

Annual Report 2020

THE HEART
AND STROKE
FOUNDATION
SOUTH AFRICA

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WILLOWTON GROUP

MESSAGE FROM THE CEO



Professor Pamela Naidoo
(MA, MPH, DPhil)

The 2019_2020 financial year proved to be an exciting year for the Foundation given the fact that we had many meaningful partnerships and collaborations which helped us mobilize to reduce the burden of cardio-vascular and other circulatory diseases in South Africa, regionally and globally. As a non-profit organization, the Foundation is reliant on multiple sources of both cash-&-in-kind donations in order to translate our mission and vision into visible action addressing the pillars of our work for health promotion, disease prevention, advocacy and health policy. At the outset, as the CEO I would like to extend my sincere gratitude on behalf of our Board and fellow Foundation staff to all our contributors (big and small) for affording the Foundation the opportunity to showcase itself and the work it carries out on many platforms from community-based programmes to high level policy forums.

It is indeed sobering when one examines the disease burden for cardio-vascular (heart disease) and cere-bro-vascular (strokes) diseases, commonly referred to as cardio-vascular disease (CVD). Globally, an estimated 17.9 million individuals die from CVD. In South Africa 18% of the 48% of non-communicable diseases (NCDs) burden can be attributed to CVD. NCDs include conditions such as CVD, diabetes, cancers, respiratory diseases, mental health, and so on. The epidemiological pattern of NCDs, CVD in particular, makes us relevant and indeed provides the impetus for the work we do at the Foundation. The complexities that drive the modifiable and unmodifiable risk factors for CVD, sets the backdrop for our programmes and indeed our multiple valuable partnerships both locally and abroad.

I would like to highlight our key partnerships over this financial year. At the start of the year in April, our Back-to-Rhythm (B2R) Campaign with our partner Philips South Africa and the Philips Foundation, culminated in the grand finale

in Johannesburg. This fun campaign raised awareness of a serious health issue, namely Sudden Cardiac Arrest and also highlighted the value of an Artificial External Defibrillator (AED) to save a life. Our loyal partners over the years continued to support the Foundations work and made extremely generous contributions in this financial year. Dis-chem's in-kind donation made it possible for the Foundation to expand its School's Health Promotion Initiative (SHPI) and drive the disease prevention component of our work during Heart Awareness Month in September. Pharma Dynamics' in-kind and cash donations helped us consolidate our work particularly within our Nutrition Science Programme. The fourth special edition of the recipe book developed by Pharma Dynamics in partnership with the Foundation was launched at our World Heart Day celebration at the V&A Waterfront in Cape Town. Our awareness drive during Stroke Week and World Stroke Day, would not have been possible without our partner, the Angels Initiative, which is the CSI arm of Boehringer Ingelheim.

In keeping with our SHPI programme, the HSFSA invested in an "anti-vaping" 6-week campaign to discourage youth and young individuals from taking up the vaping habit as an alternate to tobacco smoking. The campaign was brilliantly crafted by DUKE, our advertising agent, to highlight the dangers of vaping and other electronic devices and bring to public attention the seductiveness of the advertisements developed by the industry that makes these products look harmless and attractive to use. Moreover, the Foundation, following our anti-vaping campaign, also engaged with other key anti-tobacco lobby group partners, such as CTFK, NCAS, CANSA and the SAMRC, to mobilize South Africans to promote the Tobacco and other Electronic Devices Bill.

As the CEO, I am directly involved in health advocacy and health policy initiatives. Noteworthy involvement includes my positions on the following committees and Boards: President of the African Heart Network; Advocacy Advisory Committee member of the World Heart Federation (WHF); Board member and Research Committee member of the World Stroke Organization and Steering Committee member of the Angels Initiative for Stroke in South Africa. At a national level I was directly involved with the National Department of Health's consultation process for NCDs, CVD in particular.
In this year there was more traction than previous years for NCDs.

Consequently, I was involved in many valuable high-level events at a national and an international level. At a national level there were a few important events: the Philips Health Summit and the joint Conference of the South Africa Heart, PASCAR, Africa PCR, and the African Heart Network. At an international level the events included: the European Stroke Organization (ESO) conference in Italy; the World Heart Federation Summit in Paris; and the World Health Organization's Global Meeting to accelerate progress on SDG target 3.4 on NCDs and Mental Health which I attended as part of the WHF advocacy committee delegation in Oman.

My affiliation with key universities in the country, remaining a rated National Research Foundation Researcher, and collaborating with other national and international organizations help to consolidate my position as the CEO of the Foundation. I am able to bring the richness and value of evidence -based work, good governance and good practice to the Foundation.

In the previous year we launched our Inaugural Research Grants. Both recipients of the grant are close to completion of their NCDs/CVD related projects. In keeping with our research and policy engagement I am also very pleased to announce that together with a consortium of organizations locally (Discovery, and the University of Pretoria) and abroad (University of Wollongong, Australia), the Foundation is also the successful recipient of a LINKS, Vital Strategies grant to monitor the salt legislation policies in South Africa and ultimately reduce salt intake which is one of the key drivers of hypertension .

A very special expression of gratitude goes out to the company Aerotechnic for sponsoring a staff training programme based on an overseas developed model. The TLEX programme was conducted by a facilitator from London that flew to Cape Town to conduct the in-person training which focussed on cohesion in the work place.

In order for the Foundation to remain financially sustainable and viable, we are reliant on many sources of income. Our primary revenue generator is the Heart Mark Endorsement programme which is our flagship programme as the Heart Mark logo is one of the most recognized logos that helps consumers

purchase food items that forms part of a healthy eating plan. We are grateful to the many Heart Mark holders for continuing to utilize the Heart Mark logo as a way of instilling confidence among consumers and thereby making a contribution to decrease the burden of CVD. The Foundation is also the sole agent for the Diabetes South Africa endorsement programme which is steadily gaining recognition. Our Platinum Sponsor (the Willowton Group) and Gold Sponsors (Tiger Brands and Lucky Star) are indeed all Heart Mark Holders. We cannot thank our sponsors enough for being loyal supporters of the HSFSA and the work we do particularly in historically disadvantaged communities.

While I am able to relate many good stories about this financial year, I also need to inform you about the sadness that engulfed the organization at the time when we lost Dr Krisela Steyn, a loyal Board member for more than 30 years and past Chairperson of the Board. We will always strive to maintain the high standards thar Dr Steyn set for the Foundation and we will always miss her. I do, however, have a very supportive Board for which I am extremely grateful. A special thank you to those members of our staff who show a consistent level of commitment to the Foundation.

At the very end of the financial year, which was essentially a relatively successful one for the Foundation, we faced an unprecedented set-back when South Africa went into a hard lock-down period which started on 27th March 2020 due to the COVID-19 pandemic. The truth be told, we are somewhat anxious about the economic, health and social consequences of the pandemic. Perhaps our faith has to lie in science now and we need to develop a sense of optimism that the vaccine for COVID-19 will soon meet the rigors of the scientific world in order to be used at scale benefiting every low, middle, and high- income country.

I would like to wish you and your loved ones well.

Professor Pamela Naidoo

CHAIRPERSON'S REPORT



Dr Leshni Shah
(MBA, MBChB)

Dear Stakeholders, Donors and Sponsors, and Fellow Board Members

As a country with a unique mission to heal the injustices of the past and work towards a more unified and prosperous society, our challenges are many, spanning many areas from education to poverty alleviation, to addressing the many health challenges of a fundamentally unequal society. The Heart and Stroke Foundation South Africa once again presents its annual report for another impactful and highly successful year in terms of meeting its commitments towards the goal of prosperity through health intervention.

The Heart and Stroke Foundation South Africa (HSFSA) continues to serve as an organisation positioned to complement and enhance the work of the National Department of Health, particularly with respect to the lifestyle management of and screening for non-communicable disease such as cardiovascular disease (CVD). In South Africa, 18% of the 48 percent of non-communicable disease may be attributed to CVD. Over the past 3 years, the HSFSA has initiated closer relationships with Diabetes South Africa, to include the management of this non-communicable disease, equally a disease that may be moderated and managed through changes in lifestyle and diet. The HSFSA continues to be the sole agent for the DSA Endorsement programme which helps guide the consumer on what products to purchase as part of a healthy eating plan to prevent diabetes or help manage your diabetic status.

We extend our gratitude to our platinum sponsor, The Willowton Group and our two Gold sponsors, Lucky Star and Tiger Brands. In addition to providing the foundation with sponsorship, we are also in the fortunate position to earn Heart Mark revenue from each of these organisations as they support us by carrying the Heart Mark on relevant products suited to a heart healthy lifestyle. While our cash donations and the revenue earned from our Heart Mark carriers is the "bread and butter" of our organization we are grateful too, to our value-

in-kind partners who assist in funding and supporting the implementation of community-based programs run by the HSFSA. Dis-chem, Phillips South Africa and Philips Foundation, the Angel's Initiative as part of Boehringer Ingelheim, and Pharma Dynamics have played significant roles in promoting and fostering the work of the Foundation.

The generosity of sponsors and donors has enabled the Foundation to grow its revenue by approximately 15 percent over the 2019 financial year. This is very acceptable growth for our organization in a difficult economic environment. We are forever mindful of the challenges facing our organization (and indeed, the not-for-profit sector as a whole), with respect to financial sustainability and continue to manage the Foundation conservatively with regards to our expenses, but ensuring we meet our objectives and commitments to the communities we serve.

It would indeed be remiss of me to not mention the fact that 2019 proved to be a very sad year in the history of the Foundation. In October we received news of the death of Dr Krisela Steyn, the past Chairperson of the Board and a board member of the organisation for more than 30 years. While the sadness of her passing endures, we also reflect on the rich and meaningful life of a pioneering academic, whose contribution to the organization will always be remembered.

My congratulations to Professor Naidoo for once again leading the organisation with such distinction. Her management of the financial well-being of the organisation, her commitment to and involvement in the programs rolled out by the foundation and her ongoing active membership of organisations such as the World Health Federation, her role as President of the African Heart Network; Board member and Research Committee member of the World Stroke Organization and Steering Committee member of the Angels Initiative for Stroke in South Africa together with her continued association with local and international universities (fostered through her academic background), helps to maintain the advocacy work of the Foundation, while ensuring that the organization stays abreast of global best practice in the fields relevant to our field of work.

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. As a Board and together with our CEO, we will face our most challenging years in our recent history in the next 2 to 3 years, largely due to the impact of COVID-19 on the economy. We will need to work harder to complement our revenue, increase our value-in-kind donations, but mostly, now more than ever, rely on the generosity of our sponsors, and hope the economic impact of COVID -19 does not substantially dent the revenues of our Heart Mark endorsement program.

As a Foundation, we will continue to work towards impacting the challenges of the broader society in which we operate with "heart". Our programs as an organization, together with our engagement and involvement with other health affiliated organizations will strive to meet the healthcare challenges of our impoverished communities (challenges further compounded by COVID-19), with fairness, empathy and humility, as we exist to serve and make a difference.

Best Wishes

Dr Leshni Shah

WILLOWTON GROUP
TIGER BRANDS
LUCKY STAR

SPECIAL OBITUARY

In this AGM we would like to convey a special dedication to our dedicated board member, Dr Krisela Steyn who sadly passed away in October, 2019.



Dr Krisela Steyn

BOARD OF DIRECTORS



Dr Leshni Shah
(Chairperson)



Mr Farouk Meyer
(Vice-Chairperson)



Prof Richard Nethononda



Prof Edelweiss
Wentzel-Viljoen



Nanette Crouse



Prof Pamela Naidoo



Prof Gugu Mchunu

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

Cardiovascular disease (heart disease, strokes and vascular disease) is one of the leading causes of premature death and disability in South Africa

Risk Factor reduction is imperative in decreasing the chances of CVD onset.

Well known risk factors for CVD onset include raised blood pressure, obesity, diabetes, increased alcohol use, tobacco smoking and other negative socio-economic environments such as poverty and air pollution

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

Blood pressure ≥140/90 dramatically increases the risk of CVD (heart disease and strokes) onset

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

FACTS ABOUT CVD



18% of the 48% of NDC deaths in South Africa is caused by heart disease and strokes



225 people die every day from either heart disease or strokes



10 adults suffer a stroke in South Africa every hour



CVD leads the non-communicable diseases (NCDs) burden in South Africa

THE GLOBAL AND LOCAL PATTERNS OF CVD

THE GLOBAL CONTEXT

Non-communicable diseases (NCDs), which includes CVD [heart disease and strokes], diabetes, cancer, chronic respiratory disease, mental health disorders and others, are the leading cause of deaths worldwide. NCDs cause over 60% of the world's deaths, 80% of which occur in developing countries. It is anticipated that by 2030 NCDs will overtake all other causes of death in Africa. Of all NCDs, CVD is the leading cause of disabilities and death, killing about 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 South Africa. CVD's account for almost a fifth (18%) of these deaths. In South Africa, 225 people die daily of heart disease and 110 of stroke, with 90 living with life changing disability because of a stroke.

KEY HEALTH EVENTS AND CAMPAIGNS

The Heart and Stroke Foundation South Africa (HSFSA) focuses on campaigns and health days observed globally, regionally and nationally that are associated with heart disease, strokes and associated modifiable and unmodifiable risk factors such as hypertension, tobacco smoking, dietary factors and other behavioural drivers. Ear-marking these health events helps to create the traction required to mobilize and empower individuals and communities to gain more knowledge and awareness about the burden of CVD and the factors that increase the risk of being affected by heart disease and strokes. Moreover, the Foundations engagement with these health events and campaigns contributes to the strengthening of public health efforts around access to health, patient rights, economic consequences of ill health and other policy and advocacy issues within a "Health and Human Rights Framework". The HSFSA observes selected health days on the national health calendar as set out by the National

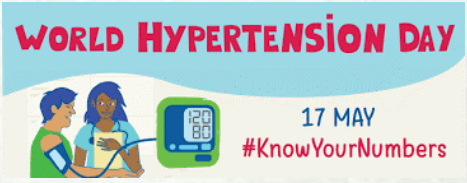
Department of Health in South Africa. These days include, among others, Rheumatic Fever Week and National Nutrition and National Obesity Week. The Foundation also mobilizes South Africans, those on the African continent and around the world on global health days, such as World Heart Day, World Stroke Day, World Obesity Day, World Hypertension Day, and World No Tobacco Day.

World Health Day: *7 April 2019*



The World Health Organization (WHO) retained the theme, *Universal Health Coverage: Everyone, Everywhere,* for World Health Day 2019. This was an extension of the same theme from 2018 due to the fact that access to health care is still very unequal around the world. Consequently, it was important to continue to mobilise around this theme. The Heart and Stroke Foundation South Africa (HSFSA) supported the World Health Organisation's campaign with #HealthForAll.

World Hypertension Day: *17 May 2019*



The World Hypertension League retained the theme: *"Know your numbers"* for the past 5 years. On World Hypertension Day the key message from the Foundation was for adult South Africans to have their blood pressure measured to ensure they are aware of their risk for heart disease or stroke. The HSFSA conducted community-based blood pressure testing in various communities across the Western, Eastern, KZN and Gauteng provinces in the month of May. The Foundation also ran an educational campaign to empower individuals to gain more knowledge about the dangers of hypertension, often dubbed "the silent killer".

World No Tobacco Day: *31 May 2019*

The WHOs theme for World No Tobacco Day (WNTD) 2019 was: *"Tobacco and lung health"*. The HSFSAs campaign while aligned to this theme focussed on the ill effects of vaping among young people. DUKE, the HSFSAs advertising agency developed an impactful and highly creative campaign strategy targeting young individual. The campaign for WNTD entitled: *"Out of the ashtray into the cloud"* brought to the public's attention that the tobacco industry made vaping very attractive to the youth despite the emerging evidence about the harms of vaping and using other electronic devices. The HSFSA supports the new proposed law to ban electronic smoking devices in South Africa. The Foundation is also aligned to the position statement published by the World Health Organization which aptly captures their anti-vaping stance: Save your life in a "good cloud" not a vaping cloud- stop smoking or vaping. A few key events that the Foundation was involved in occurred on WNTD. One important one was the collaboration with the Western Cape Department of Health and relevant partners.







Rheumatic Fever Week: *1 - 6 August 2019*

Rheumatic Heart Disease (RHD) is the most common type of acquired heart disease in children and young people below the age of 25 years. A condition called Acute Rheumatic Fever (ARF) results in RHD. In the early 1900s, rheumatic fever was one of the most common causes of death among children

and young adults, globally. With improved living conditions and the discovery of antibiotics rheumatic fever is almost non-existent in high-income countries although this is not the case for low and middle-income countries (LMICs). Rheumatic Fever Week, therefore, brings long overdue recognition to this preventable condition that disproportionately impacts women and children in LMICs, including South Africa. The HSFSA works with paediatric cardiologists, to highlight the importance of parents being aware of rheumatic heart disease and what causes it. Increasing parents' knowledge is strongly associated with disease prevention. Prof Liezl Zuhlke of UCT and Past-President of SA Heart, remains our key collaborator for Rheumatic Fever Week.

Heart Awareness Month: *September 2019*



The HSFSA embraced the World Heart Federation Theme *"My Heart Your Heart"* and went a mile further by extending the theme for South Africa to: *"My Heart Your Heart and Hearts of all South Africans"*. Our theme and sub-themes for Heart Awareness Month (HAM) were also aligned to the NCDs Alliance #Enough NCDs campaign which focuses on cardiovascular and other non-communicable disease prevention. During HAM the Foundation focused on four core messages, dedicating a week to each message and reinforcing these messages during the fourth week. This year, the messages were based on reducing poor health behaviours which increase our risk for heart disease such as tobacco smoking, lack of physical activity and the use of excessive salt in our diet. The focus in week one was: ***Hypertension***; week two: ***Tobacco Smoking and Electronic Smoking Devices***; week three: ***Cholesterol, a risk factor for heart disease, #MyHeart #YourHeart***; and week four: ***Acute Coronary Syndrome (ACS)***. The numerous activities and media engagement during HAM will be detailed in the relevant sections to follow.

World Heart Day: *29 September 2019*

Heart Awareness Month culminated in World Heart Day (WHD), on 29th September. The theme *"My Heart your Heart"*, a key message from the previous year was reinforced. The Foundation worked collaboratively across the country to celebrate this landmark day in the Foundations Campaign calendar. In Cape Town we held a successful activation at the V&A Waterfront Amphitheatre where together with our partner Pharma Dynamics, we launched the 4th edition of the Cooking from the Heart recipe book. Heleen Meyer who managed the project for the development of the recipe book conducted a cooking demonstration on the day and free copies of the special braai edition to celebrate Heritage Day were distributed to the audience. Professional rope skippers from Khayelitsha also delivered an excellent performance demonstrating that exercise can be fun.

Our CEO continued the tradition of partnering with colleagues from UCT on WHD. She was invited to speak at an event hosted by the current President of the World Heart Federation, Prof Karen Sliwa. The occasion was also graced by the MEC for Health in the Western Cape, Prof Nomafrench-Mbombo.

Selected landmarks in South Africa were also lit up in red to call attention to WHD as is the tradition globally. These landmarks included the Cape Wheel at the V&A Waterfront; the Donkin Reserve in Port Elizabeth; the Coastlands Hotel in Durban; and on Saturday 28 September Wits University in Johannesburg wrapped their pillars in red and held a fun walk in support of World Heart Day. The purpose of lighting up iconic landmarks is to increase awareness of heart disease and drive the global goal of reducing premature deaths from CVD by 25% by the year 2025. An exciting time was held by all.







National Nutrition Week (NNW):

9 - 15 October 2019



NNW 2019 was a joint effort by many organizations led by the National Department of Health's Nutrition team. The theme was "Make eating whole foods a way of life". The aim was to focus the country's attention on the importance of consuming a mostly plant-based diet of mainly unprocessed and minimally processed foods. The 2016 South Africa Demographic and Health Survey found that 68% of women and 31% of men in South Africa are overweight or obese. The campaign emphasized the importance of understanding the link between making poor food choices on a daily basis, leading to unhealthy weight placing one at risk of disease onset. Obesity is a major contributor to diabetes Type II which in turn is a risk factor for CVD. By focusing on strategies to make eating whole foods a way of life we can ensure that our families are eating the vegetables and fruits, legumes, seeds, nuts and whole grains that are essential to build healthy bodies.

Stroke Awareness Week: *28 October – 3 November 2019*



The HSFSA aligns itself with the World Stroke Organization initiatives for stroke. In South Africa 70 lives are lost daily from stroke. Our consistent partner for Stroke Awareness Week is the Angels Initiative, a Boehringer Ingelheim driven stroke excellence programme. In 2019 the Angels initiative launched the pilot schools programme called "Fast Heroes". The FAST Heroes Initiative was described by our CEO, Prof Pamela Naidoo as "a brilliant one as the education of young children on health matters that affect them and their loved ones is key to a healthier society".

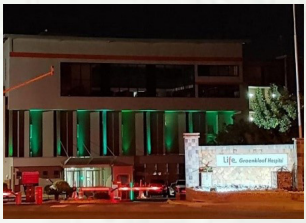
Many South Africans are unaware of the symptoms of stroke, and hence the Foundation utilized our campaign materials developed over the past two years to raise awareness about the symptoms of stroke and importance of taking timeous treatment and focussing on rehabilitation. The simple acronym FAST was used to educate about the symptoms of stroke.

World Stroke Day: *29 October 2019*

Stroke Awareness Week culminated in World Stroke Day. The Foundation together with the Angels Initiative and the Life Hospital Group joined forces to highlight World Stroke Day. Numerous Life Hospitals lit up in lime green on the day to bring to attention the importance that stroke is a medical emergency.

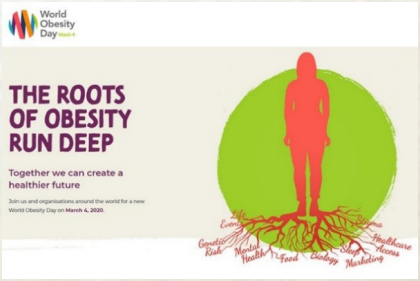
The HSFSA also collaborated with our Heart Mark holder Lucky Star, hosting an exciting activation at Maynard Mall in Cape Town that highlighted the importance of knowing one's risk for stroke and making healthy food choices. The Foundation conducted health risk assessments for the public and Lucky Star provided healthy snacks and hampers. The Life Hospital group also lit up in lime green, the global colour for stroke.





World Obesity Day: *4 March 2020*

The theme for World Obesity Day was *"The Roots of Obesity Run Deep"*. World Obesity Day focused on obesity as a complex health condition which is now recognized as a medical condition. The causes of obesity are multifactorial including genetic, psychological,



sociocultural, economic and environmental, making it vitally important to address this issue from many perspectives. On this day, there was a focus on childhood obesity and the easy access to unhealthy foods.

The World Obesity Federation (WOF) leads on World Obesity Day. Together with global partners an obesity declaration which highlighted five key strategies to address the burden of obesity, using the acronym ROOTS, was established. ROOTS can be unpacked as follows: Recognizing Obesity, Obesity Monitoring, Obesity Prevention, Treatment for Obesity, and Systems-Based Approaches. The ROOTS declaration proposes a menu of 100 options for policymakers to address obesity more effectively.

Salt Awareness Week (SAW): *9-15 March 2020*

During Salt Awareness Week, the HSFSA took the lead from the World Action on Salt and Health (WASH) using the theme "Hide and Seek". The need for ongoing efforts, from the food sector and consumers alike, to strive for less salt consumption was highlighted. Consuming less salt is difficult, with salt 'hiding' in many foods and 'seeking' out lower-salt options too complicated. The Foundation commended food manufacturers who are complying with sodium limits and urges others to do so. All foods which carry the Foundations' recognisable Heart Mark logo comply with the sodium regulations, in addition, to other nutrient criteria.

KEY STAKEHOLDER EVENTS

AHN / SAHA conference

The African Heart Network (AHN) of which Prof Pamela Naidoo is the President held its second AGM in 2019 at the PASCAR/SAHA/Africa PCR Conference in Johannesburg. The AHN had a session where a number of guest speakers presented on CVD and various issues which particularly affect Africa. Guest speakers included Prof Liesl Zuhlke (immediate past President of SA Heart), Prof Karen Sliwa (President: World Heart Federation) and Ms Sandhya Singh, Head of the Non-Communicable Disease Cluster from the South African National

Department of Health. Members of our Executive Council also presented on topics including tobacco control and hypertension.

People who attended both the session and AGM came from various parts of Africa including Senegal, Tanzania, Egypt and Cameroon. One of the main aims of the AHN session was to increase the AHN membership and having all these countries present helped us to truly display the importance of the AHN in Africa to the organizations who potentially are future members.





FLAGSHIP PROGRAMME

School's Health Promotion Initiative

Since the successful launch of the School Health Promotion Initiative (SHPI) by the CEO in 2017, many young South Africans have had access to the programme. The successful implementation of the programme by the Foundation's staff is ably led by Bianca Snyders, the Lead Project Officer. 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). 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" as well as a skipping demonstration from a professional jump rope skipper to emphasize the importance of physical activity.

For this reporting period, the SHPI programme reached approximately 17 500 learners in 21 selected schools in the provinces where our offices are

situated, namely Western Cape, Gauteng, KZN, and Eastern Cape. Indirectly the programme reaches an estimated 40 000 individuals. Each grade 6 learner at these schools also received a skipping rope, generously donated by Dis-chem. The motivation for this is so that the grade 6's can influence the younger learners and their family members to stay active through an inexpensive means. Nearly 550 staff members had HRA's of which 113 were found to be at risk and were referred for further health investigation through a linkage to care model.

The HSFSA would like to thank Dis-Chem and The Jump It Rope Skipping Academy for contributing to the success of SHPI. We thank them for their dedication and continued support.





MEETING THE HSFSA'S VISION AND MISSION: OUR WORK-STREAMS

In order to meet our vision and mission, the HSFSA has core work-streams, namely Health Promotion, Nutrition Science and Public Relations and Communications and Business Development. Each work-stream takes responsibility for their primary deliverables, although much of the work carried out at the HSFSA requires teamwork across the work-streams.

HEALTH PROMOTION PROGRAMME (HPP)

We have a sense of optimism in reporting the Health Promotions Programme (HPP) activities for the year under review. The Health Promotions team had a consistently busy year providing health talks, conducting HRAs, and working with fellow HSFSA staff to implement the many important health campaigns that the Foundation drives.

In March 2020, the Coronavirus took centre stage. The American Heart Association cautioned that the elderly were vulnerable with coronary disease hypertension, diabetes, obesity or persons who have suffered a stroke, more likely to be affected by COVID-19 and may face a higher risk of complications from COVID-19.

The Heart and Stroke Foundation South Africa (HSFSA) is committed to mobilizing all South Africans to mitigate the transmission of the spread of COVID-19. Our crucial role during this pandemic is to provide knowledge to the general public on the relationship between COVID-19 and CVD. The public are reminded to visit our website for health-related queries, for tips to stay healthy and for more information on COVID-19 and CVD.

Strategic Focus Areas for the Health Promotion Programmes:

Health Risk Assessments

Health Risk assessments are an important pillar of our Foundation's wellness programme's work and is our primary tool in ensuring the health of both our public and private sector communities.



As a Non-Profit, the HSFSA, relies on donorships and external funding. Our Employee Wellness Services, creates a platform for our organisation to develop partnerships with the corporate and the business sectors to source funding for the services we deliver.

In the year under review, the Health Promotions Team conducted 233 health risk assessments (HRAs) and screened 10 922 members of the community. Clients with a high-risk score were referred to their clinics, doctors or hospitals for further management of their health concerns, such as high blood pressure. HRAs are conducted to collect a family, medical and health behaviour history,

as well as biomarkers such as blood pressure, glucose, cholesterol and Body Mass Index (BMI). Eating healthy, and more physical activity are great steps towards leading a healthy life, but it's also important to know your family history of CVD.

Our risk assessments also include mental health screening. Mental illness is very prevalent in South Africa, yet the country lacks many of the necessary resources and policies needed to execute an effective Mental Health Strategy. It has been found that 16.5% of the adult population in South Africa suffer from mental illness with 1% suffering with a severe life debilitating mental health condition.

We encourage our clients to continue with self-care practices to take care of their mental health and to increase their ability to cope with life's ongoing challenges. Prevention is at the heart of what we do and will recommend to keep active as physical activity keeps the brain and other vital organs healthy and is also a significant benefit towards improving one's mental health.

Community Health Talks

Our educational and community-based health talks play a key role in preventing disease, improving health and enhancing the quality of life in many communities. Our aim is to drive messages that focus on Cardio-vascular disease, the harmful effects of smoking, benefits of physical activity, food choices and healthy eating habits.

The Health Promotions team is supported by our CEO, Prof. Pamela Naidoo, our Nutrition Science team and organisations such as the South African Medical Research Council, HSRC and other medical and research institutions to provide scientific information to benefit our communities. The team conducted 122 health talks in different languages reaching some 15 765 members in our communities.

We also use our strong media links to achieve free media coverage to spread the message to all South Africans about prevention and risk factors for heart

and stroke disease. Nationally, we conducted 135 radio interviews and these radio stations have a combined listenership of over 66 876 908 people.

Our talks emphasize primary prevention and for communities to improve their lifestyle, to buy foods that are low in salt, low in saturated fats and high in fibre and the Heart Mark logo makes it easier for shoppers to choose healthier products. Communities are also encouraged to use products that have the DSA endorsement as these products help to manage their diabetes better.

The Health Promotion Teams in the provinces identify and draw upon the community's and volunteers' strengths and these strengths help to overcome barriers to implementing our health promotion programmes in diverse areas.The community's strong social networks, support and common shared values and collective interest in improving health is highly commended. It is important for the HSFSA to conduct education and outreach programmes to identify community awareness of health concerns and to maintain individuals to achieve better health outcomes.

The HSFSA is very fortunate to have very dedicated volunteers to assist us in our health awareness programmes and it is through their generosity that we are able to help those in need in our communities. By giving back to their communities, our volunteers show first-hand how their services make a difference and how good it feels to help other people.

Table of Health Promotion Activities

ACTIVITIES	WESTERN CAPE	KWA-ZULU NATAL	EASTERN CAPE	GAUTENG	NATIONAL
Radio Interviews	57 (31 048 000)	34 (34 249 308)	-	13 (1 579 600)	135 (66 876 90)
Health Risk Assessments (HRA's)	68 (2 958)	85 (5 039)	70 (2 603)	10 (322)	233 (10 922)
Community Health Talks	59 (8 407)	33 (1 068)	21 (4 691)	9 (1 599)	122 (15 765)
Health Information Displays	12 (785)	5 (1 555)	2 (300)	19 (7 829)	38 (10 469)
MHS Meetings	25 (916)	11(204)	7 (63)	9 (143)	52 (1 326)
Hearty visits	6 (3 902)	7 (6 009)	8 (4 761)	2 (2 492)	23 (17 164)
Workplace Wellness	19 (1 448)	7 (618)	-	5 (693)	31 (2 759)

The number of events is shown above, with the number of people attending in brackets.

Public Health Events

One of our key focus areas for the Foundation in reducing the incidence of heart and stroke disease in the population of South Africa, is to drive education and public awareness campaigns to further raise interest and share information on CVD prevention and thus empowering members of the public to take charge of their health status.

The year under review has been a very challenging period as some areas have been declared as disaster zones due to natural disasters, like the flooding in KZN where lives were lost and communities losing their homes and belongings. We also saw a series of protests from students as well as communities and impacted negatively on some of our public events. Despite these challenges, the Health Promotions Team, forged many partnerships with other NGO's, various Government Departments, Faith Based Organisations and Tertiary Institutions to achieve our deliverables. Our primary aim is to reduce the CVD burden in South Africa and ultimately on the health care system.

Our Health Awareness days viz. World Health Day, World Hypertension, World Heart Day and World Stroke Day, had the potential of rallying our causes and lobbying the public to complement these special events and become change makers for people diagnosed with heart and stroke conditions.

Hearty, our mascot, made his appearance at 23 public awareness health days, namely our SHPI, Campus to Campus Race held at the UKZN, Department of Social Development events etc and played a huge role in promoting healthy lifestyle habits to 17 164 members of our community.

Mended Hearts and Stroke Meetings



Our free Mended Hearts and Stroke Group Meetings, bring together people who are going through or have gone through similar experiences such as those who had heart surgery, chronic medical conditions, and caregiving. The groups are also open to individuals interested in living a healthier life. For this reporting period, we conducted 52 events, reaching an estimated 1326 members of the public.

Our meetings provide an opportunity for members to share experiences, coping strategies and information about disease and treatments from our specialised Healthcare providers. A person's family and friends may not understand the impact of a disease or a treatment and our meetings provide this platform for members to interact with our guest speakers, and this includes, doctors, dieticians, social workers, survivors of heart and stroke disease as well as the alternative fields such as yoga practitioners.

The common experiences among our members often mean they have similar feelings, concerns, treatment decisions or treatment side effects. Participating in the meetings provides them an opportunity to be with people who are likely to have a common purpose and likely to understand one another. Our

members report enjoying the following benefits from the meetings: Feeling less lonely or isolated; Stress reduction, and decreased symptoms of depression or anxiety; Increasing skills to cope with challenges; Staying motivated to manage chronic condition or adhering to treatment and increased knowledge of their medical condition making them more empowered.

The success of our meetings is due to the immense contribution made by Life Hospitals, namely, Vincent Palotti, Fourways, St Georges, Entabeni and Westville hospitals. We also run successful community-based groups based in Belhar and Khayelitsha in the Western Cape Province. Many specialized health care professionals contribute their valuable time to present at the meetings.

Employee Wellness Services

Our wellness service is an essential aspect of creating wellbeing at the workplace and helps employees assess their health to make appropriate lifestyle changes. Employers also gain insight into the health profile of their staff. The corporate and the business sectors, assist in revenue generation which in turn helps support our activities in many under-resourced communities. Our main objectives for our Employee Wellness Services are: To conduct health risk assessments to detect underlying health conditions; Encourage employees to adopt healthy lifestyle choices; Empower employees with knowledge around prevention; and to create a healthy working environment to promote productivity in the workplace.

NUTRITION SCIENCE PROGRAMME

The Nutrition Science Team provides scientifically accurate and updated information to underpin all programmes in line with the Heart and Stroke Foundation South Africa's strategy. The team supports and works with all the programmes at the Foundation for key health events, and community engagement. The team supports health promotions activities including public health talks, mended hearts and stroke group talks and screenings. Monthly CVD science updates are distributed to health professionals. The CEO often engages the team to influence nutrition related public health policy in South Africa and globally.

Cooking from the Heart recipe book 4 with Pharma Dynamics

Pharma Dynamics in collaboration with the HSFSA launched the Cooking from the Heart 4 recipe book on 18th October 2019 in celebration of Heritage Day and World Heart Day. Heleen Meyer and her team were requested to develop the concept and work with the HSFSA dietitians to finalize healthy recipes for a good South African braai. The recipe book contains healthy side dishes, snacks, spices and marinades to ensure that your braai will be both tasty and healthy. This was a joint initiative of the Foundation and Pharma Dynamics.

Salt reduction strategies

In 2016, South Africa was the first country to legislate maximum salt levels in processed foods. The date on which the revised version came into effect was 30 June 2019, when these foodstuffs were offered for sale to consumers after the mentioned dates. The categories included: bread, all breakfast cereals, all fat spreads, ready-to eat savoury snacks, flavoured potato chips, processed meat, raw processed meat sausages, dry soup powders, dry gravy powders and stock cubes.

Food Endorsement Compliance

The Heart Mark endorsement programme is part of ongoing efforts by the Heart and Stroke Foundation to reduce the number of deaths in South Africa from preventable heart disease and stroke. The Heart and Stroke Foundation is the official licencing agent of the Diabetes South Africa (DSA) endorsement programme. The Nutrition Science Team ensures that the standards of both programmes are based on the most current research in nutrition. The endorsement programmes form 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. The criteria are further in line

with similar programmes from other international organisations, including the American Heart Association, the Australian Heart Foundation and the Heart and Stroke Foundation of Canada.

CVD Research Updates

The Nutrition Science Team forms a part of the Science Team which sends out the CVD news and research updates on a monthly basis primarily to health care professionals. Currently we reach over 600 professionals and interest groups. Articles include the latest, peer-reviewed journal publications on Cardio- and Cerebrovascular diseases and the associated risk factors including poor nutrition, lack of exercise, tobacco harm, excessive alcohol consumption, day-to-day stress and obesity. The monthly email newsletter is sent to a database of scientists, academics and health professionals. This year 12 editions were disseminated to our database of subscribers.

Salt Awareness Week, National Nutrition Week and World Obesity Day

The nutrition science team is very involved in these initiatives. The details have been reported under the health events earlier in the annual report.

Western Cape on Wellness (WOW)

The HSFSA collaborates with WOW which promotes healthy lifestyles. This is an initiative led by the Western Cape Department of Health in partnership with other government departments, academic institutions, private organisations and NGO's. The Nutrition Science team assists WOW with health talks about healthy eating and increased physical activity.

PUBLIC RELATIONS AND COMMUNICATIONS DEPARTMENT



The role of the Public Relations and Communications Department is to gradually increase the reach and exposure of the Foundation. Our department is central to the communication between the HSFSA and its partners to ensure vital health information is shared with the public both locally and internationally. While the role of the department is to decode complex health messaging, we also work towards ensuring the longevity of our messaging in order to create maximum impact.

Our communication tactics are constantly evolving, as we grow our channels. Our department is paramount to the work done in our Health Promotions, Business Development, and Nutrition Science work streams. Building and maintaining relationships with various media, health experts, partners, suppliers and the public is the true test of how the Foundation is represented. Ultimately, we have the responsibility of managing the perception that SA and the world has of the HSFSA.

We received generous media support from both large and community media channels such as Channel Africa, SABC, Newzroom Afrika, eNCA, Voice of the Cape, Radio 786, Sunday Times and many more. Other activities that drew great media exposure were The World Stroke Day 2019 event that was held in partnership with our Gold Sponsor Lucky Star and the Angels Initiative.

Social media

Our social media pages have played a larger role in communicating with the public. To ensure content homogenization, we align our content with all health awareness days observed by the Nation Department of Health in South Africa,

the SANCDs Alliance, the World Health Organisation (WHO), and other key local and International Organisations. The themes or messages for significant health days are shared via traditional and social media. Our platforms are not only used to educate the public but also to engage with them. We use these platforms as a link to topical articles and a hub of information on our website. The public also has an opportunity to donate to the HSFSA.

Facebook followers have increased by 33.67% from 01 April 2019 to 31 March 2020:	
1 April 2019	**31 March 2020**
7 761	8 150
1 April 2018	**31 March 2019**
3 704	5406

Twitter followers increased by 16.73% between 01 April 2019 to 31 March 2020:	
1 April 2019	**31 March 2020**
2 163	3 641
1 April 2018	**31 March 2019**
2 163	3 349

Annual Media Coverage

Total Annual Advertising Value Equivalency (AVE): R 46 464 504.00 including Online. Total Annual cumulative media reach (CMR): 11 156 720 excluding online impressions.

Media cover by numbers (April 2019 – March 2020)					
Magazine	**Newspaper**	**Online**	**Radio**	**TV**	**Total**
159	289	539	177	109	1273

Advertising Value Equivalency (AVE) was created as a way to give clients or non-Public Relations (PR) professionals an easy way of putting PR efforts into relatable context by comparing it to brand advertising. However, this measurement system is under revision due to there being various components in PR and AVE doesn't account for them all. For example, if an article mentions more than one brand and focuses on only one of those brands, AVE is not calculated according to exposure but only the size of the article. This is why more PR agencies are using a tier method (looking at targeted media groups), reach of the media group and sentiment of articles mentioning their brands

INCOME STREAMS: ENDORSEMENTS, DONATIONS AND FUNDRAISING

Fundraising in the form of donations and sponsorship, both in-kind and cash, still forms a significant portion of our operational budget. However, to run key health events and campaigns, the foundation needs to actively source external forms of funding. The Heart Mark food endorsement programme remains the Foundation's commercial flagship and continues to attract new Heart Mark holders. We have seen an addition of 42 newly endorsed products displaying the logo and also received over 51 new Heart Mark on boarding enquiries during the 2019/2020 period. The HSFSA and its business relationship with Diabetics South Africa is on-going and the foundation still serves as the official licencing agent of the DSA endorsement. The foundation actively initiated a host of fundraisers during the period to supplement its income and ensure financial stability.

Endorsements

APPROVED AS PART OF THE HEART AND STROKE FOUNDATION EATING PLAN

Heart Mark

With over 365 different products endorsed by the Heart Mark programme, you will find Heart Mark choices for most of the foods you usually buy. Foods have to earn the Heart Mark, which may only appear on products after they have gone through a strict process which includes laboratory tests. If the product does not meet certain criteria (e.g. the sodium level is too high), this will be discussed with the manufacturer and products may be reformulated or otherwise declined for endorsement.

The Heart Mark can be used alongside healthy eating guidelines. Keep in mind that while products may have the Heart Mark logo, no product should be eaten in excessive amounts or too frequently. Food choices should be part of an overall healthy diet that includes appropriate portion sizes and a variety of

different healthy foods. The endorsement is awarded on merit of the product nutrition make-up, never bought. Foods are independently tested and if a product fails to meet the standards, it will not enter the programme.

Heart Mark Product Audit

During the financial year, the Nutrition and Heart Mark administration team conducted one in-store product audit, at one major retailer in the Western Cape. This audit allowed the foundation to verify that all products that use the logo are using it in accordance with our terms of usage and this exercise also allowed us to scan the shelves for products that may be using the logo without authorisation. The foundation is happy to report that all endorsed products were packaged in accordance with the rules for use during the period. The team also identified three endorsed products through a random selection process. These products were sent to a SANAS approved lab for nutritional testing, to verify that the products still meet the Heart Mark criterion.

Diabetes South Africa (DSA)

The DSA food criteria points out those foods that are suitable for people with diabetes to include as part of their diet. It is based on the South African Diabetes treatment guidelines and uses strict criteria for added sugar and where applicable, the glycaemic index (GI) to identify healthier options. The logo helps people with diabetes to choose foods easily and with confidence, knowing it will help them manage their diabetes better.

Promotion of the Heart Mark and DSA

The HSFSA has promoted the Heart Mark and DSA endorsement programmes through a number of channels but more specifically through direct marketing or face to face in the community and businesses that are serviced by the foundation. In this financial year, the HSFSA promoted awareness of the Heart Mark programme also through social media, mainstream newspapers

and health magazines. The Foundation also issued a media release about the withdrawal of its endorsements on refined grains products and also placed advertisements in some of the leading national newspapers.

Donations & Fundraising

A special thanks to all those that contributed to our fundraising initiatives. There were many across the country that kindly showcased the importance of the Foundation. In particular, we would like to acknowledge Walking the Camino, Dr Naidoo-Reddy, Sean Andrew McCormack (CTN Marathon) and Discovery 94.7 Cycle Race.

Discovery 94.7 Cycle Race



The HSFSA was a selected charity for the Discovery 94.7 Ride Joburg Cycle race which took place on the 17th November 2019 at Riversands Commercial Park. Six enthusiastic individuals cycled for the Foundation and received a branded HSFSA cycle shirt. One of the cyclists, Kobus Vorster was a 15-year-old teenager who suffered a stroke at the tender age of two. He successfully completed the race with his parents. Well done to all the cyclists! We would also like to express our gratitude to the cyclists who made a contribution to the Foundation.

Campaign sponsors

- Willowton Group
- Lucky Star
- Tiger Brands
- Dis-chem Pharmacies
- Angels Initiative / Boehringer Ingelheim
- Pharma Dynamics
- Philips South Africa and Philips Foundation

SPONSORED HSFSA STAFF TRAINING

The HSFSA staff are grateful to the Directors of Aerotechnic for sponsoring the TLEX programme. The focus was on staff cohesion. The programme was excellent and a great time was had by all.



INAUGURAL RESEARCH GRANT LAUNCH

The Foundation launched its first research grant call in 2018. The grant called for proposals in two broad research areas: a) Applied and Basic Biomedical and Clinical Research Projects associated with onset of Cardiovascular Disease (CVD) and b) Evaluation of the HSFSA's Health Risk Assessment Project. A total of R 600 000 was allocated to research projects. In the final selection, two recipients, namely Professor Leone Malan from the North West University and Ms Nandipha Jacobs from Health Systems Trust were awarded their grants in April 2019. Prof Malan's research is a two-year project which focuses on acute and chronic stress and its susceptibility for brain and cardiac injury. Ms Nandipha Jacobs study entitled "Assessing the barriers to Hypertension control in selected primary healthcare facilities providing chronic care services in Zululand District" is expected to be complete by December 2020.



Ms Nandipha Jacobs



Professor Leone Malan

Both recipients are expected to submit a 6-month progress report to indicate the progress being made. The findings of the projects will be shared once completed. The HSFSA prides itself in assisting to expand the knowledge based on evidence in relation to CVD's.

TESTIMONIALS

Mended Hearts member (in their own words):



I am Farida Edries, a long-standing member of the Mended Heart and Stroke (MHS) group meetings in KZN. I visited my Physician in 1999. He advised me that I should have a cholesterol test done as my dad and brother suffered from Cardiovascular Disease (CVD). My brother had a by-pass surgery and two years later, he suffered another attack and passed away. The Physician found my cholesterol level was elevated and due to my family history, he suggested I go on medication. I do have routine blood tests done at least twice a year.

I heard about the Heart and Stroke Foundation South Africa (HSFSA) and called them to become a member of the MHS group meetings. I was also requested to become a volunteer for the HSFSA and I accepted to volunteer my services to the Foundation. I joined the KZN team on various health promotion activities for Heart Awareness Month, World Stroke Day, Health Risk Assessments conducted in shopping malls and community centres. I attended most of the MHS meetings and have benefitted tremendously from the information presented by the various specialists.

I was also invited to other presentations, for example, Prof. Salim from the UKZN when he presented on Diabetes. I also see the MHS meetings as a good way of socialising with colleagues and friends with similar medical conditions and feel motivated to manage my condition better.

I thank the HSFSA for the invaluable free service provided to the community in empowering them with information to prevent heart and stroke disease in our communities.

Farieda Endries,
Member - KZN, MHS Group Meetings

HEART AND STROKE FOUNDATION SOUTH AFRICA CHAMPIONS, AMBASSADORS AND VOLUNTEERS



Medicine is not just about the treatment of disease as many believe, but rather encompasses all actions aimed at achieving a holistic state of wellbeing in all humans, one that accounts for not only the biological, but the social, psychological, and spiritual. This is a hefty goal, but one that is best realized through the practice of public health, the branch of medicine concerned with preventing disease and prolonging life in communities as a whole, through informed organizational effort. With this in mind, and underpinned by the fact that cardiovascular disease (CVD) globally is responsible for the highest mortality and morbidity of any disease category, the mandate for the Heart and Stroke Foundation South Africa (HSFSA), one that seeks to alleviate this great burden and build towards a state of health for all, becomes very clear.

Since I can remember I have been fascinated by the heart, and driven by a deep conviction within me to serve humanity, I have chosen to commit the rest of my career to understanding what goes wrong in the heart, and how this may be fixed. As a result, when I came across the amazing work done by the HSFSA, advocating for the heart health of all South Africans, I did not hesitate to reach out and get involved. So far, I have had the great privilege of participating in community health screening initiatives, driving public CVD awareness events, and giving talks on heart health, hypertension and health-promoting behaviours. Together, these activities have provided me with a deep sense of fulfilment and vocation, and have only served to further invigorate my drive to do my part in achieving health for all in South Africa and beyond.

Building on this, through the experience of working for the foundation, I have also come to realize that often education and the spread of knowledge, are far better sources of medicine than any drug or surgery. Strikingly, up to 80% of all heart disease is preventable, and so it has become clear to me, that awareness of CVD and the various steps people can take to prevent them, is by far the most

effective way of tackling this immense burden, and eradicating CVD once and for all.

Subsequently, I am deeply grateful for the existence of the HSFSA, and the potential to save lives through the platform of advocation it provides, contributing in a massive way, to this holistic state of wellbeing we all envision for South Africa.

Andrea Tonelli,
Medical Student at UCT

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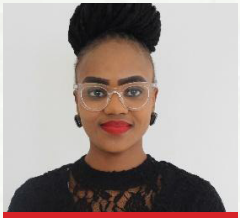
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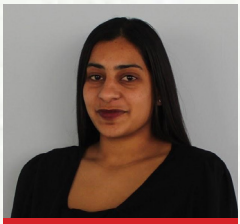
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Help us build a healthier South Africa by donating to The Heart and Stroke Foundation South Africa:

Nedbank, Foreshore Branch
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APPROVED AS PART OF THE HEART AND STROKE FOUNDATION EATING PLAN

Diabetes South Africa