

# WHAT'S KILLING OUR KIDS?

Annual Report 2009



HEART &  
STROKE  
FOUNDATION  
OF CANADA

*Finding answers. For life.™*

# Our kids are at risk.

At this moment, we are facing a **HEALTHCARE CRISIS** of such magnitude it can only be described as a tsunami. A key contributing factor: childhood obesity rates. They have tripled in the past 25 years and now over 25 per cent of Canada's children are overweight or obese, putting them at risk of developing high blood pressure, heart disease and type 2 diabetes. They are the first generation of kids who may not live as long as their parents. And it's not their fault.

We must act now if we are to **STOP THE RISING TIDE**. We know what we want our future to look like and how we want our kids to live, but challenges are facing us that threaten to overshadow the remarkable gains we have made in the fight against heart disease and stroke over the past 53 years. This very real crisis is compounded by two further issues: a record number of baby boomers entering their high-risk years, and growing ethnic populations with special risk factors that will lead to increased pervasiveness of heart disease and stroke in our imminent future. That's why the Heart and Stroke Foundation (HSF) is putting added strength towards advocating for a healthier future for every Canadian – and we feel the most successful path to take is with our children who represent our best chance at a better future.

In the next few pages, you'll see images that illustrate the influences contributing to this crisis. Some license has been taken, but what we hope to demonstrate is that these are serious issues that need to be tackled now.

# Facing tomorrow's health crisis today.

The health issues of today foreshadow the health crises of tomorrow. One of the most significant issues we face is the threat that overweight and obesity pose to our children who are presenting with heart disease risk factors such as high blood pressure and type 2 diabetes much too early. A recent population-based sample of five to 17-year-olds showed almost 60 per cent of overweight children had at least one cardiovascular risk factor while 25 per cent of overweight children had two or more – an alarming trend as these children become adults.

## The irrefutable truth.

Decades of policies and societal preferences have failed to increase ready access to nutritious foods for all, while physical activity continues to be engineered out of our daily lives. The result: an obesogenic environment for our kids.

- More than eight out of 10 Canadian children between the ages of five and 17 aren't active enough to support optimal health and development.
- Less than 50 per cent of Canadian children walk to school.
- Less than 50 per cent of kids are getting the minimum number of servings per day of vegetables and fruit.

And the price is high. In 2005, obesity-related chronic conditions accounted for \$4.3 billion in direct and indirect costs. Getting Canada's children healthy is not just the responsibility of parents or schools. It is an issue that affects us all and we all have a role to play in the solution.

Our society's well-being is inextricably linked to the health of future generations.

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Canadian teens and young adults – some as young as 12 – experienced a relative increase of 261 per cent in reported cases of high blood pressure between 1994 and 2005. This is putting our children at serious risk for heart disease at a young age.

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## **WARNING**

### **COULD OUR DIET BE A TICKING TIME BOMB?**

A diet high in fat, sugar and salt contributes to obesity, high blood pressure and type 2 diabetes and raises the risk of heart disease – even in children.

# Which tomorrow shall we choose?

Canada's children are not choosing to be overweight or obese. Blame should not be simply directed at parents or schools. To effectively deal with childhood obesity, we must address the root causes – our physical, economic and social environments. Our ability to make healthy choices about food and physical activity depends on their accessibility – meaning they are affordable, culturally appropriate and locally available.

## Together for healthy kids.

As a unique catalyst for action, the Heart and Stroke Foundation has tackled some of Canada's most critical health issues. With our partners, we have successfully influenced policy and practices concerning tobacco control, stroke care delivery, reduction of trans fats and the placement of automated external defibrillators (AEDs) in public spaces. We work across the country to inspire individuals, families, communities, businesses and government to change how we live and ignite the sparks that will ensure:

- Healthy food for everyone, every day.
- Active, livable communities everywhere.
- Opportunities for play without barriers.

## Our promise to our children.

Canada has a choice of two tomorrows for our children. One is the tomorrow we are heading towards right now. The other tomorrow is a new and bright Canada that we will create together – where we will have ignited new possibilities for active, healthier living. It is a tomorrow that we must all play a part in creating.

**Healthy hearts, healthy kids:** This year the Foundation partnered with CIHR, the Rx&D Health Research Foundation and Health Canada in a \$1.9 million joint research initiative to investigate ways to prevent and treat childhood obesity.

**The ABCs of health:** *Heart&Stroke HeartSmart Kids™* is a fun-packed curriculum-based resource created for grade 4 to 6 teachers to guide their students to healthier lifestyles.



**WARNING**  
**DEATH TRAP PLAYGROUNDS**  
**KEEP CHILDREN AWAY.**

Statistics show that the number of injuries caused by unsafe playgrounds is second only to motor vehicle accidents. Safety is a top concern for parents.

# Building healthier communities.

A livable community means public access to safe, affordable options for physical activity, active transportation and play. Our *Heart&Stroke Jump Rope for Heart™* program has been in schools for more than 25 years, promoting active living to school children and their families. Now, we are working with the broader community, with planners, developers and community groups, supporting the creation of sustainable change for the sake of our children's health.

## Creating advocates for change.

Active, healthy community design strategies – like good public transit, well maintained parks and safe, efficient walking and cycling networks – make it easier to get the physical activity Canadians need to protect their heart health and enjoy a healthier lifestyle. Residents and community organizations can play an important role in making that happen. This year the Foundation developed *Heart&Stroke Shaping Active, Healthy Communities*, a toolkit to educate the public and empower Canadians to be part of a healthier future by influencing community design and taking action in their own communities.



## Shaping active, healthy communities.

The Foundation actively engages groups to work together to improve the design of our communities. We work with planners to establish awards for excellence in planning that facilitates, rather than hinders, active, healthy living. Research is fundamental to effective action, so with the Canadian Institutes of Health Research we are funding nine research teams across the country conducting policy-relevant research that looks at how community planning and design impact our cardiovascular health.

## Build it and they will come.

Following six years of HSF advocating for the creation of a fund to facilitate active living, the federal government committed \$500 million over two years to support construction of new community recreational facilities and upgrades to existing facilities across Canada – giving Canadians more opportunities to be physically active.



**WARNING**  
**WALKING TO SCHOOL IS DANGEROUS.**

For Canadian parents, the issue of traffic in their neighbourhood seems to be the number one safety concern, with more than one in three parents strongly agreeing that it is a major barrier.

# Hunger for change.

Food security exists when all people, at all times, have physical and affordable access to sufficient, safe and nutritious food to meet their dietary needs for a healthy life. That's why we support and encourage government policies and programs that will reduce poverty and address all barriers to healthy eating.

## Salt shakedown.

Close to one in three Canadians with high blood pressure would have normal blood pressure if there were less sodium in our food. The Foundation is working with industry, partners and participating in Health Canada's working group on dietary sodium reduction to develop a strategy to reduce our dietary sodium intake and drastically reduce levels in our processed food.

## Healthy food for everyone, every day.

The 2009 Heart and Stroke Foundation annual report card on Canadians' health revealed that accessibility to healthy food is not the same in all communities. Across Canada, the cost of apples varied from 90¢ in Peterborough to \$5.02 in Calgary to \$7.64 in Rankin Inlet; milk varied from \$3.49 in Vancouver to \$7.23 in Halifax and \$11.89 in Rankin Inlet.

That's why the Foundation is calling on government, food manufacturers, retailers and marketing boards to promote more equitable food pricing and promotion within and between communities in Canada.

## Making healthy choices easier.

Nearly one in 10 meals and snacks that Canadians consume come from restaurants and busy Canadians buy many pre-packaged foods from grocery stores. Health Check™, the Heart and Stroke Foundation's not-for-profit food information program, is designed to help Canadians choose foods that can be part of a healthy diet. The Foundation's registered dietitians develop the program's criteria for fat, trans fat, sodium, fibre and other nutrients, based on recommendations in *Canada's Food Guide*. The nutrient criteria continue to evolve based on the latest evidence. Health Check has been challenging food manufacturers and restaurants to offer healthier options for more than 10 years, making Canada's food supply healthier. The Health Check symbol can be found on grocery products and restaurant menus across the country.

➤ 120,000 Canadians receive *Heart&Stroke He@lthline*, our free, monthly e-newsletter with heart-healthy recipes, nutrition tips and more. Sign up for yours now at [heartandstroke.ca/subscribe](http://heartandstroke.ca/subscribe)



**WARNING**

**IS THE PRICE OF HEALTHY FOOD COSTING  
OUR CHILDREN THEIR LIVES?**

Almost half (47%) of Canadians report going without dairy products, fresh fruit, vegetables, whole grain products, lean meat or fish because they are too expensive.

# Empowering change.

The Heart and Stroke Foundation is improving the health of Canadians through health education initiatives designed to empower individuals to take charge of their health today for better lives tomorrow.

## Taking action.

High blood pressure, type 2 diabetes, smoking and childhood obesity all increase the risk of heart disease and stroke. To help Canadians know if they are at risk – and what to do about it – the *My Heart&Stroke Risk Assessment*<sup>™</sup> gives a personalized action plan for healthy living. This free online support creates a personalized risk profile and a customized action plan loaded with realistic tips, tools, recipes and other resources to help reduce the risk of heart disease and stroke.

## Taking aim at high blood pressure.

High blood pressure is the number one risk factor for stroke and a major risk factor for heart disease. Yet 43 per cent of Canadians with high blood pressure don't even know they have it because there are no symptoms.

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“Empowering people to take ownership of their risk factors is a big priority. But the benefits depend on how well, or how poorly, we take care of ourselves. In the next five to 10 years, self-management tools will be key in reducing heart disease and stroke among Canadians.” – Dr. David Alter, HSF funded researcher

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The Foundation continues to educate people about high blood pressure and give them the tools to learn if they are at risk. The *Heart&Stroke Blood Pressure Action Plan*<sup>™</sup> was developed to do just that: the short online quiz helps identify your risk and gives realistic tips, advice and support to help you prevent or control high blood pressure.

➤ Visit [heartandstroke.ca/risk](http://heartandstroke.ca/risk) and [heartandstroke.ca/bp](http://heartandstroke.ca/bp)



**WARNING**  
**ARE BAD SNACKS TEACHING**  
**OUR KIDS DEADLY HABITS?**

Almost half (47%) of children and young Canadians aged 12-19 don't eat enough fruit and vegetables each day. In addition, one in four parents report that their children are eating junk food more than twice per week.

# Breaking through barriers.

In addition to addressing the barriers preventing children from heart-healthy living, the Foundation is looking at the obstacles and unique risk factors that face our culturally diverse populations. We continue to address the high incidence of high blood pressure, heart disease and stroke among Aboriginal peoples, and we support the heart health needs of people of Chinese, South Asian and African descent.

South Asians, for example, are prone to developing heart disease and stroke at a younger age, often before the age of 40 in men. To address the influences affecting South Asians' health and families, we're supporting grassroots initiatives where we can provide information and resources that can help.

➤ Find multicultural resources at [heartandstroke.ca/multicultural](http://heartandstroke.ca/multicultural)

## Better care for Aboriginal peoples.

The prevalence of heart disease and stroke among First Nations people is two to three times higher than the general Canadian population. To help address the situation, the Foundation is working with the federal government to place automated external defibrillators in First Nations reserves. We also work with partners to educate and train First Nation communities on how to use AEDs and to improve their knowledge and awareness of CPR.



## Reaching out to Chinese-Canadian women.

With over one million Canadians identifying themselves as Chinese, the Chinese-Canadian population represents one quarter of the visible minorities in Canada. This year the Foundation launched a TV public service announcement adapted to spread the heart truth to Chinese-Canadian women at a special *The Heart Truth*<sup>™</sup> event hosted by Senator Vivienne Poy.



**WARNING**

**ARE USER FEES LOCKING OUR CHILDREN OUT OF HEALTHY PLAY OPTIONS?**

Almost 40% of Canadian parents agree that the dollar costs of participating in physical activity and sport pose a barrier to their child's participation.

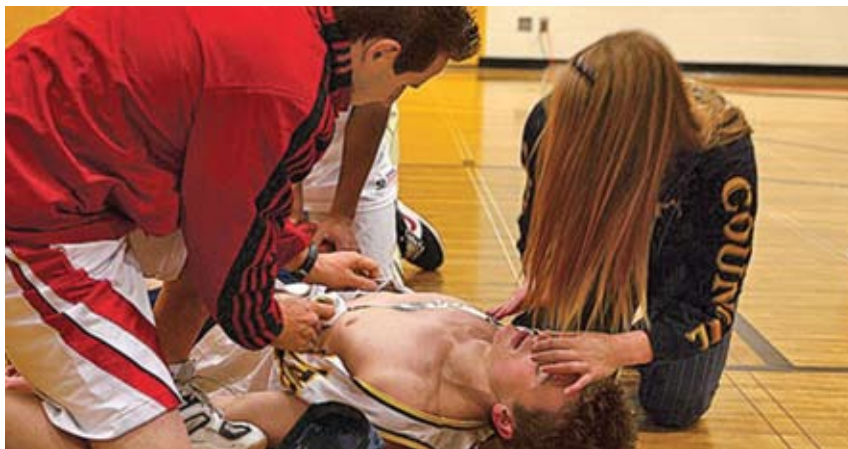


## Making a difference with everything we do.

While we improve survival rates and inspire hope for longer, healthier lives, the Heart and Stroke Foundation of Canada (HSFC) continues to push boundaries and connect with the hearts and minds of Canadians. In 2009 we continued to strengthen the Foundation and were active on a number of fronts:

### **HEALTH PROMOTION** – information for heart-healthy lives

- **Showing the signs.** The Foundation launched a proven public awareness campaign across the country to educate Canadians on the five stroke warning signs and how to react to this medical emergency.
- **Connecting with Canadians.** Our website [heartandstroke.ca](http://heartandstroke.ca) is visited over three million times a year by Canadians looking for heart health information, heart-healthy recipes and online self-management tools. We also reach out to over 100,000 supporters on Facebook and Twitter and showcase videos on the HSF YouTube channel.
- **Informing Canadians about stroke.** The 2009 HSF report card on stroke focused on increasing awareness about atrial fibrillation. Up to a quarter of a million Canadians have this type of irregular heartbeat, which makes them five times more likely to have a stroke – and twice as likely to die from one.



## RESEARCH – for a future free of heart disease and stroke

- **Changing lives through world-class research.** Committed to attracting and retaining exceptional researchers while increasing research capacity in Canada, the Heart and Stroke Foundation partners with research institutions to fund 15 large-scale, multi-year Canadian research chairs, professorships and investigatorships across the country.
- **Life-saving research.** This year the Foundation committed an additional \$3 million over the next six years to the Resuscitation Outcomes Consortium – a landmark collaborative research initiative funded by HSFC and partners. Results from its ongoing trials are outstanding. The survival rate for out-of-hospital cardiac arrest in all Canadian sites has tripled due to improved coordinated resuscitation efforts.
- **Jump starting hearts.** HSFC, in partnership with the CIHR Institute of Circulatory and Respiratory Health, launched the Jump Start Resuscitation research initiative. By supporting Canada's next generation of resuscitation researchers, we will advance knowledge and improve patient care and outcomes in this critical field.
- **Stroke detector.** The Foundation is partnering with the CIHR Institute of Circulatory and Respiratory Health to invest in a major clinical imagery in stroke initiative. It aims to build upon existing Canadian and international strengths in imaging research by identifying and exploring the development, application and assessment of imaging technologies and biomarkers.



## ADVOCACY – a voice for Canadians

- **The Canadian Stroke Strategy.** After a concerted effort by HSFC and the Canadian Stroke Network, seven provinces have funded stroke strategies in place – making a huge difference in the care and outcomes of stroke patients, their families and caregivers. We are now working to ensure strategies are put in place in all provinces.
- **Building a heart-healthy Canada.** After two years of work, the Foundation and partners were extremely pleased to present the Canadian Heart Health Strategy and Action Plan to the federal government. If implemented, the plan will allow us to focus more on key areas such as prevention and tackle this health challenge head-on.
- **Canada's trans fat scorecard.** The Foundation continues to actively call on the federal government to live up to its commitment made two years ago to regulate processed trans fats in Canada's food supply, based on Health Canada's trans fat monitoring results.
- **Protecting our youth.** After a successful advocacy campaign, the Foundation and its partners celebrated the passage of Bill C-32, protecting children from harmful tobacco industry products such as candy-flavoured cigarillos and tobacco advertising – a critical step in protecting the health of our youth.

# Restart a heart. Restart a life.



Every 12 minutes someone in Canada has a sudden cardiac arrest. Up to 85 per cent happen in homes and public places such as malls, hockey arenas or workplaces – and half are witnessed by bystanders.

Every minute counts: the chance of survival decreases by seven to 10 per cent for every minute of delay without bystander CPR and early defibrillation.

The Heart and Stroke Foundation is working to provide all Canadians with the knowledge and tools needed to save a life. We know that if CPR is used in conjunction with an automated external defibrillator (AED) within the first few minutes, survival rates can improve dramatically by 50 per cent or more. This year alone the Foundation has trained over 300,000 Canadians, strengthening healthcare and community response to sudden cardiac arrest.

Through the *Heart&Stroke Restart a Heart, Restart a Life™* program we work with partners to place life-saving AEDs, provide CPR training and raise awareness in communities across the country. The program supports Canadian communities in strengthening the Chain of Survival™. Nineteen lives have been saved by AEDs placed in communities through this initiative.

➤ Help *Heart&Stroke Restart* save more lives. Give today at [heartandstroke.ca](http://heartandstroke.ca)



## Making a difference.

“People knowledgeable in the use of CPR and AEDs saved my life. That’s why it is so important to train in CPR and to place more AEDs in public places. It will help save more lives and create cardiac-safe communities everywhere.”

*Hockey great Jiri Fischer at the announcement of the Boston Pizza Foundation’s \$1 million donation to the national Heart&Stroke Restart a Heart, Restart a Life™ program.*

Photo: Cheryl Treliving, executive director of the Boston Pizza Foundation, cardiac arrest survivors Jiri Fischer and Curtis Roseneau and Donna Hastings, vice president of health and research for the Heart and Stroke Foundation of Alberta, NWT & Nunavut.

# Our volunteers – a lifeline of hope.

Without our volunteers, there would be no Heart and Stroke Foundation. Over 130,000 volunteers provide the energy, passion and heart that drive our mission. They are our face, our personal connection, the way we touch the lives of Canadians. Here are just a few examples of the critical roles they play:

**During Heart Month**, tens of thousands of canvassers, zone leaders, captains and committee chairs reached out to touch lives and spread our message in our provincial Foundations' Heart Month campaigns. This is one of our most important fundraisers of the year, raising funds for vital research and health education.

**In our community offices**, hundreds more provide health education tools and resources for neighbours, friends and local businesses.

**Hundreds of volunteers advocate for healthy change** by promoting AEDs in public facilities, building awareness of childhood obesity, executing mass CPR training events and supporting our diverse communities.

**In our programs** such as *Heart&Stroke Big Bike™*, *Jump Rope for Heart™*, *Hoops for Heart™*, *Fit for Heart™* and other events, volunteers are essential to their success.

**Leading experts from across the country** share their knowledge and experience to guide our policy, health information and research programs as reviewers, spokespeople and as members of HSFC committees, leadership committees and our board of directors.



**“Because of your support, I can run, swim and ride my bike. From my big heart to yours, thank you!”** – Madelaine, age 11

At the age of seven, Madelaine's enlarged heart condition was corrected with open-heart surgery. February is Heart Month. Please support your local canvasser in raising funds for the research that saves lives like Madelaine's. Visit [heartandstroke.ca/heartmonth](http://heartandstroke.ca/heartmonth)

Regardless of their role, each and every volunteer fuels our mission and success in saving lives. For these men and women, no praise is too great. Thank you for another exceptional year!

# Better research for better tomorrows.

## A tiny heart. A huge accomplishment.

For the first time in Canada, a life-saving heart intervention was successfully performed on a baby in utero. The Heart and Stroke Foundation is proud to have funded the research that led to this remarkable medical advancement that has effectively given this child a new chance at life. The baby was diagnosed with critical aortic stenosis through ultrasound. Untreated, this would have led to a life-long condition called hypoplastic left heart syndrome, which would have meant at least three major heart surgeries and ultimately a shorter lifespan. Doctors performed the procedure using ultrasound guidance and the baby was able to stay in her mother's womb for a month before being safely delivered.

## Eat well. Your brain will thank you.

Healthy eating is one of the most important things you can do to improve your health. HSF researcher Dr. Phyllis Paterson's work examines a much more defined role for nutrition: as a therapy for preventing a stroke's devastating impact. Dr. Paterson's previous studies have examined how poor nutrition at the time of a stroke can worsen brain damage. She is now looking at how nutrition therapy given immediately following a stroke may actually save brain cells. With our aging population – a demographic which sometimes has poorer nutritional health – this work is critical.

► Please give so that research like this can continue to help more children live long, healthy lives. Visit [heartandstroke.ca/donate](http://heartandstroke.ca/donate)



Helping our next generation live long, healthy lives: HSF researchers Drs. Kim Lavoie and Simon Bacon with daughter Olivia

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**Our researchers have heart.** More than 900 HSF researchers and research teams in medical institutes, universities and hospitals across Canada share a mission. Their goal: to eliminate heart disease and stroke and improve the quality of life for the over 1.6 million Canadians living with these conditions.

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### Promoting safe routes to school.

Fewer children walk to school now than in the past. Foundation-funded researchers, Drs. Guy Faulkner and Ron Buliung, are examining the design of communities and how it may influence decisions around how children get to and from school – walking or cycling to school versus driving or taking the bus – and the extent to which these options affect levels of physical activity and obesity.

### Exercising new hearts.

Typically, heart transplant recipients' exercise capacity remains 30 to 50 per cent lower than that of healthy individuals. HSF researcher Dr. Mark Haykowsky wants to improve their outcomes. For the last three years he has put heart transplant recipients through a three-month exercise regime of aerobic and strength training. Results showed a marked improvement in cardiorespiratory health and capability, highlighting the benefits of physical activity. This research has the potential to transform heart transplant rehabilitation strategies in Canada and worldwide, prolonging lives – and improving quality of life.

### Addressing gender and ethnicity differences.

In the first study of its kind, HSF researcher Dr. Nadia Khan wants to learn why Canadian women of Chinese and South Asian ancestry have a much higher death rate from stroke than other Canadian women. She will investigate stroke factors, quality of treatment and care and death from stroke. The study will also evaluate whether ethnic minority women and men are equally served by the B.C. health care system following strokes. The results will lead to new prevention, diagnostic and treatment options.

► See how Foundation-funded researchers are advancing our mission and saving lives. Visit [heartandstroke.ca/research](https://heartandstroke.ca/research)

# Putting their hearts into it.

Every year, HSFC recognizes community champions, visionary researchers, committed volunteers and dedicated staff who play an important role in our fight against heart disease and stroke.



## HSFC McDonald Scholar

Awarded to HSFC's highest-rated New Investigator

Dr. David Hess  
(Robarts Research Institute)

Dr. Shelagh Coutts  
(University of Calgary)

## HSFC Barnett Scholar

Awarded to a highly ranked HSFC New Investigator in stroke research

Dr. Hsiao-Huei Chen  
(Ottawa Hospital Research Institute)

## HSFC Distinguished Clinician Scientist

Presented to the highest ranked clinician in our New Investigator competition in partnership with the CIHR Institute of Circulatory and Respiratory Health and AstraZeneca Canada Inc.

Dr. Shelagh Coutts  
(University of Calgary)

## HSFC Chair's Award

Recognizing the outstanding contribution to the Federation by a provincial Foundation or Federation office staff person

Bobbe Wood  
(Heart and Stroke Foundation of B.C. & Yukon)

This is what happens when you put your heart into it. ™



### HSFC Distinguished Service Award

Recognizing an exceptional Heart and Stroke Foundation of Canada volunteer

Dr. Beth Abramson  
(Toronto)

### HSFC Award of Merit

Recognizing an exceptional contribution to the HSFC mission

Dr. Jim Thornhill  
(Saskatoon)

### HSFC Leadership Award in Heart Healthy Policy

Recognizing visionary contributions to the development of health policy in Canada that support the HSFC mission

Garfield Mahood  
(Toronto)

*As an agent of change in tobacco control, Mr. Mahood's advocacy leadership helped lead Canadian governments to enact some of the world's most progressive tobacco control legislation – protecting our citizens from the devastating impact that tobacco industry products have on our health.*

# Sharing The Heart Truth.

Heart disease and stroke are the leading cause of death for Canadian women – but most don't know it.

The Heart and Stroke Foundation's *The Heart Truth*<sup>™</sup> awareness campaign celebrated its second year educating Canadian women with lifesaving messages empowering them to protect their heart health.

In 2009, the campaign rolled out the red carpet for a standing-room only audience at *The Heart Truth* Fashion Show at LG Fashion Week in Toronto. Twenty one of Canada's most celebrated women in film, television, media, sport and the arts modeled original Red Dress designs by Canada's top fashion designers in a celebration of women's heart health awareness.

To reach communities across the country, the campaign's Community Action Kit provided women with the resources needed to coordinate and lead their own one-hour presentation on *The Heart Truth* and motivate them to lower their risk and recognize the warning signs of heart disease and stroke.

In Year 2 the campaign also launched *Heartbeats*, weekly lifestyle actions delivered via email, text or RSS feed designed to help women achieve a heart healthy lifestyle – one beat at a time. By taking action to improve their health and making lifestyle changes, women can reduce their risk of cardiovascular disease by as much as 80 per cent. That too is the heart truth.

We all have women we care about in our lives: mothers, partners, sisters and friends. By sharing this truth we can make sure they have the knowledge and resources they need to protect their heart health.

➤ Share the truth, visit [thehearttruth.ca](http://thehearttruth.ca)



## *The Heart Truth* by the numbers.

- More than **120.3 million** earned media impressions.
- This year over **585** news stories told Canadians about the campaign.
- Over **322,800** information pieces told the public and health care practitioners about women's risks.
- Over **1.36 million** Red Dress pins were distributed.
- More than **1.54 million** impressions aimed at healthcare professionals via print advertising and material distribution.
- **Sixty three per cent** of women who have heard of the campaign have or plan to make changes to their lifestyle as a result.

*The Heart Truth* campaign gratefully acknowledges the support of founding sponsor, Becel, and contributing sponsors Dempster's, Ocean Spray, Pfizer Canada Inc, Rogers Consumer Publishing, Shoppers Drug Mart and the Providence Heart + Lung Institute at St. Paul's Hospital, without whom the program would not be possible.



Chatelaine



# Working together to support tomorrow's research leaders.

The Heart and Stroke Foundation of Canada works with corporations to increase the number of research fellowships available to the next generation of researchers in Canada.

This year, support from industry partners resulted in two new fellowships to outstanding young researchers. HSFC gratefully acknowledges the support of AstraZeneca Canada Inc. and Pfizer Canada Inc.



## The HSFC/AstraZeneca Research Fellowship

Dr. Wendy Keung  
(University of Alberta)



## The HSFC/Pfizer Research Fellowship

Dr. Peter Helli  
(University of Toronto/Heart and Stroke Richard Lewar Centre)

These awards allow research fellows to train with renowned cardiovascular researchers across Canada. The work of these talented researchers every day leads us closer to finding the answers we need – for life.

# Keeping our eye on the future.



Thanks in no small measure to our thousands of donors across the country, we've seen tremendous progress in the last 50 years in the prevention and treatment of heart disease and stroke. Deaths from heart disease have steadily declined. Advances in the treatment of stroke have created hope where there was little before. Yet every seven minutes in Canada someone still dies from heart disease or stroke and hundreds of thousands of survivors and their caregivers are living with the devastating after effects.

Going forward there is an urgent need to enhance prevention efforts and find new and better treatments. Why? Nine out of 10 Canadians have at least one risk factor for heart disease or stroke and four in 10 have three or more. Baby boomers are becoming increasingly at risk and our children are more vulnerable than ever before, with rising rates of childhood obesity and type 2 diabetes. Increasingly, the burden of heart disease and stroke is falling on women.

We are faced with a looming epidemic. If we don't act now the situation will only get worse.

Through awareness-raising, community-based health promotion and prevention efforts – and by funding leading-edge research – our goal is to lead in eliminating heart disease and stroke and reducing their impact. It fosters our commitment, drives our research in prevention, treatment and rehabilitation and shapes our advocacy work.

Vibrant new leadership across the Foundation and on our board this past year, coupled with the ongoing dedication, commitment and passion of our long-serving staff, volunteers and researchers, has fostered the development of new and innovative ideas, driven our creative energy and empowered our sense of shared purpose and vision.

The downturn in the economy has affected us as it has most sectors of society. But by working with our many partners, fine tuning priorities and building on our successes, we are striving to do more with less. Our volunteers and donors in communities across Canada are "the wind beneath our wings." Thanks to their commitment we are well positioned for the future and continue to enhance our impact and see real results.

This next year we are embarking on some exciting new initiatives. We are partnering with the Canadian Stroke Network and the Canadian Stroke Consortium on the first-ever Canadian Stroke Congress to be held in June in Quebec. We are working to ensure that key priorities in the Canadian Heart Health Strategy and Action Plan are supported by the federal government, including addressing the crisis in Aboriginal cardiovascular health and aggressively tackling the obesity epidemic. We are also partnering with industry and seeking government support to ensure that all communities have ready access to automated external defibrillators and CPR training in order to substantially increase the number of lives saved after a cardiac arrest. And we continue to reach out to women through our successful and heralded program *The Heart Truth*™.

We hope you enjoy reading our annual report and learning more about what we do. Together, we're creating change that's improving – and saving – lives, giving hope now and for the future. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Sally Brown".

Sally Brown  
Chief Executive Officer

A handwritten signature in black ink that reads "Bob Brooks".

Bob Brooks  
Chair

# With heartfelt thanks!

Corporate support (September 1st, 2008 to August 31st, 2009)

The Heart and Stroke Foundation gratefully acknowledges the following corporate supporters for their outstanding contributions. Through their generous support, we are able to fund vital research that will reduce the risk of heart disease and stroke and improve the quality of Canadians' lives.

## Platinum Supporters (\$100,000+)



## Gold Supporters (\$25,000-\$99,999)

Auto Control  
Bayer  
CIBC  
Energizer  
Fitness Depot  
IBM Employee Charitable Fund  
Kellogg  
Kimberly Clark (Kleenex)  
St. Paul's Hospital  
Sun-Rype  
Swarovski

## Silver Supporters (\$10,000-\$24,999)

Encana Cares Foundation

## Bronze Supporters (\$1,000-\$9,999)

BMO Employee Charitable Foundation  
Canadahelps  
Dell  
Edelman  
Emerson Electric Canada Limited  
Hydro One Employee's & Pensioner's Charity  
Leon's Furniture Limited  
Manulife Financial  
Ontario Power Generation Employees and Pensioners  
R. Walsh / A. DiTolla / H. Spivak Foundation  
Shisido (Canada) Inc.  
Sun Life Financial

## Heart and Stroke Foundation of Canada - Combined Operations

### Unaudited Schedule of Combined Operations

For the year ended August 31, 2009  
(in \$ thousands)

	2009	2008
	\$	\$
<b>Revenues</b>		
Fundraising		
Campaign	82,310	84,947
Bequests	25,064	32,721
In memoriam	9,346	9,677
Fundraising revenue	<u>116,720</u>	<u>127,345</u>
Lottery (net of expenditures of \$35,823; 2008 - \$44,221)	<u>10,392</u>	<u>9,046</u>
	127,112	136,391
Government sponsored projects and grants	10,481	10,681
Other	9,133	8,850
Investment income	5,352	9,035
<b>Total revenues</b>	<u>152,078</u>	<u>164,957</u>
<b>Expenditures</b>		
Direct costs of fundraising	23,212	22,410
Net revenue before operating and mission related expenditures	<u>128,866</u>	<u>142,547</u>
Operating expenditures		
General fundraising	23,368	23,553
Administration	7,986	7,659
	<u>31,354</u>	<u>31,212</u>
Net revenue before mission related expenditures	<u>97,512</u>	<u>111,335</u>
Mission related expenditures		
Research	66,096	70,909
Health promotion and community programs	52,921	57,028
	<u>119,017</u>	<u>127,937</u>
<b>Excess of expenditures over revenues for the year</b>	<u>(21,505)</u>	<u>(16,602)</u>

The amounts reflected on this schedule have been extracted from the audited financial statements of the Heart and Stroke Foundation of Canada and the 10 provincial Heart and Stroke Foundations. The accompanying notes are an integral part of this schedule.

### Financial Highlights

The economic climate of the past fiscal year posed a significant challenge to the charitable sector and the Heart and Stroke Foundation of Canada and its provincial affiliates were not immune to the resultant impacts, as noted below:

#### Total Revenues:

Total revenues of \$152 million in 2009 was 7.8% (or nearly \$13 million) lower than the prior year. The largest contributors to the revenue decline were:

- a 3.1% or \$2.6 million erosion in campaign revenue;
- a 23.4% decline in year over year bequest revenue (attributed to a single \$8 million bequest received by the Heart and Stroke Foundation of Ontario in 2008); and
- a 40.8% or \$3.7 million reduction in investment income resulting from the reduced returns associated with a turbulent financial market.

#### Expenditures:

Direct costs pertaining to lotteries declined 19.0% primarily due to the Heart and Stroke Foundation of Alberta decision to discontinue its lottery.

Total expenditures excluding lotteries declined 4.4% or \$8 million attributable mainly to a reduction in mission related expenditures in research and health promotion and community programs. However, despite the challenging economic environment, the Heart and Stroke Foundation still managed to invest nearly \$120 million in mission related expenditures.

## Notes to Unaudited Schedule of Combined Operations

### 1 Organization and mission

The Heart and Stroke Foundation of Canada (the "Foundation"), a registered charity exempt from income taxes, is incorporated without share capital under Part II of the Canada Corporations Act. The Heart and Stroke Foundation of Canada is part of a federation of the following 10 provincial Heart and Stroke Foundations (the "Provincial Foundations"):

Heart and Stroke Foundation of Alberta, NWT and Nunavut

Heart and Stroke Foundation of B.C. & Yukon

Heart and Stroke Foundation of Manitoba Inc.

Heart and Stroke Foundation of New Brunswick

Heart and Stroke Foundation of Newfoundland and Labrador

Heart and Stroke Foundation of Nova Scotia

Heart and Stroke Foundation of Ontario

Heart and Stroke Foundation of Prince Edward Island Inc.

Heart and Stroke Foundation of Quebec

Heart and Stroke Foundation of Saskatchewan Inc.

The Foundation and each of the Provincial Foundations are separate legal entities with their own management and board of directors, as set out in a federation agreement.

The mission of the Foundation, a volunteer-based health charity, is to lead in eliminating heart disease and stroke and reduce their impact through the advancement of research and its application, the promotion of healthy living and advocacy.

### 2 Significant accounting policies

#### **Basis of presentation**

The schedule of combined operations has been prepared in accordance with the significant accounting policies set out below. The schedule has not been and was not intended to be prepared in accordance with Canadian Generally Accepted Accounting Principles.

#### **Basis of combination**

The schedule of combined operations includes third party revenues and expenditures of the Foundation and results of operations of the Provincial Foundations as extracted from their audited financial statements for the year ended August 31, 2009. Revenue and expenditures between the Foundation and Provincial Foundations have been eliminated.

Certain amounts contained in the Provincial Foundations' statements of operations have been reclassified to conform to the presentation in this schedule of combined operations. As well, certain comparative figures have been reclassified to conform with the financial statement presentation adopted in the current year.

Audited financial statements for the Foundation and Provincial Foundations are available upon request.

## Who we are

The Heart and Stroke Foundation of Canada is a federation of 10 provincial Foundations with a federation office in Ottawa, led and supported by more than 130,000 volunteers. In 2009 the Foundation invested close to \$120 million in research, health promotion and community programs.

## Directors & Officers

### Patron

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### Chief Executive Officer

Sally Brown, M.HSc.

## Our mission is for life.

The Heart and Stroke Foundation, 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.

## Heart and Stroke Foundation of Canada

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For the local Heart and Stroke Foundation office serving your community, visit [www.heartandstroke.ca](http://www.heartandstroke.ca)

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