

The Heart and Stroke Foundation South Africa

Established in 1980, the Heart and Stroke Foundation South Africa (HSFSA) is a non-profit community-based health organisation (with Section 18A tax relief status) that strives to create a future where South Africans adopt healthy lifestyles and reduce the number of people who suffer or die from heart, stroke and blood vessel disease .

The HSFSA has 3 focus areas:

- Health promotion to encourage the prevention of cardiovascular disease (CVD).
- Support for people living with a heart condition and who have suffered a cardiovascular event.
- Fundraising to continue our work; with no government funding we raise every cent we spend.

The HSFSA Children's Programme

A community based empowerment project teaching healthy habits from a young age, the Children's Programme has been sustained since 1997 and there are currently more than a million children on the programme. The focus area is crèche aged children (3-6 years), more recently extending to primary school children in disadvantaged communities. Modules include heart health, nutrition, exercise, the effects of smoking, basic hygiene and HIV and Aids awareness. The children are taught songs and rhymes in their own language, receive an activity book detailing the adventures of our mascot "Hearty" and learn basic cardiovascular exercises.



For many children the meal they receive at crèche is their only meal for the day. The HSFSA dieticians consult with the caregivers, assisting them in planning meals that are both nutritious and within their budget. We also teach child caregivers to be aware of the signs of rheumatic fever. Characterized by a sore ("strep") throat, which if left untreated rheumatic fever may develop which causes heart failure. "A sore throat could damage your heart", is a key message of the Children's Programme.

HSFSA Initiatives:

Heart Mark

Heart Mark is a food endorsement programme guiding consumers on heart healthy products. Each product carrying the Heart Mark has been independently tested by a reputable laboratory and approved as part of the HSFSA eating plan.

Heart Mark Diet Line (0860 223 222)

The Heart Mark Diet Line is a service to increase health awareness and improve community nutrition. Queries on this share call number are answered by qualified dieticians. We also offer advice about Heart Mark products and their availability.

Heart Mark Restaurant Programme

The Heart Mark Restaurant Programme is a health promotion tool designed to encourage restaurants to provide healthy food options that are lower in fat, cholesterol, salt and where applicable, high in fibre. Its uniqueness lies in the fact that it provides those who are pursuing healthy eating habits a means of doing so even when eating away from home. It also provides restaurant owners the opportunity to join forces with the Heart and Stroke Foundation in its fight against heart disease; a health investment that potentially could create a greater customer base and subsequently an increased turnover.

Health Screenings

Blood pressure, cholesterol and glucose screenings are done at the majority of the Foundation's community-based promotions and exhibitions throughout the country.

Corporate Wellness

Reduce healthcare costs by adopting a corporate wellness programme in your organisation. We offer health checks to corporates, for a minimal fee, screening staff for blood pressure, cholesterol, glucose and also measure Body Mass Index. Free health articles written by dieticians are available for intranet purposes, covering various topics relating to cardiovascular disease and healthy living. To subscribe to these health articles, kindly email heart@heartfoundation.co.za

Canteen Programme

The **Healthy Hearts @ Work Canteen Programme** offers employers guidance and support on how to change their company's food service establishment into a heart healthy one. Our dietician team works with employers ensuring that employees are provided with the healthiest food options.

Cardiopulmonary Resuscitation - CPR

On request, HSFSA offers CPR courses. People properly trained in CPR can increase the survival rate of heart attack sufferers by 40% through the artificial introduction of oxygen to the heart and brain.

Sow-A-Seed

Gardening skills and basic nutrition courses are presented to members of the community - be they parents, teachers or volunteers. Factors such as access to water and damaging winds are addressed. The success of this project will mean that healthy and nutritious fresh vegetables can be added to the basic diet to nourish our poorer communities. Sponsorship is sought for donations of gardening implements, fencing, compost and seeds.

Public Education

The HSFSA educates the public in all facets of cardiovascular disease. Public lectures and community talks are delivered, newsletters are produced and communication using radio, television, websites, magazines, pamphlets and newspapers promote a healthy lifestyle.

heart Magazine

This annual magazine is a tool to support and encourage people who have had a cardiovascular incident as well as those interested in a healthy lifestyle. Proceeds go to funding HSFSA initiatives. For subscriptions, email communications@heartfoundation.co.za.

Mended Hearts Support Groups

Mended Hearts caters for people who have had a cardiovascular incident and also welcomes their families. To join, kindly email murishca@heartfoundation.co.za.

Volunteers

Volunteers are one of our greatest assets. Anyone can become a volunteer and his or her level of participation is completely flexible. From race marshalling and data capturing to street collections - we will be delighted to make use of your time and talents. To volunteer, kindly email heart@heartfoundation.co.za.

Fundraising

The HSFSA receives no government funding and therefore uses various fundraisers to continue its work in the community. These include:

- Red Heart collection boxes.
- Events - fun activities held throughout the year (including Dress Red day, Fun Run/Walks, Golf Days and Go Red for Women).
- We also rely on businesses' social responsibility and individuals' generosity for donations and bequests.

Annuity Programmes

Without the support of the public, the HSFSA cannot continue its vital work of fundraising, care and education, thereby helping to ensure that future generations of South Africans will be healthy. For more information, kindly email Heart@heartfoundation.co.za

1. Payroll Giving

A simple monthly salary deduction is a way that employees can collectively make a difference.

2. Saving Little Hearts

For a small monthly donation towards our Children's Programme, you can help prevent future heartache.

3. Donations

From time to time a sum of money becomes available unexpectedly. At other times you may choose to celebrate life by giving to a worthy cause. Or in your sadness at losing a loved one, you may request that donations to the HSFSA are made in lieu of flowers. The HSFSA will gladly allocate your donations to your favourite project.

This is one in a series of brochures. For the full series and more heart smart information from the Heart and Stroke Foundation South Africa call the Heart Mark Diet Line on 0860 223 222 or visit www.heartfoundation.co.za

