

Table 1 Heartfile's areas of work, programmes and partners

Area	Programme	Partners
Behavioural change communication campaigns	Print media interventions: The News Heartfile Campaign Jang Heartfile Campaign US Heartfile Campaign Heartfile public awareness leaflets [42]	<ul style="list-style-type: none"> • Jang group of newspapers • UDL Distributors
	Electronic media interventions: <i>Lambi Zindigi Kay Raz</i> (Learn to Live Longer Campaign) [55]	<ul style="list-style-type: none"> • Pakistan Television • Serendip Productions • Mobilink (Pakistan Telecommunications Limited)
	NAP-NCD media interventions Integration of noncommunicable diseases in the workplan of lady health workers [37]	<ul style="list-style-type: none"> • Advertising agencies • Government of Pakistan's National Programme for Family Planning and Primary Health Care
Broadening the scope of public health	The National Action Plan for Prevention and Control of Noncommunicable Diseases and Health Promotion in Pakistan (NAP-NCD) [49,50]	<ul style="list-style-type: none"> • Ministry of Health • World Health Organization • The National NCD Forum
Health systems strengthening	Pakistan's Health Policy Think Tank/Forum	<ul style="list-style-type: none"> • Currently more than 72 partners in this coalition including government agencies, NGOs, private medical academic and service delivery organizations, allied health organizations, development partners, professional associations [48]
Research	<i>Epidemiological research</i> [44]	
	1. RISKCORNER Study	• St Thomas' Hospital, London
	2. INTERHEART Study	• McMaster University, Canada
	3. INTERSPIRE Study	• Imperial College, London
	Health policy and systems research	• WHO Regional Office for the Eastern Mediterranean
	<i>Operational research</i> [56]	
	1. PREMISE Study	• WHO Cardiovascular Disease Unit, World Health Organization, Geneva
	2. Validation study for the WHO Risk Management Package	
	3. Global [price of chronic disease medicines] WHO Drug Survey	

Table 1 **Heartfile's areas of work, programmes and partners** (*concluded*)

Area	Programme	Partners
Research	<p data-bbox="355 156 525 184"><i>Surveillance</i></p> <p data-bbox="355 208 835 319">1. Establishing an integrated NCD surveillance system in Pakistan for chronic diseases [53]</p> <p data-bbox="355 342 835 412">2. Strengthening sustainable public health surveillance in Pakistan [57]</p> <p data-bbox="355 536 675 564"><i>Demonstration projects</i></p> <p data-bbox="355 588 816 657">Heartfile–Lodhran Cardiovascular Disease Prevention Project</p> <p data-bbox="355 671 681 699">Heartfile JC Project [45]</p>	<ul style="list-style-type: none"> <li data-bbox="889 208 1423 277">• World Health Organization STEPs surveillance <li data-bbox="889 342 1423 412">• Centers for Disease Control and Prevention, Atlanta <li data-bbox="889 433 1097 461">• World Bank <li data-bbox="889 484 1180 512">• Ministry of Health <li data-bbox="889 536 1423 616">• National Rural Support Programme (NRSP) <li data-bbox="889 629 1423 865">• District Department of Health and Education in the Districts of Lodhran, Jhelum and Chakwal National Programme for Family Planning and Primary Health Care (NPFPPHC) <li data-bbox="889 881 1326 951">• Department for International Development, UK <li data-bbox="889 974 1161 1002">• European Union