

Coverage Summary: hearts4heart Atrial Fibrillation Awareness Week



Interview with Dr Michael Mbaogu, Mt Isa. ...

ABC North West Qld, Mt Isa, Breakfast, Zara Margolis

21 Sep 2017 8:32 AM

Duration: 10 mins 42 secs • ASR AUD 1,313 • QLD • Australia • Hearts4heart - Radio & TV • ID: X00071894266



Interview with Dr Michael Mbaogu, Mt Isa.

Margolis wonders if people have heard of atrial fibrillation. She says it is Atrial Fibrillation Awareness Month right now. Mbaogu says atrial fibrillation or afib is the most common cardiac rhythm abnormality known to man. He says it means a situation where the electrical impulses in the heart are abnormal or don't function properly. He says what that results in is the inability of the heart to pump blood effectively. He says when the electrical impulses are abnormal, what happens is that it doesn't happen effectively and some blood gets left behind in the upper

chambers. He says it's not good because it leads to all the complication and increases a tendency to form a clot. He says there are about 460,000 people with afib in Australia. He says there are various causes of afib but the most common cause is hypertensive heart disease which is a high blood pressure related condition. He says there some other causes like coronary heart disease and rheumatic fever. He says other factor may include diabetes and increase in age. He says the older the people are the more likely to have afib. He says things like alcohol consumptions and caffeine intake can induce a temporary afib. He then explains the symptoms of having afib. He says it's advisable that everybody gets a health check from time to time. He says doctors checking pulse rates of their patients is the most common way to diagnose or to have an idea that something is not right.

Audience

N/A ALL, N/A MALE 16+, N/A FEMALE 16+

Interviewees

Dr Michael Mbaogu, Mt Isa



Interview with Tanya Hall, CEO, hearts4heart about Atrial Fibrillation (AF)....

ABC Goulburn Murray, Wodonga, Breakfast, Joseph Thomsen

21 Sep 2017 7:24 AM

Duration: 5 mins 34 secs • ASR AUD 683 • VIC • Australia • Hearts4heart - Radio & TV • ID: X00071894478



Interview with Tanya Hall, CEO, hearts4heart about Atrial Fibrillation (AF).

Thomsen mentions he was asking R U OK? last week but today, he is asking 'How's your Ticker?'. Thomsen explains Atrial Fibrillation (AF) is the irregular heartbeat that can dramatically increase the risk of stroke. Thomsen notes the heart should beat around 60 to 100 times a minute but a heart with AF can beat around 400 times a minute. Thomsen then announces hospitals in Wodonga are offering free testing today. Hall expounds AF is a heart condition where the Atria beats fast preventing the heart to pump blood around the body as it should. Hall

points out this will lead to serious complication such as stroke and heart failure if left untreated. Hall shares not everyone is lucky to know they have AF encouraging all Australians, especially those aged 65 and beyond, to take screening tests. Hall notes some warning signs include palpitation, shortness of breath, unexplained fainting, ankle swelling, and chest pain. Hall warns people of any age can have AF. Hall asserts there are 6,000 stroke cases a year attributed to AF highlighting the importance of awareness, and regular blood pressure and pulse checkups. Thomsen announces today's free screenings will be held at Albury and Wodonga Hospitals.

Audience

N/A ALL, N/A MALE 16+, N/A FEMALE 16+

Interviewees

Tanya Hall, CEO, hearts4heart



It has been revealed that an estimated 500,000 Australians have atrial fibrillation, ...

2MCE, Orange, 18:00 National Radio News, Newsreader

20 Sep 2017 6:02 PM

Duration: 0 min 51 secs • ASR AUD 4,700 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071887883



It has been revealed that an estimated 500,000 Australians have atrial fibrillation, otherwise known as an irregular heartbeat, which can lead to stroke, heart failure or death. The Hearts4Heart will set up free mobile heart testing stations in hospitals and pharmacies.

Audience

N/A ALL, N/A MALE 16+, N/A FEMALE 16+

Interviewees

Tanya Hall, CEO, hearts4heart

Also broadcast from the following 71 stations

100.9 FM (Albany), 101.5 FM Caboolture (Caboolture), 104.7 Gippsland FM (Morwell), 2BOB (Taree), 2CBD (Deepwater), 2HOT (Cobar), 2MCR (Campbelltown), 2MTM (Coonamble), 2NCR (Lismore), 2SSR (Wollongong), 2WAY (Wauchope), 2WCR (Coonabarabran), 2XX FM (Canberra), 3BBR (Drouin), 3MBS (Melbourne), 3MGB (Mallacoota), 3REG (Bairnsdale), 3SER (Pakenham), 4BCR (Bundaberg), 4CRM (Mackay), 4YOU (Rockhampton), 5CCR (Ceduna), 5THE (Millicent), Alpine Radio (Mount Beauty), Bay and Basin FM (Nowra), BAY FM (Byron Bay), Bay FM (Brisbane), Beau FM (Beaudesert), BLU FM 89.1 (Katoomba), Burnett River Radio (Gayndah), Cairns FM 89.1 (Cairns), City Park Radio (Launceston), Classic FM (Brisbane), Cow FM (Casino), Encounter FM (Victor Harbor), Eurbodalla Radio (Moruya), Ezy FM (Lithgow), Five-O-Plus (Gosford), FM 96.3 (Tumut), Fraser Coast Community Radio (Hervey Bay), Gulf FM (Kadina), KCR FM (Perth), KRR (Kandos), NineFourOne (Wollongong), Noosa Community Radio (Sunshine Coast), Oak FM (Wangaratta), Opal FM (Lightning Ridge), Paradise FM (Ballina), Phoenix FM (Bendigo), Radio Mansfield (Mansfield), Rainbow FM (Warwick), Rhema FM Orange (Orange), Rock FM (Moranbah), Smart FM (Swan Hill), Star FM (St Helens), Tank Radio (Kempsey), Tasman FM (Hobart), Three Rivers Radio (Dunedoo), Triple B (Tanunda), Triple H (Horsham), Triple M Hobart (Deloraine), Twin Cities FM (Wanneroo), UG FM (Alexandra), Valley FM (Canberra), Valley FM (Brisbane), VOX FM (Wollongong), WAR FM (Gilgandra), Way FM (Launceston), Way FM (Canberra), Yass FM (Yass), York FM (York)



Hearts for Heart says half a million Australians suffer from atrial fibrillation and 30% of ...

2MCE, Orange, 13:00 National Radio News, Newsreader

20 Sep 2017 1:01 PM

Duration: 1 min 1 sec • ASR AUD 5,517 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071885135



Hearts for Heart says half a million Australians suffer from atrial fibrillation and 30% of them are unaware of it. Tanya Hall, CEO, says they will set up a free mobile heart testing station in hospitals around Australia this week.

Audience

N/A ALL, N/A MALE 16+, N/A FEMALE 16+

Interviewees

Tanya Hall, CEO, Hearts for Heart

Also broadcast from the following 68 stations

100.9 FM (Albany), 101.5 FM Caboolture (Caboolture), 104.7 Gippsland FM (Morwell), 2BOB (Taree), 2CBD (Deepwater), 2HOT (Cobar), 2MCR (Campbelltown), 2MTM (Coonamble), 2NCR (Lismore), 2SSR (Wollongong), 2WAY (Wauchope), 2WCR (Coonabarabran), 2XX FM (Canberra), 3MBS (Melbourne), 3MGB (Mallacoota), 3REG (Bairnsdale), 3SER (Pakenham), 4BCR (Bundaberg), 4CRM (Mackay), 4YOU (Rockhampton), 5CCR (Ceduna), 5THE (Millicent), Alpine Radio (Mount Beauty), Bay and Basin FM (Nowra), Bay FM (Brisbane), Beau FM (Beaudesert), BLU FM 89.1 (Katoomba), Burnett River Radio (Gayndah), Cairns FM 89.1 (Cairns), City Park Radio (Launceston), Cow FM (Casino), Encounter FM (Victor Harbor), Eurbodalla Radio (Moruya), Ezy FM (Lithgow), FM 96.3 (Tumut), Fraser Coast Community Radio (Hervey Bay), Gulf FM (Kadina), KCR FM (Perth), KRR (Kandos), NineFourOne (Wollongong), Noosa Community Radio (Sunshine Coast), Oak FM (Wangaratta), Opal FM (Lightning Ridge), Paradise FM (Ballina), PBA FM (Adelaide), Phoenix FM (Bendigo), Radio Mansfield (Mansfield), Rainbow FM (Warwick), Rhema FM Orange (Orange), Rock FM (Moranbah), Smart FM (Swan Hill), Star FM (St Helens), Tank Radio (Kempsey), Tasman FM (Hobart), Three Rivers Radio (Dunedoo), Triple B (Tanunda), Triple H (Horsham), Triple M Hobart (Deloraine), Twin Cities FM (Wanneroo), UG FM (Alexandra), Valley FM (Canberra), Valley FM (Brisbane), VOX FM (Wollongong), WAR FM (Gilgandra), Way FM (Canberra), Way FM (Launceston), Yass FM (Yass), York FM (York)



Far South Coast residents are being urged to check whether they have an irregular ...

2EC, Bega, 07:30 News, Newsreader

20 Sep 2017 7:32 AM

Duration: 0 min 25 secs • ASR AUD 51 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071878395



Far South Coast residents are being urged to check whether they have an irregular heartbeat also known as atrial fibrillation. It comes after a new report released by hearts4heart identify atrial fibrillation as a caused for 6,000 strokes every year.

Audience

N/A ALL, N/A MALE 16+, N/A FEMALE 16+



There are free testings for irregular heartbeat in Gosford Hospital and Wyong Hospital for ...

STAR FM 104.5, Erina, 10:00 News, Newsreader

19 Sep 2017 10:02 AM

Duration: 0 min 27 secs • ASR AUD 97 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071865813



There are free testings for irregular heartbeat in Gosford Hospital and Wyong Hospital for this National Atrial Fibrillation Awareness Week. Sessions will be held tomorrow and on Thursday to diagnose those who have an increased risk of stroke. Hearts4heart CEO Tanya Hall says they also provide risk assessment of those who can have atrial fibrillation.

Audience

6,000 ALL, 3,300 MALE 16+, 2,700 FEMALE 16+

Interviewees

Tanya Hall, CEO, hearts4heart



Atrial Fibrillation Week started yesterday. Border residents can be tested for it this week ...

2AY, Albury, 08:05 Local News, Newsreader

19 Sep 2017 8:05 AM

Duration: 0 min 40 secs • ASR AUD 57 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071863079



Atrial Fibrillation Week started yesterday. Border residents can be tested for it this week for free. The checks are being conducted in Wodonga and Albury Hospital for atrial fibrillation.

Atrial fibrillation increases the risk of stroke. The free testing program is to address the findings that around 30% of Australians with it are undiagnosed. The free testing in Wodonga will be on 8:30AM to 9:30AM today and from 3:30PM to 4:30PM tomorrow and on Thursday. Checks in Albury Hospital today is from 12:30 and 2PM and from 1:30PM to 3PM tomorrow and on Thursday.

Audience

N/A ALL, N/A MALE 16+, N/A FEMALE 16+



There are free tests for irregular heartbeat in Gosford Hospital and Wyong Hospital for ...

STAR FM 104.5, Erina, 08:00 News, Newsreader

19 Sep 2017 8:05 AM

Duration: 0 min 26 secs • ASR AUD 117 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071862578



There are free tests for irregular heartbeat in Gosford Hospital and Wyong Hospital for the national Atrial Fibrillation Awareness Week. Screening sessions will be held tomorrow and on Thursday to diagnose those who have an increased risk of stroke. Hearts4heart CEO Tanya Hall says they also do a risk assessment for persons who might develop atrial fibrillation.

Audience

7,500 ALL, 3,200 MALE 16+, 3,700 FEMALE 16+

Interviewees

Tanya Hall, CEO, hearts4heart



Albury Wodonga is doing its part to combat atrial fibrillation. Atrial fibrillation is a high risk ...

Triple M The Border, Albury, 07:30 Local News, Newsreader

19 Sep 2017 7:34 AM

Duration: 0 min 20 secs • ASR AUD 33 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071862155



Albury Wodonga is doing its part to combat atrial fibrillation. Atrial fibrillation is a high risk symptom of stroke. Almost 140,000 Australians that have this condition are believed to be undiagnosed. Pulse checks are taking place today and on Wednesday and Thursday in Albury and Wodonga Hospital.

Audience

N/A ALL, N/A MALE 16+, N/A FEMALE 16+



There are free check-ups at Wodonga and Albury Hospital this Atrial Fibrillation ...

2AY, Albury, 07:05 Local News, Newsreader

19 Sep 2017 7:05 AM

Duration: 0 min 41 secs • ASR AUD 59 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071862426



There are free check-ups at Wodonga and Albury Hospital this Atrial Fibrillation Awareness Week.

Audience

N/A ALL, N/A MALE 16+, N/A FEMALE 16+



There are free testing for irregular heartbeat in Gosford Hospital and Wyong Hospital for ...

STAR FM 104.5, Erina, 07:00 News, Newsreader

19 Sep 2017 7:04 AM

Duration: 0 min 29 secs • ASR AUD 120 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071861434



There are free testing for irregular heartbeat in Gosford Hospital and Wyong Hospital for this national Atrial Fibrillation Awareness Week. Screening sessions will be held tomorrow and on Thursday to diagnose those who have an increased risk of stroke. Hearts4heart CEO Tanya Hall says they also do a risk assessment for persons who might develop atrial fibrillation.

Audience

6,900 ALL, 3,100 MALE 16+, 3,100 FEMALE 16+

Interviewees

Tanya Hall, CEO, hearts4heart



Free testing stations for irregular heartbeat have been set up at the Wodonga and Albury ...

Triple M The Border, Albury, 06:30 Local News, Newsreader

19 Sep 2017 6:33 AM

Duration: 0 min 17 secs • ASR AUD 28 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071861898



Free testing stations for irregular heartbeat have been set up at the Wodonga and Albury hospitals.

Audience

N/A ALL, N/A MALE 16+, N/A FEMALE 16+



Health experts are calling on the government to back measures to ensure atrial fibrillation ...

2SM, Sydney, 18:00 News, Newsreader

18 Sep 2017 6:02 PM

Duration: 0 min 43 secs • ASR AUD 1,763 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071857963



Health experts are calling on the government to back measures to ensure atrial fibrillation testing becomes standard across Australia.

Audience

4,000 ALL, 3,000 MALE 16+, 2,000 FEMALE 16+

Interviewees

Tanya Hall, CEO, hearts4heart

Also broadcast from the following 12 stations

2AD (Armidale), 2DU (Dubbo), 2EL (Orange), 2GF (Grafton), 2HD (Newcastle), 2LM (Lismore), 2MG (Mudgee), 2MO (Gunnedah), 2NZ (Inverell), 2PK (Parkes), 2TM (Tamworth), 2VM (Moree)



Australians are being urged to check their heart beat as part of the Atrial Fibrillation ...

6PR, Perth, 15:00 News, Newsreader

18 Sep 2017 3:03 PM

Duration: 0 min 29 secs • ASR AUD 313 • WA • Australia • Hearts4heart - Radio & TV • ID: X00071855965



Australians are being urged to check their heart beat as part of the Atrial Fibrillation Awareness Week.

Audience

30,000 ALL, 14,000 MALE 16+, 15,000 FEMALE 16+

Interviewees

Tanya Hall, Hearts for Heart

Also broadcast from the following 1 station

6iX (Perth)



Health experts call on the Government to standardise atrial fibrillation testing across ...

2SM, Sydney, 14:00 News, Newsreader

18 Sep 2017 2:02 PM

Duration: 0 min 41 secs • ASR AUD 1,669 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071854067



Health experts call on the Government to standardise atrial fibrillation testing across Australia. Around 30% of 460,000 sufferers remain undiagnosed.

Audience

8,000 ALL, 5,000 MALE 16+, 3,000 FEMALE 16+

Interviewees

Tanya Hall, CEO, hearts4heart

Also broadcast from the following 11 stations

2AD (Armidale), 2DU (Dubbo), 2GF (Grafton), 2HD (Newcastle), 2LM (Lismore), 2MG (Mudgee), 2MO (Gunnedah), 2NZ (Inverell), 2PK (Parkes), 2TM (Tamworth), 2VM (Moree)



There will be free testing sessions in Gosford Hospital and Wyong Hospital this week to ...

2GO FM, Gosford, 12:00 News, Newsreader

18 Sep 2017 12:01 PM

Duration: 0 min 25 secs • ASR AUD 154 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071852291



There will be free testing sessions in Gosford Hospital and Wyong Hospital this week to give people the opportunity to check if they have atrial fibrillation. Atrial fibrillation significantly increases the risk of stroke but 30% of Australians who have this undiagnosed. The screening is an initiative by hearts4heart and will take place between 9AM and 2PM on Wednesday in Gosford Hospital and in Wyong Hospital on Thursday.

Audience

9,400 ALL, 5,000 MALE 16+, 4,200 FEMALE 16+

Also broadcast from the following 1 station

hit101.3 Central Coast (Gosford)



Aussies are being urged to check if they have an irregular heartbeat as part of Atrial ...

2SM, Sydney, 11:00 News, Newsreader

18 Sep 2017 11:03 AM

Duration: 0 min 37 secs • ASR AUD 2,010 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071851357



Aussies are being urged to check if they have an irregular heartbeat as part of Atrial Fibrillation Awareness Week. A new report has found AF is the cause of 6,000 strokes every year. Hearts4heart CEO Tanya Hall says early diagnosis is vital.

Audience

16,000 ALL, 9,000 MALE 16+, 6,000 FEMALE 16+

Interviewees

Tanya Hall, CEO, hearts4heart

Also broadcast from the following 14 stations

2AD (Armidale), 2DU (Dubbo), 2EL (Orange), 2GF (Grafton), 2HD (Newcastle), 2LM (Lismore), 2MG (Mudgee), 2MO (Gunnedah), 2NZ (Inverell), 2PK (Parkes), 2TM (Tamworth), 2VM (Moree), 4WK (Toowoomba), Triple Z (Lismore)



Central Coast residents are urged to take advantage of free testing stations in Wyong ...

2GO FM, Gosford, 10:00 News, Newsreader

18 Sep 2017 10:02 AM

Duration: 0 min 26 secs • ASR AUD 244 • NSW • Australia • Hearts4heart - Radio & TV • ID: X00071851717



Central Coast residents are urged to take advantage of free testing stations in Wyong Hospital and Gosford Hospital this week to see if they have Atrial Fibrillation which increases the risk of stroke. This heart screening initiative is from 9AM to 2PM on Wednesday in Gosford and on Thursday in Wyong. Around 30% of the 460,000 Australians with Atrial Fibrillation are undiagnosed.

Audience

14,300 ALL, 6,500 MALE 16+, 7,800 FEMALE 16+

Also broadcast from the following 1 station

hit101.3 Central Coast (Gosford)



Australians are being urged to check their heart beat as part of the Atrial Fibrillation ...

6PR, Perth, 07:30 News, Newsreader

18 Sep 2017 7:32 AM

Duration: 0 min 34 secs • ASR AUD 628 • WA • Australia • Hearts4heart - Radio & TV • ID: X00071849394



Australians are being urged to check their heart beat as part of the Atrial Fibrillation Awareness Week.

Audience

60,000 ALL, 26,000 MALE 16+, 31,000 FEMALE 16+

Interviewees

Tanya Hall, Hearts for Heart

Also broadcast from the following 1 station

6iX (Perth)



Pharmacies change the beat

Pharmacy Daily, , General News

18 Sep 2017

Page 2 • 170 words • ASR N/A • Photo: Yes • Type: News Item • Size: 89.00 cm² • National • Australia • Hearts4heart - Press • ID: 846129393



THIS week, more than 70 pharmacies across the nation will be holding free, mobile heart testing stations as part of Atrial Fibrillation Awareness Week 18-24 Sep.

Australians are being urged to check whether they have an irregular heartbeat, known as atrial fibrillation, which dramatically increases the risk of stroke, and hearts4heart believes they could detect thousands of cases of AF across the country during Awareness Week, especially with pharmacy support.

While AF can be detected by a simple pulse test to check heart rate, as many as 30% of the 460,000 Australians with the condition remain undiagnosed and at heightened risk of stroke.

Left untreated, an irregular heartbeat can cause blood to pool in a chamber of the heart and form a clot that can travel to the brain, causing a devastating stroke.

A recent White Paper released by hearts4heart identifies atrial fibrillation (AF) as the cause for 6,000 strokes every year, with one-in-four of these occurring in people who are undiagnosed and therefore unable to take preventative measures.

[View original](#)

Audience

N/A CIRCULATION



Pharmacy rolls out mobile heart testing stations

postsript.com.au by Janet Doyle

15 Sep 2017 10:02 AM

439 words • ASR N/A • Hearts4heart - Internet • ID: 844963786

Pharmacies to operate mobile heart testing stations in stroke risk campaign

Australians are being urged to check whether they have an irregular heartbeat known as atrial fibrillation, which dramatically increases the risk of stroke, as an Awareness Wee...

[Read on source website](#)

Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE



Health checks for heart

Gympie Times, Gympie QLD, General News

15 Sep 2017

Page 10 • 208 words • ASR AUD 70 • Photo: No • Type: News Item • Size: 91.00 cm² • QLD • Australia • Hearts4heart - Press • ID: 844575270



AN IRREGULAR heartbeat is known to dramatically increase the risk of stroke and residents are urged to take advantage of free testing at Gympie Hospital to check their health.

The initiative runs on Tuesday, September 19 from 10am-2pm as part of AF (atrial fibrillation) Awareness Week from September 18-24.

It was developed in response to the finding that up to 30 per cent of the 460,000 Australians with atrial fibrillation are undiagnosed - despite a simple pulse test being able to detect the condition.

A new White Paper released by hearts4heart identifies AF as the cause for 6000 strokes every year, with one-in-four of these occurring in people who are undiagnosed and therefore unable to take preventative measures. Left untreated, an irregular heartbeat can cause blood to pool in a chamber of the heart and form a clot that can travel to the brain, causing a devastating stroke.

Tanya Hall, CEO of hearts4heart, is urging residents, particularly those aged over 65 years or with existing heart conditions, to take advantage of the free stations or make an appointment with their doctor.

While a healthy heart generally beats between 60 and 100 times per minute, AF may cause this to increase to more than 400 beats per minute.

[View original](#)

Audience

3,125 CIRCULATION





18 Sep 2017

Pharmacy Daily

Section: General News • Article type : News Item

Classification : Australian Online Newsletters • Audience : 0 • Page: 2

Printed Size: 89.00cm² • Market: National • Country: Australia • ASR: N/A • Words: 170

Item ID: 846129393

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Pharmacies change the beat

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15 Sep 2017
Gympie Times, Gympie QLD

Section: General News • Article type : News Item • Classification : Regional
Audience : 3,125 • Page: 10 • Printed Size: 91.00cm² • Market: QLD • Country: Australia
ASR: AUD 70 • Words: 208 • Item ID: 844575270

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Health checks for heart

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