



# LONG LIVE LIFE.



HEART &  
STROKE  
FOUNDATION  
OF NOVA SCOTIA

ANNUAL REPORT 2010



More to learn. More to experience. More to see. More to enjoy. There's always more to live for. This is why the Heart and Stroke Foundation continues to work tirelessly to fund major research initiatives and targeted education programs to ensure that we all spend more time living and less time battling disease. Long live healthy, rewarding lives. Long live making the most of the moments we have.

Long live life.



## LETTER FROM THE CEO

Since the Foundation's inception more than 50 years ago, we've made dramatic advances in heart disease and stroke research and treatments that, in the past decade alone, have helped reduce the mortality rate due to these diseases by 25%. Yet, heart disease and stroke remain a leading cause of death and disability in Canada – with one life lost every 7 minutes. We still have much to do and we will continue to lead the way in the fight against heart disease and stroke. Together, we can truly make these diseases a problem of the past.

Over the past year, The Heart and Stroke Foundation of Nova Scotia has invested your donations into the health of Nova Scotians. We are committed to tackling the preventable risk factors of inactivity and inadequate nutrition. Through collaboration with our partners, we have implemented Heart&Stroke *Walkabout*™ which targets the sedentary population to get moving and helps to create a culture of walking in the province. We have engaged thousands of Nova Scotians through this initiative. In addition, we have partnered and provided leadership in launching a new healthy-eating campaign; *Goodness In Many Ways*, focusing on the variety of ways to consume vegetables and fruit to help Nova Scotians make healthy choices for meals and snacks. It was also a priority for us to run our strongest stroke awareness campaign yet, focusing on the warning signs of this devastating disease.

HSFNS continued its commitment to life-saving cardiovascular research investing over \$880,000 in Nova Scotia. By supporting our researchers here in Nova Scotia, we ultimately improve the quality of patient care and retain our health care practitioners, making a difference in Nova Scotia.

Much has been accomplished in the last year with your support and for that we thank you, our donors, partners, volunteers and staff. In the year ahead, we have made it a priority to: reach more women with the message about their risk for heart disease and stroke; contribute to reducing childhood inactivity and obesity; launch our *BrightRed* Campaign that will fund critical research in our province; as well as place Automated External Defibrillators in communities across the province, making Nova Scotia Safer for everyone. We invite your continued support to make our mission successful.

Sincerely,

A handwritten signature in cursive script that reads "Menna MacIsaac". The signature is written in a dark ink on a light background.

Menna MacIsaac  
Chief Executive Officer

*The 2010 Heart and Stroke Foundation Annual Report on Canadians' Health exposed a perfect storm of risk factors and demographic changes that will occur in our society over the next 10 years. In the following pages, you will see just some of the ways the Foundation is addressing these threats, while recognizing the vitally important role of donor and partner investment.*

# DIFFERENT FACE, SAME THREAT

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The very face of our communities is changing. Today, heart disease and stroke are increasingly crossing age, gender and ethnic lines, with no Canadian being left unaffected. The challenges are many: an aging population, tragic effects of unhealthy eating, inactivity in our children and youth and a new surge of at-risk groups. These factors have begun to inhibit the progress that has been made across the continuum of cardiovascular care.



# FAST-TRACKING CANADIAN HEART HEALTH

The Foundation is committed to protecting all Canadians from having their lives cut short. Our leadership and collaboration with government, partner organizations and industry, plus strategic investments in innovative research and education keep this vision alive. Thank you for being part of this vital effort.

## A strategy for action

The Canadian Heart Health Strategy and Action Plan (CHHS-AP), released in February 2009, was created in partnership with the Heart and Stroke Foundation to decrease the growing burden of cardiovascular disease (CV) in Canada. This comprehensive strategy proposes six key recommendations to make Canada a heart-healthy nation, through a strategic plan that is practical and sensitive to regional differences. In the January 2010 Action Plan, the team set numerous health goals for Canada, among them, to decrease:

- the annual mortality rate from CV diseases by 25%
- the burden of CV diseases in the Aboriginal Population

- the number of hospitalizations per year for heart failure and stroke by 25%.

The conservative estimate of savings from implementing this plan would be \$1 billion per year in direct costs and \$2 billion per year in indirect costs.

## Keeping our eye on prevention

The Foundation has partnered with the Canadian Institutes of Health Research (CIHR) to support world-class research competitions in heart disease and stroke. By collaborating across research institutions, the Foundation creates strong partnerships that invest in our future health. In the Prevention of Cardiovascular Disease competition, the Foundation is co-funding three grants. One grant went to Lisa Dolovich and Beatrice McDonough's investigation

at McMaster University. Their research focuses on how community-based networks can be more effective in screening, preventing and managing blood pressure in order to reach more patients and lower hypertension rates.

The Foundation is also co-funding three grants in the Healthy Living and Chronic Disease Prevention Competition. One example is Jonathan McGavock's research at the University of Manitoba, which is evaluating the province's new policy on physical education for secondary school students. The aim of these projects is to develop better strategies to protect the future health of Canadians.

## GIVING CANADIANS MORE TIME

Help us fund more life-giving research, advocate for important health policy and social change, and empower Canadians to live healthy, long lives. Please give at [heartandstroke.ns.ca](http://heartandstroke.ns.ca)



*Although our understanding of stroke has deepened over the past decade, stroke remains a very serious threat to our health. It's the third leading cause of death and a leading cause of disability in Canada. What's more, an aging population is expected to cause the incidence of stroke to double in the next 10 years.*

# A PREVENTABLE TRAGEDY

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More than 50,000 strokes occur each year, leaving too many Canadians mentally and physically disabled. The tragedy is that 80% of strokes are preventable. The leading cause of stroke is high blood pressure, affecting six million Canadian adults. With a continued focus on reducing all risks, and by helping Canadians adopt healthier lifestyle habits, we can stop strokes from robbing us of valuable years and life.



# MAKING STROKE A DISTANT MEMORY

Not long ago, stroke was a mystery. Today, the Foundation's increased investment in stroke research has successfully unravelled the mystery enough to deliver life-altering advances in treatment and prevention. We can now stop strokes from wreaking havoc on the brain, and we are working hard to reduce the devastation strokes have on survivors and their families.

## A Canadian vision for stroke care

The Canadian Stroke Strategy is a joint initiative of the Heart and Stroke Foundation and the Canadian Stroke Network designed to support an integrated approach to stroke awareness, prevention, access to treatment, rehabilitation and community reintegration in every province and territory. The Canadian Stroke Network fosters collaboration between more than 100 of Canada's leading scientists and clinicians from 24 universities. This strategy is already saving countless lives, while also having remarkable influence on secondary stroke prevention and recovery.

## New award program in stroke recovery

The Dr. Tony Hakim Innovative Stroke Research Award was established this year through the Heart and Stroke Foundation Centre for Stroke Recovery, supporting innovative and "outside the box" thinking for a research project focused on stroke recovery. This year's recipient is Dr. Hillel M. Finestone for his work in stroke rehabilitation using virtual reality balance exercises. His research, apart from this award, focuses on the impact stroke has on nutritional needs of stroke

patients who have swallowing problems (dysphagia), as well as the role of inflammation in the brain after a stroke.

For more information about stroke research, please visit [heartandstroke-centrestrokerecovery.ca](http://heartandstroke-centrestrokerecovery.ca)

## Over and over – lives saved by warning signs

It's critical for everyone to know the warning signs of stroke to ensure critical and timely emergency help. That's why the Foundation continues to put a cross-Canada focus on promoting the warning signs through TV and radio awareness campaigns. So many survivors and family members have come forward over the years to thank the Foundation. They have told us that, without these ads, they wouldn't have known to call for emergency medical services that helped them or their loved ones to survive – and thrive.

The Heart and Stroke Foundation of Nova Scotia, Department of Health, and Cardiovascular Health Nova Scotia partnered to run our strongest campaign yet. Visit [heartandstroke.ns.ca/stroke](http://heartandstroke.ns.ca/stroke) to learn more.



*The Heart&Stroke Be Pulse Aware kiosk at the first Canadian Stroke Congress in Quebec City, June 6, 2010.*

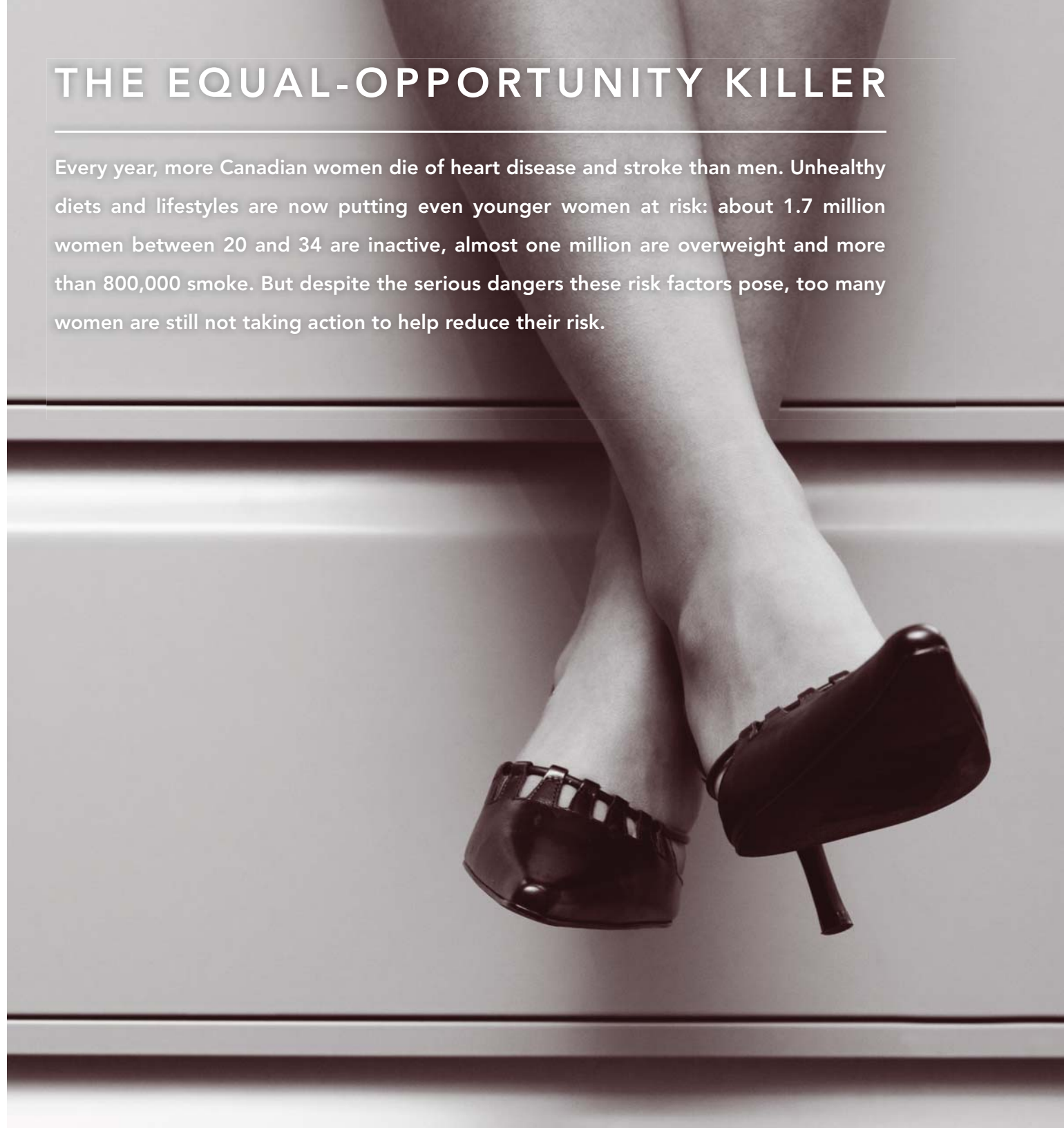
## A quivering heartbeat away from stroke

This year, the Foundation put the focus on an emerging risk factor for stroke: atrial fibrillation. This condition causes an irregular heartbeat and increases the risk for ischemic stroke – stroke caused by a blood clot – by 3 to 5 times. It is estimated that up to 15% of all strokes are due to atrial fibrillation. This was the focus of the 2010 Stroke Month report card and the new Foundation Be Pulse Aware Campaign, which was launched at the first annual Stroke Congress. Read more at [heartandstroke.ca/bepulseaware](http://heartandstroke.ca/bepulseaware)

*Our nation's women are at risk. Heart disease and stroke is the leading cause of death for women in Canada, taking more female lives than all forms of cancer combined – yet too many women are not aware. Together, we can create the necessary changes that will give these women more life to live. We're making it easier for women to understand the truth about their hearts to empower positive change.*

## THE EQUAL-OPPORTUNITY KILLER

Every year, more Canadian women die of heart disease and stroke than men. Unhealthy diets and lifestyles are now putting even younger women at risk: about 1.7 million women between 20 and 34 are inactive, almost one million are overweight and more than 800,000 smoke. But despite the serious dangers these risk factors pose, too many women are still not taking action to help reduce their risk.



# SUPPORTING WOMEN IN THE FIGHT

While estrogen provides some natural protection against heart disease until menopause, unhealthy lifestyle habits are putting younger women at risk. More work needs to be done to educate and help women – young and old – prevent their No. 1 cause of death.



*Stephanie Bertossi (Bertossi Group), Menna MacIsaac (HSFNS) and Marie Mullally (Nova Scotia Gaming Corporation) at Heart&Stroke RED HOT IN THE CITY on May 6, 2010. Heart&Stroke RED HOT IN THE CITY was an evening in the company of fantastic women, highlighted by extraordinary food, sizzling entertainment and luxurious auction items at Bish World Cuisine to raise dollars for the Foundation and to raise awareness about women's risk of heart disease and stroke.*

## The Heart Truth

This dynamic campaign has brought together Canadian icons, celebrities and strong-willed survivors to increase awareness that heart disease and stroke is the leading cause of death in Canadian women. The campaign includes relevant and easy-to-adopt lifestyle change suggestions for women to reduce their risk. This year, *The Heart Truth™* fashion show featured Canadian Olympic figure skater Joannie Rochette, comedian Caroline Rhea, Olympic ski-cross racer Ashleigh McIvor, actresses Shelia McCarthy and Kathleen Robertson and many others for a day of fun, fashion and, most

importantly, awareness and education. *The Heart Truth* also has a website to help women learn about prevention and become Heart Truth leaders in their communities. Learn more at [hearttruth.ca](http://hearttruth.ca)

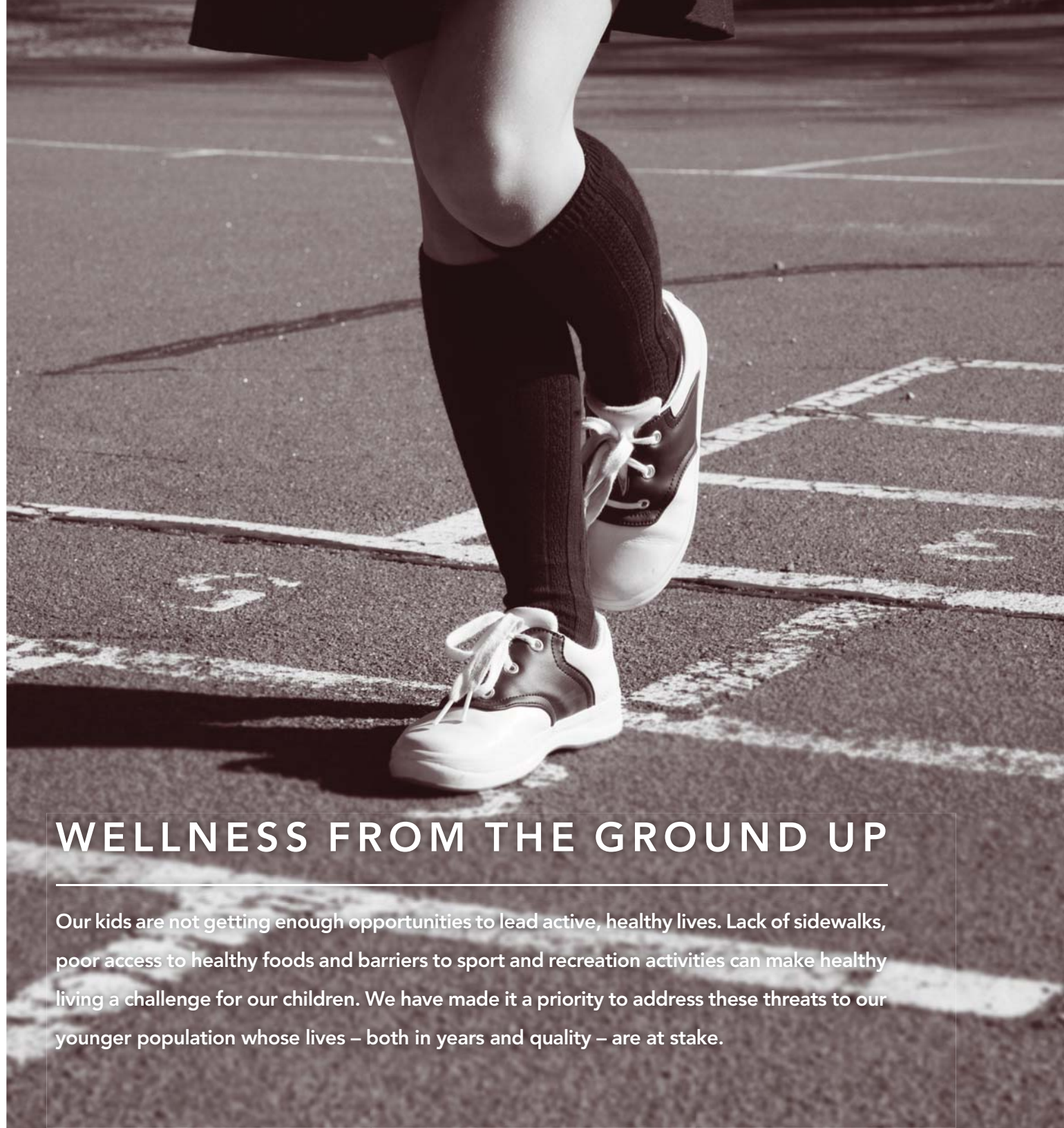
## The difference a gender makes

Dr. Louise Pilote, Associate Professor of Medicine and Director of the Division of General Internal Medicine at McGill University, is one of the foremost researchers in the field of women and heart disease. Dr. Pilote heads up a multi-provincial study known as GENESIS

involving researchers from Vancouver to Halifax. They are exploring key gender differences by pinpointing the precise genetic, behavioural, psychosocial, biological and environmental factors that play out in heart disease progression in women and men. The study is also examining differences in available health services and quality of life. The knowledge gained from this study will improve accurate diagnosis of heart disease in women as well as prevent heart attacks in young adults.

Learn more at [heartandstroke.ca/research](http://heartandstroke.ca/research)

*We hear about it and see it every day: our children are not as healthy as they should be and this is putting them at risk. Over the past 15 years, Canada has seen significant increases in obesity, high blood pressure and diabetes in younger patients. By working with communities, governments and families, we are sparking change and giving today's children their best chance at the life they were meant to live.*



## WELLNESS FROM THE GROUND UP

Our kids are not getting enough opportunities to lead active, healthy lives. Lack of sidewalks, poor access to healthy foods and barriers to sport and recreation activities can make healthy living a challenge for our children. We have made it a priority to address these threats to our younger population whose lives – both in years and quality – are at stake.

# CHANGING THE FUTURE FOR A GENERATION

Only 50% of Canadian children between the ages of 5 and 17 are getting the minimum number of daily servings of vegetables and fruit. More than half aren't active enough to help them grow up healthy. In response, the Foundation is actively creating solutions to keep our kids healthy for years to come.

## Healthy kids coast to coast

For years, the Foundation has been making children's health a priority right across the country. Our provincial Foundations continue to advocate for a wide variety of initiatives including healthy eating classes, walk-to-school programs, and active recreation development. Most provinces also offer *HeartSmart Kids™* toolkits for teachers, a curriculum-based program offering teacher training, including supplementary materials for students.

## A healthy community, a healthy child

With Canada's high rates of obesity, it is more important than ever to build active, healthy communities. Well-maintained parks, and safe, efficient walking and cycling networks make it easier for Canadians to get the physical activity they need. The Foundation has developed a toolkit, *Heart&Stroke Shaping Healthy Active Communities*, to support individuals and organizations in their efforts to create healthy change.

Read more at [heartandstroke.ca/healthycommunities](http://heartandstroke.ca/healthycommunities)

## The shape of things to come

Up until recently, very little research has been conducted in children and how their environment is related to

healthy body weights over time. Dr. John Spence is determining how the built environment influences physical activity, weight and diet in 2,000 children in Edmonton. This could change the way in which we build our communities in the future, helping support the health of our children for generations to come.

## From Jump kids to Jump adults – 28 years and getting stronger

In 1981, Davis Gerrie, School Programs Coordinator, was one of the first teachers in Thunder Bay to coordinate a *Heart&Stroke Jump Rope for Heart™* event day. He knew it was a good cause, but he also saw it as a way to get his students excited about active, healthy living. Twenty-eight years later, these students are returning to schools as teachers and running their own Jump events. This national program reaches more than 4,000 schools and 600,000 students each year while raising millions of dollars for research, health education and social change that benefit Canadians of every age. Get your school and child involved in Jump. Visit [jumpropeforheart.ca](http://jumpropeforheart.ca)

## Healthy food choices for all

*Heart&Stroke Health Check™* is one way the Foundation helps Canadians eat well. The program provides educational guidance to Canadians through the logo on



*Menna MacIsaac, Maureen MacDonald, Minister of Health Promotion and Protection, and Meg McCallum, at the launch of Nova Scotia's nutrition campaign, Goodness In Many Ways.*

grocery products and restaurant menu items, as well as healthy eating information. *Health Check* encourages Canadians to read package labels and to compare products when grocery shopping to make the healthiest choices, and to ask for nutrition information when dining out. Working actively with the food industry, *Health Check* has already helped to reduce sodium levels by 25% to 70% in some food categories. In just four years, 14 companies have removed 500,000 kilograms of salt from their products to meet the *Health Check* criteria – the equivalent of 20 dump trucks of salt driven from our food supply. The program and its nutritional criteria continue to evolve to help Canadians and their families make healthy food choices. Read more at [healthcheck.org](http://healthcheck.org)

*Sudden cardiac arrest can happen to people of any age – at any time. With immediate CPR and early defibrillation, the chance of a person surviving a sudden cardiac arrest is significantly increased. The Foundation has been playing a leadership role in resuscitation in Canada since the 1970s and continues to call on Canadians to learn how to save a life.*



## LIFE IS IN YOUR HANDS

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Up to 45,000 cardiac arrests occur each year, and less than 5% of those who have a cardiac arrest outside of a hospital survive. The good news is that we know how to improve survival rates and we are taking action. The Heart and Stroke Foundation is working to increase the number of Canadians who survive cardiac arrest through education, awareness and funding.

# CPR FOR ALL

Fifty years ago, researchers discovered the life-saving practice of cardiopulmonary resuscitation (CPR). Since then, the technique has changed based on new science to improve success rates. The Foundation has played a critical role by ensuring these changes are incorporated into national resuscitation awareness and training programs to stop cardiac arrest from taking its next life.

## Restarting hearts and lives

*Heart&Stroke Restart a Heart, a Life™* program supports Canadian communities in improving their cardiac arrest survival rates. When CPR is used in combination with an Automated External Defibrillator (AED), survival rates increase by up to 75%. The Restart program raises community awareness of the need to learn CPR and has a mandate to fund and advocate for the placement of more AEDs in public places and areas where cardiac arrests can and do occur.

## From Canada to the world

This past year, the Foundation's *CPR Anytime™ Kits* contributed to an Olympic legacy in cardiac safety. The Foundation was pleased to support the cardiac safety of visitors to the Vancouver 2010 Olympics and Paralympic Winter Games by providing 10,000 kits to train 10,000 volunteers in the life-saving skills of CPR. The *Heart&Stroke CPR Anytime™ for Family and Friends™ Kit* is a self-directed program designed to teach the core skills of CPR in as little as 22 minutes. These easy-to-use kits are helping Canadians learn CPR in the comfort of their own home. The more Canadians who know CPR, the better the chances of helping more Canadians get a second chance at life.



**Heart&Stroke**  
brightred

*Stuart Poteri, Centennial Arena's Assistant Rink Manager, speaks to a crowd at our 2010 launch of Heart&Stroke BrightRed about his experience using an Automated External Defibrillator (AED) to save a life.*



## LEARN CPR IN THE COMFORT OF YOUR OWN HOME

The *Heart&Stroke CPR Anytime™ Family & Friends™ Kit* allows anyone to learn the core skills of CPR for adults and children in just 22 minutes. Visit [heartandstroke.ca/cpranytime](http://heartandstroke.ca/cpranytime) to order your kit today.

# THE BEAT OF FEET ON THE STREET

Although Nova Scotia continues to face serious health concerns related to inactivity, the Heart and Stroke Foundation's signature physical activity program, Heart&Stroke *Walkabout*<sup>™</sup>, has taken tremendous strides in improving the amount of physical activity Nova Scotians receive on a daily basis, and how they think of walking.

Launched in 2007, the program has several different components, all with the same goal: to get more Nova Scotians out walking.

*Walkabout at Work* is a key component of Heart&Stroke *Walkabout*<sup>™</sup>. It provides an opportunity to reach adults where they spend most of their time.

*Walkabout at Work* has earned great interest from corporations and other organizations. Over 160 leaders have been trained since the program launched, representing over 100 organizations. Participating

workplaces range from small to large, and represent the public and private sectors. From manufacturing, to service, to retail, *Walkabout at Work* is contributing to productivity in a variety of industries.

A recent evaluation of the workplace component showed that:

- Leaders believe that walking activities support employees to be active/are a positive workplace contribution. Staff members are walking as a result of *Walkabout*.
- Implementation rates are good for those recently trained (81% of those surveyed) and the types of activities implemented varies.
- Activities include: walking groups, walking meetings, active transportation, stair use, policy development, and presentations to management.

Walking challenges are the most popular.

- Organizational health, workplace wellness resourcing and management commitment impact the ability of workplaces to participate

## Take 3.4 Million Steps and add 2,995 km's of Nova Scotia Coastline – You Get An Inspired Walking Champion

Emily Forrest began a walking journey around the coastline of Nova Scotia on May 13, 2010. In addition to raising awareness about the Heart&Stroke *Walkabout*<sup>™</sup> program, her goal has been to inspire Nova Scotians to walk and journey towards better health and well-being, and to track each step at [walkaboutns.ca](http://walkaboutns.ca)

## DID YOU KNOW...

- **384 Walkabout leaders** have been trained in workplaces and communities representing every county.
- **516 walking groups** have been formed on our website.
- Over **30,000 individuals** have visited the website since we launched the program.
- Over **5,700** individuals have registered to track their steps on our website.
- **900 million steps** have been tracked to date.

On August 8, after walking 2,995 kilometers of Nova Scotia coastline through 88 communities and logging an impressive 3.4 million steps, Emily Forrest ended her almost three-month-long adventure in front of a crowd of close to 100 supporters on the Halifax Commons.

You don't need to walk the coastline of Nova Scotia to become a walking champion like Emily. Simply become a member on the *Walkabout* website and walk your way to a healthier you.

## Heart&Stroke *Walkabout*<sup>™</sup> Pedometer Lending Program

Funded by Nova Scotia Department of Health Promotion and Protection, and the Public Health Agency of Canada, the Pedometer Lending Program continues to provide access to quality, reliable pedometers and compliments other *Walkabout* components. Nova Scotians can borrow a pedometer at Public Libraries or C@P (Community Access Program) sites. Since the launch of the pedometer lending program in 2009, C@P sites and libraries have loaned an estimated 2,500 pedometers to community members across the province.

This *Walkabout* component is especially unique and a great example of how community groups are creating local momentum to support our provincial work. Host sites have independently initiated a number of activities to support the program including program launches, pedometer/walking presentations and community walks, integrating the pedometers into existing programming such as seniors classes, supporting walking group development, facilitating walking challenges for community and staff, and leading local promotional activities.



*On August 8, after walking 2,995 kilometers of Nova Scotia coastline through 88 communities and logging an impressive 3.4 million steps, Emily Forrest ended her almost three-month-long adventure in front of a crowd of close to 100 supporters on the Halifax Commons.*

## Walkabout New York

New this year, Heart&Stroke *Walkabout*<sup>™</sup> launched a *Walkabout* New York contest to raise the profile of the program. Participants visiting the *Walkabout* website could enter to win a trip for two to explore New York City on foot.

Over the course of the contest, more than 2,700 people submitted ballots for their chance to win. The lucky winner was Karen Slater-Padovani of Wolfville, who is planning on taking her trip in 2011.

*“I’m a huge advocate of the Walkabout program. I first borrowed a pedometer from my local library and enjoyed it so much, that I’ve purchased my own, as well as helped countless friends do the same.”*

*– Karen Slater-Padovani*

# YOU SPOKE, WE LISTENED

## Heart and Stroke Foundation of Nova Scotia Health Promotion Polling

In May of 2010, the Heart and Stroke Foundation of Nova Scotia commissioned Corporate Research Associates to conduct a poll gauging public opinion regarding the value that Nova Scotians place on health promotion. The poll results demonstrated large-scale support for increased investments in strategies to prevent chronic illness, and overwhelming support for the Nova Scotia Department of Health Protection and Promotion.

The Heart and Stroke Foundation of Nova Scotia recognizes that Nova Scotia's high rates of chronic disease and an aging population are combining to place a significant burden on our health care system. We have been working with the government as we believe health promotion is a critical investment a government should

## POLITICAL SUPPORT FOR HEALTH PROMOTION

88% of Nova Scotians said that their support for a government or political party would increase or stay the same with more investment in health promotion strategies.

make to address chronic illness and to improve our health care system.

From this polling, the Heart and Stroke Foundation of Nova Scotia has clearly heard that health promotion matters to individual Nova Scotians, families and communities. It matters to the health care system, to health charities, and to health care professionals and it remains a top priority for the Heart and Stroke Foundation of Nova Scotia.

## Goodness in Many Ways

Fresh, canned, frozen. No matter what way they come, vegetables and fruit have nutritional value. That's the focus of a new social marketing campaign, *Goodness In Many Ways*, that the Heart and Stroke Foundation helped launch in 2010.

The goals of the campaign are to show people the many ways to eat vegetables and fruits and help them prepare tasty meals and snacks. *Goodness in Many Ways* provides practical tips and advice on preparing meals and snacks using fresh, frozen or canned vegetables and fruit and how to freeze or can them when they are in season. The website – [freshcannedfrozen.com](http://freshcannedfrozen.com) – also features monthly recipes courtesy of the Strive for Five at School! Resources.

The campaign is a partnership between the Foundation, the Canadian Cancer Society (Nova Scotia Division) and

## SUPPORT FOR PHYSICAL ACTIVITY INVESTMENT IN NOVA SCOTIA

59% of Nova Scotians supported an increase in funding focused on increasing levels of physical activity. 61% of residents in the Halifax Metro area, 70% Cape Bretoners, and 53% of residents on the rest of the mainland support this investment.

the Department of Health Promotion and Protection. The two-year campaign is funded by the Department of Health Promotion and Protection and the Public Health Agency of Canada.

One of the campaign television ads recently received a 2010 Merit Award as part of the ICE Awards in the broadcast public service category.

The ICE Awards are organized by a diverse group of Atlantic Canadian advertising and marketing professionals to celebrate creative advertising made in Atlantic Canada.



# Same veggie. Different wrapper.



[freshcannedfrozen.com](http://freshcannedfrozen.com)



HEART &  
STROKE  
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OF NOVA SCOTIA

*Finding answers. For life.*



NOVA SCOTIA

Health Promotion  
and Protection



Canadian  
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Society

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canadienne  
du cancer

With financial support from the  
Public Health Agency of Canada.

# A BRIGHTER FUTURE MADE POSSIBLE THROUGH RESEARCH

Research is at the heart of what we do. For over 50 years, The Heart and Stroke Foundation of Nova Scotia has helped set the pace for scientific advances. Since its inception, the Foundation has invested approximately \$19 million in cardiovascular research. The investments that we have made have provided new innovations and new opportunities in treatments for people living with heart disease and stroke, helped build research capacity in our province, and have contributed significantly to Nova Scotia's economy.

*"I am honoured and delighted to be the recipient of this award. Given the fact that Greg (Dr. Ferrier) was instrumental in bringing me to Halifax, it is a very special award for me."*

– Dr. Kishore Pasumarthi

The Heart and Stroke Foundation of Nova Scotia is proud to continue its history of funding excellence in research both at a local and national level. In 2010, we were able to invest over \$880,000 in research, including \$549,000 in 12 research teams in our province with topics as diverse as:

- exploring better treatment options for children born with Barth Syndrome – a rare but serious congenital heart disease
- understanding differences in men and women that may affect heart disease outcomes and result in the need for sex-specific treatments; and
- studying whether an existing medication has the ability to improve cognitive functioning in people after they've had a stroke.



Dr. Kishore Pasumarthi

Photo: Megan Chipp

## A legacy of excellence in research

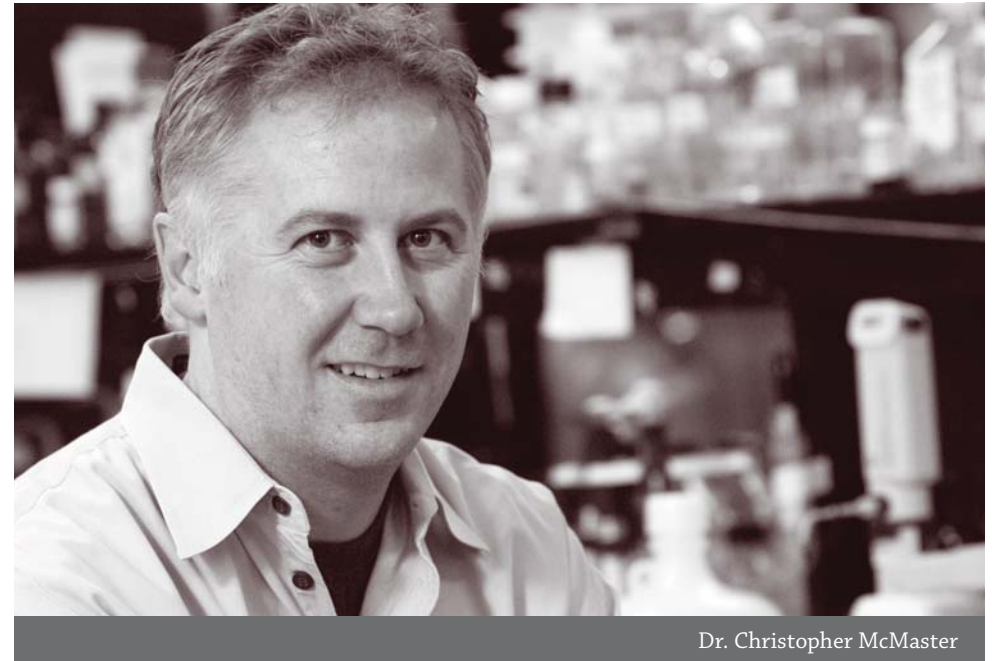
In 2006 the Heart and Stroke Foundation of Nova Scotia created the Dr. Gregory (Greg) Ferrier Award to recognize excellence in research in Nova Scotia. It is given annually by the Heart and Stroke Foundation of Nova Scotia to the researcher with the highest-rated grant-in-aid.

The award includes a \$5,000 bursary and honours the spirit of Dr. Greg Ferrier's mentorship to a new generation of researchers.

The Heart and Stroke Foundation of Nova Scotia is pleased that Dr. Kishore Pasumarthi has been named the 2010 recipient of the Dr. Gregory Ferrier Award. Dr. Pasumarthi, an associate professor in the Department of Pharmacology at Dalhousie University, will be supported as he investigates possible therapies that might help heart muscles regenerate after injury, and in particular, the injury that follows a heart attack. His findings could revolutionize how we treat heart disease.



Dr. Jafna Cox



Dr. Christopher McMaster

## Atlantic Canada's first Research Chair dedicated to changing face of heart disease and stroke in Nova Scotia and beyond

In 2009, the Heart and Stroke Foundation of Nova Scotia, in partnership with the Queen Elizabeth Hospital Foundation and Capital District Health Authority, appointed the first Cardiovascular Health Outcomes Research Chair in Atlantic Canada. The generous contributions of the late Tibor and Maude Jeszenszky, Fred and Elizabeth Fountain, and Marjorie and the late Sheldon Fountain made this vital position possible.

Dr. Jafna Cox, a renowned Nova Scotia cardiologist and researcher, has been appointed to this prestigious role. Over the next five years, Dr. Cox and his team

of researchers will be working to provide information that will advance our understanding of the prevention, diagnosis and treatment for cardiovascular disease.

## Nova Scotia researcher making progress in treating fatal childhood disease

Barth Syndrome is an inherited disease that affects males and results in death from heart failure in childhood. There is currently no cure for this rare and fatal disease. Dr. Christopher McMaster, a Heart and Stroke Foundation of Nova Scotia-funded researcher (2008-2010) and 2008 recipient of the Dr. Greg Ferrier Award, is one of the few Barth Syndrome researchers in the world. His research has discovered a number

of genes that when mutated, modify the severity of Barth Syndrome. From his findings, he is attempting to establish diagnostic screens that would help predict the severity of Barth Syndrome in affected children and develop drug treatments to help improve their chances for survival.

# IN YOUR COMMUNITY



*The Medavie Cyclos show off their enthusiasm at the 2010 Big Bike provincial kick off at Dartmouth Crossing.*

Each year, Nova Scotians of all ages from across the province invest their time and effort to help raise funds in support of the Heart and Stroke Foundation of Nova Scotia. Last year was no different. Over 22,000 students, teachers, community leaders and volunteers participated in our fundraising programs helping us raise dollars for research and health promotion initiatives.

- Through our school-based programs *Jump Rope for Heart* and *Hoops for Heart*, students and teachers from schools across Nova Scotia participated in these programs. With a skip and bounce in their step, students really took these programs to heart and were able to raise an impressive \$346,171 in support of the Foundation.
  - Over 3,200 volunteers participated in our annual door to door campaign as part of Heart Month in February raising over \$465,000.
  - Nova Scotians from 23 communities peddled a school-bus-size bicycle built for 30 as part of our Heart&Stroke Big Bike events\*.
- \*This year was a special year for our annual Heart&Stroke Big Bike program. For the first time in 18 years, the Big Bike season was extended well into September, meaning that the program spanned over two fiscal years. So although we had a record number of teams registered, community rides and dollars raised for the entire riding season, our financial information reports only on the 2010 fiscal year.



## THANK YOU TO THE THOUSANDS OF NOVA SCOTIANS

who gave more of their time to participate in our community fundraising programs. With your support, over \$930,000 was raised to make a difference in the lives of Nova Scotians.

## VOLUNTEERS – GIVING US MORE YEARS WITH THEIR TIME

Each year, the Heart and Stroke Foundation of Nova Scotia nominates volunteers for special recognition based on their outstanding contribution and commitment to the organization. Individuals receiving this award are typically long service volunteers who have exemplified the true spirit of giving. As a result of their efforts, recipients of this award have made a significant contribution to the Foundation. The Outstanding Volunteer Awards were presented at a reception hosted by the Honourable Mayann E. Francis, Lieutenant Governor of Nova Scotia and Honourary Patron of HSFNS. In 2010, 27 volunteers were presented with this prestigious award.



### Outstanding volunteer award recipients

|                 |                   |                   |                            |
|-----------------|-------------------|-------------------|----------------------------|
| Jean Avery      | Ethel Gunn        | Stephen MacDonald | Faye Steeves               |
| Robert Boudreau | Lawrence Hartnett | Larry MacKenzie   | Mildred Taylor             |
| Carole Boyce    | Winnie Hoyt       | Gloria Morrison   | Veronica "Ronnie" Thompson |
| John Covert     | Jane Hynes        | Emma Nickerson    | Jason Titus                |
| Wayne Finck     | Ken Lane          | Hazel Pettipas    | Bill Walsh                 |
| Lyndia Gillies  | Bruce Leaman      | Muriel Sperry     | Joan Young Maltby          |
| Jean Gomes      | Ian MacDonald     | Joan Steadman     |                            |

### Celebrating 25 years of volunteering

Annually, in recognition of the ongoing contributions of our volunteers, we award pins based on years of service. Bronze pins represent 5 years of service, silver pins represent 10 years of service, and gold pins represent 25 years of service. In 2010, 309 pins were issued to our dedicated volunteers. The following individuals received gold pins to commemorate 25 years of volunteer service:



Marilyn Bigney, Scotsburn  
Patsy Doiron, Antigonish  
Valerie Drysdale, Bedford  
Jane Eisnor, Western Shore  
Isobel Graham, Judique  
Meredith Hebb, Granville Ferry  
Hazel Pettipas, Havre Boucher  
Elinor Sanford, Newport  
Bernice Williams, Shubenacadie  
Marie Wyatt, Halifax  
Jean Young, Granville Ferry

# Caring donors

## WHEN THERE'S A WILL, THERE'S A WAY

*Including a charitable gift to the Heart and Stroke Foundation of Nova Scotia in a will provides significant tax benefits. It establishes a legacy of heart health for future generations and it is an easy way to make an important commitment to health and to research without affecting current assets or cash flow. Your bequest extends well beyond a lifetime. They help prevent heart disease and stroke and improve patient care and quality of life for those living with these diseases.*

## Special thanks to those who made a bequest to the Foundation in 2009/2010.

Agnes Doucette  
Agnes Robertson  
Archibald F. Ross  
C. Russell Isnor  
Charles Norman Michniak  
Clarissa Johanna Hare  
Constance Grace Oxley  
Donald Thouless  
Doris Elizabeth Thornton  
Erno Reti  
Frances Irene Hiltz  
Frances Marion Isner  
Frederick & Abbie Lane  
Gordon William Binks  
Gwendolyn Craig  
Hilda Margaret Cameron  
Janet Louise Cook  
Jennie A. Bentley  
Joseph Legoffic  
Keith Melford Cleveland  
Lena M. Swan  
Lillian Franklin White  
Margaret Theresa Power  
Maria C. Yotoff  
Martha Helena MacDonald  
Mary K. Lawlor  
Mary Margaret MacRae  
Patrick Meagher  
Stanley H. MacDonald  
Velma Mae MacDonald  
Vida Olivia Large  
Wilbur Claire Leslie

## A HEARTFELT THANK YOU

*We congratulate and thank the following companies for their confidence and trust in our efforts to deliver results that change lives.*

|                                   |  |
|-----------------------------------|--|
| AstraZeneca Canada                | Manulife Financial                             |
| Aviva Canada Inc.                 | Maritime Beauty                                |
| Bacardi                           | Mattatall Signs                                |
| Bayer Inc.                        | M.A.C. Cosmetics                               |
| Becel                             | MAC Interior Designs                           |
| Bertossi Group                    | McInnes Cooper                                 |
| Biovail Canada                    | Medavie Blue Cross                             |
| Boehringer Ingelheim              | Medtronic of Canada Ltd.                       |
| Boston Pizza Foundation           | Mills Brothers                                 |
| Chatelaine                        | My Mother's Bloomers                           |
| Chris Tzaneteas                   | Naturally Nova Scotia Health Products Products |
| CIBC Asset Management             | Novartis Canada                                |
| Comeau's Seafood's Ltd.           | Nova Scotia Egg Producers                      |
| Cooke Sales                       | Nova Scotia Gaming Corporation                 |
| Crombie REIT                      | Nova Scotia Power                              |
| CTVglobemedia Inc.                | O'Regan's Mercedes-Benz Ltd.                   |
| Dairy Farmers of Canada           | Quantum Communications                         |
| David Fountain                    | Pfizer Canada                                  |
| Dempster's                        | Pharmasave                                     |
| Dermatology Rejuvenation Centre   | Philips Canada                                 |
| Dicam Management Ltd.             | RCR Hospitality Group                          |
| Dugger's Mens Wear                | RBC Financial                                  |
| Empire Theatres Halifax Ltd.      | RBC Dexia                                      |
| Enviro Waste                      | RBC Dominion Securities                        |
| Foreign Affair                    | RSA  |
| Great-West Life Assurance Company | Sanofi-Aventis                                 |
| Greg Guy                          | Shaw Group Ltd.                                |
| Groundcover Landscape Services    | Shoppers Drug Mart                             |
| Halifax BMW Ltd.                  | Sobeys Inc.                                    |
| Halifax C&D Recycling Ltd         | Southwest Properties                           |
| Hanlon Marketing Design           | Stanhope Simpson Insurance Ltd.                |
| Holly Carr                        | Summer Wind Holdings Ltd.                      |
| John David Shoes                  | SYSCO Food Services Of Atlantic Canada         |
| Kurt Jacobs                       | Touch of Gold                                  |
| Lawtons Drug Stores Ltd.          | Universal Property Management                  |
| Lombard Canada Ltd.               | WBLI Chartered Accountants                     |
| MacFarlands                       | 3140080 Nova Scotia Limited                    |

# MESSAGE FROM THE CHAIR



**Board of Directors** (left to right) Ian MacDonald (past Chair), Allan Rowe, Dr. Roger McLeod, Menna MacIsaac, Dr. Gord Gubitz (Chair), donalee Moulton, Dr. Marilyn MacKay-Lyons, Shelley Clow, Jerry Inman, Stephanie Bertossi, David MacDonald, Mike Trudeau. Missing from photo: Rick Dunlop, John McNeil, and George McLellan.

As the Board Chair of the Heart and Stroke Foundation of Nova Scotia, I would like to thank you for your extraordinary commitment and ongoing support of the Foundation.

Volunteers, donors and supporters are the lifeblood of any charity, and I am very grateful for the many achievements that your important contributions have allowed us to realize together over the past year.

Our countless volunteers, researchers, health partners, and donors are the most vital and enduring contributors to our success. In the past year alone, more than 4,000 people took time from their busy lives to put their hearts and spirits into helping the Heart and Stroke Foundation of Nova Scotia. They rode the Big Bike, jumped rope, shot hoops, canvassed door-to-door, walked, rallied, and shared with our vision others. We thank all of you for helping us make a difference.

This report pays tribute to a successful 2010; we have highlighted many of our advances in health promotion, research, advocacy and awareness. I'm sure that you will be impressed by the results of our collective work. We are making a difference, and are slowly but surely moving toward our vision of future generations free from heart disease and stroke.

But our work isn't finished. Heart disease and stroke remain a leading cause of death

for both men and women in Canada. Many of you may know that Nova Scotia has among the highest rates of risk factors for heart disease and stroke, including high blood pressure, inactivity, and unhealthy food choices. We are involved in research and health promotion programs that will eventually change these grim statistics. We remain committed to improving the health and the quality of life of all Nova Scotians, but this can only be done with the continuing support and commitment of people like you.

In 2011 and beyond, the Foundation will continue to fund vital research, to effect meaningful social change, and to inform Nova Scotians about heart disease and stroke. New discoveries, exciting innovations, life-saving research, committed contributors, and dedicated volunteers have defined our past and, with your continued support, will guide our future.

I look forward to our continued work together. If you have comments or questions related to this report, please do not hesitate to contact the HSFNS office.

Yours in good heart and cerebrovascular health,

Gord Gubitz  
HSFNS Board Chair

# FINANCIAL HIGHLIGHTS

## Investing today for tomorrow

In 2010, the Heart and Stroke Foundation of Nova Scotia invested \$2.3 million to support critical research and health promotion priorities. This investment would not have been possible without the strong support of our volunteers, corporate and industry partners, federal and provincial governments as well as the generous donations and participation of Nova Scotians.

The following summary of our financial statements and additional information provide an overview of where your donor dollars have been spent in support of the Foundation's important mission.

### a) Excess Expenditures

We completed the year on budget and, in accordance with our strategic plan, the Foundation maximized its investment in mission by drawing from reserves to provide additional funding of \$560,000 towards mission.

In other words, the reported excess expenditures reflect a preplanned deficit and transfer from existing investment funds. This transfer of funds could not be shown as revenue since it was not new funds, but rather a transfer of existing resources.

### b) Restrictions – Board, Donor, Government

More than \$2.4 million represents assets that are restricted, based on the Foundation's Board or donors' intent of reserving funds to provide for current and future multi-year, mission-related commitments.

Donor and Government restricted funds of \$600,000 include funding for programs which must be reserved until spent on the designated activity.

Board restricted funds of \$1.8 million include \$900,000 directed to research, to fund upcoming research grants and establish a new research scholarship fund. The

remaining balance of \$900,000 will be directed to protect against unpredictable fluctuation in income and to fund key mission priorities in future budgets.

### c) Research

The Heart and Stroke Foundation of Nova Scotia is committed to supporting the very best in scientific research through a rigorous review and selection process to yield the greatest possible results for people affected by, and at risk of developing, heart disease and stroke. This year the Foundation was able to provide funding for 12 research grants being conducted in Nova Scotia.

### d) Health Promotion & Government Support

The Nova Scotia government has been a partner and supporter of a number of Foundation initiatives. In 2010, provincial funding for a *Stroke Awareness Campaign*, a *Fruit & Vegetable Awareness Campaign*, and *Walkabout* has supported the Foundation's efforts to increase life-saving awareness and address modifiable risk factors that help prevent heart disease and stroke. The Foundation also gratefully acknowledges the generous support of the federal government for the *Fruit & Vegetable Awareness Campaign* and *Walkabout*.

## Statement of Revenue and Expenditures

Year ended August 31, 2010

|  | 2010                          | 2009                |
|--|-------------------------------|---------------------|
| <b>Revenue</b>   |                               |                     |
| Community based programs                                     | \$ 942,596                    | \$ 1,053,940        |
| Bequests   | 501,641                       | 819,749             |
| Memorial gifts   | 282,894                       | 270,172             |
| Direct mail  | 439,301                       | 429,600             |
| Corporate sponsorship and other                              | 828,146                       | 509,975             |
|  | <u>2,994,578</u>              | <u>3,083,436</u>    |
| Less: direct program costs                                   | 1,340,979                     | 1,237,961           |
| Net fundraising revenue                                      | <u>1,653,599</u>              | <u>1,845,475</u>    |
| Investment income  | 92,608                        | 83,339              |
| Government / externally sponsored projects                   | <b>d)</b> 619,523             | 298,284             |
| <b>Net revenue before operating and mission expenditures</b> | <u>2,365,730</u>              | <u>2,227,098</u>    |
| <b>Operating expenditures</b>                                |                               |                     |
| Fundraising  | 286,059                       | 251,139             |
| Administration   | 291,720                       | 319,036             |
|  | <u>577,779</u>                | <u>570,175</u>      |
| Net revenue before mission expenditures                      | <u>1,787,951</u>              | <u>1,656,923</u>    |
| <b>Mission expenditures</b>                                  |                               |                     |
| Research   | <b>c)</b> 880,137             | 817,877             |
| Health promotion   | <b>d)</b> 1,470,534           | 1,267,823           |
|  | <u>2,350,671</u>              | <u>2,085,700</u>    |
| <b>Excess of expenditures over revenue</b>                   | <b>a)</b> <u>\$ (562,720)</u> | <u>\$ (428,777)</u> |

## Statement of Financial Position

Year ended August 31, 2010

|                                   | 2010                | 2009                |
|-----------------------------------|---------------------|---------------------|
| <b>Assets</b>                     |                     |                     |
| Current assets                    | \$ 1,196,795        | \$ 2,427,466        |
| Investments                       | 2,636,824           | 2,122,156           |
| Capital assets                    | 94,714              | 23,667              |
|                                   | <u>\$ 3,928,333</u> | <u>\$ 4,573,289</u> |
| <b>Liabilities and Net Assets</b> |                     |                     |
| Current liabilities               | \$ 260,608          | \$ 285,622          |
| Deferred contributions            | <b>b)</b> 637,154   | 694,376             |
| Net assets                        |                     |                     |
| Internally restricted             | <b>b)</b> 1,807,704 | 2,360,502           |
| Restricted for endowment purposes | 100,622             | 102,286             |
| Unrestricted                      | 1,122,245           | 1,130,503           |
|                                   | <u>3,030,571</u>    | <u>3,593,291</u>    |
|                                   | <u>\$ 3,928,333</u> | <u>\$ 4,573,289</u> |

## Answering your questions

### Who is responsible for overseeing the financial management of the Foundation?

Heart and Stroke Foundation staff and their decisions are accountable to an unpaid, volunteer Board and Committees who represent our supporters from across the province. Ultimate responsibility for governance and oversight lies with the Board of Directors. Assisting the Board in fulfilling its financial mandate are the Audit and Finance Committees. The Audit Committee assists the Board in fulfilling its oversight responsibilities for the external financial reporting process, the system of internal control, the audit process and the processes for identifying, evaluating and managing the Foundation's principal risks, which have an impact on financial reporting. The Finance Committee is accountable to the Board for providing oversight regarding the financial well-being of the Foundation and the Foundation's investment portfolio.

### How do I get more information about the Foundation's financials?

The financial information reflected in this annual report is a component of the Foundation's complete Audited Financial Statements. These Audited Financial Statements have been prepared in accordance with generally accepted accounting principles, and are audited by the firm KPMG. A complete set of financial statements is available upon request from the Foundation's finance department by calling 902-423-7530 or online at [heartandstroke.ca](http://heartandstroke.ca).



The Heart and Stroke Foundation of Nova Scotia is a member of Imagine Canada. The Imagine Canada code sets the standards for charitable organizations in managing and reporting their financial affairs. As a member, the Heart and Stroke Foundation of Nova Scotia must follow Imagine Canada's ethical and environmentally responsible guidelines as outlined at [heartandstroke.ca](http://heartandstroke.ca).

*Thank you to our volunteers, sponsors, donors, partners and staff for making 2010 a successful year. We look forward to working with your continued support to move towards our vision of future generations free from heart disease and stroke.*



Heart & Stroke  
**brightred**

*Help us brighten the future of Nova Scotia*

Investing in cardiovascular research and creating safer communities  
through the placement of AED's.



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