Incentivise the food industry to reduce salt in the food supply.

*"We desperately need to make good healthy food affordable for everyone. A smart card is one way to help achieve this."*

Delvina Gorton,  
National Nutrition Advisor,  
Heart Foundation

5. Encourage lifelong physical activity

- Make sure local authorities increase opportunities for walking, cycling and physically active lifestyles.

6. Ensure systematic assessment and effective management of cardiovascular risk in Primary Care

- Establish cardiovascular risk assessment in primary care as a national health target
- Support effective CV risk management in Primary Care.

7. Ensure the public is aware of heart attack signs and symptoms

- Support a national campaign to reduce heart attack deaths through recognition of heart attack symptoms and prevention of delays to treatment.

*"...being at the bottom of the pile means you have little control over your life and little opportunity to be a full social participant. That in turn relates to smoking, drinking, risky behaviour and stress pathways."*

Sir Michael Marmot, 2011

Chair WHO Commission on Social Determinants of Health

8. Improve quality and equity of access to heart treatment services

- Mandate a regional process of continuous quality improvement for secondary and tertiary level heart care through the newly established National Cardiac Network. This should be based on selected KPIs for the management of patients with acute coronary syndromes
- Focus on reduction of the inequities in risk outcomes and access experienced by Māori and Pacific peoples.

1 in 20 adults has been diagnosed with heart disease; (161,000 adults, including 118,500 with angina and 89,400 who have had a heart attack resulting in hospitalisation). MoH Portrait of Health, 2008

9. Improve access to rehabilitation services to prevent repeat heart attacks

- Establish and monitor DHB targets for referral to and completion of cardiac rehabilitation after a heart attack.

10. Develop a national strategy for the prevention of the diseases killing most NZers

- Develop a National strategy for the prevention of non-communicable diseases (NCDs) consistent with the outcomes from the UN Summit on NCDs this year
- Support a global commitment to the prevention of NCDs.

✚ Heart disease mortality is about two times higher for Māori than Non-Māori. Māori Health Chart Book, 2010

✚ Of Māori who die from heart disease, nearly 50% are ages 45–65, compared to 18% in Non-Māori. Mortality and Demographic Data 2007

✚ Pacific men and women were at least twice as likely to be obese than men and women in the total population. MoH Portrait of Health

## Your next step

- Commit to policies that will take New Zealand to a healthier future.
- Access background papers and more information at [www.heartfoundation.org.nz](http://www.heartfoundation.org.nz)

The time is now



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