



HEART & STROKE FOUNDATION

Finding answers. For life.

THE MARKET

The Heart and Stroke Foundation of Canada (HSFC), a volunteer-based health charity, leads in eliminating heart disease and stroke and reducing their impact through the advancement of research and its application, the promotion of healthy living and advocacy. HSFC is a federation of 10 Provincial Foundations, led and supported by a force of more than 134,000 volunteers.

The mission of the Foundation has three major aspects — research, health promotion and education (both consumer and professional) and advocacy.

On the research front, in 2005 alone, the Foundation invested nearly \$54 million into peer-reviewed heart disease and stroke research. In addition, the Foundation is providing over \$8 million annually to support the training of young Canadian heart and stroke researchers. Since 1956, the Foundation has invested close to \$950 million in research support.

Through health promotion and education, the Foundation encourages Canadians to lead healthier lives — to be active each day, to eat a balanced diet, to live smoke-free — in order to reduce their risk of developing heart disease and stroke. The Foundation also promotes training guidelines that help Canadians save lives by learning cardiopulmonary resuscitation (CPR).

Advocacy is a top priority. In the past year, the Foundation advised the government on issues such as the review of *Canada's Food Guide to Healthy Eating*, food labeling, food fortification guidelines and the elimination of trans fats from the food supply. Foundation-based advocacy has helped pave the way towards tobacco control and smoke-free spaces and is making Canadians aware of the danger of untreated high blood pressure.

ACHIEVEMENTS

When Heart and Stroke Foundation research, health promotion and advocacy combine, the results benefit everyone. The Ontario Stroke Strategy is an example.

Research showed a drug called tPA could dissolve the blood clots that cause the most common type of stroke; **health promotion** geared up to teach Ontarians the warning signs and symptoms of stroke; **advocacy** persuaded the provincial government to back a new stroke care system bringing diagnosis, treatment and rehabilitation into a series of specialized centres. Building on this success, the Heart and Stroke Foundation is a leader in



developing a Canadian Stroke Strategy, which will ensure that all Canadians have access to coordinated and integrated stroke prevention, treatment, rehabilitation and community re-integration by 2010.

In partnership with federal, provincial and municipal governments, HSFC is working to expand the presence of automated electronic defibrillators (AEDs) in public spaces. AEDs use electric shocks to restore normal heart function when the heart stops beating — a cardiac arrest. AEDs are part of a major emphasis by HSFC to make every Canadian aware of the Chain of Survival™, in which some of the critical links are: call 9-1-1 or emergency services, use CPR and have a trained person use an AED as soon as possible.

HSFC is leading the way in helping the federal government warn Canadians about the health impact of trans fatty acids (trans fat). Trans fat consumption significantly increases the risk of coronary heart disease. The federal government asked the HSFC to co-chair, with Health Canada, a national Trans Fat Task Force to find ways to practically eliminate trans fats in Canadian foods. The Task Force's recommendations were submitted to the Minister of Health in June 2006, and the Foundation will continue to press for action on this issue.

To deal with the problem of overweight and obesity, the Foundation launched **Target**

Obesity — over \$1 million in research funding to examine the biological, social, behavioral and environmental aspects of this deadly epidemic.

The Foundation's *Action Plan on Obesity* recommends removing “junk” food from vending machines in schools and increasing physical activity in schools, workplaces and communities.

HISTORY

At the Heart and Stroke Foundation, history is very much a living presence. The Foundation has come so far in so short a time that the past is a living reality, a tradition that today's young researchers can all but reach out and touch.

Only 40 years ago, diagnosis of high blood pressure was a death sentence and heart attack and stroke patients were told to go to their beds and spend the rest of their lives there. Dr. Michael Sole remembers that in the 1960s, as a young emergency physician, he bled patients to treat acute congestive heart failure — a treatment straight from the 18th century.

Today Dr. Sole anticipates the day that every Canadian will have their genome on a compact disc — the blueprint for lifetime prevention of heart disease and stroke.

Take another example. In 1963, a very sick 23-month-old child named Maria made medical history. Maria Surnoski was a “blue” baby. Blue babies are born with congenital defects that cause

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Health information you can trust. May 2006

this month's Features

Cuff it!
You can't control your family history or your age, but you can control behaviours that put you at higher risk of high blood pressure. Here are [five steps you can take](#) to keep it in the healthy range.

Men and blood pressure
If your blood pressure is at the high end of normal, you're still at risk. [Read now.](#)

recipe File
Kick off the warm-weather season
Smoked salmon, avocado and watercress pinwheels; Roasted beet, hearts of palm and baby arugula salad; Beef, mango and red pepper kebabs; Strawberry and rhubarb compote in phyllo cups. [Read more.](#)

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blood from the lungs to flow back to the lungs rather than to the body. Such babies look blue because insufficient oxygen is circulating in their bodies. Eighty percent of blue babies died within the first year of life.

All that changed when surgeon Dr. William Mustard reversed the direction of the blood flow in Maria's heart. She was his first patient. Today she is married with grown children of her own.

And that's only part of the story. Heart and Stroke Foundation funding made possible the first-ever cardiac critical care unit, helped fund some of the earliest research into the cardioprotective qualities of acetylsalicylic acid (ASA), commonly referred to as Aspirin® and pioneered the transplantation of heart cells to boost heart function.

THE PRODUCT

Each year HSFC publishes more than 200 information products on heart disease and stroke.

In addition, all Canadian cardiopulmonary resuscitation (CPR) training materials published in Canada, whether by the Foundation or other organizations, are based on international guidelines developed by HSFC and other experts.



meets specific nutrient criteria based on *Canada's Food Guide to Healthy Eating*.

Visit <http://www.healthcheck.org>.

RECENT DEVELOPMENTS

Across Canada, provincial Heart and Stroke Foundations are taking action at a community level to boost heart health.

In Newfoundland, over 1,000 students in five schools have been running, jumping and playing as part of the school curriculum. This daily exercise program was piloted by the Heart and Stroke Foundation of Newfoundland. The Foundation hopes to bring this program to all elementary schools in the province.

Halifax, Nova Scotia is about to become a more active, walker-friendly city thanks to the Heart and Stroke Foundation of Nova Scotia's input into a 25 year regional growth plan.

Prince Edward Island kids are increasing their exposure to heart-healthy foods thanks to the Heart and Stroke Foundation of PEI. A school healthy eating policy was officially adopted by the province in September 2005.

In Quebec, development of a provincial stroke strategy is well under way, guided by input from the Heart and Stroke Foundation of Quebec.

In Ontario, the Heart and Stroke Foundation continues to be instrumental in leading public education campaigns to build support for smoke-free legislation and to improve public access to AEDs.

People in Manitoba are now better informed about the warning signs of stroke thanks to a robust and informative campaign by the Heart and Stroke Foundation of Manitoba. It's the first step in establishing a province-wide stroke strategy.

It's getting more difficult to light up and a lot easier to butt out in Saskatchewan. The Heart and Stroke Foundation of Saskatchewan (HSFS) played a key role in the development of the province's Tobacco Control Amendment Act. Public places in Saskatchewan have been smoke-free since January 1, 2005.

Thanks to advocacy efforts led by the Heart and Stroke Foundation of Alberta, NWT & Nunavut (HSFA), the government of Alberta has dedicated \$20 million for stroke care delivery throughout the province over the next two years. HSFA's goal is that every Albertan, regardless of where they live, has timely access to high-quality stroke care.

The Heart and Stroke Foundation of British Columbia & Yukon's advocacy program is ambitious. It seeks to influence public policy and regulatory change to decrease the impact of tobacco, increase physical activity, encourage heart-healthy eating and address the needs of heart patients and stroke survivors.

PROMOTION

The HSFC Web site (www.heartandstroke.ca) is a much-visited resource. It is widely recognized as one of most comprehensive sources of information on heart disease and stroke in Canada. Over

80,000 Canadians receive Heart&Stroke He@lthline, a free, online monthly e-newsletter that can be subscribed to or viewed online at www.heartandstroke.ca.

In schools across Canada, exercise-based fund-raising programs such as Heart&Stroke Jump Rope for Heart promote active, healthy living for today's and future generations.



Heart&Stroke Big Bike and Walk for Heart also combine good healthy fun with fund-raising, while creating awareness that heart disease and stroke are the leading cause of death in Canada.


Heart&Stroke lotteries in Ontario and British Columbia are huge successes in generating funds for research. Over \$110 million has been raised since 1997.

BRAND VALUES

In 2003, HSFC developed a new tagline: "Finding answers. For life." That tagline identifies and celebrates our strengths and unique characteristics: caring, knowledgeable, responsible and innovative.

THINGS YOU DIDN'T KNOW ABOUT THE HEART AND STROKE FOUNDATION

- Heart and Stroke Foundation cookbooks have sold more than 1.5 million copies.
- The Heart and Stroke Foundation "Hearts in Motion" walking clubs provide a list of great walks to keep the whole family on the trail to heart fitness.
- The Heart&Stroke Big Bike was built to an Alberta design and seats 30 pedallers.
- From 1952 to 2003, the cardiovascular death rate in Canada was reduced by 70 percent.



**Walter Gretzky,
Stroke Survivor**

I'm alive today
because someone knew
the signs of a stroke.

DO YOU?

**JUNE is
STROKE MONTH**

STROKE WARNING SIGNS

WEAKNESS
Sudden loss of strength or sudden numbness in the face, arm or leg even if temporary


TROUBLE SPEAKING
Sudden difficulty speaking or understanding or sudden confusion, even if temporary

VISION PROBLEMS
Sudden trouble with vision, even if temporary

HEADACHE
Sudden severe and unusual headache

DIZZINESS
Sudden loss of balance, especially with any of the above signs

Call 9-1-1
or medical emergency
number immediately.



www.heartandstroke.ca

Health Check™, the Heart and Stroke Foundation's food information program, is a well-recognized and trusted symbol for healthy food choices on over 700 products in the grocery store.

The Health Check symbol on the package means that the product's nutrition information has been reviewed by the Foundation's dietitians and