

# Summary of Linkage Projects Proposals for Funding to Commence in 2007

## Western Australia

### Edith Cowan University

**LP0775520** Prof LR Green; Dr D Rodan; Dr T Cullen; Mr MG Swanson; Ms TM McMahon

**Approved Project Title** **Improved communication with heart patients in the context of the gift economy**

**2007 :** \$ 25,118

**2008 :** \$ 25,118

**2009 :** \$ 25,118

**Primary RFCD** 4001 JOURNALISM, COMMUNICATION AND MEDIA

APA(I) Award(s): 1

#### **Collaborating/Partner Organisation(s)**

National Heart Foundation (WA division)

**Administering Organisation** Edith Cowan University

#### **Project Summary**

Coronary Heart Disease is Australia's biggest killer and a patient's diagnosis is a traumatic event. A majority of patients resist the implications of their disease and fails to follow medical recommendations fully. Humanities research enables increased understanding of, and better communication with, heart patients yet has not been extensively used to understand how patients make sense of their new status. HeartNET, a therapeutic website, is used to investigate construction of the self as a heart patient and the research also applies gift economy theory to online interactions which help both self and others. Benefits include patient support and improved health outcomes, reducing human and financial costs to the community and Australia.