



MESSAGE FROM THE PRIME MINISTER,
MR. JOHN GORTON, FOR NATIONAL HEART WEEK

* * * * *

30 JUNE 1968

A message from the Prime Minister commending "National Heart Week" will be telecast throughout Australia tonight (Sunday).

The National Heart Foundation's special week of community education will begin tomorrow (1 July).

Following is the text of Mr. Gorton's message:-

"Australia ranks among the leading nations of the world in standards of living and in the rate of scientific, cultural and industrial growth. It also shares the distinction - if so it can be called - of one of the highest rates of heart disease in the world. This disease is still Australia's number one killer. . . . accounting for about forty per cent of all deaths, and for one-third of the deaths of men in middle age.

The National Heart Foundation of Australia leads the Australian effort to meet this challenge. It is fighting on many fronts - through its research programme, through its rehabilitation units and through its professional and community education activities.

"National Heart Week" is a special effort to tell all Australians of how to reduce the toll. Through the press, on television and over the radio and by other means, the Foundation will be giving a message of hope and action during the coming week.

The Heart Foundation will tell what activities and strains increase the risk of heart disease, and of relatively simple measures to reduce those risks. It will tell how to overcome the handicaps of heart disease should it strike. It is a message for all, Young and old, men and women, and I commend it to you."
