



THE HEART  
AND STROKE  
FOUNDATION  
SOUTH AFRICA



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THE HEART AND STROKE  
FOUNDATION EATING PLAN



# ANNUAL REPORT 2025

**CELEBRATING  
45 YEARS OF  
HEART & BRAIN HEALTH**



**THE HEART  
AND STROKE  
FOUNDATION  
SOUTH AFRICA**

#Action for CVD reduction

## Table of Contents

Message from the CEO	1
Message from the Chairperson	5
Board of Directors	8
Vision, Mission, and Key Messages	9
The Global and Local Patterns of CVD	10
Key Health Events and Campaigns	12
Meeting HSFSa's Vision and Mission: Our Work-Streams	23
Health Promotion & Health Risk Assessment Programme	24
Nutrition Science Programme	26
Cross-cutting Initiatives	28
Public Relations, Communications and Marketing	30
Partnerships	32
Income Streams: Endorsements, Donations, and Fundraising	32
Testimonials	34
Heart and Stroke Foundation South Africa's Champions	35
The Hsfas Annual General Meeting	37
Research Grant	38
Research and Publications	39
Staff	40
Financial Statement	42



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## Message from the CEO



*Professor Pamela Naidoo*

The Heart and Stroke Foundation South Africa (HSFSA) is 45 years old this year, 2025. The vision and mission of the organization, remains as important and relevant today as it was when the Foundation was started. Key to the on-going value the HSFSA holds is rooted in the visionary leadership of the Founders. The late Prof Krisela Steyn, was not only one of the Founders of the HSFSA but also served on the Board, as well as the Board Chair for more than one term during her tenure. Prof Steyn and co-founders of the Foundation based its initiation on the principles of how science-backed solutions and evidence-based public health strategies can improve the health outcomes for heart and brain health at population level, and not just for a few selected individuals.

Currently, public health as a discipline is under threat despite its history of saving lives. The excellent leadership in the field in various countries around the world, as well as within global organization's cannot be taken for granted as an entire generation of specialists are at risk for being undervalued in the role they play in increasing positive health outcomes at a regional and global level. In the age of funding cuts for science, misinformation and disinformation about evidence-based medical interventions, a renewed phase of health activism has begun. The HSFSA, proudly stands at the forefront in South Africa, the region and globally, as an organization, that has retained its core values in using evidence to operationalize the programmes that meet its mission and vision to reduce cardiovascular and cerebrovascular conditions, and the associated risk factors, such as high blood pressure and raised cholesterol.

As an organization we are fortunate to have the support of a few global organizations, such as the REAN Foundation, to assist in managing our data and providing real-time dashboards to indicate the state of cardiovascular

health across at least four provinces within South Africa. At this point in our predominantly adult female sample, hypertension, obesity, overweight and raised glucose levels are the key risk factors with more than half of the combined adult males and females meeting the screening criteria indicating a need for referral as part of the health care pathway. Knowing the health profile of the communities we serve is invaluable in guiding the implementation of our programmes.

In the financial year under review, the HSFSa engaged both locally and globally, to improve the depth of the work it does. The Foundation has shared knowledge and engaged in information exchange which has led to a more sophisticated overall campaign approach to the many health event commemorations such as Salt Awareness Week, World Hypertension Day, World No Tobacco Day, Heart Awareness Month and Stroke Awareness Week. We are confident of the positive impact of the Foundation's work-streams as proven by the indicators measured. The impact of the work within our programmes and departments is discussed further in this report. Since many foreign students choose to be based at the HSFSa also speaks to the organization's global standing as a health non-profit company.

The collaborative and partnership approach the Foundation takes with global organizations such as the World Stroke Organization, World Heart Federation, and World Action on Salt, Sugar and Health (WASSH) has strengthened our drive to reduce cardiovascular conditions in South Africa and the African region. Moreover, the relationships built with local and global organizations means that the Foundation's work is aligned with new health threats and gains brought forward by our partners. To fully address health matters and close the loop on the cycle of care, patient and people engagement has become increasingly important for overall positive socio-economic and health outcomes.

The resilience of the HSFSa, has not gone unnoticed. Our donors, partners, and stakeholders, some historical and some new have remained committed to supporting the Foundation based on the trustworthiness factor, namely

that we carry out our work to honor our mission and vision in a steadfast and consistent manner. In addition, we receive the support based on our good governance, financial audits and ultimately that we are financially stable by working within a model of financial sustainability. The audit outcome for the financial year 2025 shows a steady and consistent organization with steady gains on its endowment with a corresponding drop in the surplus. The Heart Mark income, through our endorsement programme remains robust and leads as a revenue generator, indicating the importance of the nutrition pillar in cardiovascular health. It is encouraging to know that many companies in the food industry are keen to have their products endorsed by the HSFSAs as having the Heart Mark logo makes it easier for consumers to trust that choosing these products is a healthier option. In the 2025 financial year the drop in the surplus figure as compared to at least five preceding years is primarily due to delayed payments by at least two Heart Mark holders that were going through a major transition related to acquisitions and a change in leadership. Together with our governance structures and accountant, I will be closely monitoring the Heart Mark Endorsement processes and revenue generation.

Given that the Foundation's Programmes and health policy driven work are based on evidence, we proudly have a ring-fenced fund for the Research Grant Awards. Two research grants were awarded in the financial year under review. Please read through the reporting of who the recipients of the grants are in this Annual Report. The outcomes of these studies funded by the HSFSAs will help to strengthen the pillars of the HSFSAs work to reduce the burden of CVD.

The HSFSAs are an organization for public good and we remain committed to serving at population level to impact CVD health outcomes and ultimately contribute, directly and indirectly to a healthier and more productive South Africa. On behalf of our Board and staff, I would like to express my gratitude to our key sponsors and partners. In particular, I would like to acknowledge Liberty: the Standard Bank Group, Willowton (DH Brothers), Lucky Star, Pharma Dynamics, Boehringer Ingelheim and Dischem.

I have served the Foundation with dedication, passion and most importantly a vision rooted in public health for the past nine years. There are two parts to my strategic vision for next five years. The first, will be to focus on digital health and AI to not only align with global advancements but to also keep the programmes and implementation of our work-streams more robust. The second, will be to focus on a life-course approach with a special emphasis on children and youth to help them build mental and physical resilience. Heart, brain, and gut health lie at the core of this. Nutrition Science and our Heart Mark Endorsement Programme will be conduits to better CVD health outcomes. I look forward to this exciting next phase.

Yours in Heart and Brain Health



*Sincerely*  
*Prof Pamela Naidoo*

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### **Executive Summary**

The Heart and Stroke Foundation South Africa (HSFSA) achieved a year of stability and growth in 2024/25, closing with a strong financial position (R49.3m in reserves and a R7.2m surplus). Our flagship Heart Mark programme now certifies 298 products from 54 partners, reaching 77% of South African consumers. Through health campaigns and interventions, the Foundation reached more than **844 million people**, screened over **5,000 individuals**, and educated **14,500 learners** on healthy living. We expanded research partnerships, awarded two university research grants, and strengthened global advocacy on cardiovascular health through international forums. As we mark our 45th anniversary, priorities for 2026 include expanding the Heart Mark into African markets, scaling mobile clinics, deepening school and youth programmes, and diversifying funding. The HSFSA remains committed to reducing the burden of cardiovascular disease and stroke through science, advocacy, and community-driven health promotion.

## Message from the Chairperson



*Nanette Crouse (Chairperson)*

### Chairperson's Annual Report

For the Financial Year Ending 31 March 2025

Dear Members and Stakeholders

It is my privilege to present the Chairperson's Annual Report for the Heart and Stroke Foundation South Africa (HSFSA) for the year ending 31 March 2025. This year has been one of financial stability, programmatic growth, and meaningful impact as we continue to pursue our mission of reducing the burden of cardiovascular disease and stroke across South Africa and the African continent.

### Financial Performance and Sustainability

The Foundation remains in a sound financial position, with total funds (reserves and equity) of R49.3 million (2024: R42.6 million) and a net surplus of R7.2 million. Our primary revenue driver, the **Heart Mark food endorsement programme**, expanded to 54 clients and 298 endorsed products, supported by 77% consumer recognition, making it the most trusted health endorsement logo in South Africa.

We acknowledge with appreciation the continued three-year funding commitment from the Liberty: The Standard Bank Group, as well as support from Boehringer Ingelheim, Pharma Dynamics, Joekels Tea (Laager), and our Heart Mark partners. The diversification of revenue through corporate services, investment income, and partnerships has strengthened resilience against global funding uncertainties.

## Programme Reach and Community Impact

Our work directly responds to the fact that cardiovascular diseases remain the leading cause of non-communicable disease deaths in South Africa, with one in three adults affected by hypertension.

Highlights from 2024/25 include:

- **844 million people reached** through health campaigns and media, a 22.5% increase year-on-year.
- **5,114 individuals screened** through 146 Health Risk Assessments, with high-risk cases referred for care.
- **14,575 learners educated** via the School Health Promotion Initiative, embedding heart-healthy behaviours early.
- **47 Mended Hearts and Stroke support groups** provided community-based rehabilitation and peer support.
- Launch and continued use of the **mobile health clinic**, improving access in underserved Western Cape communities.

Our nutrition science and health promotion teams have also advanced evidence-based advocacy, publishing cardiovascular updates, engaging media, and collaborating with the Department of Health, UNICEF, and academic partners.

## Strategic Partnerships and Advocacy

The HSFSa has reinforced its role in shaping national and continental health policy. We continue to advocate for clear, evidence-based front-of-pack nutrition labelling, positioning the Heart Mark as a credible consumer guide. Internationally, our leadership contributed to forums of the World Obesity Federation, World Stroke Organization, and African Stroke Organization, ensuring African perspectives inform global strategies. Two peer-reviewed research grants were awarded to South African universities, strengthening local research capacity in hypertension and cardiovascular prevention.

## Vision and Priorities for 2026

Looking ahead, our focus will be on:

- Expanding the **Heart Mark programme** into African markets.
- Scaling the **mobile clinic model** to other provinces.
- Leveraging our 45th anniversary (2025) to deepen public engagement on cardiovascular health.
- Strengthening youth-focused interventions to address obesity and hypertension early in life.
- Diversifying funding streams to safeguard long-term sustainability.

## Acknowledgement

On behalf of the Board, I extend sincere thanks to our funders, partners, dedicated staff, volunteers, and fellow Board members. Your commitment ensures that the HSFA remains at the forefront of cardiovascular health promotion, research, and advocacy in South Africa and beyond.

We move forward with determination, recognising that two-thirds of South African women and nearly 40% of men live with overweight or obesity, an urgent call for action. With your continued support, the Foundation is well placed to drive measurable impact in the years ahead.

In health and partnership,

*Nanette Crouse*

*Chairperson*



## Gold Sponsors



## Board of Directors



*Ms Nanette Crouse  
(Chairperson)*



*Mr Farouk Meyer  
(Vice Chairperson)*



*Dr Leshni Shah*



*Prof Gugu Mchunu*



*Prof Richard Nethononda*



*Prof Pamela Naidoo*



*Mr John Stephenson*



*Ms Dudu Mthuli*



*Dr Beulah Pretorius*

## Vision

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

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

## Mission

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

## Key Messages

- 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 important in reducing CVD incidence and prevalence rates
- Unmodifiable factors for CVD onset include a family history of CVD, raised

## FACTS ABOUT CVD



*15% of the 48.5% of NCDs deaths in SA are due to heart disease and strokes.*



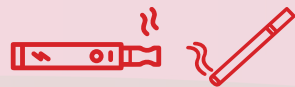
*About 10 adults die from a stroke or cardiovascular health related death every hour in SA.*



*The World Health Organization lists the top 5 risk factors for CVD onset as unhealthy diet, not exercising regularly, smoking tobacco and drinking alcohol, not managing day-to-day stress, and being overweight or obese.*



*Recent evidence shows that the heart and the vascular system is 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.*

cholesterol and hypertension, age and gender. 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 negatively influence CVD onset.

- A Blood pressure measure of  $\geq 140/90$  and Raised “bad” cholesterol (LDL) dramatically increases the risk of CVD (heart disease and stroke) onset.
- Having CVD and one or more other medical condition(s) such as HIV/AIDS or diabetes often results in poor health outcomes without proper access to health care.
- Adoption of healthy behaviours over the life course, even in the face of a genetic predisposition, helps mitigate the risk for CVD onset.
- Self-Management and use of digital technologies 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

Non Communicable Diseases (NCDs), which include CVD (heart disease and strokes), diabetes, cancer, chronic respiratory disease, mental health conditions and other conditions, are the leading cause of death worldwide.

1. NCDs cause over 71% of the world's deaths, 77% of which occur in low and middle-income countries. South Africa is classified as a middle-income country.

2. Of all NCDs, CVD is the leading cause of disabilities and death, killing 17,9 million people annually. Of these deaths, 85% were due to heart attack and stroke.
3. Tobacco accounts for over 8 million global deaths every year (including from the effects of exposure to second-hand smoke).
4. 1.8 million annual global deaths have been attributed to excess salt/sodium intake.
5. More than half of the 3 million annual global deaths attributable to alcohol use are from NCDs, including cancer.
6. 830 000 global deaths annually can be attributed to insufficient physical activity.
7. The WHO (2019) states that combined ambient and household air pollution contributed to an estimated 6.7 million premature deaths in 2019. The leading causes of these deaths, as identified by the WHO, include ischaemic heart disease, stroke, chronic obstructive pulmonary disease, acute lower respiratory infections, and lung cancer.

### **CVD in South Africa**

CVDs are estimated to account for 1/5th of the 48.5% of total adult NCDs deaths in SA. The following are key statistics related to CVD related risk factors among adults in SA:

- An estimated 33.9% of the adult population smoke tobacco.
- About 11 litres of pure alcohol is consumed per person.
- 1 in 3 South African adults (33.3%) has hypertension, a key risk factor for heart attacks, heart failure, kidney disease and strokes.
- 67.9% of adult women and 38.2% of adult men in SA are overweight or obese.
- Diabetes type 2 increases the risk of CVD onset for adults and children.

## Key Health Events and Campaigns

The Heart and Stroke Foundation SA (HSFSA) is a leading health organization dedicated to reducing the burden of cardiovascular disease (CVD) and strokes in South Africa. Throughout the year, the HSFSA organizes various events and campaigns that highlight its core workstreams and mission. The Foundation commemorates selected health days on the national and international health calendar as set out by various entities such as the World Health Organization (WHO), World Heart Federation (WHF), World Stroke Organization (WSO), United Nations (UN), World Hypertension League and World Action on Salt and Sugar and Health (WASSH). The HSFSA is aligned with the National Department of Health (NDOH) in SA and regionally with the NCDs Alliances, African Heart Network and the African Stroke Organisation. Significant local and global health campaigns and health events are highlighted below.

Highlighting key health events create opportunities for South Africans to invest in their health to join the movement to a healthier future. Public awareness plays a key role in mobilizing people of all ages to adopt health-seeking behaviours. Through the key roles and functions of the HSFSA teams throughout the different campaigns, healthy behaviours are promoted.. The HSFSA consistently works towards a vision of a South Africa where everyone can live a long and healthy life, free from the burden of CVD, strokes and the associated risk factors.

### World Health Day: 7 April 2024

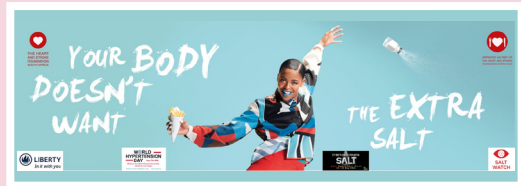


Championed by the WHO, World Health Day on April 7 promotes global health awareness and drives positive change. Embracing the 2024 theme, **“My health, my right”**, member countries of the WHO, mobilized for the health rights of everyone, everywhere so that everyone had access to quality health services, education and information.

Moreover, the need for safe drinking water, clean air, good nutrition, quality housing, decent working and environmental conditions, and freedom from discrimination. The HSFSa identified that the increase in food insecurity and NCDs significantly contributed to reduced health outcomes of the nation. In this respect, the Foundation urged the multinational stakeholders to honour the United Nations (UN) Convention for Health and Human Rights. Additionally, the Foundation urged that when strategies to improve outcomes of non-communicable diseases and infectious diseases were considered, to place food insecurity (FI) at the core. The Foundation proudly drove numerous activities across South Africa, highlighting the rights and responsibilities of the nation in promoting good health outcomes.

### **Salt Awareness Week: 13 to 19 May 2024**

Salt Awareness Week (SAW) is annually driven by the World Action on Salt, Sugar and Health (WASSH). The HSFSa aligns with WASSH and the theme. The 2024



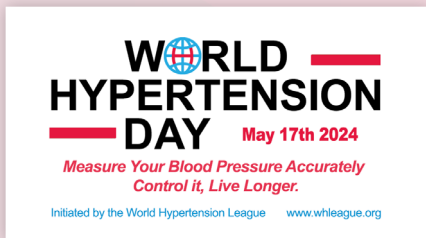
theme ***“Shine the spotlight on SALT”***, accentuated the need to bring awareness on the dangers of excessive salt consumption. The campaign called for greater transparency from the food industry—particularly food companies, fast-food outlets, and restaurants—regarding ingredients, with a focus on the amount of added salt.

The Foundation emphasized the need for the implementation and adherence to the Front-of-Pack Labelling (FOPL) policy released by the World Heart Federation, which was also co-authored by the HSFSa CEO, Prof Pamela Naidoo. The purpose of FOPL is to instantly inform consumers about the relative healthiness of products or by warning consumers when products are high in added sugars, total fat, saturated fats, trans fats, cholesterol and/or sodium. The campaign emphasized that excessive salt intake raises blood pressure and that many unknowingly exceed the WHO’s daily limit of

5g by adding extra salt to food. The HSFSA urged South Africans to choose products with the Heart Mark logo to identify healthier food options lower in salt, sugar, and fat, and higher in fibre.

Professional teams across South Africa hosted community events to educate the public on reading food labels, understanding safe salt levels, and assessing health risks through health risk assessments (HRAs). The Foundation also shared these messages through media engagements. On June 27, 2024, the HSFSA hosted a webinar, *“How to read and understand food labels: in line with the FOPL regulations,”* to educate and empower consumers and healthcare professionals on making informed choices. We are grateful to have partnered with Unilever, a company that is very committed to healthy food options with reduced salt.

### World Hypertension Day: 17 May 2024



Driven by the World Hypertension League, World Hypertension Day commemorated annually on 17 May, raises awareness about the dangers of high blood pressure. The ongoing theme has been, *“Measure Your Blood Pressure Accurately, Control*

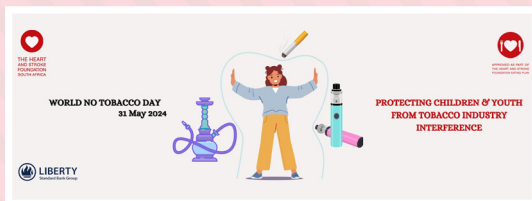
*It, Live Longer”*. The theme highlighted the importance of accurate blood pressure measurements to mitigate the development of hypertension related NCDs. The Foundation raised public awareness about hypertension, its causes, the impact of salt on blood pressure, and ways to reduce it through healthy, low-salt diets and being aware of familial hypertension.

The Foundation participated in numerous community-based activities at local malls, community care centres and educational institutions. The teams implemented HRA programmes and provided health advice on maintaining a normal blood pressure. The professional teams further amplified their messaging through various types of media engagements.

On May 24th 2024, the Foundation hosted a public webinar: *“How to measure your pressure & what do the numbers mean?”*, demonstrating practically how to measure one’s blood pressure, how to read the measurement and best practices to ensure an accurate reading.

### **World No Tobacco Day: 31 May 2024**

World No Tobacco Day (WNTD) was initiated by the WHO to draw global attention to the tobacco epidemic and the negative health effects of tobacco



and vaping. The 2024 theme, *“Stop sliding into my DMs”*, highlighted the stealthy and aggressive methods used by the Big Tobacco industries to infiltrate the lives of youth through social media, digital platforms, influencers and advertising. The campaign aimed to empower youth to resist the deceptive practices of tobacco and e-cigarette industries, highlighting research showing that exposure to marketing triples the likelihood of tobacco, e-cigarettes or hookah use.

Partnering with The Protect Our Next (PON), the Foundation drove the awareness initiatives on the dangers of tobacco and e-cigarettes use, while campaigning for the Control of Tobacco and Electronic Delivery Systems Bill to be passed. The HSFSA, together with the PON partnership, took a bold stand to protect young people from the predatory tactics of the tobacco and e-cigarette industries. The Foundation visited multiple schools across South Africa educating against tobacco use, calling for action and their continued resilience against the tobacco industry tactics.

### **Mandela Day: 18th July 2024**

In remembrance of our beloved Nelson Mandela, the first democratically elected President of South Africa, Mandela Day is celebrated on 18 July to



*Our HSFSa team encourages staff to harness their individual strengths and work together to create health-enabling environments, empowering them to prevent illness and promote health, not only in their generation but in the young generations in their care on Mandela Day.*

Security and Just cities. The HSFSa teams visited ECD centres in KZN and Western Cape and encouraged the staff to harness their individual strengths and work together to create health-enabling environments, empowering them to prevent illness and promote health, not only in their generation but in the young generations in their care.

### Employee Wellness Week: 4 - 8 July 2024



Employee Wellness Week (EWW) is an annual campaign designed to generate mindfulness on the health and well-being of employees in the work, home and social environments.

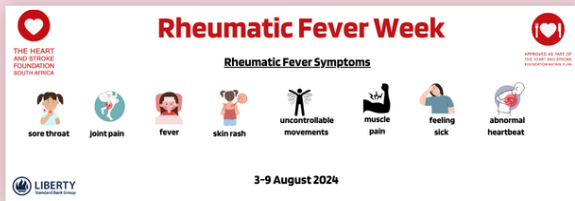
The Foundation nurtures a culture of wellness through health promotion and disease prevention initiatives that extend beyond the workplace. The Foundation, therefore, encapsulates a holistic approach to health and highlights all areas of employee health by addressing physical, mental, social, and spiritual health which ultimately affects heart and brain health. As healthy employees thrive in healthy workplaces, practical tips were discussed which empowered employees and employers to take ownership of their well-being. Workplace challenges were also addressed.

honour his life and legacy. 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: ***“It’s still in our hands to combat poverty and inequity”***, and looked deeper at Early Childhood Development (ECD) centres, Food

As an important pillar of the Foundation and the Employee Wellness programme, the HSFSA conducted health risk assessments (HRAs) in the private and public sectors. Health talks were also conducted. The measures include data collection on the modifiable and unmodifiable risk factors for CVD.

### Rheumatic Fever Week: 3 - 9 August 2024

Rheumatic Fever Week (RFW) is a week-long campaign commemorated annually in August as declared by the National Department of Health. Rheumatic fever is a significant driver of Rheumatic Heart disease (RHD). During



RFW the Foundation highlighted the need to implement evidence-based interventions to reduce the incidence of Acute Rheumatic Fever

(ARF) and the prevalence of RHD in South Africa. The Foundation co-hosted a Webinar with the African Heart Network on the 6th August entitled *"Rheumatic Fever (RF) and Rheumatic Heart Disease (RHD) in Africa"*. Keynote speakers: included Dr Ebrahim Hoosen of South Africa, Prof Habib Gamra of Tunisia and our CEO, Prof Naidoo. The Foundation discussed multiple themes related to ARF and RHD during the campaign period, which included what RF and RHD is, symptoms thereof, risks and contributing factors, treatment and ways to prevent infection and progression of ARF.

### Heart Awareness Month: September 2024

Heart Awareness Month (HAM), is a key health campaign initiated and driven by the HSFSA and is observed every year during the month of

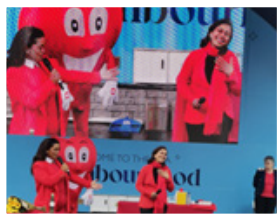


September. HAM is instrumental in making a significant impact on heart disease awareness and through the campaign strategy, reduce the burden of CVD in South Africa. The Foundation's overall theme for HAM was ***Heart Failure and the associated risk factors.***

Over a four-week period, each week had a related theme on Heart Failure. The themes were as follows: Week one: What is heart failure?; Week Two: The causes of heart failure; Week three: Management of heart failure and living with heart failure; and finally Week four: Diabetes type 2 and other risk factors for heart failure. The heart is vulnerable to damage or weakening from various risk factors, including age, sex, genetics, hypertension, diabetes, obesity, infections, alcohol, drug or tobacco use, and certain chemotherapy treatments.

In September, the Foundation encouraged South Africans to know their health numbers and adopt healthy habits, including a balanced diet. Community activities were held in KwaZulu-Natal, Western Cape, and Gauteng, while other provinces were reached through media platforms including social media, TV, print, and radio. HSFSa hosted a CPD accredited webinar in partnership with Boehringer Ingelheim on the 18th September: ***“Cardiovascular disease in type 2 Diabetes Mellitus management with a focus on Heart Failure: Frequency, Forms and strategies for prevention”***. The main presenter was Professor Mpiko Ntsekhe, Head of Cardiology at UCT.

### **World Heart Day: 29 September 2024**



***The HSFSa team commemorated World Heart Day to spotlight the growing burden of cardiovascular disease***

World Heart Day, celebrated on September 29, 2024, marked the culmination of Heart Awareness Month, with the HSFSa aligning with the World Heart Federation's global theme **“Use Heart for Action.”** This campaign encouraged individuals to take responsibility for their heart health and advocate for stronger health policies and risk reduction initiatives. Through advocacy, policy development, and education, the HSFSa promoted cardiovascular health, emphasizing the importance of early detection, heart-healthy behaviours, and disease management. Activities included community-based initiatives, health talks, screenings, and a day-long event at the V&A Amphitheatre featuring expert talks and patient stories.



*Landmarks across South Africa, including Sandton City Mall and various Life Hospitals, were lit up in red to raise awareness about the burden of cardiovascular disease*

## National Nutrition Week (NNW): 9 -15 October 2024

**WEBINAR**

**THE CURRENT FOOD ENVIRONMENT AND ITS IMPACT ON THE HEALTH OF SOUTH AFRICANS**

**DATE** 15 October 2024

**TIME** 13:00-14:00

**DURATION** 1 hour

**MODERATOR** Dr Nolene Naicker

**SPEAKERS**

- Prof Rina Swart (University of the Western Cape) Eating right - challenges and opportunities
- Assoc. Prof. Jene Battersby (University of Cape Town) Improving nutrition through nutrition-sensitive urban design and planning
- Ms. Lee Castro (UNICEF) How does the environment influence food choices among youth?

**CLICK HERE TO REGISTER NOW!**

#NNW2024 | [www.nutritionweek.co.za](http://www.nutritionweek.co.za)

**Eat Right for a Better Life!**

Logos: UNICEF, ADSA, PAN, and others.

In celebration of National Nutrition Week (NNW) from October 9-15, the National Department of Health (NDOH) partnered with key stakeholders, including the HSFSa, UNICEF and ADSA. This annual event, established in the 1990s, aims to promote healthy eating habits and raise awareness about the importance of nutrition in overall well-being. This year's theme, **“Eat right for a better life,”** highlighted the impact of nutritious food choices on physical and mental health. This initiative aimed to promote healthy eating habits, raise awareness about the importance of nutrition, and empower individuals to make informed food choices. By prioritizing whole, nutrient-dense foods and creating a supportive food

environment, individuals can improve their physical and mental health, increase energy and productivity, and reduce the risk of chronic diseases. The campaign emphasized the need for accessible and affordable healthy food options, particularly for children and vulnerable populations, and encouraged individuals to demand healthier options in their communities.

By working together, we can create a healthier and more sustainable food environment that benefits the well-being of all South Africans. The HSFSA co-hosted a NNW webinar on October 15, 2024, titled **“The current food environment and its impact on the health of South Africans,”** shedding light on the critical link between food choices and health outcomes.

### **World Stroke Week: 28 October - 3rd November 2024**



*On World Stroke Week our HSFSA team collaborated with multiple stakeholders emphasizing the importance of post-stroke care, highlighting physical activity as a crucial component of recovery, promoting optimal outcomes and rehabilitation*

World Stroke Week (WSW) is one of the Foundation’s key annual campaigns commemorated globally and locally. This year WSW took place during the week of 28 October to 03rd November, and culminated on World Stroke Day, 29th October. The World Stroke Organization (WSO) and its membership, which the HSFSA form part of, conceptualised the 2024 theme as **“Harnessing the Power of Sport to be #Greater than Stroke”**.

The theme motivated and encouraged every individual to take action and use the power of sport and physical activity to drive stroke awareness and prevention.

The Foundation emphasized the importance of post-stroke care, highlighting physical activity as a crucial component of recovery, promoting optimal outcomes and rehabilitation. The Foundation collaborated with multiple stakeholders including University of KwaZulu Natal, Durban University of Technology and the Western Cape

Government Department of Health to host action filled awareness events. The activities spread over the month of October and included sports events and skipping rope challenges. The professional teams also visited various other locations in Cape town, KwaZulu-Natal and Gauteng offering health talks and HRAs highlighting that “Harnessing the Power of Sport” and physical activity on a daily basis can reduce their risk of developing CVD, as well as cerebrovascular disease.

### **World Stroke Day: 29 October 2024**



On the 29th October the HSFSA joined the annual global campaign to commemorate World Stroke Day (WSD) taking place during the WSW. On WSD the Foundation made a call to every individual to take action to reduce their stroke risk by moving more, make healthier food choices,

stop smoking and reduce alcohol intake.

Stroke is one of the leading causes of death and long-term disability worldwide. One of the pillars of the Foundation’s Stroke campaign is to create greater and deeper public awareness about the different aspects of strokes, including what exactly a stroke is. The Foundation participated in numerous health education opportunities on WSD to underscore the need for all people to prevent stroke as far as possible and provided the needed knowledge to achieve this. The Foundation extended their reach to other communities through media interviews. On WSD, various landmarks, nationally and globally, including Sandton City Mall and various Life Hospitals, lit up in green to raise awareness about stroke. The HSFSA partnered with Boehringer Ingelheim to host a CPD-accredited webinar on November 27, titled ***“Time Is Brain: Time Between Stroke Incident And Critical Emergency Care Is Critical.”*** Led by Professor Dr. Patty Francis, the webinar emphasized the importance of timely medical intervention in stroke care.

## World Diabetes Day: 14 November 2024



On November 14, World Diabetes Day was commemorated with the theme ***“Diabetes and Wellbeing,”*** highlighting the importance of preventing, diagnosing, and managing diabetes. Diabetes, a key risk factor for cardiovascular disease, affects approximately 1 in 9 South Africans, with many unaware they have the condition. The HSFSA recognizes the significance of diabetes awareness,

emphasizing the need for accessible and affordable treatment. By adopting healthy lifestyle habits, such as maintaining a normal weight, engaging in regular physical activity, and eating a balanced diet rich in whole foods, individuals can reduce their risk of developing diabetes and cardiovascular disease.

## World Obesity Day: 4 March 2025



World Obesity Day is commemorated annually on March 4. The HSFSA joined the World Obesity Federation (WOF) in advocating for systemic changes to support healthier lives under the theme ***“Changing Systems, Healthier Lives.”*** With alarming obesity rates in South Africa, where 67.9% of adult women and 38.2% of adult men are overweight or obese. The HSFSA partnered with key stakeholders, including the National Department of Health, National Department of Basic Education, ADSA,

**World Obesity Day** March 4

**CHANGING SYSTEMS HEALTHIER LIVES**

**WORLD OBESITY DAY WEBINAR**  
**CHANGING SYSTEMS AND OBESITY: BUILDING HEALTHIER COMMUNITIES IN SOUTH AFRICA.**

**DATE:** 4 March 2025  
**TIME:** 13:00 - 15:00  
**MODERATOR:** Ms Rebene Ntsie, Director: Nutrition, National Department of Health

[CLICK HERE TO REGISTER NOW](#)

CPD Points Accreditation: 2 clinical CPD point

Logos: UNICEF, WHO, ADSA, SPAN, ICF, NDO

and UNICEF, to promote better nutrition, physical activity, and obesity awareness. Through a multi-faceted approach, including media outreach and community engagement, such as awareness initiatives at Northbury Secondary School

and Durban University of Technology, the HSFSa emphasized the importance of addressing obesity as a medical condition and promoting healthier food systems and community empowerment. The HSFSa co-hosted the webinar titled “Changing Systems and Obesity: Building Healthier Communities in South Africa,” which discussed strategies to reduce obesity through system design, access to healthy food, and safe spaces for physical activity.

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

In order to meet our mission and vision, the HSFSa has core work-streams, namely HP & HRAP, Nutrition Science Programme, 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 Promotion & Health Risk Assessment Programme



The HSFSA's HPHRAP plays an important role in empowering all South Africans to adopt healthy behaviours through encouraging health screening and raising awareness about CVD. The primary activities of the HP&HRAP include conducting health risk assessments (HRA), doing community, private and public sector health talks, implementing the Mended Hearts and Stroke Groups (MHSBG), Employee Wellness Programmes (EWP), School Health Promotion Initiative (SHPI) and working across programmes to run major CVD campaigns.

## Health Risk Assessments



*The HPHRAP team conducted a total of 5114 HRAs. Of those screened 22.12 % (1 131) were found to be at risk and referred to a healthcare facility.*

Health Risk Assessments (HRAs) is a key CVD prevention strategy and consists of checking vital numbers such as blood pressure, blood cholesterol levels, blood glucose levels, and Body Mass Index (BMI). In addition, the Foundation also focuses on cumulative risk and is therefore also interested in family history and a history of co-existing conditions. Knowing

your key health numbers help individuals to identify risk factors for CVD that are mostly treatable. These risk factors may include overweight or obesity, smoking tobacco or other products, drinking alcohol, poor dietary practices and inactivity. If members of the public are found to be at high risk, they are referred to a health practitioner or clinic as a part of our continuum of care model.

## Health Talks And Health Information Displays

The Professional Teams key role is to disseminate evidence-based educational information to promote healthy behavioural choices and in turn maintenance of good heart and brain health. Health talks and health information



displays were conducted at various events, including religious institutions, Civil Society Organisations, Tertiary Institutions, Non-Governmental Organisations, local clinics, hospitals, schools, as well as corporate and commercial sectors. In this financial period a total of **216** events were conducted across South Africa.

## Mended Hearts and Stroke Group Meetings

Peer support is a crucial component of prevention and rehabilitation for cardiac conditions and strokes. Our Mended Hearts and Stroke Groups (MHSG) provide regular support to individuals who have suffered CVDs.



Our monthly meetings include stroke survivors, those with cardiac conditions, and their social networks. These meetings presented the opportunity for



*In commemoration of World Stroke Week in October 2024, Boehringer Ingelheim sponsored the MHSGs, enabling the Foundation's HP&HRAP and Nutrition Science teams to implement the program at greater depth.*

factors and also provided tools and health information to prevent second attacks from taking place. MHSGs were held at various locations, including Cape Town, Durban and Johannesburg.

## Nutrition Science Programme



The Nutrition Science Team is an important component of the HSFSa work, ensuring that all publicly communicated nutritional information is evidence-based, accurate, and practical. The team provides scientifically updated information to support all HSFSa programs, aligning with the organization's mission. Key activities include presenting health talks, collaborating with the HP&HRAP Team on health events and campaigns. The team also works with the CEO to send monthly CVD research updates

with peer-reviewed articles to healthcare professionals, and responding to public health-related and nutrition queries, ultimately promoting heart and vascular health through informed and practical guidance.

## **Food endorsement compliance**

The nutrition science team contributes to the Heart Mark food endorsement program by rigorous analysis of food products against the Heart mark criteria, ensuring compliance with both national and international nutritional standards. By endorsing products that meet these standards, we support the program's mission to promote heart and brain-healthy food choices, reduce the risk of cardiovascular disease, and foster a culture of informed decision-making among consumers in South Africa.

## **CVD research updates**

The Nutrition Science Team, in collaboration with the CEO as part of the Science Team, plays an important role in keeping healthcare professionals informed about the latest research and trends in cardiovascular and cerebrovascular disease prevention, treatment and management. By disseminating monthly CVD research updates to a network of over 1,902 healthcare professionals and interest groups, the team provides valuable insights and evidence-based information to support informed decision-making and best practices in patient care. Each update features 10 peer-reviewed journal articles on cardiovascular and cerebrovascular diseases, highlighting key risk factors such as poor nutrition, physical inactivity, obesity, stress, substance (tobacco, vaping and alcohol etc) abuse and systemic issues. This year, the team successfully distributed 12 editions of the monthly email newsletter to a database of scientists, academics, and health professionals, further solidifying its role in promoting cardiovascular health and wellness.

## Cross-cutting Initiatives

### Employee Wellness Programme

The Foundation's Employee Wellness Programme (EWP) is designed to promote health and wellbeing in the work and home environment. Through the efforts of our professional teams, employees are guided towards health promotion and disease prevention. The adoption of healthy habits reduces the risk for chronic conditions such as hypertension, raised cholesterol, elevated blood glucose, and obesity. All employees were offered specific guidance unique to their profile, and if needed are referred for further management of any existing health concerns.

### School Health Promotion Initiative (SHPI)



The School Health Promotion Initiative (SHPI) programme, launched in 2017 by the CEO, reached many young South Africans, with the aim of raising awareness on the importance of adopting healthy behaviours and to encourage staff at the schools to know their health status. The programme includes staff HRAs by the HP&HRAP team, an information session for primary school

learners, and a visit from our beloved Hearty mascot. Key focus areas include the importance of adopting healthy behaviours, specifically the iconic eat SMART practices, refraining from smoking tobacco products, vaping and increasing and maintaining good levels of physical activity. The Foundation is proud to have reached over 14575 children in this period.

## FAST Heroes



The HSFSA is a key partner of Boehringer Ingelheim and Iqvia for The Fast Heroes initiative. FAST Heroes is an award-winning global educational initiative, aimed at raising awareness of stroke symptoms and the need for immediate medical intervention. linkage to care. 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’ or family’s lives.

### Table of number of individuals reached through programmatic activities in the provinces of Western Cape, Western Cape(George), Eastern Cape, KwaZulu Natal, and Gauteng

ACTIVITIES	WESTEN CAPE	WESTERN CAPE (GEORGE)	EASTERN CAPE	KWAZULU NATAL	GAUTENG	NATIONAL
<i>Health Risk Assessments (Testing blood Pressure, blood cholesterol, blood glucose and body mass index)</i>	77 Events (T=2287)	4 Events (T=67)	2 Events (T=48)	60 Events (T=1735)	3 Events (T=977)	146 Events (T=5114)
<i>Health talks and health information displays</i>	105 Events (T=3191)	4 Events (T=118)	2 Events (T=65)	84 Events (T=5761)	21 Events (T=3952)	216 Events (T=13087)
<i>Mended Hearts and Stroke Group Meetings</i>	25 Events (T=511)	-	-	20 Events (T=518)	2 Events (T=35)	47 Events (T=1064)
<i>School Health Promotion Initiative (learners reached)</i>	13 Events (T=3266)	1 Events (T=50)	-	18 Events (T=11259)	-	32 Events (T=14575)
<i>Webinars by HSFSA (hosted and/or co-partnered)</i>	-	-	-	-	-	8 Events

\* The Total number of attendees reached are in brackets

\* All activities include community engagements, private sector engagements, stakeholder engagements, partner malls, etc.

## Public Relations, Communications And Marketing




The HSFSA's Public Relations, Communications and Marketing department has witnessed a significant year-on-year growth in promoting the Foundation and its workstreams to local and international audiences. Publicity and campaigns were consistent throughout the year, significantly maintaining and enhancing the brand 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 HSFSA, translating into 1 296 broadcast interviews and news articles, ranging from community, regional, national and international media (print, broadcast and web-based media), such as eNCA, Morning Live, Newzroom Afrika, Metro FM, 5 FM, Media 24, Independent Newspapers, IOL, Heita Magazine, Radio 2000, SA FM, Channel Africa, Motsweding FM, Cape Talk, Radio 702, Good News Community Radio, O FM, Wild Coast Radio, Eldos FM, Inanda FM, 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.

### 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, WOF, WASHH, 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.

 <b>Facebook followers have increased by 4.1% from 01 April 2024 – 31 March 2025:</b>	
<i>01 April 2024</i>	<i>31 March 2025</i>
10 984	11 439
<i>01 April 2023</i>	<i>31 March 2024</i>
10 025	10 984

 <b>X followers increased by 1.8% from 1 April 2024 – 31 March 2025</b>	
<i>01 April 2024</i>	<i>31 March 2025</i>
4 580	4 664
<i>01 April 2023</i>	<i>31 March 2024</i>
4 010	4 382

**Annual media coverage at a glance 01 April 2024 – 31 March 2025**

During this period, the HSFSAs health literacy messaging reached, cumulatively, 844 571 581 readers, listeners and viewers in South Africa and beyond, resulting in a 22.5% increase.

<i>Newspaper and Magazines Articles</i>	<i>Online Articles</i>	<i>Radio and TV Interviews</i>	<i>Total</i>
198	620	478	1 296

## Partnerships

### Mail and Guardian

The Mail & Guardian partnership, one of South Africa's premier media outlets, played a key role in advertising major health awareness campaigns that the Foundation promulgated during the reporting period and this impact was significant in raising health awareness.

### Bathic Publishers and Trade Intelligence

Bathic Publishers played a key role in driving advertising and awareness around the Heart Mark Programme - much exposure was retrieved and secured in driving awareness parameters around the programme as well as applications to the Programme. Additional advertising support was provided and delivered via the Trade Intelligence group with inserts placed in the Trade Tatler.

## Income Streams: Endorsements, Donations And Fundraising

### Heart Mark: Food Endorsement Programme



The Heart Mark food endorsement programme is a key initiative by the HSFSFA aimed at reducing preventable heart disease and stroke-related deaths in South Africa by promoting healthier food choices. The program, approved by the National Department of Health and based on the latest nutritional research, South African Food-Based Dietary Guidelines, and international best practices

identifies foods that are lower in salt, sugar, and saturated fats, and higher in fibre. By providing a trusted symbol of heart-healthy foods, the Heart Mark

program empowers consumers to make informed choices, supporting a healthier diet and reducing the risk of cardiovascular disease. The program operates within the food regulatory framework ensuring credibility and is supported by various food companies.

There are a total of 54 Heart Mark fee-paying clients as well as 298 different products endorsed by the Heart Mark Programme. 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 HSFSAs 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.

## Mobile Clinic



An exercise has been undertaken in the branding of the mobile clinic with the aim of selling spaces on the Left and Right side of the Clinic. The goal of this exercise is to drive brand notoriety and

synonymy of associated donors as well as Heart Mark holders. Advertising of the sale of saleable space was directed via the website, via direct selling as well as through formal approaches to existing clients as well as Heart Mark clients. The goal of this selling-in process was to install a new line of investment as well as revenue from a widely distributed Mobile Clinic throughout the Western Cape. A price card was set in place and made available to the market for the testing of concepts as well as to generate a queue of support and potentially a waiting list.

## 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, Good News Community Radio, Disa FM, Eldos FM, Cape Town TV, 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, Unilever, 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.

## Testimonials

### Susan Terblanche – A Story of Strength and Perseverance



At 69 years old, Susan Terblanche, a patient voice for the HSFSA, embodies quiet strength and resilience. Her journey has been anything but easy. After undergoing a double bypass surgery, she faced the unimaginable — more heart attacks, and later, the devastating news of two more blocked vessels. Doctors explained that her heart wall had grown dangerously thin. Any attempt to intervene surgically could lead to life-threatening bleeding. It was a moment that could have broken anyone. But not Susan. Despite living with serious heart complications, hypertension, and a thyroid condition, she continues

to fight every day — not just for her health, but for hope. She receives her medication and ongoing support from a local hospital, a place that has become part of her story of survival. Susan's journey is a powerful reminder that strength isn't always loud. Sometimes, it's found in the quiet determination to keep going, to take each day as it comes, and to never lose faith even when the odds are heavy. Her story encourages others to listen to their bodies, to seek care, and to never give up — no matter how difficult the path may seem.

## 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 jewelry 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 TIAs. 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 traveled 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 Chettia'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.

### **Jenny Morris**

Jenny Morris, celebrity chef, reaffirmed her ambassadorship for the Heart and Stroke Foundation South Africa in 2024 bringing in a new set of chef-focussed skills to our mission of driving Cardiovascular Disease and Stroke prevention within the country. Jenny brings in a wealth of media skills as well as a gleaming resume in chef tv show production, serving as a celebrity



chef, major author, teacher, celebrity, and caterer in the mainstream media industry. Jenny is most respected and trusted for her curatorship and authorship of signature dishes that match the moment in line with the most relevant and most fashionable trends in South Africa. Jenny's work with the Foundation focussed on Heart Healthy cooking as well as the delivery of Hearty meals to a very hungry South African public and a very discerning consumer. Her primary goal is to drive impetus and growth of the Foundation's jewel in the crown - the Heart Mark range of products. Jenny's pedigree spans decades of consistently produced cooked meals to constituents of delegates ranging from presidents, to royals to celebrities. She is also a judge and a major examiner of programs and culinary events in the country.

## The HSFAs Annual General Meeting



The HSFSA CEO, Professor Pamela Naidoo and Members of the Board convened the annual general meeting (AGM) on 2nd October 2024 following the completion of the 2024 audit. The hybrid meeting was well attended by the Foundation's stakeholders, partners, collaborators and members of the public. The Foundation's auditing team were present to verify that the Foundation is credible, sustainable and well governed.

## Research Grant

The Foundation is very grateful to the donor who assisted the Foundation to set up a research grant fund. Given the importance of evidence-based work at the Foundation, we have built our research pillar on this foundation. Internally the research agenda for best-practice methods for detection, prevention, treatment and advocacy is driven by Prof P Naidoo, CEO of the HSFSa. The CEO expresses her gratitude to the members of the Research Advisory Committee who have served the Foundation, tirelessly, over the last 11 years.

The HSFSa's second grant call was launched on 3 June 2024. We are very excited to announce that two researchers have been successful for this grant call. The first recipient is Dr C Kotze of the University of the Western Cape and the second grant recipient is Prof J D Pillay of the Durban University of Technology. Dr Kotze will investigate: Unveiling the Interplay between Lifestyle factors and Biomarkers of Cardiovascular Disease Risk, and Prof Pillay will investigate: The development, evaluation and efficacy of a bio-behavioral mass strategy for the primary prevention of hypertension in South Africa. We look forward to the research outcomes in order to deepen the understanding of CVD pathophysiology and CVD prevention.



*Prof J D Pillay of the Durban  
University of Technology*



*Dr C Kotze of the University of  
the Western Cape*

## Research And Publications

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Dorotheo EU, Arora M, Banerjee A, Bianco E, Cheah NP, Dalmau R, Eissenberg TE, Hasegawa K, **Naidoo P**, Nazir NT, Newby LK, Obeidat N, Skipalskyi A, Stępińska J, Willet J, Wang Y. Nicotine and Cardiovascular Health: When Poison is Addictive – a WHF Policy Brief. *Global Heart*. 2024; **19(1): 14**. DOI: <https://doi.org/10.5334/gh.1292>

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Akanyemi, R., ..**Naidoo P.** et al (2025). Developing a strategic action plan for reducing the burden of stroke in Africa: report of the first African Stroke Leaders' Summit <https://www.frontiersin.org/articles/10.3389/fstro.2025.1555554>

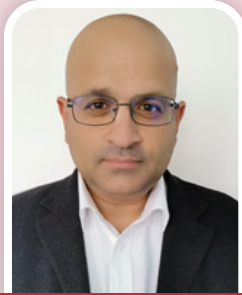
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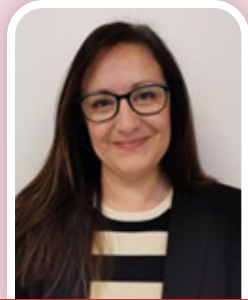
*Professor Pamela Naidoo  
(CEO)*



*Mathias Roberts  
(Operations & Finance Officer)*



*Praniet Makanjee  
(Business Manager)*



*Hayley Pasquallie  
(Executive PA to the CEO)*



*Shonisani Nephalama  
(Nutrition Lead)*



*Cari Erasmus  
(Registered Dietitian)*



*Marcelle Appollis  
(Public Relations and  
Communications Intern)*



*Themba Mzondi  
(PR & Communications Officer)*



*Sister Juandre Watson (Team  
Lead: Health Promotion & Health  
Risk Assessment Programme)*



*Sister Thembeke Shezi  
(Health Promotion & Health Risk  
Assessment Programme Officer)*



*Nurse Silvia Craucamp  
(Health Promotion & Health Risk  
Assessment Programme Officer)*



*Rowda Alexander  
(Accounts Administrator)*



*Shamiela Steyn  
(Business Unit Administrator)*



*Nomangesi Sokoyi  
(Helper)*

# Financial Statements



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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