



*Annual Report*  
**2019**



THE HEART  
AND STROKE  
FOUNDATION  
SOUTH AFRICA



## Table of Contents

- Pg 1. Message from the CEO*
- Pg 4. Message from the Chairperson*
- Pg 8. Board of Directors*
- Pg 9. Vision, Mission and Key Messages*
- Pg 10. The Global and Local Patterns of CVD*
- Pg 10. Key Health Events and Campaigns*
- Pg 15. Flagship Programme*
- Pg 17. Health Promotions Programme*
- Pg 21. Nutrition Science Programme*
- Pg 24. Public Relations and Communication Department*
- Pg 26. Income Streams: Endorsements, Donations and Fundraising*
- Pg 29. The Heart and Stroke Foundation South Africa's Champion and Campaign Sponsors*
- Pg 30. Testimonials*
- Pg 32. Research and Publications*
- Pg 33. Staff*
- Pg 36. Financial Statement*



**WILLOWTON**  
GROUP



## MESSAGE FROM THE CEO



**Professor Pamela  
Naidoo**

In the 2018\_2019 financial year, the Heart and Stroke Foundation South Africa (HSFSA) conducted its work with a great level of depth ensuring that the vision and mission of the organization was realized. Cardiovascular disease (CVD), which includes heart disease, strokes and other circulatory conditions, continue to pose a threat to the well-being of South Africans, given that it is recognized as having a high burden of disease status relative to other non-communicable diseases

(NCDs). The latest statistical estimates indicate that an estimated 82 000 die from CVD every year. The Foundation, therefore, needs to play a crucial role in primary and secondary prevention, as well as in mitigating the negative health outcomes of CVD.

As the CEO, my key focus areas of work are not only to maintain the relevance of the organization but to also ensure its sustainability. Medium to long-term sustainability can only be achieved on a sound financial management plan. The impact of withdrawing refined grains from the Heart Mark endorsement programme saw a drop of an estimated R1million in income. It was essential, therefore, to find novel and creative ways to fill the income gap whilst maintaining the integrity and trustworthiness that the Foundation currently enjoys. I am very pleased to report that even in the face of an economic downturn we have built new partnerships and strengthened existing ones. This enables the HSFSA to continue its activities and programmes that positively impacts the CVD burden in SA, regionally and globally. The Foundation is very grateful for the continued support of our Platinum and Gold Sponsors. It is through their commitment that we are able to extend our reach to under-served communities.

The HSFSA has many successful programmes and runs many campaigns in





health promotion, nutrition and disease prevention. In general, HSFSa focuses on risk factors for CVD onset such as hypertension, increased levels of “bad” cholesterol, obesity, tobacco smoking and vaping, lack of physical activity and increased alcohol consumption. Details of the activities of all of these components of our work are contained in this annual report. I would like to highlight in my message the high-level work done in relation to advocacy, health policy, stakeholder engagement and collaborative health campaigns. The National Department of Health, World Heart Federation, South African Heart Association, African Heart Network, the SANCDs Alliance, local and international universities and the private sector form an important and meaningful part of our very rich stakeholder relationships.

An important component of work in heart disease, namely Sudden Cardiac Arrest (SCA) was highlighted by the HSFSa in partnership with Philips and Philips Foundation through a very exciting “Back to Rhythm” (B2R) campaign. The B2R campaign was definitely the flagship campaign for this financial year which allowed the Foundation to expand on their areas of focus and provide the public with more empowering knowledge of circulatory diseases. The B2R campaign comprised a series of 12 activations which highlighted a “healthy, holistic life-style”, created awareness of SCA and the use of a simple medical device, namely an Artificial External Defibrillator (AED) which can help to save lives. My sincere gratitude goes out to Philips and Philips Foundation for this important collaborative initiative which culminated in World Health Day, 2019.

In an attempt to focus on one of the key risk factors for heart disease and strokes, namely hypertension, I convened a round table at the 2018 South African Stroke and Hypertension Conference held in Stellenbosch. Given the recent changes in the hypertension guidelines put forward by the American Heart Association and European Society of Cardiology, it was important for South Africa to also review its hypertension guidelines. This was a very successful meeting which included important partners in the field, namely colleagues from the National Department of Health’s NCDs cluster, scientists and health practitioners.

The increased emphasis on stroke with our key partner, the Angels Initiative



has continued to be an important part of the work the Foundation does. In the collaboration with Angels, the educational reach on stroke symptoms and stroke management was extended to doctors and fellow health care practitioners through a road show around the country. As a member of the World Stroke Organization Board, I also have the opportunity to bring best practice advocacy methods, and primary and secondary stroke prevention strategies to be implemented in South Africa. My attendance at the 2018 World Stroke Conference helped to solidify the Foundation's relationship with the global stroke community.

In continuing to address the behavioural risk factors for CVD, my attendance and participation at the International Congress of Behavioural Medicine in 2018, was invaluable. Behavioural principles (BP) are consistently used in campaign strategies for harm reduction of tobacco smoking, detrimental alcohol consumption and consumption of unhealthy foods. BP is also applied as a campaign strategy for positive health messaging to motivate individuals to increase self-care.

The Foundation is also excited that the launch of the research grants took place in this financial year and two grants were awarded for work in hypertension (Health Systems Trust) and chronic stress (North West University). We look forward to the outcome of these projects as the evidence produced will inform the programmes the Foundation runs.

I would like to thank the HSFSA Board for their guidance and support. In particular my sincere gratitude goes out to the Foundations immediate past Board Chairperson, Dr Krisela Steyn, and the current Board Chairperson, Dr Leshni Shah. Last but not least I would like to thank my staff for their commitment to the Foundation.

In conclusion, I would like to humbly report that I was voted the best CEO in the Health Sector by CEO Global. I hope that this award helps to sustain the confidence that our Board and key stakeholders have in me for my commitment in running the Foundation with the primary purpose of reducing CVD burden especially amongst vulnerable groups of people in South Africa, and maintaining the organization's financial sustainability.

## CHAIRPERSON'S REPORT



**Dr Leshni Shah**  
**(Current Chairperson)**



**Dr Krisela Steyn**  
**(Immediate Past Chairperson)**

Dear Stakeholders, Donors, Sponsors and Fellow Board Members

It is with great pleasure that we present the annual report for the financial year ended March 2019, another successful year in the history of the Foundation, both financially and with respect to the community-based health initiatives the Foundation is increasingly recognised for. The provision of equitable and effective healthcare solutions is a significant challenge for our country. Allied organisations like the Heart and Stroke Foundation SA may increasingly play more significant roles as part of the healthcare value chain, particularly in preventative medicine and as a value-add in primary care through education and screening. Hence, the sustainability and relevance of the Heart and Stroke Foundation is becoming even more vital in the healthcare value chain.

Cardiovascular disease and the resultant complications are recognised the world over as a major non-communicable disease burden in many countries, with South Africa being no exception.

The main initiatives of the Foundation towards prevention and alleviation of CVD for this financial year include:

- The B2R Campaign in partnership with Philips and the Philips Foundation. This campaign helped to drive public knowledge with respect to circulatory disease, in particular, the urgent management of Sudden Cardiac Arrest.
- Another major area of focus for the HSFSa is the management of





hypertension. Following the release of new guidelines for the management of hypertension by the American Heart Association and the European Society of Cardiology, Prof Naidoo convened a round table at the 2018 South African Stroke and Hypertension Conference held in Stellenbosch, together with representatives from the National Department of Health Non-communicable disease cluster, scientists and health practitioners, in order to review the local guidelines for the management of hypertension. The revised guidelines subsequently form the basis of the awareness campaigns driven around the management of hypertension and its consequences if poorly managed.

- With respect to public awareness campaigns, Prof Naidoo has placed major emphasis on behavioural messaging and how this has extensive implications for health outcomes. This centred around alcohol consumption, tobacco usage and vaping, and of course, the need for healthy food consumption. Routine exercise is also advocated as an essential part of healthy behaviour.
- Together with the Angels initiative, the Foundation continues its drive to educate both health care workers in the field and the public at large on the symptoms of stroke and stroke management.

As mentioned last year, the Foundation successfully launched the Research Grants, funded and managed by the HSFA. Two research projects were selected and are in the process of receiving the allocated funds. The titles for these grants are:

(a) Acute and Chronic Stress: Susceptibility for brain and cardiac injury”, and

(b) Assessing the Barriers to Hypertension control in selected primary health care facilities providing chronic care services in the Zululand district.

With respect to the financial position, due to the economic climate and the inherent challenges faced by a NPO in its fund-raising drives, there was a drop in income over the last financial year. This was offset by conservative spending and in part utilising reserves built up over the more successful financial years, but this is of course, not ideal.

Funds have been invested into public awareness and advocacy activities using various media platforms. The total annual cumulative media reach was 332



553 151.67, excluding online impressions.

The revenue generated by the Heart Mark decreased, largely as result of the removal of the Heart Mark from refined grains. Prof Naidoo continues to make this an area of focus to replace revenue lost through the Heart Mark.

We continue to have immense gratitude towards our sponsors: Willowton, Lucky Star, Tiger Brands, Unilever, Dischem and Pharma Dynamics.

Given the current economic climate, the Foundation faces an increasingly challenging environment for revenue generation and the sustainability of the organisation. One of the priorities for the new financial year will be to identify new sources of revenue, including how the Foundation may utilize its own resources to become a generator of income. These initiatives are currently being investigated and will hopefully start to launch within the current fiscal, although the revenue may only follow in the next financial year.

The Foundation wishes to thank its generous donors and sponsors. The companies that have selected to endorse their healthy food offerings with the Heart mark, will continue to be the primary revenue driver for the Foundation. As current research and understanding into optimal dietary habits emerge, we hope the consumer food companies will continue to partner with the Foundation to help drive the message of healthy food consumption and its importance in prevention of heart and stroke diseases, by opting to carry the well-recognised Heart mark endorsement.

I wish to thank Prof Naidoo for the integrity with which she manages the work of the Heart and Stroke Foundation South Africa (HSFSA), and for bringing to bear her business acumen, leadership ability and her knowledge gained in the fields of behavioural medicine and research to the work of the Foundation. Her membership and continued management of relationships with relevant organisations such as the National Department of Health, the World Heart Federation, local and international universities and other private sector bodies, maintains the relevance of the HSFSA with its stakeholders and influencers, while keeping the organisation abreast of the latest health management principles in the fields of cardiovascular disease and hypertension. Under the





guidance of Prof Naidoo, the Foundation will continue to work towards being a diverse organisation, representative of the people it serves, together with showing an understanding of the diversity, and differing socio-economic levels of society it serves and how this impacts health and well-being.

An extension of gratitude to my fellow board members for their wisdom, support and guidance in driving the Heart Stroke Foundation South Africa.



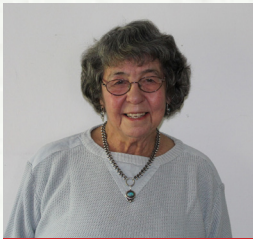
## BOARD OF DIRECTORS



Dr Leshni Shah  
(Chairperson)



Mr Farouk Meyer  
(Vice-Chairperson)



Dr Krisela Steyn



Prof Richard Nethononda



Prof Gugu Mchnunu



Prof Edelweiss Wentzel-Viljoen



Prof Pamela Naidoo



Nanette Crouse



## VISION

To promote cardiovascular health through advocacy, influencing health policy, providing education, information, tools and support which will:

- Empower people to adopt healthy lifestyles for CVD prevention and seek appropriate care early in the disease trajectory
- Assist the public in making healthier lifestyle choices

## MISSION

To halt the rise of premature deaths through CVD in South Africa and promote the adoption of healthy lifestyles.

## KEY MESSAGES

Cardiovascular disease (heart disease, strokes and vascular disease) is one of the leading causes of premature death and disability in South Africa

Risk Factor reduction is imperative in decreasing the chances of CVD onset.


Well known risk factors for CVD onset include raised blood pressure, obesity, diabetes, increased alcohol use, tobacco smoking and other negative socio-economic environments such as poverty and air pollution

Adoption of healthy behaviours over the life-course helps to mitigate CVD onset


Blood pressure  $\geq 140/90$  dramatically increases the risk of CVD (heart disease and strokes) onset

Self-Management among adults who have CVD and those at risk for CVD onset increases health-related quality of life



**FACTS ABOUT CVD**




**18% of the 48% of NCD deaths**



**225 people die every day from either heart disease or strokes**

**10 adults suffer a stroke in South Africa every hour**



**CVD leads the non-communicable diseases (NCDs) burden in South Africa**





## THE GLOBAL AND LOCAL PATTERNS OF CVD

### THE GLOBAL CONTEXT

Non-communicable diseases (NCDs) - a collective term for CVD, diabetes, cancer, chronic respiratory disease, mental health disorders and others - are the leading cause of deaths worldwide. NCDs cause over 60% of the world's deaths, 80% of which occur in developing countries. It is anticipated that by 2030 NCDs will overtake all other causes of death in Africa. Of all NCDs, CVD is the leading cause of disabilities and death killing 17,7 million people annually.

### CVD IN SOUTH AFRICA

NCDs are a leading cause of death and disability in young people in South Africa, second to HIV/AIDS. Of all the NCDs, heart disease and strokes make up the biggest burden. These conditions affect people in their most productive years which impacts negatively on our labour force. The burden on our health-care system is massive and so is the economic burden.

## KEY HEALTH EVENTS AND CAMPAIGNS

The Heart and Stroke Foundation SA focuses on campaigns and health days observed both globally and nationally that is associated with heart disease, strokes and their common risk factors. The aim of highlighting these health events is to create awareness, educate, inform, impact health policy and champion the advocacy efforts on health matters affecting heart disease and strokes. Driving public awareness with a follow up call to action is a goal we continuously strive for in the interest of all South Africans which we hope will ultimately alleviate the current burden on our public health system. The HSFA observes selected health days on the national health calendar as set out by the National Department of Health, such as National Nutrition Day. The Foundation also mobilizes South Africans, people on the African continent and around the world on global health days, such as World Heart Day and World Stroke Day.

## **World Health Day: 7 April 2018**

Globally the focus of World Health Day 2018 highlighted Universal Health Coverage (UHC): Everyone, Everywhere. The Heart and Stroke Foundation South Africa (HSFSA) supported the World Health Organisation campaign with #HealthForAll.



## **World Hypertension Day: 17 May 2018**

On World Hypertension Day we urged all South Africans to know their blood pressure in order to assess their risk for heart disease and strokes. The HSFSA conducted free blood pressure assessments in the provinces of the Western Cape, Eastern Cape and KwaZulu-Natal during the measurement month of May. The Foundation used the #MeasureYourPressure to gain traction which was very well received by the online community.

## **World No Tobacco Day: 31 May 2018**

The Foundation partnered with the National Council Against Smoking, and the Department of Medicine at the University of Cape Town. The theme, "Tobacco breaks Hearts" spoke to the ill effects of smoking and the troubling statistics in South Africa. At present, the HSFSA awaits legislation to take its course on banning the smoking of cigarettes whether smokeless, e-cigarettes or vapes in public spaces. Support for the ban is received from the Western Cape No-Tobacco Task Team, the CANSA Association of South Africa, the UCT Lung Institute, the City of Cape Town, the SA NCD Alliance, the National Department and Provincial Departments of Health and many other advocacy health groups.





## **Rheumatic Fever Week: 1 - 6 August 2018**

The South African National Department of Health declared the first week of August Rheumatic Fever Week over twenty-five years ago, bringing long overdue recognition to this preventable condition that disproportionately impacts women and children in low and middle-income countries, including South Africa. The Rheumatic Fever Week focussed on three actions for the public to note to help reduce strep throat infections:

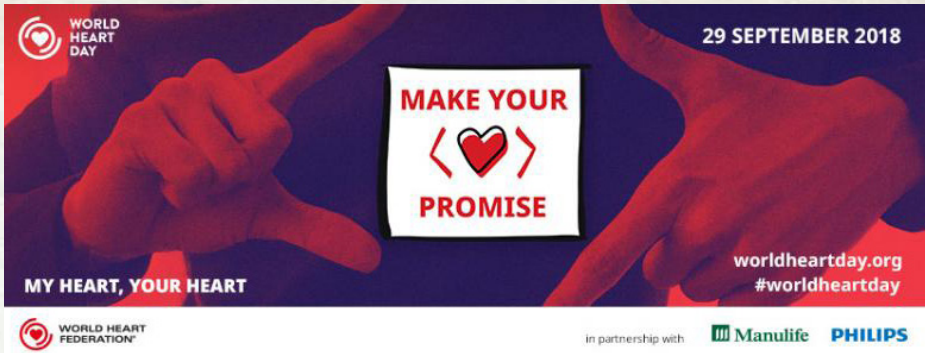
1. Seek medical advice for a sore throat
2. A child with strep throat should stay away from school to avoid spreading the infection to other children
3. Teach children good hygiene to prevent the spread of germs

## **Heart Awareness Month: September 2018**

The 2018 campaign called *"My Heart, Your Heart and the Hearts of all South Africans"* encouraged the public to eat healthy foods, do more physical activity, reduce salt intake, and remember that "tobacco breaks hearts". We continue to strive to reach a global goal of reducing premature deaths from CVD by 25% by the year 2025. Annually in South Africa 1 in every 5 deaths are caused by heart disease and strokes, totalling nearly 82 000 lives lost in a year.

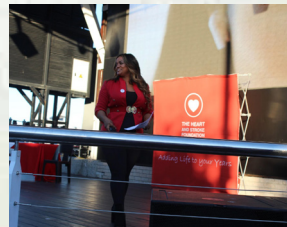
Heart Awareness Month is supported by the World Health Organisation (WHO) and our parent global body, the World Heart Federation (WHF). In 2018, we also identified Heart Heroes, a concept adopted from the WHF to highlight the work and determination of those working in the field of healthcare and prevention or even those who have bravely survived a CVD episode. The Foundation is happy to report that our CEO was one of the global Heart Heroes in 2018.





## World Heart Day: 29 September 2018

Heart Awareness Month culminated in World Heart Day, which highlighted the global theme “My Heart,Your Heart”. In South Africa this momentous occasion was marked by the Cape wheel at the V&A Waterfront lighting up in red. The Western Cape chapter for the campaign was led by our CEO, Professor Pamela Naidoo, Professors Karen Sliwe-Hahnle and Liesl Zühlke. At the V&A Amphitheatre, a holistic life-style was emphasized and the HSFSA educated the public on how to cook in a healthy way. The event was also made exciting by a demonstration of professional rope jumpers used in our Schools Health Promotion Initiative who showed that skipping is also a fun way to stay physically active. In Port Elizabeth the Donkin Reserve was successfully lit up on World Heart Day. In Durban the Coastlands Hotel lit up in support of World Heart Day; and Wits University in Johannesburg wrapped their pillars in red and held a fun walk in support of World Heart Day.





## **National Nutrition Week (NNW): 9 - 15 October 2018**

NNW 2018 put Breakfast in the spotlight: “The best way to start your day”. The HSFSA supported reiterating the importance of breakfast and healthy alternatives to sugary cereals or skipping breakfast altogether. The HSFSA generated radio interviews on the topic and used the social media #breakfast as we shared various healthy breakfast ideas. This gave us the opportunity to use our Heart Mark holder, Tiger Brands, Jungle Oats #HeartYourHeart Campaign.



## **World Obesity Day and National Obesity Week: 11th October; 15-19th October 2018**

World Obesity Day focused on ending Stigma around obesity. The HSFSA urged all South Africans and their families to end negative overweight stigma and avoid the negative health consequences of obesity.

## **Stroke Awareness Week: 28 October – 3 November 2018**

Improving public awareness of stroke symptoms was the main aim of Stroke Awareness Week in 2018. The Stroke Awareness Week message included how the negative consequences of the condition can be mitigated. In relation to Stroke Awareness Week, the Angels Initiative partnered with the HSFSA on a countrywide road show in which the Foundation’s CEO participated. An informative video called: Stroke: ACT F.A.S.T. was commissioned by the Foundation. Derick Watts and the Sunday Blues produced the educational and creative video which was overseen by DUKE. The video depicts a sock puppet show in which children are given information on what to do in an emergency when a family member or someone they know suffers a stroke.

## **World Stroke Day: 29 October 2018**

Stroke Awareness Week culminated in World Stroke Day, with the theme

#UpAgainAfterStroke: Support for Life After Stroke. This was once again a collaboration between the HSFA and the Angels Initiative. The aim was to increase stroke awareness and education across diverse communities in order to reach the population at large by introducing F.A.S.T.



## **Salt Awareness Week (SAW): 4-10 March 2019**

The HSFA took the lead from the World Action on Salt and Health (WASH) with the theme: Taking Action, during Salt Awareness Week, 4 - 10 March 2019. We released the new international salt survey revealing shocking levels still present in children's meals as it compared meals from popular fast food outlets from various countries. Knowing the survey results assists in applying pressure on the food industry to become more responsible in their food formulation.

## **FLAGSHIP PROGRAMME**

### ***Schools' Health Promotion Initiative***

The CEO of the HSFA launched the School's Health Promotion Initiative (SHPI) in 2017 as a pilot programme. The aim was to focus on raising awareness among South Africans on the importance of living a healthy life-style and to encourage the staff at educational institutions to know their health status by undergoing a health risk assessment.

Schools were initially selected in under-resourced areas in the Western Cape, Eastern Cape, Gauteng and KwaZulu-Natal provinces and since 2017 we have increased the number of schools in these provinces. This flagship programme will continue into the next financial year.

On the day of the event for the SHPI a holistic approach is used which includes a health talk for all learners which emphasizes the importance of a "healthy heart and brain" and includes a physical activity, namely a skipping



demonstration by a professional jump rope skipper. The staff are also offered a free health risk assessment. Through the generous donation of Dis-Chem each grade 6 learner receives a skipping rope to keep fit at school and at home. The rationale for encouraging a healthy life-style is based on the evidence which indicates that almost 1 in 4 children (22.9%) aged between 2-14 years in South Africa is obese or overweight. The grade 6 learners are seen as the influencers and leaders as they will become the grade 7 learners the school will look up to in the following year.

In this financial year, the SHPI programme was upscaled and has proven to be a success. We reached approximately 16 628 learners in 22 selected schools. All the staff at these schools had Health Risk Assessments and those who were found to be at risk for CVD were referred for further health investigations and care.

The CEO would like to thank our staff and volunteers for the success of the SHPI. The Board, CEO and HSFSa staff would also like to express their gratitude to the Foundations partners in this initiative, namely, Dis-Chem and The South African Jump-Rope Federation.



## MEETING THE HSFSa'S VISION AND MISSION: OUR WORK-STREAMS

In order to meet our vision and mission, the HSFSa has core work-streams, namely Health Promotion, Nutrition Science and Public Relations and Communications. Each work-stream takes responsibility for their primary deliverables, although much of the work carried out at the HSFSa requires teamwork across the work-streams.



## HEALTH PROMOTION PROGRAMME (HPP)

The HPP is the largest programme at the Foundation and is ably managed by Dana Govender who is based at our Durban office. The programmes strive to follow an evidence-based method to educate the public, assess for CVD risk and link high risk individuals to health care. Under-resourced communities are the primary target groups. In order to raise revenue for the Foundation, the HPP also conducts Employee Wellness in the private sector.

### Strategic Focus Areas for the Health Promotion Programmes:

#### *Health Risk Assessments*

With our objective being to reach as many South Africans as possible, the Health Promotions Team conducts free community health risk assessments in many under-resourced communities.

We encourage all South Africans to 'know their numbers', by measuring blood pressure, cholesterol, blood glucose and body mass index (BMI). However, these tests are often inaccessible to poorer communities who face cost and time barriers. Our free services make screenings accessible to these communities.

NCD's are associated with four particular behaviours - an unhealthy diet, physical inactivity, tobacco use and harmful use of alcohol. These behaviours may lead to overweight and obesity, high levels of blood glucose and cholesterol and raised blood pressure, which are the main risk factors for NCD's. At each event, The HP team collects extensive data to better understand the health status of our communities.

In the year under review, the team conducted 249 health risk assessment events nationally. We assessed 12 130 members from various communities. Of this number, 2 468 were identified as high risk and referred for care. Our CEO,

Professor Pamela Naidoo and our Nutrition Science team provided invaluable insights and scientifically accurate updated information to underpin all our health promotion activities to empower all South Africans with the knowledge and to seek appropriate care early in the manifestation of the disease.

The Heart and Stroke Foundation SA does not receive dedicated funding and therefore needs to encourage fundraising and marketing initiatives. We are grateful to our volunteers who make an enormous difference in the lives of ordinary South Africans through their generous contributions of time, skill, physical resources and commitment to our cause. As CVD remains the leading killer worldwide, we seek more volunteers that can play a role in helping us to create awareness on CVD and prevention and we view them as a vital component in our vision of reducing CVD related deaths in SA.

### ***Community Health Talks***

The main purpose for our health talks is to share valuable and educational information and support communities by raising awareness of Cardiovascular disease and Cerebrovascular incidents. Industrialisation and rapid urbanisation have led to an unprecedented rise in levels of people with obesity, a sedentary lifestyle and many who smoke. Ultimately this leads to diseases of lifestyle, and in particular, heart disease and stroke.

Inadequate education is one of the core reasons why cardiovascular disease and cerebrovascular incident sufferers are at risk of suffering an incident due to ignorance of the causes and prevention of the disease. Our health talks presented in different languages helps to disseminate our key messages that







80% of heart and stroke disease is preventable. Nationally, the team conducted 225 health talks, reaching 57 010 individuals.

## Table of Health Promotion Activities

ACTIVITIES	WESTERN CAPE	KWA-ZULU NATAL	EASTERN CAPE	GAUTENG	NATIONAL
<b>Community Health Talks</b>	131 (35 612)	65 (16 410)	18 (687)	11 (4 301)	225 (57 010)
<b>Health Information Displays</b>	21 (2275)	12 (2742)	5 (447)	11 (7 114)	49 (12 578)
<b>Health Risk Assessments</b>	101 (4230)	85 (5532)	55 (1 831)	8 (537)	249 (12 130)
<b>Hearty Visits</b>	11 (5660)	7 (5537)	11 (3830)	4 (3024)	33 (18 051)
<b>Employee Wellness Events</b>	3 (228)	8 (1124)	NONE	2 (170)	13 (1522)
<b>Mended Hearts</b>	23 (844)	11 (204)	7 (63)	9 (143)	50(1254)

*The number of events is shown in the above table, with the number of individuals reached in brackets.*

### Public Health Events

The HPP had 49 health information tables at various community health days increase public awareness and education on NCD's. Approximately 12 578 members of the general public were reached during this financial year.

Another key focus area for the Health Promotions team is to educate and partner with key healthcare professionals and CVD experts who influence our target audiences to support our programmes and campaigns and raise the credibility of the HSFSa as a key resource regarding CVD prevention in SA.

At our public health awareness events, we utilise our information resources, such as the salt watch, CVD, Stroke, living a healthy lifestyle and other brochures to educate our clients about CVD prevention. We also encourage members of



the public to reach for our Heart Mark Products as part of a healthy eating plan and lifestyle, as it is based on the latest scientific guidelines.

The HP team also conducted 144 radio interviews nationally, with a total reach of approximately 89 297 442 listeners.

## **Mended Hearts Meetings**

In the year under review, there has been a marked increase in the attendance of new members to our Mended Hearts Meetings. There is an increasing number of people who want to learn about preventable heart and stroke disease and how their lifestyle choices and behaviours can mitigate the development of CVD.

Our Mended Heart Meetings in all provinces is a game-changer for many individuals and families, as it provides the education and knowledge to empower them. The talks are conducted by health professionals, including those that are members of the Health Professionals Council of South Africa.

The success of the Mended Hearts meetings are due in part to the many Life Care hospitals that support the Foundation. The specialized health care workers provide transformative health and lifestyle experiences for heart and stroke patients, families, caregivers and the general public. Mended Hearts meetings are held at Life Vincent Palotti, Fourways , St.Georges, Entabeni and Westville Hospitals.

In Cape Town we have two Community-based Mended Hearts groups: one in Belhar and the other in Khayelitsha. These communities provide us with a free venue where we host our meetings. Grandmothers Against Poverty and AIDS (GAPA), also provide the HSFSA free advertising on their radio, to increase knowledge on CVD.



## **Employee Wellness Services**

Our main purpose for the Employee Wellness Programme is to collaborate with the business and the corporate sectors to increase the wellbeing of employees in the workplace by having health information tables, conducting health risk assessments and disseminating valuable information on CVD, Stroke, healthy life-style.

Raising awareness about the serious dangers of heart disease and strokes can help employees reduce their chances of having heart disease and strokes.

## **NUTRITION SCIENCE PROGRAMME**

The Nutrition Science team assures the scientific accuracy and relevance of all nutrition related work at the Foundation. The team gives health talks, engages with the media, has media presence, is involved in the School Health Promotions Initiative, salt reduction initiatives and distributes the monthly CVD updates to health practitioners. The team plays a valuable role in advocacy to influence nutrition related public health policy in South Africa.

## **Salt Reduction Strategies**

South Africans are consuming substantially more salt than the WHO's recommended 5mg/day. Since the implementation of the South African salt legislation in 2013 two deadlines were set for food manufacturing companies to comply. The second deadline, with even stricter criteria, was set for June 2019. The HSFSa consistently reminds the public the health risks associated





with increased sodium intake and the importance of reducing sodium in commonly consumed foodstuff.

## **Food Endorsement Compliance**

The Heart Mark and Diabetes South Africa endorsement programmes ensure that South African's can easily choose healthier foods and is part of an ongoing effort by the HSFSa to reduce the number of deaths in South Africa from preventable heart disease and strokes. The Nutrition Science Team ensures that the standards of both programmes are based on the most current research in nutrition. The endorsement criteria are reviewed on an annual basis. Choosing a Heart Mark endorsed product ensures that consumers are choosing foods low in saturated fats and high in fibre, and low in trans fats, added sugar, cholesterol and sodium.

## **Salt Awareness Week, National Nutrition Week and World Obesity Day**

The nutrition science team is very involved in these initiatives. The details have been reported under the health events earlier in the annual report.

## **Healthy Active Kids South Africa Report Card 2018**

The Nutrition Science team formed part of the Healthy Active Kids South Africa (HAKSA) working group together with the University of Cape Town's Sports Science Institute of South Africa, academic and research institutions. The HAKSA report card presents the most current and best available research results on nutrition and physical activity for children in South Africa. This report card results provide the basis on which to guide policy, develop programmes, and strengthen advocacy to create environments that support healthy eating and opportunities to be more physically active.



## **Western Cape on Wellness**

The HSFSA partners with the Western Cape on Wellness (WoW) initiative which promotes healthy lifestyles through education, healthy eating and increased physical activity. This initiative is led by the Western Cape Department of Health in partnership with other government departments, academic institutions, private organisations and NGO's.

## **CVD Research Updates**

The HSFSA Science team compiles a monthly newsletter containing the most recent research on Cardio- and Cerebrovascular disease and the risk factors including poor nutrition, tobacco smoking, hypertension and a lack of physical activity.

The CVD update contains well researched publications which is distributed to health professionals, academics and other individuals involved or interested in CVD. This year, eleven editions were disseminated to database of over 900 subscribers. The newsletter is also widely shared through our partners within the Southern African Hypertension Society, Association for Dietetics in South Africa, Nutrition Society of South Africa and academic institutions on various platforms including Facebook, Twitter and LinkedIn improving the newsletter reach.

## **Conferences**

The Nutrition Science team hosted an exhibition stand at the Nutrition Congress 2018 attended by nutritionists, dietitians, academics and food industry representatives. The conference was a good opportunity to showcase the Heart and Stroke Foundation South Africa and the services we provide. Dr van der Westhuizen took part in an insightful panel discussion regarding the conflict of interest in terms of funding from industry for research.



## PUBLIC RELATIONS AND COMMUNICATIONS DEPARTMENT

The Public Relations and Communications department steadily increased the reach and exposure of the Heart and Stroke Foundation South Africa. Our department is central to the communication between the HSFSA and its stakeholders to ensure key health information reaches the public. While our role decodes complex health messages, we also try to ensure the longevity of the messaging we deliver along with creating maximum impact.

Our communication is constantly evolving. As we grow our channels of distribution continue to be challenged. Our department is paramount to the work done in our Health Promotions, business development, and Nutrition Science work streams. Building and maintaining relationships with media, experts, suppliers, the public and other stakeholders is the true test of how the Foundation is represented.

We receive generous media support from eTV, SABC news channels, Channel Africa, SAFM and many more. Other media activities in this financial year included media briefings at the Union Buildings in Pretoria during the Philips Back to Rhythm campaign and webinars hosting our CEO, Professor Pamela Naidoo as a panelist.

### Pictures from the Philips B2R campaign







## Social media

To ensure content homogenization, we align our social media content with all health days observed on the global health calendar and expand on each health day's theme via traditional and digital media. Our platforms are not only used to disseminate but also to engage the public. We use these platforms as a link to topical articles and a hub of information on our website, and also as an opportunity to donate to the HSFSA.



Facebook followers have increased by 45.96% from 01 April 2018 - 31st March 2019:

1 April 2018:	3 704
31 March 2019:	5 406



Twitter followers increased by 21.64% between 01 April 2018 - 31 March 2019:

1 April 2018:	2 163
31 March 2019:	2 631

### **Annual Media Coverage**

Total Annual Advertising Value Equivalency (AVE): R 189 218 781.10 including Online.

Total Annual cumulative media reach (CMR): 526 849 961 excluding online impressions.

<b>Media cover by numbers (April 2018 - March 2019)</b>					
<b>Magazine</b>	<b>Newspaper</b>	<b>Online</b>	<b>Radio</b>	<b>TV</b>	<b>Total</b>
135	320	442	318	37	1252

## INCOME STREAMS: ENDORSEMENTS, DONATIONS AND FUNDRAISING

Fundraising in the form of donations and sponsorship, both in-kind and cash, still forms a significant portion of our operational budget. However, to run key health events and campaigns, the foundation needs to actively source other forms of funding. The Heart Mark food endorsement programme is still the foundations commercial flagship and continues to attract new Heart Mark holders. We have seen an addition of over 15 newly endorsed products displaying the logo and also received over 50 new Heart Mark on boarding enquiries during the 2019 period. The HSFSA and its business relationship with Diabetes South Africa is on-going and the Foundation still serves as the official licencing agent of the DSA endorsement. The foundation actively initiated a host of fundraisers during the period to supplement its income and ensure financial stability.

### Endorsements



APPROVED AS PART OF  
THE HEART AND STROKE  
FOUNDATION EATING PLAN

#### *Heart Mark*

With over 350 different products endorsed by the Heart Mark programme, you will find Heart Mark choices for most of the foods you usually buy. Foods have to earn the Heart Mark, which may only appear on products after they have gone through a strict process which includes laboratory tests. If the product does not meet certain criteria (e.g. the sodium level is too high), this will be discussed with the manufacturer and products may be reformulated or otherwise declined for endorsement.

The Heart Mark can be used alongside healthy eating guidelines. Keep in mind that while products may have the Heart Mark logo, no product should be eaten in excessive amounts or too frequently. Food choices should be part of an overall healthy diet that includes appropriate portion sizes and a variety of different healthy foods. The endorsement is awarded on merit of the product nutrition make-up. Foods are independently tested and if a product fails to



meet the standards, it will not enter the programme.

## Heart Mark Product Audit

During the financial year, the Nutrition and Heart Mark administration team conducted 2 in-store product audits, at 2 different major retailers in the Western Cape. This audit allowed the foundation to verify that all products that use the logo are using it in accordance with our terms of usage and this exercise also allowed us to scan the shelves for products that may be using the logo without authorisation. The Foundation is happy to report that all endorsed products were packaged in accordance with the usage rules during the period. The team also identified 3 endorsed products through our sampling method, which was sent to SANAS approved lab for nutritional testing, to verify that the products still meet the Heart Mark criterion.



## Diabetes South Africa (DSA)

The DSA food criteria points out those foods that are suitable for people with diabetes to include as part of their diet. It is based on the South African Diabetes treatment guidelines and uses strict criteria for added sugar and where applicable, the glycaemic index (GI) to identify healthier options. The logo helps people with diabetes to choose foods easily and with confidence, knowing it will help them manage their diabetes better.

## Promotion of the Heart Mark and DSA

The HSFSa has promoted the Heart Mark and DSA endorsement programmes through a number of channels but more specifically through direct marketing or face to face in the community and businesses that are serviced by the Foundation. In this financial year, the HSFSa promoted awareness of the Heart Mark programme through social media, mainstream newspapers and health magazines. The Foundation also issued a media release about the withdrawal of its endorsements on refined grain products and also placed advertisements in some of the leading national newspapers.





## Donations and Fundraising

A special thanks to all the stakeholders that contributed to our fundraisers, may it be in-cash or in-kind. Here are some of our fundraisers and donations:

### Grand Adventure Fundraiser April to September 2018



The Grand Adventure was a 6-month walk across the United States Appalachian Trail and the Heart and Stroke Foundation South Africa (HSFSA) was the proud beneficiary of the Grand Adventure fundraiser. Ian and Leslie Hurst undertook the mammoth task to raise funds for the Foundation. The pair went by the names 'Springbok' and 'Dandelion' whilst on their travels which was documented on their blog.

In 1980 Ian Hurst was diagnosed with Congenital Heart Disease at the young age of 20 and was fitted with a pacemaker as early as age 21. A pacemaker is a small device that is placed in the chest or abdomen to help control abnormal heart rhythms. While exercising with caution, Ian has made sure that he still did the things he wanted to in order to live a healthy and full life. In the world of Appalachian trail hikers, the pinnacle of achievement is a Thru Hike. To hike from Springer Mountain in Georgia to Mount Katahdin in Maine. A walk of over 2200 miles (3616 KM), through 14 states in the USA. Over 6000 people a year attempt a Thru Hike, less than 25% succeed. Ian and Lezlie Hurst started the hike on the 4 April 2018 and finish in late September during Heart Awareness Month. This fundraiser got the attention of the public and the mainstream media which allowed Ian Hurst and the Foundation to educate the public about Heart Disease.



## **“Show some heart” Fundraiser September 2018**

Platinum Sponsor Willowton Group launched the “Show some heart” campaign to fundraise for the Foundation during the month of September. The campaign provided the public with tips on eating healthy and also encouraged them to make a donation to the foundation in support of its mission and vision.

## **HEART AND STROKE FOUNDATION SOUTH AFRICA’S CHAMPION AND CAMPAIGN SPONSORS**

### ***Champion: Jenni Gault***

Jenni Gault has supported the HSFSA in our awareness campaigns by sponsoring her exquisite jewellery as campaign prizes and continues to be a supportive hero of our quest to reduce CVD in South Africa.

### ***Campaign sponsors***

- Willowton Group
- Unilever
- Dis-Chem Pharmacies
- Angels Initiative
- Philips and Philips Foundation
- Lucky Star
- Pharma Dynamics



## TESTIMONIALS

### *Mended Hearts member*

*Good day*

*I had a heart attack in August 2016. At first, I didn't know that I was in the process of getting heart attack, due to the symptoms, which was spasm in my jaw and in my shoulders, on Sunday morning. The Monday I still felt uneasy and the jaw was still in spasm, but did not persist, it came and went away.*

*I went to see a Doctor that Monday night due to the pain in the chest which felt more like ulcer burn. During the early hours of Tuesday morning I felt pressure over my chest, and couldn't sleep at all. During the whole day of Tuesday, I felt this wave coming over my chest and I was still not sure what was happening. Until later in the day I realized that my left arm started paining and my eyes became blurry, I also felt that my mouth was not feeling right.*

*After I read up about the symptoms of a heart attack, I realized what was happening to me, and I immediately went to the Emergency Unit, where I was positively tested for a heart attack. I had a blocked artery and a stent was implanted. I was referred to the Mended Hearts support group, and ever since I attended, I have never turned back. I never miss a session due to the information that's being shared and all the information are presented by Specialists in the field. The presentations are very informative and it also helped me to take better care of myself.*

*Thank you, Mended Hearts, for this support Group.*





## *Health Risk Assessment attendee*

*Dear Heart Foundation*

*My name is Gloria Ntimbane and I reside in Ivory Park, Tembisa. My husband suffered a stroke a few years ago due to the lack of knowledge; no education about cardiovascular diseases.*

*So last year October 13, we were so blessed to have the Heart and Stroke Foundation visiting our community to give us education on how to avoid diseases like stroke and heart attack caused. The worst part we did not even know about the CPR until we were taught and did the practical.*

*That was when we met Emmah Siluma and her team who then spoke about living a healthy lifestyle and avoid certain foods, and also encouraging us to read food labels whenever we go shopping. Now we know that we need to eat healthy, exercise but more importantly get used to checking our BP, Cholesterol, glucose and weight to avoid obesity, and that is how we can prevent such sudden death.*

*After the talk they started screening all the delegates who attended, and referral letters were issued to high risk delegates. Since then, we made it our priority to attend the monthly Mended Hearts events that are held at Life Fourways hospital as well. This is a platform for us to ask questions from the experts. We have since then introduced these kinds of events to our church members who most of them reside in Alexandra. Most cases we attend with them as we now know the importance of these projects. The knowledge we have gained in these projects, we pass it to our colleagues and families*

*We are very grateful to the Heart Foundation for the work that you do in improving our lifestyle. We believe that prevention is better than cure. Your labour is not in vain.*

*Thank you very much.*



## RESEARCH AND PUBLICATIONS

Alexandra, W., Gabert, R, **Naidoo, P. et al.** Identifying gaps in the continuum of care for cardiovascular disease and diabetes in two communities in South Africa: Baseline findings from the HealthRise project. (2018). *PlosOne*. <http://doi.org/10.1371/journal.pone.0192603>.

Driescher, N., Joseph, D.E., Human, V.R., Ojuka, E., Cour, M., Hadebe, N., Bester, D., Marnewick, J.L., Lecour, S., Lochner, A., & **Essop, M.F.** (2019). The impact of sugar-sweetened beverage intake on rat cardiac function. *Heliyon* 19:5(3): e01357. doi: 10.1016/j.heliyon. 2019.e01357

Heine, M., Turk Adawi, L., Supervia, M., Derman, W., Lopez-Jimenez, F., **Naidoo, P.**, & Grace, S.L. (2019) Cardiac rehabilitation delivery in Africa. *Cardiovascular Journal of Africa*,30. Doi:10.5830/CVJA-2019-011.

John, T.J., Gamra, H., & **Naidoo, P.** (2018). Perspectives for the Prevention of Cardiovascular Disease in Africa: The Sousse Declaration. *European Heart Journal online*. doi: 10.1093/eurheartj/ehz043

Mofo-Mato, E.P, Guewo-Fokeng, M.F., **Essop, M.F., &** and Owira, P.M.O. (2018). Genetic polymorphisms of organic cation transporter 1 (OCT1) and responses to metformin therapy in individuals with type 2 diabetes: A systematic review. *Medicine*,97 (27): p e11349. doi: 10.1097/MD.00000000000011349

**Naidoo, P.**, Nyembezi, A., Thomas, E., Lachman, A., & Kagee, A. (2019). Perceived barriers and facilitators for healthy behaviours among parents of adolescents receiving mental health care in a public hospital in Cape Town, South Africa: A qualitative study. *Journal of Child & Adolescent Mental Health*, DOI: 10.2989/17280583.2019.1584107.

Peer, N., Balakrishna, Y., de Villiers A., **Naidoo, P.** (2018). Differential associations of cardio-metabolic diseases by population group, gender and adiposity in South Africa. *Plos One*, 13(9):e0202899. <https://doi.org/10.1371/journal.pone.0202899>.

Teer E., Joseph, D., Driesche, r N., Nell, T., Dominick, L., Midgley, N., Deshpande, G., Page, M., Pretorius, E., Woudberg, N., Lecour, S., Glashoff, R., & **Essop, M.F.** (2019). HIV and cardiovascular diseases risk: exploring the interplay between T cell activation, coagulation, monocyte subsets and lipid subclass alterations. *American Journal of Physiology Heart Circ*, 316: H1146-H1157

**Wentzel-Viljoen, E.**, Laubscher, R., & Vorster, H.H. (2018). Changes in food intake from 2005 to 2010 by a cohort of black rural and urban African men and women in the North West Province of South Africa: the PURE-NSP-SA study. *Public Health Nutrition*: 21 (16), 2941-2958. Doi: 10.1017/S1368980018001878

**Wentzel-Viljoen, E.**, Lee, S., Laubscher, R., & Vorster, H.H. (2018). Accelerated nutrition transition in the North West Province of South Africa: results from the Prospective Urban and Rural Epidemiology (PURE-NWP-SA) cohort study, 2005 to 2010. *Public Health Nutrition*, 1-12. Doi: 10.1017/S1368980018001118



## STAFF



Professor Pamela Naidoo  
(CEO)



Fredeline Less  
(Personal Assistant to the  
CEO)



Bianca Snyders  
(Project Administrator &  
HR Assistant)



Emmah Siluma  
(Office Administrator -  
JHB)



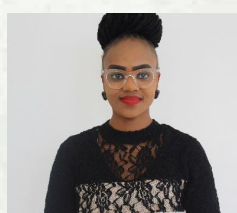
Dawn Pretorius (Data  
Capturer)



Nazeema Meniers  
(DSA Administrator)



Rubeshan Nayager  
(Business Manager)



Nomfanekiso Ngqona  
(Office Administrator)





Rowda Alexander  
(Accounts Administrator)



Dana Govender  
(Health Promotions  
Manager)



Beauty Wright-Sipondo  
(Health Promotions  
Officer)



Joshua Fortune  
(Health Promotions  
Officer)



Perch Kapp  
(Health Promotions  
Officer-PE)



Sam Dladla  
(Health Promotions  
Officer - DBN)



Dr Bianca van der  
Westhuizen (Nutrition  
Specialist:JHB)



Bianca Tromp  
(Registered Dietitian)



Nuraan Cader  
(PR & Communications  
Manager)



Linford Benjamin  
(PR & Communications  
Intern )



Nomangesi Sokoyi  
(Cleaning Services)

# FINANCIAL STATEMENT





**Help us build a healthier South Africa by donating to  
The Heart and Stroke Foundation South Africa:**

**Nedbank, Foreshore Branch  
Account Number: 1083248251**



**HEAD OFFICE: WESTERN CAPE**

Unit 5B, 5<sup>th</sup> Floor, Graphic Centre, 5 Buiten Street, Cape Town, 8001  
PO Box 1513, Vlaeberg, 8018  
Telephone: +27 21 422 1586 / Email: [heart@heartfoundation.co.za](mailto:heart@heartfoundation.co.za)

**KWAZULU-NATAL OFFICE**

Telephone: +27 31 261 9055

**GAUTENG OFFICE**

Telephone: +27 11 875 1403

**EASTERN CAPE OFFICE**

Telephone: +27 41 582 4086

For more about the Heart and Stroke Foundation South Africa  
visit [www.heartfoundation.co.za](http://www.heartfoundation.co.za) or follow us on  
Twitter @SAHeartStroke and Facebook @HeartStrokeSA