

# Heart of our City initiative launched to improve Heart Health

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- **Research shows 1 in 4 Dublin 8 residents' avail of cardiovascular health services & have difficulty taking medication at the correct time<sup>1</sup>.**
- **Heart of our City aims to reduce the rate of unplanned cardiovascular hospital admissions by connecting people with a range of resources to support their heart health including social prescribing initiatives.**
- **Heart of our City is a Smart D8 pilot project in partnership with the Irish Heart Foundation and Novartis.**

Heart of our City - a new pilot project is a population health program focused on improving heart health in Dublin 8 - has been launched today.

Smart D8 conducted local community research earlier this year and heart health was identified as an area of concern for local citizens with 23% of respondents advising they would like more support and information<sup>1</sup>.

The Heart of our City programme is a collaboration by the Irish Heart Foundation, Smart D8 and Novartis. The project is also working with the Dublin 8 community, St James's Hospital, ExWell Medical and Fatima Groups United.

This pilot project will connect people in Dublin 8 with a range of existing resources to support their cardiovascular health, building on existing social prescribing initiatives in the locality.

The Heart of our City project is aiming to improve heart health that will result in a reduced burden on local health services and reduce unplanned hospitalisations. In addition, the overall health and wellbeing of citizens will improve. The hope is that the model and learnings from this project can also be applied to other chronic diseases in the future.

Commenting on the launch, Dr Angie Brown, Medical Director with the Irish Heart Foundation, said:

*"We are really pleased to have the opportunity to work with Novartis and Smart D8 on this innovative project focused on the local community in Dublin 8. Heart disease and stroke have a devastating impact on families across Ireland and we know that 80% of this is preventable. A key challenge is in empowering people to make the changes they need to lead healthier lives and that is the focus of this project."*

Audrey Derveloy, General Manager Ireland, Novartis Ireland, said:

*"Novartis are proud to partner with Smart D8 and the Irish Heart Foundation on this project. With the healthcare challenges and inequalities exacerbated by the pandemic, it is even more important for organisations to partner on preventive healthcare approaches like Heart of our City. This is a critical time for us to explore how we can pivot away from simply treating disease, to instead collaboration and prevention."*

Orla Veale, Project Lead, Smart D8, said:

*“Smart D8 is delighted to collaborate with the Irish Heart Foundation and Novartis on the Heart of our City project that is responding directly to the needs of the community. Smart D8 aims to transform the health and wellbeing of citizens, and this project will make a real impact.”*

A free information event for healthcare professionals on Heart of our City and Irish Heart Foundation supports will take place online on Wednesday, October 7th at 7.30pm. If you wish to attend, please register your interest by emailing [D8support@irishheart.ie](mailto:D8support@irishheart.ie).

A free public information event on Heart of our City, Irish Heart Foundation and community supports will take place online on Wednesday, October 13th at 7.30pm. If you wish to attend and learn how to look after your heart health, please register your interest by emailing [D8support@irishheart.ie](mailto:D8support@irishheart.ie).

Find out more about the Heart of our City project at [www.irishheart.ie/heartofourcity](http://www.irishheart.ie/heartofourcity).

## **ENDS**

### **For further information, contact:**

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## **References**

1. Smart D8 Community Survey, Data on File, Jan 2021

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