Annual Report
2018

THE HEART
AND STROKE
FOUNDATION
SOUTH AFRICA
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Message from the CEO

Given the fact that cardiovascular disease (CVD) constitutes 18% of the 48% of non-communicable diseases (NCDs) in South Africa, the 2017/2018 financial year proved to be very exciting and productive in driving the mission and vision of the Heart and Stroke Foundation South Africa (HSFSA). Importantly, the Foundation remained financially viable and stable enabling the implementation of the many programmes and initiatives to directly reduce the CVD burden in South Africa, and indirectly in Africa and globally.

There were a few “impactful firsts” in the past financial year. A major development was the opening of our office in Johannesburg which has proven to be an excellent decision based on the numerous CVD and related activities carried out there, and the increasing interest from the private and public sectors in Gauteng and neighbouring provinces about the services provided by the HSFSA. An initiative that I conceptualized and am particularly proud of is the School's Health Promotion Initiative (SHPI). The dedicated staff at the Foundation helped to implement this initiative. We owe the success of SHPI largely to Lucky Star, one of our Gold Sponsors and Dischem, our established partner and collaborator whose total cash and in-kind donation was close to R4.5 million. Finally, we were able to extend and expand our Health Promotion activities by partnering with our Platinum Sponsor, The Willowton Group for their Stokvel events in Kwa-Zulu Natal and Gauteng. This partnership for the Stokvel will be on-going and we are indeed grateful that Willowton has helped the Foundation achieve the community reach that we would have otherwise not had.

Of particular importance in the 2017/2018 financial year was the fact that stroke and the consequences of being afflicted with the condition was highlighted by ensuring greater public awareness through a strong partnership with the Angels Stroke Initiative. I serve on the Angels Advisory Committee along with many fellow multidisciplinary team experts. The Foundation is particularly grateful to have partnered with the Angels Initiative in the 2017 awareness campaign and to have been awarded a grant to upscale the stroke campaign in 2018.

Material for the Foundation’s Salt Reduction Campaign 2017 was developed and made possible by the National Lotteries Commission (NLC) and the National Department of Health (NDOH). We are very grateful to the NLC and NDOH for enabling the HSFSA to be one of the most “powerful agents” in influencing behaviour change for reduced salt consumption in South Africa (SA). Unilever, our Gold Sponsor and Dischem also played an important role during Salt Awareness Week in 2017 by partnering with the Foundation for public good by highlighting the dangers of excessive salt intake.
The Foundation prides itself on using scientific evidence and discipline-specific knowledge to frame the programmes that are implemented. Our continued association with global, regional and international partners, such as the South African Heart Association, NDOH, NCDs Alliance, African Heart Network, World Heart Federation, World Stroke Organization, and American Heart Association, are valued for this reason as we are constantly exchanging knowledge to realize the World Health Organization’s target of the reduction of CVD by 25% by 2025. My continued academic appointments at the University of the Western Cape and Stellenbosch University also assists in maintaining the scientific trustworthiness of our activities at the Foundation. Additionally, our research fund which was initiated by our Platinum Sponsor is earmarked for CVD projects in the next financial year. I would like to thank Prof Faadiel Essop, the Chair of the Research Advisory Committee (RAC), as well as the RAC committee members for dedicating their valuable time to help translate our research agenda into a reality.

I have participated in and was invited as a keynote speaker to many high-level meetings and congresses addressing NCDs, CVDs and the respective risk-factors. These events included the Public Health Association South Africa Conference, World Health Federation Summit in Singapore; American Heart Association conference at which the new American hypertension guidelines were released in November 2017; and the World Tobacco Conference on Tobacco or Health which was held in Cape Town in March 2018. A notable achievement was that at the African Heart Network conference held in Tunisia in March 2018, I was elected as the first woman President. I am grateful to my regional colleagues for the faith and trust they have placed in me to take up this appointment. My continued involvement in local, regional and international bodies and institutions is also key to improving the policy environment for NCDs and CVD in South Africa and globally.

My sincere gratitude goes out to the Foundations dynamic and diverse Board Chairperson, Dr Krisela Steyn, and fellow Board members who have always given me their support and guidance with the overall aim of ensuring that the Foundation meets its maximum potential to carry out its work. The support of many of our sponsors, partners and collaborators is humbling based on their trust in me and my staff who carry out the valuable work of the Foundation that makes a notable difference to the health of South Africans. Thank you to our Platinum Sponsor, The Willowton Group; and our Gold Sponsors: Tiger Brands, Unilever and Lucky Star. Moreover, thank you to Pharma Dynamics for their continued fund-raising support. Last but not least I would like to thank my staff for their commitment to the Foundation.

The successes of this past financial year have left me invigorated and determined to continue to drive the agenda of the Foundation and sustain it’s worth as a leading non-profit in the CVD environment.

Professor Pamela Naidoo
Dear Stakeholders, Donors and Board of Directors

As Chairperson of the Board of the HSFSA I am pleased to present our annual report for the Year End 31 March 2018. 2017/18 was a productive year for the Foundation with an increased number of health promotion and disease prevention activities carried out in both the private and public sectors.

The Board is also proud to announce the success of two very successful campaigns: the first one raised the importance of decreasing salt consumption to the recommended 5g per day, and the second focused on the increased awareness of stroke symptoms. The level of reach for each of these campaigns would not have been possible without dedicated funding from the National Lotteries Commission and the National Department of Health for the “Your body does not need the extra salt” campaign; and the Angels Initiative for the Stroke Awareness campaign. The salt reduction campaign helped to consolidate the Foundations position on the prevention of excessive salt use while the stroke campaign further helps embed the CEOs agenda to highlight the burden of stroke in South Africa, the African region, and globally.

In the 2017/2018 financial year the Foundations CEO, Prof Pamela Naidoo, was elected as President of the African Heart Network (AHN). This is an exciting development due to the alignment of the HSFSAs mission and vision to the African region for CVD as well the global parent bodies for heart disease and stroke, namely the World Heart Federation and the World Stroke Organization. The Foundation is playing an increasingly important role in reducing the burden of CVD in South Africa, the African region and globally. Another facet of work that the HSFSA has engaged in pro-actively is to address medical conditions which co-exist with CVD (such as HIV or AIDs), or may pose a risk for CVD onset (such as diabetes).

Given that the HSFSA's work is evidence driven, the Board is very pleased to inform our stakeholders that the research grant announcement is being finalized for the next financial year. It is envisaged that two to three research grants will be awarded to medical and allied health professionals in South Africa to carry out basic and applied CVD research.

Given the fact that 18% of the 48% of deaths is due to non-communicable diseases (NCDs) in South Africa, the Foundation is playing an instrumental role in reducing the burden of disease by highlighting the many local and global events on the health calendar. High level work has always been done in nutrition science at the Foundation and over the last financial year work has also focused on the harms of tobacco smoking and hypertension. I am together with the CEO and Board of Directors very grateful to our many partners, donors and sponsors who help the Foundation implement the programmes we have and to continue with the advocacy and health policy agenda to reduce the burden of CVD.
In particular I would like to thank our Platinum Sponsor, Willowton, and our Gold Sponsors, Unilever, Tiger Brands, and Lucky Star who play an important role in helping to sustain the organization.

The Heart Mark (HM) endorsement programme remains our key revenue instrument in ensuring fees paid for the use of the HM logo by registered food manufacturers to indicate to the public that the particular food item is a healthy food choice. In line with the science of nutrition being the basis for the Heart Mark, the Foundation withdrew refined grains in this financial year. While we expect to see the financial effect of this mainly as a loss in income, the Foundation seeks to maintain its trustworthiness by guiding the public on making the correct healthy food choices.

Revenue from sponsorships showed an increase year on year from R4 444 950 to R 6 485 151 and other income in the form of bequeaths, donations and investments showed an increase from R1 705 577 to R 9 686 761, bringing the total income for 2017/2018 financial year to R 16 171 912. Operating expenses increased from R 7.6 million in 2017 to R12.7 in 2018 resulting in a surplus of R3.3 million after investment revenue and fair values adjustments were made.

Also notable was the fact that our broadcasting, social media and PR values were quite substantial. We received in excess of R 137 229 082.22 in print, broadcast and online advertising value equivalency (AVE). The PR value for the financial year was R 411 687 246.66. This was an improvement on the previous years’ values.

**Board of Directors and Governance**

The Foundation continues to ensure that the Board is well balanced in terms of skills, breadth of expertise and is rich in diversity. The Board currently consists of 7 members, of which 5 are women and 2 are men. Members of the Board are from the various parts of the country in order to ensure that the Foundation is consistently seen as a national organization.

**Acknowledgements**

In closing, I would like to take the opportunity to thank the CEO, members of the Board and the staff of the HSFSA for their dedication to the mission and vision of the Foundation. May I also extend my gratitude to all the Foundations stakeholders for the respect and allegiance they have shown the organization. I am sure the next financial year will also be even more productive and the Foundation will make a significant contribution to the CVD community in South Africa and globally now that the CEO, Prof Pamela Naidoo and staff of the Foundation are in full swing implementing the work plan.

Dr Krisela Steyn
Board of Directors

Dr Krisela Steyn  
(Chairperson)

Mr Farouk Meyer  
(Vice-Chairperson)

Prof Richard Nethononda

Prof Edelweiss Wentzel Viljoen

Prof Gugu Mchunu

Prof Pamela Naidoo

Ms Nanette Crouse

Dr Leshni Shah
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 disease trajectory.
- Assist the public in making healthier lifestyle choices

Mission
To halt the rise of premature deaths through cardiovascular disease (CVD) in South Africa and promote the adoption of healthy lifestyles.

Key Messages
Cardiovascular disease (heart disease, stroke, 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-environmental features

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

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

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

THE GLOBAL CONTEXT

NCDs - a collective term for CVD, diabetes, cancer, chronic respiratory disease and mental health disorders - 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. In September 2011 the United Nations (UN) high level meeting recognised the scale of the NCD problem, the socio-economic impact, and the link to unhealthy lifestyles. Subsequent action by the UN, World Health Organisation (WHO) and World Health Assembly (WHA) has placed NCDs and CVD on the global health agenda and in the sustainable development goals (SDG's).

CVD IN SOUTH AFRICA

NCDs are a leading cause of death and disability in young people in South Africa, second to HIV/AIDS. Of 48% NCDs, heart disease and stroke make up the biggest burden at 18%. These conditions affect people in their most productive years which impacts negatively on our labour force. The burden to our health-care system is massive and so is the economic burden.

Key Focus Health Events and Campaigns

Selected campaigns and health days observed both globally and nationally to create awareness, educate, inform, and shows our collective support and solidarity on health matters affecting heart disease and stroke. Driving public awareness with a follow up calls to action is a goal we continuously chase in the interest of all South Africans and to alleviate the current burden on our health system. The HSFSA observes many of the health days on the national health calendar as set out by the Department of Health while supporting global health days and themes as well.
World Health Day
7 April

Globally the focus on health brought the spotlight of World Health Day 2017 to Depression, Let’s Talk. The Heart and Stroke Foundation South Africa (HSFSA) supported the World Health Organisation in addressing the seriousness of depression and shattering the stigma around the condition by encouraging conversations about it. Our media exposure allowed our CEO, Professor Pamela Naidoo to be interviewed on the topic being one of her areas of expertise. We pushed the hashtag #LetsTalk on our social media platforms to gain traction with our online community to get the conversation around depression escalated.

World Hypertension Day
17 May

On World Hypertension Day we urged all South Africans to measure their blood pressure in order to know their risk for heart disease and stroke. The HSFSA conducted free community based blood pressure assessments in the Western Cape, Eastern Cape and KwaZulu-Natal provinces during the measurement month of May. Our message put into the media also included the effects of high salt intake on blood pressure which made for interesting media coverage as linked our Salt Awareness Week theme with hypertension to encourage the public to get tested. We hashtagged #MeasureYourPressure to gain traction which was very well received by the online community.
World No Tobacco Day
31 May

The international World No Tobacco Day theme in 2017 was Tobacco, a threat to development. With the country waiting on the legislation to take its course on banning the smoking of cigarettes whether smokeless, e-cigarettes and vapes in public spaces, we joined the Western Cape No-Tobacco Task Team alongside CANSA, UCT Lung Institute, City of Cape Town, and Western Cape Department of Health, to host an information lecture for health promoters on tobacco smoking. Media coverage gaining traction as we featured with medical experts on Expresso Morning show and the publicising of our media release. In conjunction with our social media we gained on exposure by highlighting “The Good and The Bad Numbers”.

Rheumatic Fever Week
1-6 August 2017

Highlighted from 1 - 6 August, the HSFSA reminded all South Africans that sore throats matter. Rheumatic Heart Disease (RHD) is currently receiving global attention with a view to paving the way to beating it once and for all. The HSFSA attracted a number of radio and television interviews during Rheumatic Fever Week (RFW). Professor Liesl Zuhlke and several South African experts have worked tirelessly as part of ongoing international efforts to increase global commitment to eradicate RHD. In June 2017, the #TimeToTackleRHD campaign finally bore fruit. The World Health Organization recommended a resolution on Rheumatic Fever and RHD to be adopted at the 2018 World Health Assembly.

Heart Awareness Month
September

September is dedicated to Heart Awareness. The 2017 campaign called “Power Your Life” encouraged powering up by quitting smoking, eating healthier, doing more physical activity and reducing our salt intake. We continue to strive in reaching a global goal of reducing premature deaths from CVD by 25% by the year 2025. Annually the campaign raises awareness about heart disease - in South Africa 1 in every 5 deaths are caused by heart diseases and strokes, totaling nearly 82 000 lives lost in a year. We approached the campaign thematically with weekly themes:

Week 1 - Your body does not want the extra salt

Week 2 - Keep it light, bring down Obesity

Week 3 - You can do it - stop tobacco smoking!

Week 4 - Power Your Life on World Heart Day
In 2017, we have once again partnered with Dis-Chem Pharmacies with the hashtag #CheckYourPower as they sponsored free testing in their stores across South Africa. Free health risk assessments offered at Dis-Chem Pharmacies during September and October included blood pressure, blood glucose, cholesterol testing, and body mass index.

**World Heart Day**

29 September

Heart Awareness Month culminated in World Heart Day, which highlighted the global theme “Power Your Life”. Heart Awareness Day is supported by the WHO and our parent body, the World Heart Federation (WHF) The HSFSA, together with key staff at UCT’s Faculty of Medicine and Health Sciences collaborated in activities aligned with the World Heart Federation’s mission and vision to bring to South Africa’s attention that we can work together to reduce the burden of heart disease. We lit up iconic landmarks on World Heart Day (WHD) to drive the global goal of reducing premature deaths from CVD by 25% by the year 2025.
In Cape Town this momentous occasion was marked by lighting up the iconic Table Mountain and the Cape Wheel at the V&A Waterfront in red. This campaign was led by Professor Karen Sliwa-Hahnle, Associate Professor Liesl Zuhlke, and our CEO Professor Pamela Naidoo - supported by the World Heart Federation as they showcased countries around the world lighting up iconic landmarks in solidarity with the fight against cardiovascular disease (CVD). Life Healthcare Hospitals in KwaZulu Natal, Western Cape, Eastern Cape and Gauteng lit up in solidarity on World Heart Day. The Paxton Hotel in Port Elizabeth and Coastlands on the Ridge Hotel in KZN also obliged with lighting up their facilities.

**National Nutrition Week (NNW)**

*9-15 October*

The National Nutrition Week 2017 theme put water in the spotlight: “Rethink Your Drink, Choose Water”. The HSFSA supported this recommendation and distributed the media release drafted by the National Department of Health (NDOH) to increase awareness of the harmful health effects of sugar sweetened beverages and instead encouraged South Africans to make water their drink of choice. The HSFSA generated radio interviews on the topic and used the social media hashtag #RethinkYourDrink as we shared various ways to make water exciting as a drink of choice.
National Obesity Week
15-19 October

National Obesity Week 2017 highlighted obesity as a ticking time bomb in South Africa. In South Africa National Obesity Week follows World Obesity Day on the 11th October. The HSFSA urged all South Africans and their families to adopt healthier eating behaviour to avoid the negative health consequences of obesity. Through adopting the theme, the HSFSA also supported the government’s efforts to regulate the food industry as one of the strategies to reduce and halt overweight and obesity. The Obesity week media release generated radio interviews during October 2017 and continues to attract lifestyle and nutrition writers from various media outlets.

Stroke Awareness Week
28 October-3 November

Improving public awareness of stroke was the main aim of Stroke Awareness Week. 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 to mobilise healthcare experts, service providers, survivor support groups and other partners in an activation at the Chris Hani Baragwanath Hospital and Soweto taxi rank. This was attended by the PR Manager of HSFSA Nuraan Cader, media and the Gauteng Department of Health officials. Survivor interviews, health risk assessments, and health promotions were conducted.
World Stroke Day  
29 October

Stroke Awareness Week culminated in World Stroke Day, demonstrating the importance of awareness and acting quickly as key focus points to preventing and surviving a stroke. A collaboration between the HSFSA and the Angels Initiative, had a two-fold aim. The first was to increase stroke awareness and education across diverse communities in order to reach the population at large by introducing FAST. The second was to provide best practice guidelines, training and equipment, standardising the availability and quality of stroke-readiness and care within South Africa’s hospitals. The HSFSA and the Angels Initiative showed solidarity as we aim to create awareness. The HSFSA’s Business Manager, Rubeshan Nayager also led the collaboration called the Pink Flower Run with a running group in Melkbos Strand on the West Coast on WSD.

Salt Awareness Week (SAW)  
20-26 March

The HSFSA took the lead from the World Action on Salt and Health (WASH) in order to reinvigorate South Africa’s salt reduction efforts. During Salt Awareness Week, 12 - 18 March 2018, the HSFSA increased its salt reduction efforts in the 5 Ways to 5 Grams campaign. This was supported by a digital campaign on Facebook, and YouTube using the content from our 2017 Salt Awareness Campaign sponsored by the National Lotteries Commission and National Department of Health.

As part of furthering our salt reduction efforts with longstanding partner Unilever, we reprinted our re-designed salt brochure on how to decrease salt intake. Another longstanding partner of the HSFSA, Dis-chem Pharmacies, sponsored free blood pressure checks during March 2018, based on the fact that increased salt consumption can lead to hypertension. Social media traction was spurred on by the hashtag #5Ways5Grams with our online community to showcase alternate ways to flavour food without using salt as well as 5 grams of salt per day being the recommended daily amount as prescribed by the WHO.
School's Health Promotion Initiative

In 2017 the CEO of the HSFSA launched a new flagship programme called the School’s Health Promotion Initiative (SHPI). The whole of the school's approach was used for the SHPI which was piloted with two primary aims. The first was to raise awareness among South African youth on the importance of living a healthy life-style and the second was to encourage the staff to know their health status by undergoing a health risk assessment. Schools were selected in the Western Cape, Eastern Cape, Gauteng and KwaZulu-Natal provinces. The selection criteria for the selected schools included schools within communities that were not only English speaking but were also Afrikaans, Zulu and Xhosa speaking to ensure inclusivity. The schools were in predominantly under resourced communities.

On the day of the event for the SHPI a holistic approach was used which included a health talk for all the learners which emphasized the importance of a “healthy heart and brain”, and a physical activity which included a skipping demonstration done by a professional jump rope skipper. The staff were offered a free health risk assessment. Through the generous donation by Dis-chem each grade 6 learner received a skipping rope to keep fit at school and at home. The rationale for encouraging a healthy lifestyle was 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 were seen as the influencers and leaders as they will become the grade 7 learners the school will look up to in the following year.

We reached approximately 13 000 learners in 13 selected schools and conducted a total of 374 Health Risk Assessments for staff members in 2017. The reach probably extended beyond the schools as parents and other social networks in the child’s and staff’s lives were informed about the purpose of the SHPI.

The CEO would like to thank our staff and volunteers for the success of the SHPI. The Board of Directors, CEO and HSFSA staff would also like to express our gratitude to our partners in this initiative, namely, Dis-Chem, Lucky Star and The South African Jump-Rope Federation. The HSFSA plans to up-scale this initiative in the next financial year.
Meeting The HSFSA’s Mission and Vision: 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)

As we review the status of heart disease and stroke in South African, we see statistics showing 80% of heart disease and stroke is still preventable. Poor lifestyle choices and behaviours play an important role in the development of CVD. The Health Promotion Programme continues to service the communities within South Africa with ongoing awareness campaigns, offering preventative information, health risk assessments, and build relationships with the media. Another important facet of the HPP team is to build relationships which drive an increase in revenue generation through services offered such as our Employee Wellness Programme.

Our main purpose is to empower all South Africans to adopt healthy lifestyles and to improve the understanding of all South Africans as to what CVD is and to know about the risk factors which influence CVD. While the WHO has urged countries to reduce high blood pressure by 25 percent by 2025, it is disconcerting that over the last 25 years, neither heart disease nor blood pressure levels have improved in South Africa. Hence, the role of the Health Promotions Programme (HPP) becomes even more critical as we tackle the high incidence of heart disease and stroke among South Africans.

The HSFSA, with limited capacity and therefore actively seeks to recruit volunteers to assist us on a number of health promotion campaigns. Volunteers from all walks of life readily give off their valuable time, expertise and resources to come together to support the Foundation in highlighting the prevention of heart and stroke conditions.

STRATEGIC FOCUS AREAS FOR THE HEALTH PROMOTION PROGRAMMES:

Health Risk Assessments

A Health Risk Assessment is having your vital statistics tested, this includes a simple blood glucose, cholesterol, blood pressure, waist measurement and body mass index (BMI) test. An important point to remember is that these conditions are avoidable - all it takes is a few small lifestyle changes and behavioral changes, like going for a health check-up and knowing what affects our health adversely.

Our Health Promotions team, with the assistance of certified health professionals have developed a Health Risk Assessment Screening Manual to conduct health risk assessments in line with our standard operating procedures (SOPs) and in line with the Heart and Stroke Foundation SA’s strategy to assess and link to care.
We have also developed referral letters for identified high risk clients. Our Health Promotions Officers issue a signed referral letter to the clients with their HRA results for further management from their doctors, clinics or public hospitals.

In the 2017/2018 period, the team conducted 249 Health Risk Assessments which saw 20,692 members of the public. This is the kind of impact we aim to have on many more communities so we may instil the habit of regular follow-up visits and encourage appropriate management of risk factors which influence heart disease and stroke.

**Community Health Talks**

In the 2017/2018 financial year our Health Promotions team hosted 175 community health talks that have benefited 18,723 members of our community. The outcomes from these talks has helped our communities to recognize the complexities around adopting healthy lifestyles and changing behaviors and preventing heart disease and stroke.

Another very important aspect of the Health Promotions Programme is being equipped to share information around heart health via the media by being briefed and trained in-house with the expertise from our CEO, Professor Pamela Naidoo as well as our Nutrition Science team.

The increase in the number of radio interviews conducted nationally around health related topics in the different languages, further increased the public's knowledge about the risk factors of heart disease and stroke. Our partnership with community radio stations in developing standing weekly and monthly interviews also help foster relationships with under-resourced communities, making a positive difference in the lives of those affected.
Table of Health Promotion Activities Across 4 Provinces

<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>WESTERN CAPE</th>
<th>KWA-ZULU NATAL</th>
<th>EASTERN CAPE</th>
<th>GAUTENG</th>
<th>NATIONAL</th>
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<td>Health Risk Assessments</td>
<td>74 (7 560)</td>
<td>114 (11 796)</td>
<td>61 (1 336)</td>
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<td>82 (9 765)</td>
<td>33 (932)</td>
<td>3 (1 600)</td>
<td>175 (18 723)</td>
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<td>Health Information Displays</td>
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<td>23 (2 728)</td>
<td>5 (854)</td>
<td>5 (2 400)</td>
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<td>11 (378)</td>
<td>11 (194)</td>
<td>4 (85)</td>
<td>44 (2 032)</td>
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<td>Hearty Visits</td>
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<td>6 (4 299)</td>
<td>9 (2 838)</td>
<td>1 (700)</td>
<td>33 (12 609)</td>
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<td>Employee Wellness Events</td>
<td>11 (857)</td>
<td>12 (865)</td>
<td>2 (106)</td>
<td>7 (568)</td>
<td>32 (2 396)</td>
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</tbody>
</table>

*The number of events are shown above, with the number of people attending in brackets.
Public Health Events

The Health Promotions team has had some successful events during this financial year, hosting 77 Health Information Displays in the public sector and sharing valuable information through the dissemination of our brochures on CVD, Living a Healthy Lifestyle, Stroke and Salt.

The strengthening of our engagement by communicating evidence-based messages to the public remains a key priority area and have increased public awareness by identifying new areas in under-resourced communities reaching 13 945 members of our community with the goal of improving health outcomes.

The team also has had the privilege to work in collaboration with a number of stakeholders and service providers, namely, NGO’s, Faith-based organisations, Old Age Homes, Public Hospitals and Clinics, Government Departments and Civil Organisations to increase public knowledge on Cardiovascular Disease.

Hearty, our mascot is an icon and plays a huge role in encouraging both children and adults to “be heart smart” and to take good care of their heart health. CVD is not confined to the elderly: children too face the risk of suffering from this life-threatening disease. If education of heart and stroke disease starts at the level of children, we will be setting a cycle that will begin early and reach out to the community for a healthier South Africa.

Nationally, Hearty has made 33 visits to community events, hospitals, sporting events, and schools, raising the profile of the HSFSA as a community organisation established to reduce the incidents of CVD and reaching 12 609 members of our community.

Mended Heart Meetings

Our free Mended Heart Meetings continue to prevent premature heart disease and strokes through education while also teaching people to manage their health even after having suffered a heart attack or stroke. These meetings provide emotional support to all our heart attack and stroke survivors, their caregivers, families and friends, as well as any persons interested in healthy living.

Our members are given an opportunity to receive evidence based, first-hand knowledge on circulatory health from a variety of specialized health practitioners such as cardiologists, neurologists, dieticians, physicians and paramedics. Speakers are also from the alternate health fields such as yoga practitioners.

The success of our Mended Hearts Meetings could be attributed to our partnership with Life Healthcare Hospitals:

* Life Vincent Pallotti
* Life Fourways
The above healthcare private-sector Institutions provide expert speakers for our meetings at no cost to the Heart and Stroke Foundation SA. They also sponsor the venues and healthy snacks for our monthly meetings and talk sessions.

The successful launch of our community forums in Belhar and Khayelitsha, two socio-economically deprived areas in the Western Cape, and Timothy Valley in the Eastern Cape have increased our organic footprint in these areas, offering beneficial information to the community at large.

Nationally, we held 42 Mended Heart meetings reaching 2007 members of the public.

**Employee Wellness Services:**

Our Employee Wellness Programme's aims to help reduce the occurrence of cardiovascular diseases and increase productivity in the workplace. With employees experiencing increasing levels of stress, a larger number need assistance on a number of issues including mental health.

Our services included:

- Health education talks by our health promotion officers and registered dieticians vary from general health talks to specific topical health information like diabetes, high blood pressure, cholesterol, etc.
- Health Risk Assessments (HRA's)
- Health information tables distributing various topical brochures
- Visit by our mascot “HEARTY”

The Heart and Stroke Foundation adopts a proactive, preventative and patient-centred approach to manage illness and wellbeing in the workplace. Companies investing in employee wellness are seen as proactive and employee centered because employee wellness can positively affect productivity, morale, contribute to stress reduction among some of the benefits.

We offer a comprehensive Employee Wellness Programme to help employees understand that being healthy is not about a diet, but rather about long term habits which are a lifestyle.
The Nutrition Science team is responsible for the implementation of evidence-based nutrition programmes that aim to reduce cardiovascular disease (heart disease and stroke) morbidity and mortality in South Africa. We also advocate on behalf of the Foundation to influence public health policy that is nutrition related. Our team also plays a central role in media communications, salt reduction initiatives and the Heart Mark and Diabetes South Africa food endorsements programmes. We further support the Health Promotion team by presenting talks on healthy eating to the public and updating educational resources. The team leads certain HSFSA initiatives such as the Scientific newsletter called the CVD up-dates and is instrumental in building relationships with external partners and communicating with healthcare workers.

Salt reduction initiatives

Since the establishment of the multi-coalition in 2013, Salt Watch, the HSFSA managed to create public awareness and education campaigns to encourage South Africans to reduce their salt intake. This year’s World Salt Awareness Week (12 – 18 March 2018), we reminded South Africa of the harmful effects of eating too much salt and highlighted how the salt present in everyday foods can add up in a day. We also encouraged the public to play their part and make simple changes to their eating and purchasing habits and provided 5 ways to 5 grams - simple actions that one can take to bring your salt intake, along with your family’s intake, down to safer levels. For this year’s Salt Awareness week, we developed an education leaflet as a collaborative initiative with Unilever to inform the public about the dangers of excessive salt use.

The HSFSA is also a member of World Action on Salt and Health (WASH). As a member of WASH we were tasked to take part in survey to assess the variation of salt levels in bread worldwide, and see where reductions can be made. Data collection was completed and in a press release was received with all the countries results. This press release can be used as an advocacy tool to further support salt reduction initiative by government. One of the main outcomes of the WASH survey was that South Africa is fairly advanced in the reduction of salt in breads based on the regulatory framework of the National Department of Health Food endorsement compliance and legislative advocacy.

Food endorsement compliance

The Heart Mark endorsement and the Diabetes South Africa (DSA) endorsement are category-specific nutritional criteria which is set by the HSFSA and is based on the latest national and international guidelines for the prevention of CVD. They also informed by other prominent international dietary guidelines. The Nutrition team evaluates every new endorsement application against these nutritional criteria. Nutritional criteria are reviewed on an annual basis. In addition to meeting the Heart Mark criteria a food product must be eligible to make a health claim as assessed by the Nutrient Profile Calculator as per Department of Health legislation that regulates the labelling and advertising of foods (R.146).
Heart Mark Endorsement: Withdrawal of refined grains

The HSFSA reviewed the endorsement criteria for refined cereal grains, including white rice and white pasta. The available scientific literature clearly illustrates that consumption of whole grain products instead of refined cereals improve cardiovascular and overall health outcomes. Local and leading international dietary guidelines and cardiovascular prevention guidelines recommend the consumption of whole grain cereals instead of refined cereals.

The Heart Mark should help consumers choose whole grain foods in place of refined grains. Endorsing both whole grain and refined cereal grains does not assist members of the public in making better food choices and therefore the HSFSA has discontinued new endorsements of refined cereal products since July 2016.

Legislative advocacy

In terms of legislative advocacy, the HSFSA supported and advocated for the approval of the sugar taxation bill. Comments were given on the draft bill as well as attending meetings at parliament to show the HSFSA’s support towards combating the obesity crisis. The bill was passed and all sugar-sweetened beverages will be taxed from 1 April 2018. The HSFSA is pleased and commends the National Treasury for this move to improve South Africans' health.

Conferences and engagement with professional bodies

In order to achieve and strengthen the HSFSA vision, it is important to inform healthcare workers with the correct knowledge and resources. The Nutrition team regularly present talks and engage with healthcare professionals at scientific conferences and training events.

A notable example includes a presentation by the Nutrition Manager, Gabriel Eksteen, at the SA Heart Association Conference. The presentation was on the dietary management of obesity. The session was attended by approximately 150 cardiologists, cardiac surgeons and other specialist cardiovascular researchers and professionals.
One of the members from the Nutrition Team, Megan Lee, was invited to an implementation workshop at the Global Alliance for Chronic Diseases (GACD) symposium in Cape Town. In preparation for the workshop the team member, supported by the CEO, developed a summary of a pilot implementation project relevant to the HSFSA. The chosen project was titled “Piloting a School-based Health Promotion Programme to increase the uptake of healthy eating behaviour and physical activity and decreasing the risk of tobacco smoking”. This work was in preparation for redesigning the HSFSA healthy schools programme.

The HSFSA continues to partner with ADSA for various initiatives. ADSA was instrumental in locating indigenous language speaking dietitians to represent the HSFSA during HAM 2017. ADSA continues to distribute the HSFSA media releases and scientific newsletters to their member database.

Other Nutrition Science Initiatives

**Healthy schools initiative**
Preventing and treating childhood obesity is an important focus area of both South African and global obesity strategies. Key to this focus area is the promotion of healthy food choices, and focusing on the health, nutrition and physical activity of school aged children. The HSFSA healthy school initiative is a voluntary programme and a free service offered to both primary and high schools. Schools are guided to adapt their existing food offerings to provide healthier choices for their learners, while taking practicality and costs into account. Registered schools receive ongoing support and are provided with nutrition and health tips for teachers, parents and learners through the quarterly newsletter, Break Time. 20 schools are registered on the programme across four provinces, with nine located in the Cape Metropole. Six new schools joined in 2017/2018.

**Public Relations and Communications Department**

Over the past year the Public Relations and Communications department has continued to build on its strategy of improving communication through various communication channels and enhancing the image of the HSFSA. Within the 2017 / 2018 period, the Public Relations and Communications department has increased its media exposure in keeping with its goals attached to the health calendar days. We have ensured the information put into the public space is accessible and audience appropriate so we can communicate effectively and influence lifestyle change.

It is important to note that the work done in the Public Relations and Communications team cross cuts into the Nutrition Science and Health Promotions teams to make sure the HSFSA is a credible and accurate content source. In addition, our social media platforms have grown gradually as we added the LinkedIn platform to our stable to build on digital professional networking.
Training and development

The Public Relations and Communications department have welcomed a new intern as we do annually and skill them in the art of health communication whilst gaining experience in reporting, social media management, media liaison, campaign planning, campaign implementation, writing skills, and what to expect from the dynamics of the working world. We aim to let our interns complete their internship with the confidence to practice public relations and communications with confidence and insight into industry and business standards.

Collaborative initiatives in the digital space

The evolution of technology is something the Foundation is committed to keeping up with, therefore we have strategically chosen to Facebook, Twitter, YouTube, and LinkedIn as platforms in which to communicate to appropriate audiences. With content plans drafted in advance, we tailor our communication for each platform considering the audience, frequency at which data expires, reach per platform, number of users, and ability to drive website traffic. Social networks are also used to share and leverage off the followers of each stakeholder included in the social media posts. Other digital areas of expansion include webinars whereby the Foundation is widely acknowledged and the use of skype as a mode of conducting media interviews and webinars. By the same token, the Foundation syncs all its messaging across all social media platforms together with traditional media for consistency and impact.

Website: A new look at www.heartfoundation.co.za

We are happy to announce that we have launched our new website in November 2017. The overhaul of the website was done with accessibility, ease of navigation and visual appeal in mind. In addition to the new aesthetic the website provides a refreshing update of all information previously listed on the website as well as some added pages we are happy to share with everyone who visits our website. The website acknowledges our sponsors and affiliates, and also explores the depth of What We Do in terms of work streams, research, and support. It also provides users with easy access to signing up for our monthly Heart Zone and CVD Update newsletters, and is a portal to make donations of kindness in honor of or in memory of someone affected by heart disease or stroke.
Social Media

Facebook followers have increased by 23.28% between 01 April 2017 - 31 March 2018:
1 April 2017: 5 425
31 March 2018: 6 469

Twitter followers increased by 13.86% between 01 April 2016 - 31 March 2017:
1 April 2017: 2 665
31 March 2018: 3 032

Media Coverage at a glance

Cumulative media reach (CMR) - listeners, readers, viewers: 396 640 134 (excluding online impressions)

*Advertising Value Equivalent (AVE):

R 137 229 082.22 (including online)

**Public Relations Value (PRV):

R 411 687 246.66

*Advertising Value Equivalents (AVEs), also referred to as ‘ad values’ and ‘ad equivalency’ is the method used for measuring the value of public relations. It also refers to the cost of buying the space taken up by a particular article, had the article been an advertisement.

**PR Value is calculated at three times the AVE amount as per the Public Relations industry standard
Due to sound financial planning, the HSFSA continued to grow from strength to strength, despite the current economic climate. Contributions in the form of donations and sponsorship, both in-kind and cash, 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 long-term funding. The Heart Mark food endorsement programme is the Foundation's commercial flagship and continues to attract new Heart Mark holders. We have seen an addition of over 20 newly endorsed products displaying the logo during the 2017/2018 period. Building on from the previous financial year, the Diabetes South Africa (DSA) endorsement, which continues to be administered by the HSFSA, has also attracted new products and encouraged old DSA holders to renew their respective endorsements.

**Endorsements**

**Heart Mark**
The Heart Mark programme is approved by the National Department of Health (NDOH). The endorsement provides a guaranteed way to buy food lower in salt, sugar and saturated fats, and higher in fibre. This makes it the smartest way to maintain a healthy, balanced diet, which goes hand in hand with physical activity and other positive lifestyle choices. The Heart Mark endorsement programme is part of ongoing efforts by the HSFSA to reduce the number of deaths in South Africa caused by preventable heart disease and stroke. With over 450 different Heart Mark endorsed products, you will find Heart Mark endorsed products for most of the foods you usually buy.

**Diabetes South Africa (DSA)**
A contractual agreement was signed with DSA to manage the DSA food endorsement programme at the beginning of 2017. The DSA endorsement logo is an easily recognisable logo that was developed for consumers who are affected by diabetes. People living with diabetes do not need special 'diabetic' foods but should be eating normal healthy foods that are low in sugar, salt, refined carbohydrates, and saturated fat.
The DSA food criteria points out these 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.

**Our Guarantee**
Foods must earn the Heart Mark and / or DSA logo, which may only appear on products after they have gone through a strict process which includes laboratory testing. 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.

**Promotion of the Heart Mark and DSA**
The HSFSA has strategically promoted the Heart Mark and DSA endorsement programmes through a number of communication channels. In this financial year, in addition to the normal day to day promotions, the HSFSA chose to promote awareness of the Heart Mark programme through above-the-line marketing so to reach a wider audience. Each month a Heart Mark product is profiled in our monthly newsletter, Heart Zone with over 10 000 recipients subscribed.

**Donations and Fundraising**

**Willowton Group, Shoprite and Checkers Fundraiser**
The work done by the HSFSA was bolstered by the donation of R200 000 by the Willowton Group - platinum sponsor of the HSFSA, as well as Shoprite and Checkers following a national fundraising campaign run in support of Heart Awareness Month. From 18 September to 5 November 2017, Willowton Group launched an exclusive pack of 1.2kg Sunshine D 40% fat spread tub, packaged with the Heart Mark Logo, and R1 from the sale of every pack was donated by Shoprite or Checkers to the HSFSA.
#HugYourHeart fundraising campaign
For the second year running, Pharma Dynamics hosted the #HugYourHeart campaign, which proved to be a successful online fundraiser which saw an incredible R100 000 raised for the HSFSA in February 2018.

This annual fundraiser assists the HSFSA in continuing its work. #HugYourHeart gained exposure and momentum by being featured on TV and radio as the campaign enjoyed exposure and involved our health promotion officers appearing on the SABC 3 Expresso Morning Show.

KPMG SunMile
Race organiser and owner of Modern Athlete, Craig Van Der Westhuizen chose the HSFSA as the beneficiary of the KPMG SunMile held in April 2017. Craig, having suffered Rheumatic Heart Fever as a teenager is passionate about partnering with the business sector to raise funds. The KPMG SunMile Executive Challenge raised R55 000 from all participating CEO’s.

Global Running Day
The Westin Hotel Cape Town joined the Marriot group of hotels around the world to celebrate Global Running Day observed in June each year. The Westin Cape Town raised R10 000 for the HSFSA. The hotel placed three treadmills on its ground floor from 06h00 to 18h00 and encouraged guests and staff to do a brisk walk or jog, with an “ambitious end goal in mind”. Westin ambassadors also voluntarily joined the event, such as Tarryn Lamb from the music trio BlackByrd, along with KFM 94.5 radio personalities such as Jeremy Harris, Rob Vember, Liezel van der Westhuizen, Zoë Brown, and Suidooster actor Marco Spaumer. They set out to reach 200km in 12 hours, and by the end of the evening had clocked in at 211km.
INFORMATION DISSEMINATION INITIATIVES

CVD Scientific Newsletter

The Nutrition team sends out a fortnightly email newsletter to a database of scientists, academics and health professionals. It provides direct links and short summaries of 10 recent cardiovascular articles related to public health, nutrition, cardiovascular medicine, exercise and other CVD risk factors. A link to the newsletter is also sent to SA Heart, SA Hypertension, the Nutrition Society, ADSA and HSFSA PR, who distributes it on twitter. The database now includes over 550 subscribers. In addition to subscribers the CVD update also gets widely shared through our partners on various platforms. To subscribe to the newsletter, visit www.bit.ly/CVDupdates.

Heart Zone

Our monthly newsletter, Heart Zone, is circulated to over 10 000 recipients and is in line with our communications strategy following the health calendar. The newsletter drives website traffic to the HSFSA’s newly launched website on which all topical articles are placed. In addition, Heart Zone also distributes popular recipes via the newsletter and profiles a Heart Mark product in each edition. In the past year the Heart Zone database fell to just under 10 000 recipients, but upon changing our writing style, article length, and organisation voice we managed to positively attract more recipients.

The newsletter is an important information dissemination tool in keeping the public up to date and well informed. Our new newsletter signup page allows us to learn a little more about our audience each time someone signs up as this is used as a means of collecting data. Often our newsletter creates a hype among recipients with Heart Mark sponsored competition prizes up for grabs giving added exposure to our Heart Mark holders.

RESEARCH AND PUBLICATIONS

HSFSA’s Research Initiative

The Foundation is committed to applying evidence based methods to the work it does. Moreover, the HSFSA would like to play a key role in advancing basic and applied CVD research and has as a result planned and finalized the details of a research grant which will be launching in the next financial year (2018/2019). The Research Advisory Committee members, chaired by Prof Faadiel Essop, have played an instrumental role in the development of the grant call. We are grateful to the Willowton Group for the initial outlay of the research fund which was matched from funds directly from the Foundation.
Publications

Peer reviewed publications listed below are selected ones from staff, Board members, and the Research Advisory Committee of the HSFSA.


Advocacy, health policy, and multi-sectoral partnerships

Partnership with the National Department of Health (NDOH)

The Foundation’s relationship with the National and Provincial Departments of Health are instrumental in mobilizing the health sector to reduce the burden of non-communicable diseases (NCDs) in South Africa. Experts in the field of science, medicine, research, public health, private sector, NGOs and other stakeholders are often invited by the NDOH and Provincial Departments of Health to comment on policy papers and fiscal measures that have a bearing on health and health service delivery. The CEO and other key HSFSAs staff are always invited to the stakeholder engagement events.

In this financial year there has been an increased attention paid to NCDs in the country, and globally following heightened focus by the global bodies such as the World Health Organization and the United Nations. Given this scenario it is critically important to maintain a strong association with the NDOH.

Western Cape on Wellness (WOW!)

The HSFSA continues to partner with the Western Cape on Wellness (WOW!) initiative which is led by the Western Cape Department of Health, in partnership with other government departments, NGOs, the private sector and academic institutions. WOW is focussed on best practice models for community based health promotion programmes, including physical activity, nutrition and health risk assessments. The Health Promotion Staff and Nutrition Science team work with the WOW stakeholders to increase community reach for health promotion and disease prevention.

South African Non-Communicable Disease Alliance

The CEO of the Foundation is the key representative at the SANCDAs meetings, forums, policy initiatives and other activities. This involvement is crucial as the SANCDSA is part of the global NCDs Alliance who is doing excellent work in driving the NCDs agenda forward across the global and all World Health Organization Regions.
Acknowledgements

**Melomed Roadshow**
The Foundation was approached by the Melomed Private Hospital Group for participation in our Valentine's Day initiative to create awareness with a roadshow starting at Melomed Tokai, reaching Melomed Mitchells Plain, Melomed Gatesville and finally ending at Melomed Bellville. The Melomed team purchased our newly launched HSFSA badges which supported our fundraising efforts on the day. Patrons of Melomed were empowered with interpersonal contact from the HSFSA team and a chance to meet our mascot, Hearty.

**Pink Flower Run**
The Pink Flower run / walk held in Melkbos Strand in Cape Town is hosted by Linda Truscott and Charl Du Plessis of Melkbos Athletic Club. The run allowed the Foundation to shine a spotlight on World Stroke Day observed on 29 October with an emphasis on physical activity. There were 71 participants in the run, and all funds raised were divided between the HSFSA and one other chosen beneficiary.

**Reddam House and St Cyprian's**
Both Reddam House and St Cyprian's continued to support the foundation by selling button badges on Valentine's Day to raise funds and awareness about CVD.
Health Risk Assessment attendee

“My name is Suren Mohanlal and I want to thank Ms Sam Dladla, Health Promotions Officer from the HSFSA, for the concern and follow up on my heart health.

I had 5 stents put in June of 2014 and by December 2014 the stents failed and I underwent bypass surgery at the Life Westville Hospital. At the time my sugar levels were uncontrolled and very high. In October 2017, I took note of Ms Dladla’s counselling and advice and made changes to my lifestyle.

According to Dr.Sureka Maharaj of Life Westville Hospital whom I visited recently, my sugar levels and my blood pressure was stable and satisfactory.

The health talk and presentation on heart disease and stroke assisted me in various ways to maintain a much healthier me. Thank you for making me more aware and self-conscious about heart health matters.”

Suren Mohanlal (Kwa-Zulu Natal)
Jenni Gault

Jenni operates from her Port Elizabeth studio in South Africa, from where she travels, shows and sees her clients in London, Paris, Shanghai, New York, Las Vegas, Tokyo, Moscow, Dubai, Munich, Wattens and Hong Kong. A boutique jewellery designer with an international career that has adorned eight Miss South Africa's. However, Jenni Gault has suffered numerous heart attacks and strokes. 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.

Rodal Naidoo

Rodal is passionate about serving the HSFSA in order to help patients, their families and caregivers to gain access to information and making it possible for them to ask questions and receive feedback about their lifestyles. As a champion for the Foundation Rodal assists in facilitating the Mended Hearts group in Johannesburg which is run for individuals and their families who have suffer from heart disease and stroke.
FINANCIAL STATEMENT
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Help us build a healthier South Africa by donating to
The Heart and Stroke Foundation South Africa:

Nedbank, Foreshore Branch
Account Number: 1083248251

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