



THE HEART  
AND STROKE  
FOUNDATION  
SOUTH AFRICA



APPROVED AS PART OF  
THE HEART AND STROKE  
FOUNDATION EATING PLAN



# ANNUAL REPORT 2024

CELEBRATING  
OVER 4 DECADES OF  
HEART & BRAIN HEALTH



THE HEART  
AND STROKE  
FOUNDATION  
SOUTH AFRICA

## Table of Contents

Message from the CEO	1
Message from the Immediate Past Chairperson	5
Message from the Current Chairperson	7
Board of Directors	10
Vision, Mission and Key Messages	11
The Global and Local Patterns of CVD	12
Key Health Events and Campaigns	13
Meeting the HSFSa's Vision and Mission: Our Work-streams	25
Health Promotions Programme	25
Nutrition Science Programme	30
Public Relations, Communications and Marketing	32
Income Streams: Endorsements, Donations and Fundraising	34
Testimonial	35
Heart and Stroke Foundation South Africa's Champions	37
Research and Publications	38
Staff	40
Financial Statement	42



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## Message from the CEO



*Professor Pamela Naidoo*

In a world of instability, unpredictability and geopolitical turmoil, the cliché “who knows what’s going to happen” seems apt. Whilst many regions of the world are progressing socially and economically, there are many regions that are going backwards. The Russia-Ukraine war and the Israel-Palestine conflict are cases in point. The turmoil in some parts of Africa is also very concerning as the effects will reverberate throughout Africa and the world. Refugees and people migration are an inevitable consequence. Most importantly, global physical and mental health is currently under threat and more people need access to health care.

Given this scenario, the Heart and Stroke Foundation South Africa (HSFSA), a health non-profit organization I have led as the CEO for the past eight years, has remained constant, relevant and consistent in the face of local, regional and global challenges. The resilience of the Foundation can be demonstrated by the fact that it has been in existence for over four decades with the primary mission to reduce the burden of cardio-vascular disease (CVD) and its associated risk factors. The organization has indeed been through financially vulnerable periods over the past 44 years, yet remains resilient. It took good leadership and a good governance with a competent and skilled Board over the past almost 20 years to raise the profile of the organization to be a leading health non-profit serving communities. As the current CEO I have realized that adapting to change in real time whilst maintaining the core values of the organization in order to meet the mission and vision is one of the key drivers of success. The mix of conservatism and modernism has served the HSFSA well.

At a high level, the value of our Foundation is reinforced by being recognized by local and global organizations for thought leadership and engaging in such forums to facilitate and interrogate non-communicable diseases,

patient engagement, and stakeholder engagement to promote health and well-being. Associated with these initiatives is the ability to up-skill our staff to implement the work streams of the organizations more efficiently using recent evidence-based best practice methods. Opportunities have been provided to staff to engage in global platforms.

A key methodology used by the HSFSa to operationalize the mission and vision of the Foundation, is through mass campaigns. Activities around campaigns and key health events in this reporting period required funding to be able to implement at scale. My sincere gratitude goes out to generous funders, Liberty (Standard Bank Group) and our long-standing partners and donors including our Diamond Sponsor, the Willowton Group; our Gold Sponsors, Tiger Brands and Lucky Star; Pharma Dynamics; Dischem and Unilever. Moreover, the trust placed in our organization by private donors is heart-warming as this level of funding allows for effective implementation of our outreach programmes and enables us to maintain a strong operational focus.

The Foundation's Heart Mark Endorsement Programme forms a part of our strong nutrition pillar and also serves as an important revenue stream. We do salute our Heart Mark holders who abide by the regulatory framework for what constitutes healthy food products which enables them to utilize the Heart Mark logo on these selected products. A special thank you goes to our Board member, Prof Edelweiss Wentzel-Viljoen who has worked closely with me and our nutrition team to ensure the highest standards in the field. Moreover, we have partnered with global stakeholders in the nutrition space and have also had the fortune of presenting our nutrition work in M&E at an international nutrition congress held in Cape Town.

There were other international opportunities to share our work and contribute to regional and global progress in the detection, care and management of heart disease, strokes, hypertension, glucose and cholesterol management and so on. I am honoured to be a part of the Executive Committee for the African Stroke Organization, and serve on

the conference organizing committee. There was also great value in being asked to speak at the African Stroke Organization Conference which took place in-person and virtually between the 2nd and 3rd November 2023, in Nigeria. In attempting to forge deeper work on stroke, I also presented a paper at the World Stroke Conference held from 10th -12th October 2023. Staying with the ethos of evidence-based work, the Foundation proudly initiated the call for the second research grant which will be awarded in the next financial year (2025). We are very grateful to our highly accomplished Research Advisory Committee for facilitating this process and ensuring the level of integrity needed in this initiative.

Eight years ago, when I started my term as the CEO, a key vision was to equalize the attention for heart disease and strokes, as over the years less attention was paid to strokes as a burdensome condition. It is with enormous gratitude to our donors and funders, especially Boehringer Ingelheim (BI), for helping to make this a reality. The FAST Heroes programme, targeting young children for stroke awareness education is also a partnership between BI and the HSFSa. As it stands today, the Foundation commemorates health events and outreach work on heart disease and strokes with the same amount of vigour. In this financial year our key health events and campaigns included Employee Wellness Week, Salt Awareness Week, World Hypertension Day, World No Tobacco Day, Heart Awareness Month, World Heart Day, Stroke Week, World Stroke Day and Nutrition Week. To create population level impact, we partnered with public and private sector establishments, such as the National Department of Health, SA NCDs Alliance, national universities and Technikons, anti-tobacco lobby groups, such as Protect our Next, and various NGOs who mobilize on behalf of civil society.

To enable a health non-profit to exist for more than four decades, a model of sustainability needs to be in place. The HSFSa has for at least the last two decades, evolved into a stable and competent organization recognized locally, regionally and globally. Our governance structures are strong and we also engender trust through annual audits. In this reporting period the outcome of the audit was very positive. The Foundation's investments have

shown very positive growth, the revenue from the Heart Mark Endorsement Programme has remained stable, and funding commitments from individual donors and the private sector has been encouraging. Additionally, careful spending whilst maintaining the quality of our outreach work, has been our hallmark. The trust placed in the capabilities of our organization enables our dedication to our mission and vision. We will continue to manage risk, maintain the value of the Foundation and ensure its longevity with the ultimate outcome being the reduction of cardiovascular conditions to well below the current level where it takes the top spot as a high burden non-communicable disease.

I know we will have continued success as we have a skilled and professional team that form a part of our Health Promotion Programme, Nutrition Science Programme, PR and Communications Department, and Business Unit and Operations. Moreover, we have a committed Board Chair (Dr Leshni Shah until October 2023 and Nanette Crouse who is the current Chair). Our skilled and diverse Board members are invaluable in guiding and helping to steer our ship. On behalf of our Board members, staff and stakeholders I would like to express my sincere gratitude to Dr Shah for her visionary leadership which encompassed in-depth medical knowledge and business and financial acuity.

As the CEO, I remain committed to the organization and will strive to keep up with innovation in the health non-profit space using global benchmarks whilst remaining locally relevant.

Sincerely

A handwritten signature in black ink, appearing to read 'P. Naidoo', with a stylized flourish underneath.

*Prof Pamela Naidoo*

## Message from the Immediate Past Chairperson



*Dr Leshni Shah  
(Immediate Past Chairperson)*

The healthcare sector in South Africa is once again embroiled in controversy. While the intention behind the National Health Insurance bill is a positive step towards providing accessible quality healthcare for all, the hasty passing of the bill and the threat it poses towards private healthcare has resulted in a poorly supported, controversial proposition.

The affordability of the NHI is still to be outlined by government, while many aspects of implementation of the system has not be thoroughly interrogated to ensure effective implementation. This has resulted in a lack of buy-in by the medical fraternity, the private healthcare sector including medical schemes and hospital groups. The proposed NHI, if properly considered and implemented with a more collaborative approach, with the private and public sectors working together to look at how scarce resources may be utilised for the good of all, could be the panacea for healthcare in South Africa.

While this continues to play out, the many not-for profit organisations that focus on improving the health of the population, through education, prevention and curative measures, continue to operate focusing on achieving better health outcomes. Now in existence for just over 44 years, the Heart and Stoke Foundation SA continues to be a pillar of support to the medical fraternity in working towards decreasing the incidence of non-communicable diseases, particularly focusing on heart disease and hypertension. More than ably led by Prof Pamela Naidoo, the Foundation continues to grow in strength both with respect to its community outreach programmes and its financial sustainability. While the latter will always be a challenge, the support of the major sponsors to the Foundation, such as Diamond sponsor, the Willowton group; Gold Sponsors Tiger Brands

and Lucky Star and Liberty who has now become a firm supporter of the foundation, help to ensure the roll-out of the foundation's programs into the community. Our value-in-kind sponsors such as Pharma Dynamics, Unilever and Dischem assist immensely in the implementation of many of the community programmes through their support of budget relieving items in the various initiatives of the foundation. The revenue earned from the heart mark continues to be the primary source of income for the foundation. We appreciate the support of the various companies that choose to carry the heart-mark on their products, as the message of healthy eating is a critical aspect of disease prevention.

To my fellow board members, my gratitude for your commitment in time, ongoing guidance and investment in striving for excellence in the manner in which we steer our foundation. It is remarkable for an organisation in the not-for-profit sector to consistently sustain itself, while providing an essential service in the healthcare value chain. This is in no small part a reflection of the dedication of the CEO, Prof Naidoo and her team, together with a board that is fully engaged and supportive of the work of the organisation.

*Sincerely,  
Dr Leshni Shah*

## Message from the Current Chairperson



*Nanette Crouse (Chairperson)*

It is with great pride and a profound sense of responsibility that I present the Chairperson's Report for the Heart and Stroke Foundation South Africa (HSFSA) for the financial year ending 2024. This year has been both challenging and rewarding as we continue our mission to reduce the burden of heart disease and strokes in South Africa.

**Reflection on the Year:** The year 2024 has been transformative for all of us at the HSFSA. We experienced changes at the board level and navigated the ongoing effects of the post-COVID-19 pandemic on our country and business operations. This year also marked our 44th year of operation, bringing us closer to our 50th anniversary. Over the next six years, we are committed to providing education and solutions aimed at reducing premature deaths due to cardiovascular diseases, in collaboration with our key stakeholders. As I reflect on the healthcare challenges facing our country, I often wonder why we don't hear more stories showcasing the critical work being done by the HSFSA.

**Core Programs and Initiatives:** Our core programs and initiatives have made significant progress. We successfully launched several Heart Health Awareness Campaigns that reached thousands of individuals across the country through various media platforms and community events. These campaigns were crucial in raising awareness about prevention and early intervention strategies, emphasizing the importance of a healthy lifestyle.

We have also expanded our support services, offering more resources and counselling to those affected by cardiovascular diseases. Throughout the year, we conducted numerous activities in community settings across the country, including health risk assessments, health talks, and healthy eating plans.

Our school health programs reached over 20,000 learners, reinforcing the importance of heart health from a young age. Since the launch of our mobile clinic, we have been able to serve communities in the Western Cape. This mobile clinic, designed with individual screening cubicles for privacy, was generously funded by the National Lotteries. We are hopeful that with additional funding, we will expand this service to other provinces.

**Financial Stability:** Financially, the foundation remains stable. Thanks to the generosity of our donors, corporate partners, and volunteers, we have maintained a strong financial position. The Heart Mark food endorsement program continues to be our primary source of business income. We are deeply grateful to our Heart Mark clients for their support, which sustains this valuable revenue stream.

Additionally, our fundraising events and in-kind donations have exceeded expectations, enabling us to allocate more funds directly to our programs and research efforts. We have also improved our operational efficiency, ensuring that every rand donated has the maximum impact on our mission. Our investments have seen significant growth, and we will continue to monitor them quarterly to ensure minimal exposure to the risks associated with global financial and political instabilities. We remain committed to avoiding investments in portfolios that promote the corporate sale of cigarettes and alcohol.

**Looking Ahead:** As we look to the future, we are optimistic but remain mindful of the challenges we face. We are committed to expanding our outreach and developing innovative programs to address emerging needs in the prevention and reduction of cardiovascular diseases in South Africa. Our vision is to promote, advocate, and influence policy to better serve the South African population.

In the upcoming year, our strategic focus will be on strengthening partnerships, increasing community engagement, and driving further advancements in cardiovascular health research and advocacy.

**Gratitude:** I would like to express my heartfelt gratitude to our dedicated sponsors, board members, staff, volunteers, and supporters. Your unwavering commitment and hard work form the foundation of our success. Together, we are making a real difference in the lives of many South Africans and moving closer to our goal of reducing cardiovascular diseases and promoting healthy lifestyle choices.

Thank you for your continued support and belief in our mission.

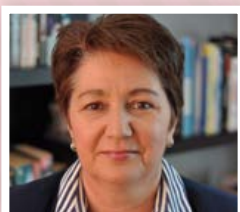
*Sincerely,  
Nanette Crouse*



### Gold Sponsors



## Board of Directors



*Ms Nanette Crouse  
(Chairperson)*



*Dr Leshni Shah  
(Immediate Past Chairperson)*



*Mr Farouk Meyer  
(Vice Chairperson)*



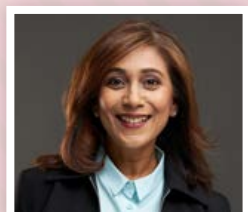
*Prof Gugu Mchunu*



*Prof Edelweiss  
Wentzel-Viljoen*



*Prof Richard Nethononda*



*Prof Pamela Naidoo*



*Mr John Stephenson*



*Ms Dudu Mthuli*



*Dr Beulah Pretorius*

## Vision

To promote cardiovascular and cerebrovascular health through advocacy, influencing policy, providing information, tools, and support which will empower people to adopt healthy lifestyles and seek appropriate care early in the manifestation of the disease and assist in making healthy choices easier.

## Mission

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

## Key Messages

- CVD (heart disease, strokes and other circulatory conditions) are the leading cause of premature deaths and disability in the Non-communicable Diseases (NCDs) cluster in SA.
- Risk factor reduction is imperative in decreasing CVD burden.
- There are modifiable and unmodifiable risk factors for CVD. Unmodifiable factors include a family history of CVD, including raised cholesterol and hypertension, age and gender.

### FACTS ABOUT CVD



*18% of the 48% of NCDs deaths in SA are due to heart disease and strokes*



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



*The top 5 risk factors for CVD onset are unhealthy diet, not exercising regularly, smoking tobacco and drinking alcohol, not managing day-to-day stress, and being overweight or obese*



*The heart and the vascular system are highly vulnerable to a number of environmental agents and air pollution is an invisible killer affecting both the young and the old, causing deaths from heart attacks, strokes, lung disease and cancer*



*Tobacco and e-cigarettes are highly addictive and also contribute to air and environmental pollution, resulting in poor health outcomes*

Modifiable risk factors include raised blood pressure, obesity, diabetes, unhealthy diet, physical inactivity, alcohol use, tobacco smoking, and vaping. Pollution, climate change and structural inequalities, including poverty and other barriers are additional factors that influence CVD onset. A Blood pressure measure of  $\geq 140/90$  dramatically increases the risk of CVD (heart disease and stroke) onset.

- Raised “bad” cholesterol (LDL) increases the risk for CVD onset.
- Having CVD and one or more other medical condition(s) such as HIV/AIDS or diabetes often results in poor health outcomes.
- Adoption of healthy behaviours over the life course, even in the face of a genetic predisposition, helps mitigate the risk for CVD onset and reduces morbidity and mortality.
- Self-Management among adults who have CVD and those at risk for CVD onset increases health-related quality of life.
- Increasing medical treatment adherence and the uptake of healthy behaviours reduces morbidity and mortality for CVD and comorbidities.

## The Global and Local Patterns of CVD

### The Global Context

NCDs, which include CVD (heart disease and strokes), diabetes, cancer, chronic respiratory disease, mental health disorders and other conditions, are the leading cause of death worldwide. NCDs cause over 60% of the world’s deaths, 80% of which occur in low and middle-income 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 17,9 million people annually.

## CVD in South Africa

NCD's, including CVD's, are estimated to account for 48% of total adult deaths in SA. CVDs account for almost a fifth (18%) of these deaths. Some of the CVD related risk factors among adults in SA are: Some of the CVD related risk factors among adults in SA are:

- 18% of the adult population smoke tobacco.
- 11 litres of pure alcohol is consumed per person.
- 1 in 3 South African adults (33.3%) has hypertension, which can increase the risk of heart attacks, heart failure, kidney disease and strokes.
- 68% of women and 31% of men in SA are overweight or obese.
- Diabetes type 2 increases the risk of CVD onset.
- In SA, the proportion of CVD deaths in women aged between 35 and 59 years is 1.5 times more than that of women in the USA.

## Key Health Events and Campaigns

Throughout the year, the Heart and Stroke Foundation South Africa (HSFSA) conducts campaigns and health events observed regionally, nationally and globally that are associated with heart disease, strokes and associated risk factors such as hypertension, diabetes, obesity, raised cholesterol, excessive salt consumption, tobacco smoking, using electronic smoking devices and climate change effects. Highlighting these selected health events creates awareness, educates, informs, impacts health policy development and champions the advocacy efforts on health matters that can reduce the burden of CVD. The core purpose of the HSFSA programmes is to encourage the uptake of healthy behaviours for good heart and brain health. As an organization that is recognized as one of the key major advocacy bodies, the Foundation empowers individuals, throughout the life course, through knowledge transfer, education dissemination and thought leadership.

Driving public awareness with a follow-up call to action and mobilization is a goal we continuously strive for in the interest of all South Africans and all those who reside in our country. Ultimately, through these efforts, the burden on our public health system will be alleviated with a move towards Universal Health Coverage (UHC), Access to Essential Medicines and an Integrated Health System. The Foundation observes selected health days on the national and international health calendar as set out by global organizations such as the World Health Organization (WHO), World Heart Federation (WHF), World Stroke Organization (WSO), the United Nations (UN), the World Hypertension League, World Action on Salt, Sugar and Health (WASSH). Locally we are aligned with the National Department of Health (NDOH) in South Africa and regionally with the NCDs Alliances, African Heart Network and the African Stroke Organization. The most significant health events and associated campaigns during the financial year under review are presented below.

The amplified strategies used for our key campaigns were made possible by our generous donors, such as the Liberty Group for which we are very grateful.

### **World Health Day: 7 April 2023**

World Health Day, initiated and driven by the World Health Organization (WHO), addressed global health challenges and lack of access to healthcare in many parts of the world. World Health Day is observed annually on 7 April, under the auspices of the WHO as well as many health organizations, health authorities and governments around the world. This year, the WHO turned 75 years and celebrated their excellent work in monitoring and preventing health catastrophes around the world. The theme for the 2023 World Health Day was *"Health for All"*. It raised awareness about the importance of a fair, just and equitable health system which enables everyone to gain access to health care. The Foundation followed the lead of the WHO and other global health bodies and therefore championed multiple activities including radio and TV interviews, health talks across South Africa highlighting the importance of Universal Health Coverage.

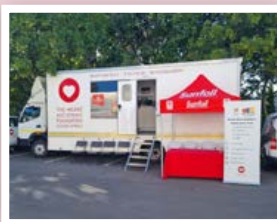
## Salt Awareness Week: 15 to 21 May 2023

Salt Awareness Week (SAW) is an annual global health campaign driven by the World Action on Salt, Sugar and Health. (WASSH). This year there was a call on communities and industry to “*Ditch the Salt for the sake of our hearts*”.



The Foundation, the NDOH, WASSH, and other important local and international partners worked together to highlight the negative effects of raised blood pressure on overall health and to specifically call attention to the relationship between excessive salt intake and hypertension. The Foundation partnered with Unilever South Africa to amplify the message about the dangers of excessive salt intake.

One of the highlights of the past year was our attendance at the International Nutrition Congress held in Somerset West between the 18th and 20th April. Prof Pamela Naidoo was honored to be one of the panel speakers in one of the key sessions. Her presentation was entitled: ***Driving dietary behaviour change for population level salt reduction***. Moreover, our mobile clinic was stationed at the conference centre over the two days and our health promotion team did excellent work in conducting the HRAs of the delegates and conference venue staff.



*Dr Beulah Pretorius; Prof Karen Charlton; Prof Pamela Naidoo and Prof Edelweiss Wentzel-Viljoen (a member of the HSFA Board) at the International Nutrition Conference (left). Our Cape Town team at the Nutrition Congress (middle & right)*

## **World Hypertension Day: 17 May 2023**

World Hypertension Day is driven by the World Hypertension League with the purpose of raising awareness about the dangers of raised blood pressure (BP). The 2023 theme was *"Measure Your Blood Pressure Accurately, Control It, Live Longer."* This has been an on-going theme due to the fact that globally, the optimum level of BP control has not been reached. On the 17th May, health organizations around the world mobilized to ensure that individuals diagnosed and treated for hypertension are compliant in order to achieve hypertension control. The Foundation was aligned with the global message and highlighted this through community outreach initiatives conducted by the Health Promotion and Nutrition Science teams. Campaign strategies using various types of media pillars were also used to disseminate knowledge at population level.

The Foundation co-hosted a CPD-accredited webinar with the Childhood Hypertension Consortium of South Africa on Childhood Hypertension on 14 June, attended by keynote speakers Prof Shane Norris and Dr Christel du Buisson.

## **World No Tobacco Day: 31 May 2023**

*"We need food, not tobacco"* was the theme for World No Tobacco Day (WNTD) 2023. On WNTD the WHO and public health partners globally raised awareness that land is increasingly being used for tobacco growing in low- and middle-income countries, reducing the amount of land that could be used for crops to nourish people through supplying more healthy foods. The Foundation disseminated knowledge through multiple media platforms on the harms of tobacco smoking and the use of electronic delivery systems. The Foundation is proudly associated with anti-tobacco lobby groups in South Africa to advocate for the passing of the Control of Tobacco and Electronic Delivery Systems Bill into law. Ultimately, all spaces, public and private should be 100% smoke-free to drastically reduce the negative health effects of tobacco and nicotine.

## **Mandela Day: 18 July 2023**

Mandela Day is an annual global celebration that takes place on 18 July to honour the life and legacy of Nelson Mandela, the first black President of South Africa at the dawn of our democracy. This day is a call to action for individuals, communities, and organisations to make a positive impact in their communities. This Mandela Day the theme was: *"Climate, Food and Solidarity"*. On this day the Foundation created health awareness through various activities all over South Africa.

Some key focus areas included raising awareness on promoting cardiovascular health through anti-tobacco legislation, knowledge dissemination on what constitutes healthy nutrition and promoting health seeking behaviours.

## **Employee Wellness Week: 4 - 8 July 2023**

Employee Wellness Week (EWW) is an annual campaign designed to create awareness on the importance of maintaining the health and wellbeing of employees in the workplace, in their home and social environments. Throughout EWW, the HSFSa educated private and public sector employers and employees about workplace wellness. The Foundation's health promotion and disease prevention programmes, focussing on heart and brain health, are essential to creating employee well-being and helps employees assess their risk for ill health in order to make appropriate positive behavioral changes.

Using a holistic approach, the Foundation addressed key issues relating to employee wellness at some public and private sector companies including Engen, Merieux Nutriscience and Wentworth Hospital. These included physical, mental, emotional, social, and spiritual components of health. As health is also an individual responsibility, the Foundation encouraged employees by providing practical ideas on how they could improve their overall health. We also included addressing challenges in the workplace

that may lead to illness, like stress management, eating unhealthy diets due to time constraints and working long hours without taking breaks. The Foundation offered employees health risk assessments (HRAs), which include blood pressure screenings, cholesterol testing, glucose testing and Body Mass Index (BMI). Employees also received guidance on suitable interventions for any abnormalities.

The Foundation had our own staff wellness day, which included Tai Chi that was presented by Dr Lauren Willenberg. The deep breathing exercises taught by Dr Willenberg demonstrated a strategy to decrease one's level of anxiety and stress.

### **Rheumatic Fever Week: 3 - 9 August 2023**

Rheumatic fever (RF) is one of the key drivers of Rheumatic Heart Disease (RHD). RF affects up to 40 million people living in low-income countries and globally, claiming more than 300 000 lives each year. Sub-Saharan Africa remains the region with the highest prevalence of RHD in the world, causing about 18 000 deaths annually (Lancet Global Health, 2021). The National Department of Health (NDoH) declared the first week of August as National Rheumatic Fever Week to increase awareness on the burden of RHD in a middle-income country like South Africa.

The Foundation's focus was on raising awareness about the harm that RF can cause to young children and young individuals. Moreover, the HSFSa plays an important role in disseminating information and knowledge regarding the relationship between RF and RHD. The Foundation conveyed, across different media platforms and HSFSa initiatives (School Health Promotion Initiative), a consistently empowering message to parents and care-givers that RHD is to a large extent, preventable.

## Heart Awareness Month: *September 2023*

Heart Awareness Month (HAM) in September, is an annual, national health campaign initiated and driven by the Heart and Stroke Foundation South Africa (HSFSA). The Foundation remains at the forefront in reducing the burden of heart disease, strokes and associated risk factors in South Africa. The 2023 HAM campaign focused on associated modifiable and unmodifiable risk factors for CVD, ranging from genetic predisposition to unhealthy behaviors, such as tobacco smoking and a lack of physical activity. During HAM the Foundation conceptualized weekly themes to raise awareness about CVD risk factors and the cohorts of individuals that need special attention. The themes were:

**Week 1: Young Hearts** - Which targeted young people and their care-givers, including parents, with a key focus on behavioral strategies that can be implemented to ensure young people attain optimal health for CVD prevention.

**Week 2: Mature Hearts** - Aimed to address key preventative and empowering messages through our various programmes bringing awareness on how aging individuals can access to care for the management of CVD.

**Week 3: Hypertension and Diabetes** - Focussed on these two significant risk factors for CVD onset. Health-seeking behaviour such screening uptake can set the basis for heart disease and stroke prevention.

**Week 4: Cumulative Risk** - Focussed on emerging evidence on climate change, environmental pollution, smoking and vaping and their effects on CVD, together with the known common risk factors such as hypertension and raised cholesterol.

The Foundation had many activities in community-based settings in the provinces of KwaZulu Natal, Western Cape, Eastern Cape, and Gauteng

during HAM. The balance of the provinces benefited through our social media, TV, and radio outreach. Throughout the month of September, the Foundation's health care practitioners also provided health talks and health risk assessments (HRAs).

During Heart awareness month the Nutrition Science and Health Promotion teams conducted health talks, information tables and health risk assessments as part of key weekly HAM themes. These community-based sites included: Square Hill Community Centre (Cape Town), Shoprite Bishop Lavis Centre (Cape Town), Ravensmead Library (Cape Town), Rosemoor Clinic (George), Durban University of Technology (Durban), TAFTA - John Dunn House (Durban), Muthande Senior Citizens (Durban), Austerville Community Hall (Durban) and Glenwood Village Mall (Durban). As part of the Heart awareness month campaign the team hosted a drawing competition for the grade one learners at multiple School Health Promotion Initiative (SHPI) events. The grade one learners displayed a remarkable array of skills in showing us what their understanding is of what a heart looks like.

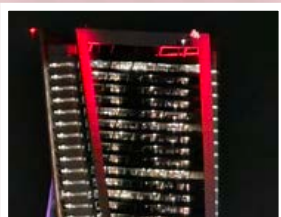
### **World Heart Day: 29 September 2023**

World Heart Day (WHD), celebrated annually on the 29th September, is the highlight of HAM, bringing the four week-to-week themes together in the ultimate light up of iconic buildings and sites around the world in order to put a spotlight on cardiovascular disease (CVD). WHD is a global health event primarily driven by the World Heart Federation and its membership. The HSFSa, a member of the WHF, aligned with the 2023 global theme: *'Use Heart, Know Heart'*. Which essentially translates into encouraging individuals and communities to get a deeper understanding of how to maintain good heart health.

Adopting healthy behaviours at every age and stage, even in the face of a genetic predisposition, helps lessen the risk for CVD onset and reduces morbidity and mortality. Our preventative and empowering messages through our various programs and media platforms, target South Africans on every level.

The Foundation conducted multiple activities across the regions raising awareness on heart health, these included: Golden Acre Shopping Centre (Cape Town), V&A Waterfront Clock Tower (Cape Town), Ushaka Marine World (Durban), Rink Street Spar (Gqeberha), Paddagat Shopping Centre (George) and Cedar Square (Fourways - Johannesburg). The activities attracted members of the public from all ages, as our Hearty Mascot added to creating an exciting atmosphere.

On WHD, various landmarks, nationally and globally, lit up in red to raise awareness about CVD burden. These included Life Suikerbosrand Hospital, Life Mount Edgecombe Hospital, Life Cosmos Hospital, Life Rosepark Hospital, Life Wilgers Hospital, Life Entabeni Hospital, Life Wilgeheuwel Hospital, Life Westville Hospital, Life Flora Hospital, Life Eugene Marais Hospital, Life St George's Hospital, Life Vincent Pallotti, Suncoast Casino Hotel and PwC South Africa.



*Annual Lighting up in red at Life Vincent Pallotti Hospital and PwC South Africa.*

### **The HSFAS Annual General Meeting: 4 October 2023**

The Heart and Stroke Foundation South Africa's (HSFSA) CEO, Prof Pamela Naidoo and Members of the Board convened the annual general meeting (AGM) on 4th October 2023 following the completion of the 2023 audit. The hybrid meeting was well attended by the Foundation's stakeholders, partners, collaborators and members of the public. The Foundations auditing team were present to verify that the Foundation is credible, sustainable and well governed.



*Our Annual General Meeting held in Cape Town (head office)*

## **National Nutrition Week (NNW): 9 -15 October 2023**

National Nutrition Week (NNW) is an annual event celebrated from October 9th to 15th by the National Department of Health (NDoH) in partnership with the HSFA, ADSA and Nutrition Society of SA, to raise awareness about the importance of a healthy, balanced meal. The theme for the year was “Feel good with food.” The Foundation conducted media interviews to disseminate knowledge on the link between nutrition and cardiovascular disease and provide practical tips for consuming good quality foods. In today’s busy times, it’s crucial to consider how our daily food choices impact our physical and mental well-being. From our performance at work and school to our mood and overall wellness, everything we eat and drink each day makes a difference to how we feel. South Africa’s high obesity rates and prevalence of nutrition-related conditions like CVD and Type 2 diabetes highlight the urgent need for healthier food choices.

## **World Stroke Week: 28 October - 3 November 2023**

World Stroke Week (WSW) occurs annually between the 28th October to 3rd November. The World Stroke Week Campaign is one of the key annual flagship health campaigns of the HSFA. World Stroke Day (WSD) is observed on the 29th October during WSW. The 2023 campaign theme “Together we are #Greater than Stroke” was developed by the World Stroke



Organisation (WSO) and the members of the WSO. The Foundation is a member of the WSO and is, therefore, aligned with their mission. Our campaign messaging emphasised post-stroke care and rehabilitation, as well as the importance of belonging to a supportive network of friends, colleagues, communities and family.

The Foundation's Health Promotion and Nutrition team also disseminated knowledge on what a stroke is, the risk factors for stroke and the critical importance of the population at large to be aware of the symptoms of a stroke event.

The HSFSA team was dedicated to reaching communities through various activities hosted across the country, during WSW. The health promotion teams from Cape Town and KZN hosted activities at Golden Acre Shopping centre, Bishop Lavis Day hospital, and Merebank Senior Citizens Club. In George, a health talk was given at Conville Clinic by one of our dieticians. In partnership with Liberty, the Foundations health promotions officers from KZN and Gauteng, conducted a three-day activation at Sandton City, from the 27th to 29th October. We are very grateful to Liberty for funding opportunities to reach individuals who might have otherwise not received any access to healthcare. As part of the Stroke Awareness Week campaign the team hosted a drawing competition for the grade one learners at multiple School Health Promotion Initiative (SHPI) events. The grade one learners displayed their skills in depicting the structure of the brain.



*Our team at the Midrand Blue Valley Estate in Johannesburg*

### **World Stroke Day: 29 October 2023**

World Stroke Day (WSD) is observed annually on 29 October during World Stroke Week (WSW). Every year, a different aspect of stroke prevention and

medical care is highlighted, although broadly the primary aim is to raise awareness about the symptoms of a stroke, to reduce the incidence of stroke, and ultimately, to prevent stroke. CVD, which includes strokes, is the leading cause of premature death and disability in SA. At the HSFSa, our work focuses on stroke prevention as it is important to address the controllable and uncontrollable risk factors for stroke. Some risk factors are not in the individual's control but can still increase the risk of heart disease and strokes. Therefore, awareness is key to action. On WSD, various landmarks, nationally and globally, lit up in green to raise awareness about the seriousness of strokes as a medical condition.

### **World Diabetes Day: 14 November 2023**

World Diabetes Day (WDD) is commemorated annually on 14 November. The theme for 2023 was *"Access to Diabetes Care."* The emphasis was on the significance of knowing your risk of type 2 diabetes in order to assist in delaying or preventing the condition. The campaign also highlighted the impact of diabetes-related complications and the necessity of having access to the right information and care to ensure timely treatment and management. The Health Promotions Team participated in a number of events for WDD, visiting Newlands East Library (Durban), in collaboration with Coming Home; Bonteheuwel Community Hall (Cape Town) for the Western Cape on Wellness (WOW) event; Khayelitsha's Mamelani Diabetes Day (Cape Town), and Conville Clinic's (George) Diabetes Awareness Day. The team further increased their reach through the media.

### **World Obesity Day: 4 March 2024**

World Obesity Day 2024's theme, *"Let's talk about Obesity And..."*. This open-ended theme emphasizes the complexity of obesity and the need for understanding the factors leading to overweight or obese individuals. The World Obesity Federation (WOF) and its members aimed to educate populations on the factors contributing to obesity, which is now classified as a medical condition. HSFSa expanded the theme to include a life-course approach, focusing on the intergenerational cycle of obesity. In South Africa,

almost 65% of women are classified as overweight or obese, and childhood obesity is increasing. To address this epidemic, interventions from pregnant women to infant feeding methods during the postnatal period and during childhood can help reduce the risk of obesity being carried over into adolescence and adulthood.

On World Obesity Day, the Health Promotion and Nutrition Science teams visited Phoenix Plaza Mall (Durban), Kenilworth Access Park Mall (Cape Town), Vangate Mall (Cape Town), and Garden Route Mall (George). Information tables were set up and health risk assessments (HRAs) were conducted on members of the public.

## **Meeting the HSFSAs Vision and Mission: Our Work-streams**

In order to meet our mission and vision, the HSFSA has core work-streams, namely Health Promotion and Disease Prevention, Nutrition Science, Public Relations and Communications, Business Development, Research and Health Policy and Advocacy. Relevant departments and programmes take responsibility for the implementation of tasks and a team approach applies for work that is cross-cutting.

### **Health Promotions Programme**

The HSFSA's Health Promotions Programme (HPP) focusses on risk detection and prevention of CVD.

The HPP's primary activities include conducting health risk assessments (HRAs) , providing private and public sector health talks, running the Mended Hearts and Stroke Groups (MHSG), School Health Promotion Initiative (SHPI) and public health campaigns associated with CVD. We value the commitment of our volunteers who dedicate their time and expertise to assist the Foundation to advocate for healthy behaviours to prevent heart disease, strokes and other serious chronic diseases and conditions. A few selected, important activities are described as follows:

## Health Risk Assessments

*“Know your numbers”* is a key phrase used in all our health promotion and disease prevention activities. HRAs consist of checking vital numbers through blood pressure measures, blood cholesterol testing, blood glucose testing, and Body Mass Index (BMI) including height, weight and waist circumference. In addition, the Foundation also focuses on cumulative risk and is therefore also interested in family history and a history of co-existing conditions.

Detecting CVD at its earliest stages is crucial in order to initiate management through counselling, behaviour modification and taking medication if and when prescribed. High blood pressure and blood cholesterol levels are considered “silent killers” as there are rarely any symptoms to warn you that it is high. Some risk factors for CVD are easily controlled and if detected early and managed appropriately, death related to CVD can be prevented.

During this reporting period the health promotion team conducted HRAs on an estimated **3523** members of the public. An estimated **16.6%** of those screened were found to be at risk of CVD and referred to a healthcare facility for further management.

## Health Talks

During the health talks, the information delivered is rooted in evidence to foster a deeper understanding of CVD. This information aims to empower and stimulate healthier choices and behaviours to prevent disease and promote overall holistic health. The Health Promotion and Nutrition team, as well as the CEO, conducted numerous health talks on many



*Nurse Sharon Roziers  
conducting a health talk*

health-related topics pertaining to heart health, brain health and other medical conditions related to CVD, during the year.

Messages on the management of risk factors remain extremely important in secondary stroke and heart attack prevention, including diabetes, smoking cessation, high cholesterol levels and especially hypertension. Behavioural uptake of a healthy diet, physical activity and low salt diets were recommended for CVD reduction. The health discussions were offered on many different platforms to a variety of groups, including religious institutions, Civil Society Organisations, Tertiary Institutions, Non-Governmental Organisations, local clinics, hospitals, schools, as well as corporate and commercial sectors.

### **Mended Heart and Stroke Group Meetings (MHSG)**

The Mended Hearts and Stroke Group meetings (MHSGs) run by the HSFSa aim to provide educational support for individuals who have had a cardiovascular event, their friends and family members, and those who might perceive themselves to be at risk for CVD. These information sharing meetings offer health talks, information for disease prevention, support, encouragement, and the opportunity to meet other individuals in similar circumstances. Experienced professionals and allied service providers present health talks on CVD health care. The Foundation also conducts Health Risk Assessments on request at these meetings.

In commemoration of World Stroke Week in October 2023, Boehringer Ingelheim sponsored the MHSGs, enabling the Foundation's health promotion and Nutrition teams to implement the program. MHSGs were held at various locations, including Cape Town, George, Durban and Eastern Cape. Some meetings were hosted in a hybrid format for those members unable to attend in person, allowing a wider reach.

### **Employee Wellness Programme (EWP)**

The HSFSa recognises that a significant portion of individuals' daily hours are dedicated to work. Within the scope of our EWP, our workplace wellness

initiative proves advantageous by positively influencing employee health behaviours and acting as an enjoyable means of impacting knowledge on how to enhance personal health.

Through the efforts of our health promotions team, employees are guided in better managing disease symptoms through encouragement toward healthy eating, increased physical activity, effective stress management, reduced alcohol consumption and smoking cessation. The adoption of healthy habits contribute to an enhanced state of overall well-being, and individuals adhering to such habits are less prone to chronic ailments like hypertension, high cholesterol, elevated blood glucose, and obesity. The EWP includes health talks, HRAs, and the provision of information leaflets. The concept of workplace wellness translates into reduced employer healthcare expenditures, a more engaged workforce, the cultivation of a health-conscious environment and enhancement in both morale and productivity.

The Foundation offered employees health risk assessments (HRAs), which include blood pressure screenings, cholesterol testing, glucose testing and Body Mass Index (BMI). Employees also received guidance on suitable interventions for any abnormalities.

### **School Health Promotion Initiative (SHPI)**

Since the successful launch of the School Health Promotion Initiative (SHPI), the brainchild of the CEO in 2017, many young South Africans have had access to the programme.



*Health Promotion team at a SHPI event*

The aim of the programme is to raise awareness among young South Africans on the importance of adopting healthy behaviours and to encourage all staff at the targeted schools to know their health status

by undergoing a Health Risk Assessment (HRA) conducted by our Health Promotion Programme team.

A typical SHPI event adopts a holistic approach and includes a Health Talk for all the learners at the school, which focuses on the importance of a “healthy heart and brain” and what behaviours to adopt to stay healthy. We are grateful to Dischem, our consistent partner and sponsor for the donation of the skipping ropes to encourage physical activity.

The Foundation is proud to have reached over **20 000** children in this period.

### **FAST Heroes**

FAST Heroes is an award-winning global educational initiative, aimed at raising awareness of stroke symptoms and the need for immediate action. The FAST Heroes campaign leverages off children’s amazing enthusiasm for learning and sharing, encouraging the dissemination of knowledge to their extended families, particularly to their grandparents. Through this campaign, young children between the ages of 5 to 9 years have the potential to save their grandparents’ lives. The HSFSA is a key partner of The Fast Heroes initiative, along with Boehringer Ingelheim.



### **Mobile Clinic**

The HSFSA mobile clinic is custom designed housing three individual patient screening cubicles, one private examination bed, and is fully air-conditioned. The Foundation is grateful to the National Lotteries Commission



for funding the construction of the mobile clinic which enables extended reach into communities in the Western Cape Province.

**Table of the number of individuals reached through the Health Promotion Programme in the provinces of KZN, Western Cape, and Eastern Cape**

<i>ACTIVITIES</i>	<i>WESTEN CAPE</i>	<i>KZN</i>	<i>WESTERN CAPE (GEORGE)</i>	<i>EASTERN CAPE</i>	<i>NATIONAL</i>
<i>Health Risk Assessments (Testing of blood pressure, cholesterol, blood sugar and body mass index)</i>	47 Events (T=1675)	30 Events (T=1669)	7 Events (T=179)	-	84 Events (T=3523)
<i>Health talks and health information displays</i>	23 Events (T=1028)	28 Events (T=1381)	13 Events (T=539)	3 Events (T=173)	67 Events (T= 3052)
<i>Mended Hearts and Stroke Group Meetings</i>	9 Events (T=159)	10 Events (T=254)	2 Events (T=31)	2 Events (T=78)	21 Events (T=444)
<i>School Health Promotion Initiative learners reached</i>	19 Events (T=15429)	6 Events (T=2672)	2 Events (T=2031)	1 Event (T=550)	28 Events (T=20682)

\* The total number of attendees reached are in brackets.

## Nutrition Science Programme

The Nutrition Science Team is a crucial part of the Foundation’s work streams, ensuring that all nutritional information communicated to the public is evidence-based, understandable, and practical. They provide scientifically accurate and updated information to support all programs in line with the Foundation’s strategy. The team presents health talks for SHPI, MHSG, and is also engaged in private sector work. They also send monthly CVD updates with peer-reviewed articles to health professionals and respond to public health-related and nutrition questions. The team also works with all Foundation programs for key health events, including health promotions, disease prevention activities, virtual talks, and health risk assessments.

## Food endorsement compliance

The Heart Mark food endorsement programme is part of ongoing efforts by the HSFA to reduce the number of deaths in South Africa from preventable heart disease and strokes by indicating what a healthy food choice is. The Nutrition Science Team ensures that the standards of this programme are based on the nutrient profile model which is approved by the National Department of Health. The endorsement programme forms part of a health-enabling environment offering a tool which makes choosing healthier foods easier. It's a guaranteed way to buy food lower in salt, lower in sugar, lower in saturated fats, and higher in fibre. Our criteria are based on the total body of evidence for specific nutrients which have an impact on heart health as per key publications and are also guided by the South African Food Based Dietary Guidelines as well as international standards. The Heart Mark programme is managed in accordance with the food regulatory framework and operates with the approval of the National Department of Health. There is an array of food companies with products endorsed by the Heart Mark programme of the Foundation.

## CVD research updates

The Nutrition Science Team forms a part of the Science Team, which includes the CEO, that sends out the CVD research updates on a monthly basis primarily to health care professionals. In the period under review, over 1577 professionals and interest groups were reached. Each update includes 10 of the latest, peer-reviewed journal articles on Cardio- and Cerebrovascular diseases and the associated risk factors including poor nutrition, lack of exercise, obesity, stress, tobacco and vaping harm and alcohol consumption. The monthly email newsletter is sent to a database of scientists, academics and health professionals. This year 12 editions were disseminated.

## Public Relations, Communications and Marketing

The HSFSAs Public Relations, Marketing and Communications department has witnessed a significant year-on-year growth in promoting the Foundation as a national brand while also continuing to build and sustain its credibility and reputation as a reliable information hub. Through these efforts, the vital link between our various publics and programmes was strengthened.



Moreover, the department achieved significant success in increasing the reach and exposure of the HSFSAs, translating into hundreds of broadcast interviews and news articles, ranging from community, regional, national and international media (print, broadcast and web-based media), such as eNCA, Morning Live, Media 24, Independent Newspapers, IOL, Ukhozi FM, Radio 2000, SA FM, Channel Africa, Motswedding FM, Cape Talk, Radio 702, Good News Community Radio, O FM, Wild Coast Radio, Eldos FM, Life FM, Inanda FM, Newzroom Afrika, Die Groot Ontbyt, Disa FM and many others to ensure that the organization and its partners are able to share vital health information both locally and internationally.


During this reporting period, the PR & Comms department ensured that health literacy messaging reached, cumulatively, 844 571 581 readers, listeners and viewers in South Africa and beyond, resulting in a 22.5% increase.

### **Social Media, Quarterly E-Newsletters and Website**

Our social media pages, website and quarterly e-newsletters have played a significant role in knowledge dissemination. These platforms were abuzz with content consisting of the health awareness days observed by the Foundation which is aligned with the NDOH in SA, the WHO, WSO, WHF, Protect Our Next, SANCD Alliance and other affiliated health organizations,

competitions and giveaways, health tips, recipes and teasers, while also expanding on each health day's theme or message via articles, posters, leaflets and audio-visual material, reaching thousands of readers and followers within South Africa and beyond. This engagement has increased three-fold from the previous year.

 Facebook followers have increased by 9.6% from 01 April 2023 – 31 March 2024:	
01 April 2023	31 March 2024
10 025	10 984
01 April 2021	31 March 2022
9 063	9 488

 X followers increased by 9.2% between 01 April 2022 – 31 March 2023:	
01 April 2023	31 March 2024
4 382	4 580
01 April 2021	31 March 2022
3 849	4 010

### Annual media coverage at a glance 01 April 2023 – 31 March 2024

Total Annual cumulative media reach (CMR): 844 571 581 excluding online advertisements.

Newspaper and Magazines Articles	Online Articles	Radio and TV Interviews	Total
123	428	560	1 111

## Income Streams: Endorsements, Donations and Fundraising

### Heart Mark: Food Endorsement Programme

There are a total of 53 Heart Mark clients as well as 294 different products endorsed by the Heart Mark Programme. In addition, the total number of Heart Mark inquiries amounted to 29 during the financial year 2024. Food companies earn the Heart Mark endorsement following a strict process that includes laboratory tests for verification of the product ingredients.



If the product does not meet the HSFA's Criteria this will be discussed with the manufacturer / client and the Product may be reformulated or otherwise declined for Endorsement. The Heart Mark can be used alongside healthy eating guidelines. The Foundation charges a fee for the endorsement and therefore forms a part of the revenue generation activities. Financial year 2024 marks the commencement of a broad-scale outreach process to corporate South Africa with the aim of generating national inorganic demand for the platform as well as broadscale awareness.

### Campaign Sponsors, Donors and Fundraising

A special expression of gratitude to all our stakeholders, sponsors and donors that contributed to our fundraising initiatives. Donations are broken down into either cash or in-kind donation format. The following are a few of our donor partners in the media and other relevant institutions: Highbury Media, Vukani FM, Good News Community Radio, Disa FM, Eldos FM, Wild Coast Radio and HEITA Magazine.

In addition, sincere gratitude goes to Heart Mark holders who provided additional product donations during significant campaign periods: Dischem (Pty) Ltd, Shoprite Checkers (Pty) Ltd, Westfalia Fruit Products (Pty) Ltd.

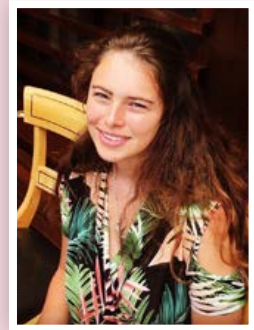
Donations and Sponsors in the form of the Willowton Group (Diamond Sponsor), Tiger Brands (Gold Sponsor), Lucky Star (Gold Sponsor), Pharma Dynamics, the Liberty Group, Dischem and Boehringer Ingelheim also made generous contributions in the delivery the Foundation's sustainability requirements as well as operating expenditure.

A special mention goes out to the families and individuals who donate to us directly via bequests and / or trusts.

## Testimonial

### Tanielle Flint

When I was born, I experienced my first stroke, which affected the left side of my body, leaving me with left hemiplegia. Doctors told my parents I would never walk, talk, or function normally. However, I proved them wrong by achieving what they considered impossible. I recovered from the stroke, and over the years, the effects became barely noticeable. Due to the brain lesion from that initial stroke, I developed epilepsy, experiencing up to 25 seizures a day, which significantly limited my activities. Swimming, riding my horse alone, and even pouring water from a kettle were deemed too dangerous. The medications either didn't work or caused severe allergic reactions, like skin peeling.



In 2014, I underwent a successful brain operation in Cape Town to remove the dead tissue causing the epilepsy, but I suffered two strokes as a result.

At 16, I was left hemiplegic. I went to a rehabilitation centre in Johannesburg, where I relearned basic tasks like dressing, brushing my teeth, and walking. After discharge, I saw various occupational and physiotherapists, some more effective than others. What truly helped was going to the gym with a personal trainer and horse riding, which reduced spasticity. I also had Botox injections and surgeries on my foot and arm to help me live a normal life.

My family, especially my parents and grandparents, and my faith in God provided crucial support. Being on my parents' medical aid allowed me to access different therapies, though we often had to research information ourselves, like on Botox and drop foot stimulators. Support groups for my age were hard to find, leading to feelings of isolation. Making friends was challenging, but I found those who stand by me. Finding a job was also difficult due to the stigma around disability, but I am determined to prove that disabled people can find ways to overcome challenges.

I finished school, studied foundation phase teaching, and am now pursuing an Honours degree in special education. I work as a teacher, drive, exercise, and am also getting married. I view my disability not as a hindrance but as my superpower, using it to educate others about disabilities.

Thank you.



# Heart and Stroke Foundation South Africa's Champions

## Ronald Abvajee

Ronald is an entrepreneur, international keynote speaker, a qualified physiologist with a degree in Physical Education and Human Movement Sciences and he is also a qualified 5th degree black belt in karate. As a renowned radio and television wellbeing expert, Ronald wins the hearts and minds of audiences through his practical approach to overcoming challenges and the honest belief that wellbeing is not a lofty aspiration but something that every person deserves and can attain with the right information and tools to fix what might be perceived as broken or breaking. He has won numerous awards in recognition of the impact he makes both within his own company and those he works with.



## Jenni Gault

Jenni Gault, a jewellery designer was an exceptionally fit 41-year-old when in 2007 she had a series of Heart Attacks and subsequently a Stroke. Over the next four years, she had 18 TIA's. Unfortunately, her medical headaches didn't end there and in 2010 and 2012, she had both left and right total hip replacements. But that's not all, in 2018, she was diagnosed with Breast Cancer, this led to a double mastectomy. She is very excited to have received Remission Status. However, she chose to never be a victim. She has led a very exciting life and travelled and shown in incredible places. A highlight



for her was in 2017 when she was awarded the accolade “The World’s Most Talented Fashion Jewellery Designer ” by Hermann Winkler, Swarovski. In spite of her medical complications, she decided to be a Mountaineer and in ten months and three weeks, summited Mt Kilimanjaro, Mt Kalapatthar and Everest Base Camp.

### **Sister Paddy Chettiar**

Being in nephrology for over four decades, it’s Sister Paddy Chettiar’s passion to date as it was once said that ‘Paddy Chettiar is changing the world’. She intends to change the world community by community and person by person due to premature deaths suffered as a result of insufficient funding and being denied good medical care once diagnosed with a chronic illness. Having shared platforms both internationally and locally in renal and nursing has given her satisfaction whilst being affiliated with the Heart and Stroke Foundation SA has made taking and testing of blood pressure, glucose and cholesterol a level higher.



## **Research and Publications**

The Foundation’s programmes are based on evidence-based guidelines. We are grateful for the relationships we have with colleagues, members of our Board and research committee members who actively research focus areas associated with heart disease, strokes and the associated risk factors.

Charlton, K. E., Pretorius, B., Shakhane, R., **Naidoo, P., Cimring, H., Hussain, K.,** Nojilana, B., & Webster, J. (2023). Compliance of the food industry with mandated salt target levels in South Africa: Towards development of a monitoring and surveillance framework. *Journal of Food Composition and Analysis*, 105908. <https://doi.org/10.1016/J.JFCA.2023.105908>.

Veldsman, Z., **Pretorius, B.** & Schönfeldt, H.C. (2023) Examining the contribution of an underutilized food source, Bambara Groundnut, in improving protein intake in Sub-Saharan Africa. *Frontiers in Sustainable Food Systems*, 7, 1183890. <https://doi.org/10.3389/fsufs.2023.1183890>.

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Muller, C., van Deventer, M. M., **Pretorius, B.**, and Schönfeldt, H. C. (2023). 'Improving soya mince recipes in the National School Nutrition Programme in South Africa'. *South African Journal of Education*, 43(3). <https://doi.org/10.15700/saje.v43n3a2210>.

**Ntsekhe, M.**, & Baker, J. (2023). Cardiovascular Disease Among Persons Living With HIV: New Insights Into Pathogenesis and Clinical Manifestations in a Global Context. *Circulation*. doi:10.1161/CIRCULATIONAHA.122.057443.

Dorotheo, E.U., Arora, M., Banerjee, A., Bianco, E., Cheah, N.P., Dalmau, R., Eissenberg, T.E., Hasegawa, K., **Naidoo, P.**, et al. (2024). Nicotine and Cardiovascular Health: When Poison is Addictive – a WHF Policy Brief. *Global Heart*. 19(1): 14. DOI: <https://doi.org/10.1186/1745-2974-19-14>.

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## Staff



*Professor Pamela Naidoo  
(CEO)*



*Mathias Roberts  
(Operations & Finance  
Officer: Assistant to the CEO)*



*Shaylin Nundlal  
(Business Development Officer)*



*Sharon Felix  
(PA to CEO)*



*Hayley Cimring  
(Nutrition Team Leader)*



*Kinza Hussain  
(Registered Dietician)*



*Themba Mzondi  
(PR & Communications Officer)*



*Teneal Hahn  
(Public Relations and  
Communications Intern)*



*Sister Juandre Watson  
(Acting Health Promotion  
Manager: KZN)*



*Nurse Sharon Roziers  
(Health Promotion Officer : CPT)*



**THE HEART  
AND STROKE  
FOUNDATION  
SOUTH AFRICA**



*Pholisa Rune  
(Health Promotion Officer:  
Gqeberha)*



*Nonzuzo Ncwane  
(Health Promotion Officer : CPT)*



*Nozipho Maphumulo  
(Health Promotion Officer: DBN)*



*Rowda Alexander  
(Accounts Administrator)*



*Nomfanekiso Ngqonga  
(Office and Heart Mark  
Endorsements Administrator)*



*Emmah Siluma  
(Office Administrator: JHB)*



*Nomangesi Sokoyi  
(Helper)*

# Financial Statement



THE HEART  
AND STROKE  
FOUNDATION  
SOUTH AFRICA

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

**Bank Name:** Standard Bank

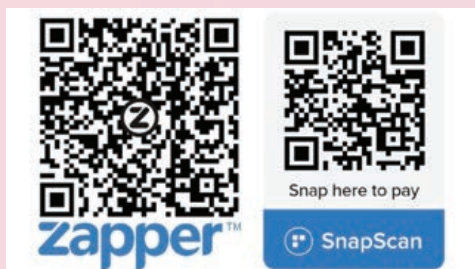
**Account Name:** The Heart and Stroke Foundation NPC

**Account Type:** Current

**Account Number:** 070062234

**Branch Code:** 909

**Swift Code:** SBZAZAJJ



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