About the campaign

My Heart Mileage is a Queensland consumer campaign developed through the PHN-led PHASES initiative to encourage people to think differently about their heart health and the value of preventive care.

Using curiosity-led messaging and a free interactive online experience, the campaign aims to generate interest in heart health and encourage people to take the next step towards a conversation with their general practice.



How primary care providers can support the campaign

Queensland PHNs are promoting **My Heart Mileage** through advertising and local campaign activity.

General practices can help build on this awareness by sharing campaign materials through their own channels and making it easier for interested patients to take the next step towards appropriate care.

This digital media kit provides ready-to-use assets for practice websites, social media, newsletters and digital displays, helping connect campaign messages with opportunities for preventive care.

What's included

SOCIAL MEDIA GRAPHICS

Ready-to-use artwork for Facebook, Instagram and other suitable channels.

DIGITAL BANNERS

Campaign graphics for practice websites, newsletters and digital displays.

SUGGESTED PROMOTIONAL COPY

Short messages that can be used or adapted for local communications.

Using the campaign graphics

1. Choose your channels

Select the graphics and messages best suited to your practice's existing communication channels.

2. Share the campaign

Use the supplied artwork and suggested copy to introduce **My Heart Mileage** to your patients and community. Keep the campaign imagery and branding intact.

3. Help connect interest with care

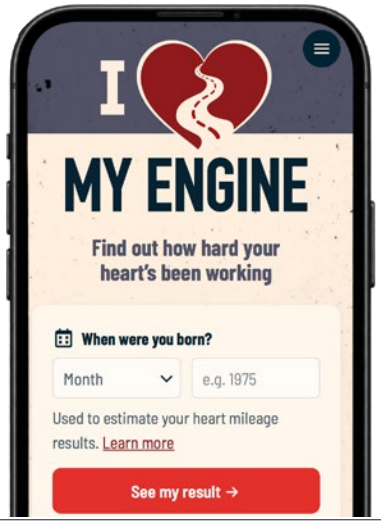
Consider how your practice can respond to patients who enquire about heart health or Heart Health Checks.

This may include directing enquiries to the appropriate team member or providing information about appointments and eligibility.

About the online experience

My Heart Mileage uses generalised estimates to illustrate lifetime heart activity through surprising, personalised statistics. It is designed to spark curiosity about heart health.

The experience is not a clinical assessment or cardiovascular risk calculator and does not determine eligibility for a Medicare-funded Heart Health Check.



Campaign links and support

Experience My Heart Mileage:

myheartmileage.com.au

PHASES provider information:

phasesqld.com/consumer-campaign

For campaign information, promotional materials or practice support, ***contact your local PHN.***

(details available via the PHASES website)

Digital assets | Know your heart's mileage?























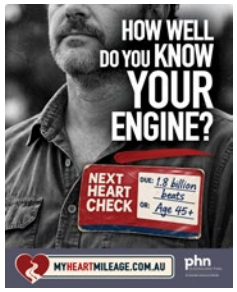


Digital assets | How well do you know your engine?

















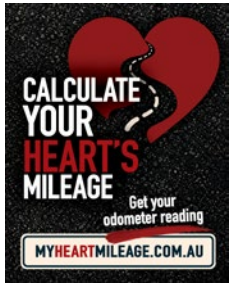








Digital assets | Calculate your heart's mileage







Print materials available through your local PHN

Contact your local PHN teams to request from a range of printed materials, including:

- **Waiting room and community posters**
- **Campaign postcards**
- **Campaign car airfresheners**



Supporting messaging / copy examples

The examples below are designed to be starting references only, to support primary care provider messaging alongside the supplied campaign graphics. Practices can select or adapt messaging to suit their patients, community and usual communication style. Please ensure any references to appointments, Heart Health Checks or eligibility reflect your practice's arrangements. **Campign link to use in all materials: https://myheartmileage.com.au**

Example 1	Example 2	Example 3	Example 4
Your heart has clocked up some serious mileage. Ever wondered just how much? My Heart Mileage is a free interactive experience that reveals surprising numbers about how hard your heart has worked over your lifetime. It's a fun way to think differently about heart health — and why looking after it matters. Give it a try: myheartmileage.com.au	When was the last time you thought about your heart health? Your heart works hard for you every day, and looking after it is an important part of staying well. We're sharing My Heart Mileage, a free online experience that offers a different way to think about your heart health. Have a look, and if it raises questions about Heart Health Checks, speak with our practice team. Find out more: myheartmileage.com.au	Looking after your heart is part of looking after your health. My Heart Mileage is a Queensland campaign encouraging people to take an interest in their heart health and the importance of preventive care. The free online experience offers a different way to think about how hard your heart works. If you'd like to know more about Heart Health Checks, have a yarn with our health team about what's right for you. Explore the campaign: myheartmileage.com.au	Heart health and preventive care Regular preventive care is important, even when you're feeling well. A Heart Health Check can help your GP assess your cardiovascular health and identify steps to reduce your risk of heart attack or stroke. The My Heart Mileage campaign encourages Queenslanders to take an interest in their heart health through a free interactive online experience. Speak with our practice team if you'd like information about Heart Health Checks and eligibility. Learn more: myheartmileage.com.au

PHASES

www.phasesqld.com/consumer-campaign

phn QUEENSLAND PHNs

An Australian Government Initiative

The My Heart Mileage campaign has been developed by Country to Coast Queensland and is being delivered in partnership with Queensland Primary Health Networks (PHNs) and local primary health care providers.

The PHASES initiative is co-funded by the Queensland and Australian governments.