

MAKING IT HAPPEN TOGETHER



HEART &
STROKE
FOUNDATION

**MAKE
HEALTH
LAST**



**HEALTHY LIVES
FREE OF HEART
DISEASE AND
STROKE.
TOGETHER
WE WILL MAKE
IT HAPPEN.**



MAKING IT HAPPEN **TOGETHER**

Today, you will see someone who is alive and healthy because of the Heart and Stroke Foundation — and people like you.

It could be the little boy playing in a nearby schoolyard whose heart defect was successfully treated because we helped researchers develop the surgical procedure to correct “blue baby syndrome.”

Or the woman you pass on the street who suffered a stroke but was treated with the clot-busting drug we promoted to doctors.

Or the hockey player whose heart stopped, yet who was saved because a bystander had received training from us on cardiopulmonary resuscitation (CPR), and how to use the automated external defibrillator (AED) that we placed in that arena.

Or the woman in the coffee shop ahead of you who never started smoking because of our advocacy efforts that influenced stronger tobacco control legislation.

Or the daughter who saw our stroke warning signs campaign, recognized that her mother was having a stroke and called 9-1-1 — getting her to hospital in time to limit brain damage.

Or the man who needed help to take better care of his health and turned to our Health eTools to help him lose weight, eat a healthier diet and get more active.

For more than 60 years, the Heart and Stroke Foundation has been tangibly improving the health of Canadians — the people you see every day. We’ve made immense progress, thanks to the backing of millions of people like you. Now we need that support more than ever, to help us save and improve even more lives. Perhaps yours. Perhaps someone you love. Perhaps someone you will see today.

Our vision is healthy lives free of heart disease and stroke. Together we will make it happen.

LET US TELL YOU HOW.

Making it happen together summarizes the Heart and Stroke Foundation’s first national strategic plan, completed in 2013. It focuses us on the areas where we can have a profound and substantial impact. It aims to empower you and all Canadians to tangibly improve your health and lives.

MAKING A DIFFERENCE NOW

Despite decades of dramatic progress against heart disease and stroke, Canadians face new challenges today that are different, but no less compelling than those of 60 years ago when the Foundation was created.

The statistics speak for themselves. In the time you take to read this document, one Canadian will die from heart disease or a stroke. That's unacceptable.

Canadians are living longer, but not necessarily in the good health they may picture for themselves. On average, they'll spend their final 10 years in sickness and disease. Canadians have the power to change this because 80 per cent of premature heart disease and stroke is preventable. The choices you make now shape a future of strength and vitality.



**CLOSE TO
70,000
CANADIANS
DIE EVERY YEAR FROM
HEART DISEASE AND STROKE
— THAT'S ONE LIFE TAKEN EVERY
7 MINUTES**

IN THE FACE OF THESE REALITIES, THE FOUNDATION
HAS SET THE FOLLOWING AMBITIOUS GOALS:

By 2020, significantly improve the health of Canadians by decreasing their risk factors for heart disease and stroke by 10 per cent.

By 2020, reduce Canadians' rate of death from heart disease and stroke by 25 per cent.

Achieving these goals won't be easy. Many genetic, lifestyle and public policy factors are at play. We can't do it alone. We need you to help us.

Reducing the death rate from cardiovascular disease by 75 per cent since the Foundation was created in 1952 certainly wasn't easy. But we did it with the help of donors, volunteers, researchers, healthcare professionals, governments, sponsors, corporations, other health charities and Canadian families.

We're used to overcoming big challenges together.



YOUR LIFE, **OUR MISSION**

ACHIEVING THE POWERFUL OUTCOMES ON THE LIVES OF CANADIANS IN THE FOLLOWING PRIORITY AREAS WILL SEE US ATTAIN OUR OVERALL IMPACT GOALS — TOGETHER:



PREVENT **DISEASE**

Give children and youth the best start for a long, healthy life

Empower Canadians to live healthy lives



SAVE **LIVES**

Enable faster, better cardiac emergency response and treatment

Enable faster, better stroke response and treatment



PROMOTE **RECOVERY**

Enhance support for survivors, families and caregivers

These priorities are where the Foundation can have the most impact because of our strong partnerships in the private and public sectors, or because the need is greatest.

Our donors, volunteers, researchers and partners support us every day and expect great things of us. We do too. Building on our history of success, we have the priorities, focus and passion to put more years in the lives of Canadians and more life in their years.

Expect to hear from us regularly as we track and report on our progress over the course of our strategic plan to 2020.

PREVENT DISEASE

We support Canadians and their families so that healthy choices become easy choices, because the best cure for heart disease and stroke is prevention. To achieve this, whenever possible we partner with families to promote healthy behaviours among children, youth and adults.



PREVENT **DISEASE**

GIVING CHILDREN AND YOUTH THE BEST START FOR A LONG, HEALTHY LIFE

Adopting healthy behaviours at a young age reduces the risk of heart disease or stroke throughout life.

Unfortunately, today Canada faces a future epidemic of disease due to high obesity rates, caused by poor eating habits and decreasing levels of physical activity.

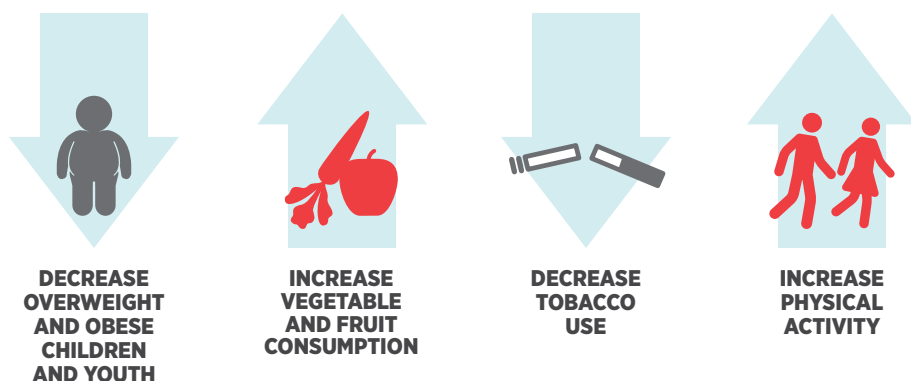
To address this crisis, the Foundation will leverage our existing partnerships with more than 4,000 schools across Canada to have school communities become hubs that drive healthy behaviour change among children, youth and families. The **healthy school community initiative** will involve many stakeholders in the broader school community, such as families, governments and other organizations to collectively improve the health of children and youth.



JUMP ROPE FOR HEART

For more than 30 years, Jump Rope for Heart has taught children the importance of healthy living while raising funds for life-saving research and other Foundation programs.

OUTCOMES FOR CHILDREN AND YOUTH:



EMPOWERING CANADIANS TO LIVE HEALTHY LIVES

As adults are the primary group affected by heart disease and stroke, they are the ideal target for preventing disease.

We will focus on three key prevention areas for adults that will have significant health impact:

Improve healthy eating and nutrition by continuing our efforts in areas such as Health Check and developing a consolidated initiative to increase vegetable and fruit consumption and the number of Canadians eating healthy diets. This is vital as healthy eating is fundamental to good health and an important way to reduce the risk of many chronic diseases. Further, as access to healthy food can be a challenge for many, we are working to make it more available and affordable.

Increase physical activity by working with partners to create more opportunities for Canadians to become physically active.

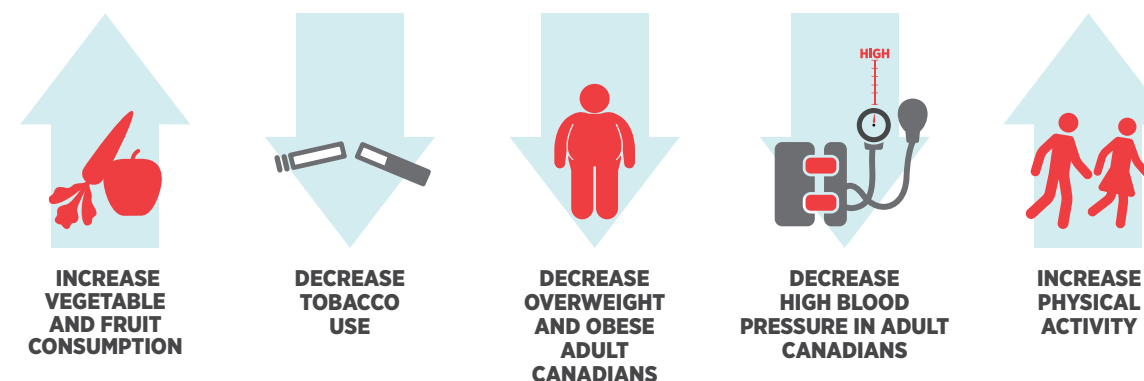
Reduce the rates of tobacco use and hypertension by establishing or expanding existing programs. The goals are to have more people stop using tobacco products and to identify those with high blood pressure and other risk factors and then help them better manage their condition and risk factors.



HEALTH CHECK™

Health Check is the Foundation program that identifies food products and menu items that can contribute to an overall healthy diet. It is based on Canada's Food Guide, and all Health Check products are reviewed by registered dietitians. The program currently includes more than 1,500 grocery and 135 restaurant menu items in more than 2,000 restaurants across Canada.

OUTCOMES FOR ADULTS:



SAVE LIVES

Timely, high quality care, when heart attack, stroke or cardiac arrest occur is something all Canadians are entitled to receive — because each minute the heart or brain is deprived of oxygen and blood flow increases the chance of permanent damage.



SAVE LIVES

ENABLING FASTER, BETTER CARDIAC EMERGENCY RESPONSE AND TREATMENT

An estimated 70,000 heart attacks and 45,000 cardiac arrests occur in Canada every year. More than 85 per cent of cardiac arrests occur outside hospital and in these cases only five per cent of people survive. We support advances that save lives and preserve the health of heart attack and cardiac arrest victims.

The specific initiatives are to:

Improve awareness and willingness to respond to heart attacks and cardiac arrests because every minute counts. We are building awareness so that knowing what to do and taking action during emergencies is an ingrained, normal response.

Expand cardiopulmonary resuscitation (CPR) education to give everyone the tools and confidence to respond to cardiac emergencies. This takes the form of basic training for the public, and advanced training for healthcare professionals.

OUTCOMES:



DECREASE MORTALITY FROM CARDIAC ARRESTS



DECREASE MORTALITY FROM HEART ATTACKS

Increase access to automated external defibrillators (AEDs) and the number of people trained to use them. We have already partnered to place more than 6,000 AEDs in public places across the country, and trained tens of thousands of people to use them.

Support healthcare professionals to ensure consistent, quality care everywhere by working towards national standards for cardiac emergency care.

HEART ATTACK VS. CARDIAC ARREST
— WHAT'S THE DIFFERENCE?

HEART ATTACK

A heart attack occurs when the blood supply to the heart is slowed or stopped. Signs of heart attack include shortness of breath, chest discomfort, sweating and nausea.

CARDIAC ARREST

Cardiac arrest translates to “heart stop.” It is the sudden and unexpected loss of heart function. Signs of cardiac arrest include no breathing or only gasping, no movement and no pulse.

Visit heartandstroke.ca/heart for more information on emergency signs and actions.

ENABLING FASTER, BETTER STROKE RESPONSE AND TREATMENT

Each year, 50,000 strokes occur in Canada.

It is a leading cause of death and a major cause of disability. Strokes have a profound impact on Canadians and their families. For years, the Foundation has partnered to improve stroke response and treatment.

We continue to do so by:

Promoting stroke best practices to healthcare professionals. We helped develop the Canadian Stroke Strategy and Canadian Best Practice Recommendations for Stroke Care. We are now leading their implementation. We are committed to becoming even more effective in promoting best practices in stroke care.

Raising public awareness of the signs of stroke and transient ischemic attacks (TIAs or mini-strokes), through national public awareness activities, to educate Canadians on the seriousness of stroke and that it is a medical emergency requiring immediate action.

OUTCOMES:



DECREASE MORTALITY FROM STROKE



DECREASE BURDEN OF STROKE DISABILITY

Strengthening collaboration among healthcare professionals to promote awareness and application of best practices, by bringing stroke professionals together to share knowledge, experience and new ideas.



PROMOTE RECOVERY

An estimated 1.6 million Canadians are living with the effects of heart disease and stroke. Proper support to deal with their condition and help them navigate the healthcare system improves their quality of life and decreases the risk of further negative impact on their health.



PROMOTE **RECOVERY**

ENHANCING SUPPORT FOR SURVIVORS AND CAREGIVERS

Heart disease and stroke are the two leading causes of hospitalization in Canada, combining for 350,000 hospitalizations. The impact on the lives of survivors, families and caregivers is often enormous.

The Foundation's experience and partnerships make us a trusted source of information on recovering from, and living with, heart disease and stroke. The Foundation will join forces with our partners to support survivors, families and caregivers through:

- Information about their conditions
- Guidance on how to manage those conditions
- Help to find their way through our complex healthcare system
- Assistance to connect with others who are also going through the same experience.

Over the coming years, we will carefully study best practices and develop a program that meets patient needs across Canada.

OUTCOMES:



INCREASE QUALITY OF LIFE FOR SURVIVORS, FAMILIES AND CAREGIVERS



INCREASE SURVIVOR RISK FACTOR MANAGEMENT TO PREVENT FURTHER INCIDENTS

PARTICIPATING IN **REHABILITATION FOLLOWING A HEART ATTACK** LOWERS SUBSEQUENT **DEATH RATE BY 50%**

HEART AND STROKE FOUNDATION CENTRE FOR STROKE RECOVERY

This one-of-a-kind centre is a multi-disciplinary, multi-site partnership of Canadian universities and hospitals. Researchers share knowledge and collaborate to improve patient recovery.



RELENTLESSLY IMPROVING **THE HEALTH OF EVERY CANADIAN FAMILY, EVERY DAY**

Tackling the big challenges Canadians face requires an ambitious plan and practical ways to make it a reality. The following activities are the ways we are working to implement our plan.



INVESTING IN LIFE-SAVING RESEARCH

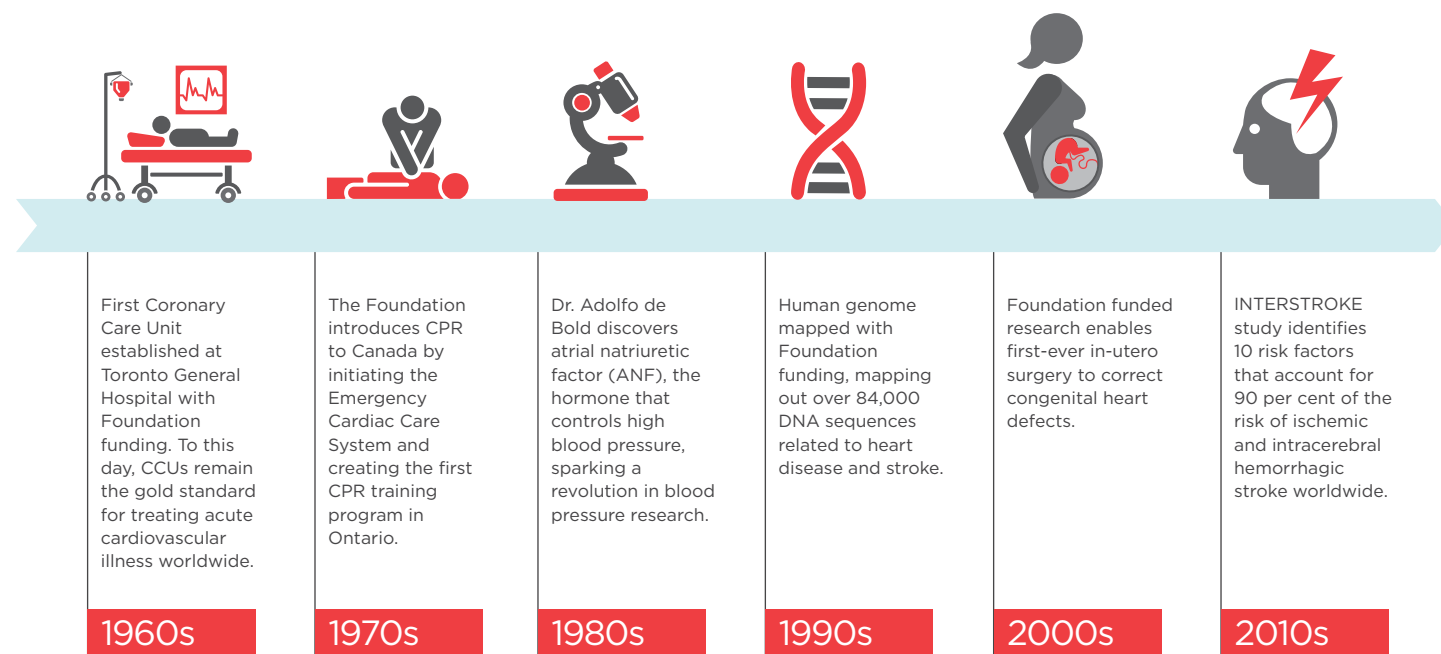
The Foundation has invested more than \$1.35 billion in world class, life-saving Canadian research. We are now putting even more attention on research that will prevent disease, save lives and promote recovery — to find focused, tangible ways to improve the health of Canadians.

SOME RESEARCH BREAKTHROUGHS WE HAVE FUNDED

- Heart and heart valve transplant surgery
- Discovery of the hormone that controls high blood pressure
- Contributions to drugs that reduce risk of stroke, e.g. Aspirin™ and ACE inhibitors
- Discovery of genetic links to heart disease and heart arrhythmias
- Participation in an international study that identified nine modifiable risk factors accounting for 90 per cent of heart attacks



FOR SIX DECADES, THE HEART AND STROKE FOUNDATION HAS SUPPORTED CANADIANS IN LIVING LONGER, HEALTHIER, FULLER LIVES.



ADVOCATING FOR HEALTHY PUBLIC POLICIES

Our advocacy work advances important health priorities with elected officials and government policy makers, leveraging our shared commitment to the health of Canadians. We enlist the voice of the public in these advocacy campaigns, to help make healthy choices the easy choices. We offer advice to governments, as well as build public awareness and engagement to drive change.

SOME OF OUR ADVOCACY SUCCESSES

- Contributed to stronger tobacco control policies and legislation over the past 40 years
- Ongoing effort to establish policies that help Canadians decrease salt in their diet — a major contributor to high blood pressure and stroke
- Working with governments to install automated external defibrillators (AEDs) in public places and offer training on their use
- Helped develop strategies and systems to improve stroke care across Canada



PARTNERING WITH STAKEHOLDERS

More than ever, the Foundation is working with partners to become extraordinary together. Partnerships are essential to all our activities, from volunteering, fundraising, health promotion, education, to the expansion or creation of programs.



DONORS	VOLUNTEERS	RESEARCHERS, HOSPITALS & UNIVERSITIES	HEALTHCARE PROFESSIONALS
ALL LEVELS OF GOVERNMENT	CORPORATIONS	OTHER HEALTH CHARITIES	ALL CANADIAN FAMILIES

ENGAGING CANADIANS TO MAKE HEALTH LAST

We undertake large-scale **public awareness campaigns** that have empowered many to make positive changes to live a healthy life free of heart disease and stroke; or to know what to do in the event of a cardiac or stroke emergency. Such campaigns provide Canadians with information they can use every day.

RECENT PUBLIC AWARENESS CAMPAIGNS

- **Make Death Wait** and **Make Health Last** to drive awareness of the impact of heart disease and stroke, and — the need to reduce risk through healthy change
- **Stroke warning signs** — to drive quicker action in the case of stroke
- **CPR** awareness campaigns

HEALTH PROMOTION AND INFORMATION TOOLS

Going beyond awareness, the Foundation offers **health promotion and information tools** to help Canadians take control of, and improve their health. These are increasingly web-based through our online Health eTools. We also offer healthcare professionals information on up-to-date best practices through professional development activities.

OUR HEALTH ETOOLS



Make Health Last Print Campaign

ENSURING HEALTH EQUITY

The diversity of Canada's population encompasses gender, geography, language, ethnicity and income level. Some of these may lead to increased risk factors and health inequalities. For instance, certain communities — including the Aboriginal, Chinese and South Asian — have a significantly higher likelihood of developing heart disease and stroke, as do those living in low income, rural and northern communities.

The Foundation recognizes that these needs must be addressed in an equitable way. We want to make healthy choices — such as access to affordable, healthy food — the easy choices for all. To that end, we are expanding our partnership activities with communities that face greater risk, jointly zeroing in on the greatest opportunities for positive health impact.



RISK FACTORS

Aboriginals have a 50 per cent higher heart disease rate than the rest of Canadians	Those living in rural areas are more likely to report risk factors such as high blood pressure, smoking and obesity	The lower a person's income, the greater the likelihood of experiencing heart disease and stroke
Women are 16 per cent more likely to die of a heart attack than men	South Asians have up to 300 per cent higher rates of living with or dying from coronary artery disease	Women of Chinese descent have the highest stroke death rate as compared to other women

OUR PROMISE TO YOU

We will only succeed by working together with you and all Canadians, so we promise:

DONORS: to use your investment wisely and effectively to achieve maximum impact on the health of all Canadians,

VOLUNTEERS: to offer you a rewarding experience, putting your skills to the best use possible,

RESEARCHERS, HOSPITALS AND UNIVERSITIES: to support your work to the best of our ability,

HEALTHCARE PROFESSIONALS: to offer learning opportunities about best care practices,

GOVERNMENTS: to offer the best policy advice and to join forces to promote health,

SPONSORS AND CORPORATIONS: to offer opportunities to make a difference,

OTHER HEALTH CHARITIES: to work together, using our combined resources effectively to achieve shared goals and,

ALL CANADIAN FAMILIES: to empower you to make positive changes in your health and lives.



OUR VALUES

The Foundation's values describe how we work to attain our vision, honouring the trust placed in us by our partners and all Canadians. They allow us to fulfill our promises to partners and supporters. Our values are:

A PASSION FOR HEALTH

We strive each and every day to support Canadians in achieving healthy lives free of heart disease and stroke. Our passion unites us, drives us and sustains us in our work. Success begins with our own behaviours, and we support our Heart and Stroke Foundation community to live balanced, healthy lives.

MAKING A DIFFERENCE

We honour the trust placed in us by our donors, volunteers and partners by dedicating ourselves to improving the health and lives of Canadians. Our mindset of innovation leads us to find ways to make a positive difference, while acting as careful stewards of our volunteers' and donors' generous gifts.

LEARNING EVERY DAY

We thrive on challenging ourselves and supporting the growth and development of those around us. This continuous learning is fueled by fact-based analysis that guides our decision-making and directs our progress. As we learn, so will we take great strides toward achieving our goals.

BEING EXTRAORDINARY TOGETHER

Our volunteers, donors, partners and employees are the heart and soul of the Foundation. As we engage together through living a vibrant culture of philanthropy we develop a stronger, deeper relationship with our mission, and we will achieve what become common goals. Our collective strength, drawn from collaboration, mutual respect and trust, is truly extraordinary.

EMBRACING DIVERSITY

We benefit from living amidst the array of perspectives, backgrounds and beliefs across our country. We celebrate our differences, our rich multicultural society, and support Canadians from all walks of life to achieve a healthy future.

JOIN US

For more than 60 years, Canadian families have looked to the Heart and Stroke Foundation to help them improve their health every day. Thanks to millions of Canadians like you, we have made tremendous progress — but we will not stop until all Canadians live healthy lives free of heart disease and stroke. We hope you want to be part of our shared success as we work to achieve our ambitious goals by 2020. We invite you to:

LEARN about healthy behaviours from the information we offer in publications, online materials and in-person events,

LIVE a healthy life with the help of our tools and resources,

SPREAD THE MESSAGE about preventing heart disease and stroke, saving lives and promoting recovery among your family members, friends and community,

DONATE to further our work, making a difference in people's health and lives,

VOLUNTEER so we can extend the reach and effectiveness of our activities,

LEND YOUR VOICE to our campaigns for healthier laws and government policies.

We have accomplished a lot together. We thank our supporters and want to express our gratitude. We continue to need your support to help us save and improve even more lives. Perhaps yours. Perhaps someone you love. Perhaps someone you will see today.

**Healthy lives free of heart disease and stroke.
Together we will make it happen.**

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