

# Heart Health Round - Make it Red Club Participation Kit

February, 2023



COMMUNITY HEART PARTNER



## Thank You. Your Support is truly Life-Saving!

Heartbeat of Football is launching a national awareness campaign that turns sporting grounds across Australia **RED** for heart disease and sudden cardiac arrest.

Let's tackle this critical national health issue together.


A handwritten signature in black ink that reads "A. Paschalidis".

Andy Paschalidis  
Founder & CEO

## Event Overview

<b>Event Name</b>	Heart Health Round - Make it Red!
<b>Purpose</b>	<p>A national awareness campaign that turns sporting grounds across Australia <b>RED</b> for heart disease and sudden cardiac arrest. When you play or participate in <b>RED</b>, you will be raising funds to support life-saving heart research and help us realise our mission - to have zero heart-related deaths on the sporting ground.</p> <ul style="list-style-type: none"><li>● Raise awareness about heart health issues;</li><li>● Encourage people to make positive health choices;</li><li>● Protect all participants' health and safety; and</li><li>● Raising funds to support life-saving heart research</li></ul>
<b>Call To Action</b>	Show Some Heart - Make it Red!
<b>Date And Time</b>	From Friday 28 to Sunday 30 April 2023 Host your event on any day or across the whole weekend
<b>Venue</b>	Your Club. Your Ground. All sporting fields across Australia.
<b>Fundraising Target</b>	\$200,000
<b>Organiser</b>	Heartbeat of Football Foundation Limited
<b>Funds Recipients</b>	<ul style="list-style-type: none"><li>● Victor Chang Cardiac Research Institute</li><li>● EndUCD</li><li>● Heartbeat of Football</li></ul>
<b>Official Sponsor</b>	Bing Lee
<b>Supporters</b>	Football NSW, Northern NSW Football, Football Victoria, Professional Footballers Australia, Football Coaches Australia, Heart Foundation, Heart of the Nation, Response for Life, Victor Chang Cardiac Research Institute, EndUCD and more to be announced soon!

## Get Involved

<b>Step 1 - Register &amp; Setup Your Profile</b>	<p>Register - click <a href="#">HERE</a> and setup Your Club first then Teams can register under your Club profile. Make sure to set it up under the Event “Show Some Heart - Make it Red”</p> <div data-bbox="493 367 1315 709"><p>YOU ARE JOINING:</p><p><b>Show Some Heart - Make It Red</b></p></div> <p>This will be your Fundraising Profile and the one you promote and receive donations to. This is important because as a Thank You there are prizes to be won (details below).</p>
<b>Step 2 - Get Organised</b>	<p>We suggest you appoint a Club Champion to coordinate your club's and all teams within your club involvement.</p> <ul style="list-style-type: none"><li>• Communicates with <a href="#">Make it Red</a> team;</li><li>• Order merchandise (<a href="#">Socks, T-shirts, Caps and Balls</a>);</li><li>• Organises club updates &amp; social media posts; and</li><li>• Plans activities and support for the actual day.</li></ul>
<b>Step 3 - Enjoy the Day</b>	<ul style="list-style-type: none"><li>• Make it Fun - have a BBQ, cake stall, games, activities etc</li><li>• Take photos - wearing Red socks, making the heart hand gestures</li><li>• Share on Social Media (use #makeitred, #hearthealthround, #ilovefootball, #showsomeheart and #hearthealthawareness and make sure to tag us <a href="https://www.facebook.com/HeartbeatOfFootball">https://www.facebook.com/HeartbeatOfFootball</a> <a href="https://www.instagram.com/heartbeatoffootball/">https://www.instagram.com/heartbeatoffootball/</a> <a href="https://twitter.com/HOfFootball">https://twitter.com/HOfFootball</a> <a href="https://www.linkedin.com/company/heartbeat-of-football">https://www.linkedin.com/company/heartbeat-of-football</a></li></ul>
<b>Contact Us</b>	<p>Any questions or assistance please contact us at <a href="mailto:makeitred@heartbeatoffootball.com.au">makeitred@heartbeatoffootball.com.au</a></p>

## Where Do the Funds Go

<b>Victor Chang Cardiac Research Institute (VCCRI) - the home of Heart Research</b>	<b>Spontaneous Coronary Artery Dissection (SCAD)</b> SCAD is a rare but serious condition that results when an inner layer of one of the blood vessels in the heart tears. Blood seeps between the artery layers, forms a blockage and can slow or block blood flow to the heart, causing angina, heart attack, abnormalities in heart rhythm or even sudden death. It's not known what causes SCAD. <b>Women in their 40s and 50s are most at risk of SCAD</b> , although it can occur at any age and also in men.  <b>SCAD is responsible for approximately 25% of heart attacks in women under the age of 50. It is also the most common cause of heart attack associated with pregnancy.</b>  More About SCAD - <a href="#">click HERE</a>
<b>EndUCD</b>	<b>Unexplained Cardiac Death (UCD)</b> Unexplained cardiac death kills more than 2000 Australians under 50 every year. This is on par with the number of deaths from suicide under 50 but almost no Government or philanthropic funding is directed to UCD under 50.  <b>EndUCD aims to end the heartache of Unexplained Cardiac Death (UCD) through research to find screening tests to identify people at risk before an arrest occurs and to develop preventative treatments.</b> EndUCD raises awareness of UCD and advocates for funding for research to end UCD under age 50.  More About UCD - <a href="#">click HERE</a>
<b>Heartbeat of Football Foundation</b>	<b>Heart Health Awareness &amp; Preventative Screening</b> <a href="#">Heartbeat of Football (HOF)</a> promotes healthy hearts in sport via: <ul style="list-style-type: none"><li>• Awareness &amp; Education: player, participant &amp; community programs</li><li>• Prevention: minimisation of health risks - simple screening checks</li><li>• Action: "rescue-ready" defibrillators at all sporting fields around the country and CPR/AED confidence sessions (building bystander response)</li></ul> <b>Funds raised will be used for more Heart Health Awareness campaigns and more Heart Health Checks at community clubs across Australia.</b>

## Why Should I Care

<b>No.1 Killer in Australia &amp; across the World</b>	<b>Heart Health</b> <ul style="list-style-type: none"><li>● Cardiovascular heart disease (CVD) is <b>the leading single cause of disease burden and death in Australia - for both Men &amp; Women;</b></li><li>● Cardiovascular disease (CVD) refers to all the diseases of the heart and circulation, including coronary heart disease, atrial fibrillation, heart attack, congenital heart disease, heart failure and stroke.</li><li>● CVD kills 17.5 million people every year - in Australia, and around the world, <b>cardiovascular disease kills more people than any other disease or illness.</b> More than any cancer, Alzheimer's, or HIV/AIDS;</li><li>● CVD is a significant issue for all Australians including women. Approximately 20 women die each day of coronary heart disease, <b>killing almost three times as many Australian women as breast cancer.</b> Yet the general perception of heart disease is that it is a male disease;</li><li>● <b>CVD is largely preventable, as many of its risk factors are modifiable</b> though in younger people heart health issues are increasingly caused by congenital factors (previously undiagnosed);</li><li>● Increasingly <b>women are at risk as heart disease is being misdiagnosed</b> and underrepresented;</li><li>● Specifically sudden cardiac arrest - more than 25,000 Australians each year suffer an <b>out-of-hospital sudden cardiac arrest (OHSCA), with survival rates less than 10%</b> making it a leading cause of death in Australia.</li></ul>
<b>We Need Your Support</b>	<b>Let's Make a Difference Together</b> <p>The Football Family is UNIQUE, LARGE, DIVERSE, INCLUSIVE and it CARES - so lets make a difference together!</p> <ul style="list-style-type: none"><li>● <b>Past:</b> we honour the legacy of those that have passed as a result of heart health issues and the impact on their family, teammates &amp; friends;</li><li>● <b>Present:</b> we support those that have survived a heart related issue including a sudden cardiac arrest; and</li><li>● <b>Future:</b> we educate and protect the next generation of footballers and their families &amp; friends.</li></ul>

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	<p>Let's keep working towards making football in Australia - the safest place to play the beautiful game.</p> <p>No one should die playing the sport they love!</p>
<b>Football</b>	<p><b>Relevance, Reach &amp; Diversity of Football</b></p> <p>Football is the current vehicle to promote heart health awareness; a need for CPR/AED training and more research yet this doesn't mean we don't care about other sports - our mission is sport-agnostic.</p> <ul style="list-style-type: none"><li>● Reach: largest participation sport in Australia;</li><li>● Diversity: most inclusive sport in Australia, age, gender, ability &amp; background; and</li><li>● Relevance: the highest % of heart health related incidents &amp; deaths in sport in Australia</li></ul> <p>Football in Australia is a melting pot of two million participants represented by over 200 different cultures. No other sport within the Australian sporting landscape offers the type of inherent diversity which football does.</p>

# Gotta Be in it to Win It

We'd like to thank you for participating and supporting this initiative.

## FOR CLUBS

<b>Clubs - Prizes to be Won</b> <ul style="list-style-type: none"><li>• 1st Prize - awarded to the Club that raises the largest amount of funds</li><li>• 2nd Prize - awarded to the Club that raises the 2nd largest amount of funds</li><li>• 3rd-5th Prize - awarded to the Club/s that raises the 3rd,4th &amp; 5th largest amount of funds</li><li>• 6th Prize - awarded to the Club that raises the 6th largest amount of funds</li></ul>	
<b>FIRST PRIZE</b> <b>Staying Alive Health AED package</b>  <b>Value:</b> <b>\$5990.00 xGST</b>	The Staying Alive Health AED package includes: <ul style="list-style-type: none"><li>• HeartSine 500P automated external defibrillator (AED) with CPR Advisor and the Rotaid 24/7 4G fully monitored security cabinet with an on-board alarm system, built-in heating system and rock-solid construction</li><li>• The life-saving system is monitored 24 hours a day, and any use is immediately detected and includes 5 years of FREE network access and back to base monitoring.</li></ul> Donated by <a href="#">Staying Alive Health</a>
<b>SECOND PRIZE</b> <b>Heart of the Nation AED package</b>  <b>Value:</b> <b>\$2990.00 xGST</b>	The Heart of the Nation Community AED package includes: <ul style="list-style-type: none"><li>• a HeartSine 360P Automatic AED</li><li>• a yellow wall mounted cabinet with a siren</li><li>• online CPR &amp; AED education.</li></ul> Donated by <a href="#">Heart of the Nation - Greg Page</a>
<b>THIRD - FIFTH PRIZE</b> <b>Heart Health Awareness &amp; Testing Day</b>  <b>Value:</b> <b>\$2350.00 xGST/day</b>  <b>3 to be Won</b>	The Heart Health Awareness & Testing Day package includes: <ul style="list-style-type: none"><li>• <b>Get the facts on your heart health with a FREE check-up</b> We bring the testing to you. In less than 10 minutes, nurses from the Victor Chang Cardiac Research Institute, measure a person's blood pressure, total cholesterol and blood sugar levels, and provide information on modifiable risk factors and healthy heart habits.</li><li>• <b>Key Objectives</b><ul style="list-style-type: none"><li>○ raise awareness about heart health issues;</li><li>○ encourage people to make positive health choices; and</li><li>○ protect all participants' health and safety.</li></ul></li></ul> Donated by <a href="#">Victor Chang Cardiac Research Institute</a>

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**SIXTH PRIZE**  
**Response for Life**  
**CPR & AED training**

**Value:**  
**\$950.00 xGST**

The Response for Life package includes:

- **HLTAID009 – provide cardiopulmonary resuscitation**  
This course covers the knowledge and skills required to provide CPR, manage and assess an emergency situation, use an automatic external defibrillator (AED), understand DRSABCD and the First Aider's legal responsibilities. This is for 10 people at your club.
- **CPR & AED Confidence Sessions for Your Community**  
To build familiarisation & confidence in AED use and the importance of CPR.
- Delivered in-person at your club or via online

Donated by [Response for Life - Julia Zuza](#)

### Contact Us

Any questions or assistance please contact us at [makeitred@heartbeatoffootball.com.au](mailto:makeitred@heartbeatoffootball.com.au)



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**Thank you for your support and let's make a difference together**

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A decorative graphic at the bottom right of the page, consisting of several overlapping red triangles and squares of varying shades, creating a modern, abstract geometric shape.