



PURPOSE AND OVERALL DETAILS

CARDIOVASCULAR CHAMPIONS PROGRAM 2020

Overview

Cardiovascular Champions (“CV Champions”) is an initiative of the Australian Cardiovascular Alliance (ACVA) Emerging Leaders committee. CV Champions is a year-long program that will provide advanced communication skills to emerging CV researchers to equip them with the tools to actively and effectively engage with policy makers, the general public and the scientific community. The program will incur no cost to the selected CV Champions.

The CV Champions will attend a monthly online workshop, where they will learn about storytelling, audience, social media, pitching, and consumer engagement, amongst others. These will be facilitated by Dr Hannah Brown from the Victorian Heart Institute, a science communication specialist, and will give our CV Champions the confidence to communicate with impact to wide and diverse audiences.

Our CV Champions will participate in mainstream media appearances, speaking engagements at public, corporate or Government events, and engage with the public, media and scientific community on social media. Each CV Champion will be expected to maintain an active, professionally focused social media account (e.g. Twitter). Our CV Champions will also be assigned a senior engagement and communication mentor, and as a sign of their emerging leadership, provide mentorship to more junior CV researchers.

Outcomes

The CV Champions program will upskill emerging leaders in the CV research field with critically important communications and public engagement experience. The program will upskill the CV Champions communication skills to give them the confidence to engage with media, policy makers and the general public to advocate for the importance of CV research.

Timeline



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| August 2020 | CV Champions applications open |
| September 2020 | Applications close and CV Champions selected |
| October 2020 | Monthly workshops will start |
| February 2021 | Mentors/mentees assigned |

*All-year the CV Champions will participate in various speaking engagements



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ADDITIONAL DETAILS OF THE CV CHAMPIONS PROGRAM

Online workshops

Each CV Champion will be required to participate in monthly online workshops (held on the first Wednesday of the month 12:00-1:30pm AEST/AEDT) delivered by Dr Hannah Brown.

Topics covered will include:

- Public Speaking and Storytelling
- Learning how to talk to your audience
- Becoming an online influencer and social media use
- Media Training and Engagement
- Engaging with consumers
- Communicating with Influence

Developed by Dr Hannah Brown built on several years of experience, this program will equip our CV Champions with the skills and confidence to become advocates for cardiovascular research as well as role models for young Australians.

Hannah is an Adelaide born and educated, internationally trained, researcher-turned-leader and communicator who leads Science Strategy and Operations at the Victorian Heart Institute. Having trained and worked as an academic, she now sits at the interface between science and the public, helping to turn ideas into impact through storytelling. She believes that creating clear and consistent narrative, engaging broadly with consumers, authenticity, integrity and humour are the keys to effective communication.

Overview of application process

All discovery, public health and clinical researchers actively involved in cardiovascular research are eligible to apply. **Applications will include short questions on what the applicant hopes to achieve and their motivation to join as a CV Champion and a 1-minute video about their research.**

Applications will be reviewed by the Selection Committee, comprised of at least 2 members of the ACvA Emerging Leaders Committee and the board, and 3 persons involved in science communication or policy. Our CV Champions will be selected on a competitive basis in a gender-balanced manner based on their demonstrated commitment to CV research (50% will be allocated to female researchers). Ideally our CV Champions will be from different states representing cardiovascular research in Australia.

Please contact acva@ozheart.org for further information

Program managers: Dr Dean Picone (University of Tasmania), Dr Joanne Tan (SAHMRI) and Dr Katrina Mirabito Colafella (Monash University)