



Heart of the Community

The Irish Heart Foundation presents to the ICA the opportunity to engage with the national charity on a key issue of heart health and a challenge to make a real difference to the health of our nation!

The ICA enjoys a long history as a key influencer of health policy in Ireland. In fact we could say the ICA is at the heart of every community's health!

We at the Irish Heart Foundation are all too aware that nearly 10,000 people die from cardiovascular disease (CVD) in Ireland every year. About half of these die as a result of heart attack. For 2011, our goal is to lay the foundations for a new successful awareness campaign focusing on heart attack symptoms in men. (Latest figures showed that 38% of Irish adults aged 45+ have had a heart attack or angina)

With the help of the ICA, we can increase awareness among men and those around them, driving faster recognition of symptoms, resulting in more calls to emergency services. Ultimately we can see more men get to hospital for speedy treatment of heart attack.

To achieve this we want to create a TV advertisement to reach our target audience as well as provide vital information to men on their risk of heart attack.

Raising Awareness and Funds

We are asking ICA members to 'Love Irish Hearts' and knit for us this autumn. On National Volunteer Day 2011 in September we are asking each guild to come together to show their volunteer spirit and knit the hats, scarves and mittens to be sold in Kilkenny Stores raising much-needed funds for the Irish Heart Foundation.



Each participating guild will be send a thank you letter with our 'Go Red for Women' brochures for their members following the campaign.