



## Heart Foundation banks on media to touch Pacific communities

By Online Editor

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The New Zealand National Heart Foundation hopes Pacific focused media will collaborate on a strategy to promote health messages about non communicable diseases.

Louisa Ryan manages health services for the Foundation's Pacific Heartbeat team, and says often the wider community can't relate published medical materials perceived to be too technical.

But she said s the media could get creative in spreading the word about the 'Know your Numbers' programme to get more communities involved.

"If people understand what their numbers are, (such as) what is your blood pressure number? What is your cholesterol number? What is your sugar number? that you as an individual can see your potential risk."

Ryan said more education and awareness about the impact of NCDs is especially key among young people.

She said hundreds of viewers were inspired to start living healthier lifestyles after a series called Walk the Talk aired on TVNZ's Tagata Pasifika.

SOURCE: RNZI/PACNEWS