

# Moving Towards a Heart Healthy New Brunswick



**HEART &  
STROKE**  
FOUNDATION OF  
NEW BRUNSWICK

FONDATION  
DES MALADIES  
DU CŒUR  
DU NOUVEAU-  
BRUNSWICK

*Finding answers. For life.  
À la conquête de solutions.*



Samantha Robichaud  
Award winning violinist  
The Heart Truth Fashion Show 2009





## The Heart Truth Campaign's signature event the Heart Truth Fashion Show.

The Red Dress came to life for the first time on May 8th, 2009 in Saint John, NB and was a huge success! 17 New Brunswick women from the fields of entertainment, sports, media and the arts modeled an original red dress design based on their personality for a fun night of fashion and awareness! Go to [www.thehearttruth.ca](http://www.thehearttruth.ca) for more information on this campaign.

**THE DESIGNERS:** The Heart Truth Fashion Show featured original red dresses by students, former and present of the New Brunswick College of Craft and Design: Judith Chiasson, Monique Theriault, Bobbi Leigh Blyth, Sherry Kinnear, Stephanie Robicheau, Holly MacLaine, Kelly Hodge, Barb Curtis, Rebecca McKenzie, Sara Murray, Chavah Haddon, Tiffany Marshall, Jaclyn Wilson, Melanie Arbeau, Ashley Watson, Shawna Hachey, Justin Fudge. This talented group of New Brunswick designers has been led throughout this process by Design Director Ellen Woolaver.

**THE MODELS:** Marcia Babineau, Artistic Director of Théâtre L'Escaouette and wife of the former Lt.-Gov. Herménégilde Chiasson; Kelsey McNeil, 2008 Canadian Championship Figure Skater; Brianna Corey, Fredericton's Brightest Young Star; Erminie Cohen, Appointed to the senate in 93, is well known for her tireless efforts to help those in need; Joyce King, World Championship Armwrestler; Jessica King, NB Championship Armwrestler; Jessica Rhaye, Singer/Songwriter/Visual artist; Lori Carle, Morning Show Host for 97.3 the Wave; Rachel Cave, Co-host on CBC Information morning in Saint John;

Rachel Vienneau, Atlantic Bodybuilding & Figure Classic Champion; Samantha Robichaud, Award Winning violinist; Elma McKay, New Brunswick silversmith artist; Margaret Ann Blaney, MLA, Rothesay, New Brunswick; Trudy Ghallager, President/owner/designer and visionary proprietress of Bejewel.

Also featured were two New Brunswick heart disease survivors, Judy McKillop who suffered two heart attacks at the age of 48, and 14 year old Alyssa Crowley who was diagnosed with heart disease at 5 months old.

# Message from the Board President & CEO

It is exciting what the Heart and Stroke Foundation of New Brunswick has managed to achieve in 2008/09. This report will highlight some of these achievements and celebrate milestones we were able to reach. Of course we did not reach these goals alone, so this is also a tribute to our many partners in the fight against heart disease and stroke.

We introduced some big campaigns this past year, national campaigns that we are helping to lead here in New Brunswick. Restart a Heart – Restart a Life has become such a life saving initiative in our province, one that we are certainly proud of. So far, over 60 Automated External Defibrillators (AED) have been placed in public places across this province, we hope to be able to double that in the year to come. This progress is thanks in part to the enormous effort of those involved in the Constable Bruce Hadley Relay Run For Heart, and community minded donors who believe in this program. We also pushed for the adoption of AED legislation and we were successful, this will enable people to feel safe and confident when they are faced with saving someone's life with an AED.

One goal for us at the Heart and Stroke Foundation of New Brunswick has been to create an emotional connection with people in our province, and we have achieved that by introducing the Red Dress. This has become the National Symbol of The Heart Truth campaign and has come to represent women's courage, passion and power. In 2009, our very own Heart Truth Fashion Show was premiered on May 8th in Saint John. Our aim is for women to understand that heart disease is no longer "a man's disease". With the Heart Truth Fashion Gala, we are managing to get the attention of New Brunswick women in a fun and emotional way. Stay tuned for Heart Truth 2010!

Reading this report you will get a real understanding of what we are doing to help reduce the impact of heart disease and stroke. Through the Heart and Stroke Foundation of New Brunswick's research fund, we have dedicated funding to finding new ways to support the cardiac patients in our province, and have done so by investing in new projects in collaboration with the Heart Center like the **STARTEL Telehealth Project** (*more info on pg 4*). It has always been imperative for us to be able to fund the most highly rated research in Canada, however we also place an importance on making sure we are funding research locally. That is why we were thrilled to award Dr. Mark Surette, a researcher from the University of Moncton, a grant to conduct research right here in New Brunswick over the next 3 years. (*more info on pg 4*)

We are not finished until we thank those who help make all of this possible. The donors, volunteers, staff, directors, and partners make our programs exist and our success viable. We are also grateful to the thousands of individuals, communities and organizations across the province whose activities support the Foundation. We thank you.



Dan Connolly  
CEO of the Heart and Stroke  
Foundation of New Brunswick



Greg Hierlihy  
President of the Board of Directors  
The Heart and Stroke Foundation  
of New Brunswick

## MISSION

The Heart and Stroke Foundation, a volunteer-based health charity, leads in eliminating heart disease and stroke and reducing their impact through the advancement of research and its application, the promotion of healthy living and advocacy.

## OUR VISION

To eliminate death and disability through heart disease and stroke.



**STARTEL** The Heart and Stroke Foundation of New Brunswick has invested in telehomecare, so that today, there is a Hospital to Home Monitoring Program for the majority of eligible post – op cardiac surgery patients. This extension of the hospital into the home allows the telehealth nurse to visually assess the patient during a daily scheduled virtual visit.

# Discovering Healthy Hearts for the Future.

The Heart and Stroke Foundation of New Brunswick funds research to better understand, treat and prevent heart disease and stroke. That is why we are at work in your community building healthier hearts and lives.

## We are supporting innovation

Through the Heart and Stroke Foundation of New Brunswick's research fund, we are dedicated to finding new ways to support the cardiac patients in our province, which is why we want to highlight one of our projects in conjunction with the New Brunswick Heart Center. The "**STARTEL telehealth project**" is a strategy of Home telehealth for management of heart failure –Our hope is that this new approach being piloted in New Brunswick will result in higher cardiac survival rates, fewer emergency room visits, and less re-hospitalization in the future. STARTEL provides patients with daily, professional monitoring of their key indicators because it implements a system in the patients home enabling real time interactions between the health care provider and the patient. In addition, the patient will be provided heart failure education, a virtual bi-weekly clinical visit and twice daily monitoring of vital signs and weight to detect any change in the patient's heart failure condition. All in all, the objective of this project is to keep patients out of the hospitals, and allow them greater independence, an exciting endeavor we are proud to be a part of.

The Heart and Stroke Foundation currently funds more than 900 researchers and research teams at medical institutes, universities and hospitals across the country. The goal: to eliminate heart disease and stroke and improve the quality of life for thousands of Canadians affected by these conditions. Here is an example of research the HSFNB is funding locally in New Brunswick:

The HSFNB has awarded Dr. Marc Surette from the University of Moncton a 3-year grant to perform research on the following: "Control of 5 Lipoxygenase expression in human leukocytes".

Lesions in blood vessels are a first step that leads to hardening of the arteries. What happens is white blood cells enter the lesions and try to repair the wound, and that results in inflammation. Over the years, this inflammation eventually leads to deposits of cholesterol in the blood vessel wall and that narrows the blood vessel. This inflammatory process leads to the progression of atherosclerosis. The enzyme that makes leukotrienes is called 5-lipoxygenase (5-LO).

The objective of this research project is to help identify new strategies for the prevention of inflammatory diseases like atherosclerosis, and Dr. Surette will be working on culturing white blood cells isolated from the blood of individuals with different genetic mutations, then he will measure the 5 lipoxygenase in these cells when they are activated and inflamed. He will also be measuring their ability to produce leukotrienes.

What is special about this project is that this is the first laboratory to identify alternative splicing of the 5-LO gene and this represents a whole new way by which cells can regulate this enzyme and the production of leukotrienes. His research will provide better understanding of this phenomenon and will help develop strategies for the treatment or prevention of atherosclerosis.



**BIG BIKE** The Saint Andrews Spin Drifters pedal their hearts into it during the 2009 Big Bike Campaign in New Brunswick! *Next page:* Participants in the Constable Bruce Hadley Relay Run For Heart 2009

# Taking Action

Take action for Heart and Stroke! Our community events are organized to be fun, rewarding and active, while promoting heart healthy living! Taking part in fundraising events to fight cardiovascular diseases will help change attitudes and lifestyles, while raising money to fight the leading cause of death in our province. Get connected! Find an event that fits you!

## Special Events

Special Events are fun events that usually require the recruitment of companies, groups or families to help raise money for the Heart and Stroke Foundation of New Brunswick by collecting pledges or hosting fundraising activities. This culminates into a fun type of event i.e. Run, Curl, Golf, Skate, Darts, Bowling, Big Bike for Heart, etc. All we need is a few volunteers or a committee put in place to help organize the event and recruit the participants.

## Residential Campaign

Donate your time to the Heart and Stroke Foundation of New Brunswick's Residential Campaign during the month of February for Heart Month. Canvass or recruit volunteers to canvass, and ensure the success of this campaign. These donations help us fund research programs that help reduce death and disability from heart disease and stroke right here in New Brunswick.



## Partnerships/Sponsorships

For every event or program we have there is a possibility to get your company involved as a partner/sponsor in exchange for measurable marketing benefit. If your company is interested in getting your name out there by partnering with one of the most respected health charities in Canada.

## Memorial Program

When a person passes away, many families choose to have memorial donations made to the Heart and Stroke Foundation of New Brunswick. The Heart and Stroke Foundation will then place a card at the funeral home to highlight the person's thoughtfulness to the family.

## Planned Giving Bequest

Making a planned gift through your Will could be a special way for you to make a significant contribution to the fight against heart disease and stroke, Canada's leading cause of death while receiving financial benefits now or in the future. Giving a planned gift is easy, flexible and rewarding.

## Casual Day/Dress Red

Many workplaces today participate in Dress Red whereby those employees wishing to Dress casually or in Red during Heart Month may do so by contributing a small amount of money to HSFNB. Most employees contribute \$2.00 to dress casually for the day. Workplaces can select any day or week they prefer. This event takes very little time to organize.

**GET CONNECTED TODAY! CALL 1-800-663-3600**



**STORY OF LOVE** With the combined efforts from CPR and the use of an AED, they were able to restore the coach's heartbeat.

# Restarting Hearts across New Brunswick

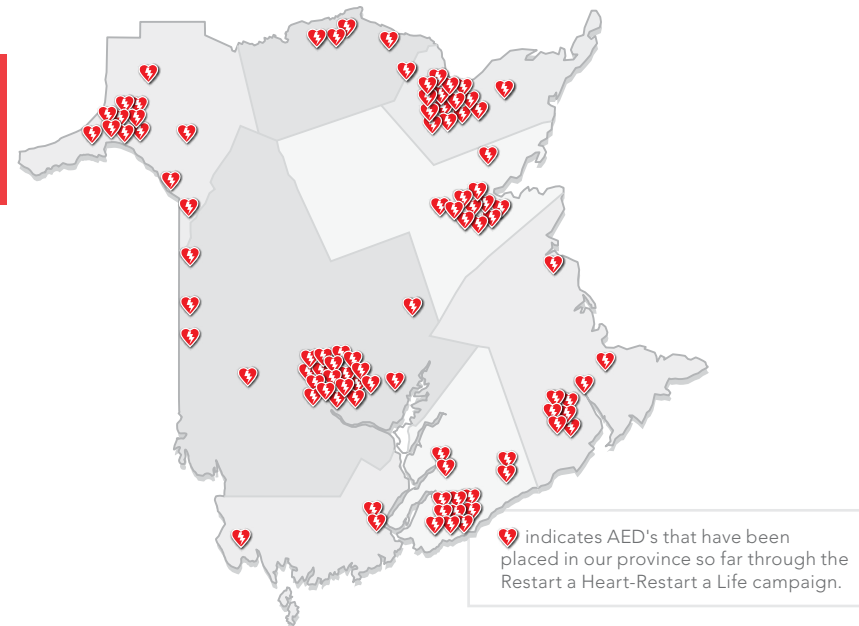
We're putting life-saving Automated External Defibrillators (AED's) in more public places in your community.

In New Brunswick alone, approximately 1,200 cardiac arrests occur annually in out-of-hospital settings. Defibrillation can improve cardiac arrest survival rates from 5% to 50 % if delivered in the first few minutes. That is why this program is so important to us and why we need the support of the public, corporate and governmental sectors.

So far, since launching the Restart a Life campaign, we have distributed close to 60 AED's in public places throughout this province. Recently, the Constable Bruce Hadley Memorial Relay Run For Heart, raised over \$100,000.00 that will go towards purchasing more AED's in 2009/2010. Our hope is that in the future, AED's become as common as fire extinguishers. Help us in this mission.

Alan Doucet, the coach who has led the Bathurst High basketball team from unthinkable tragedy to the provincial championships, collapsed during practice in the school's gymnasium in February, and was rushed by ambulance to the hospital.

A longtime teacher at the school and a former star player, Doucet was leading the Phantoms through a drill when he suddenly stumbled, unconscious to the floor, at about 7:40 p.m. With the help of Assistant coach Brad McLellan, cardio-pulmonary resuscitation (CPR) was started immediately and went on for about 10 minutes before help arrived in the form of an Automated



External Defibrillator (AED). With the combined efforts from CPR and the use of an AED, they were able to restore the coach's heartbeat.

It was a happy day for the family and friends of Alan Doucet, and an important day for awareness here in New Brunswick. In the words of the coach himself. "This is a great story," the coach said. "It's a story about love."

To fill out an application form in order to receive an automated external defibrillator in your establishment, please call the Heart and Stroke Foundation of New Brunswick at 1-800-663-3600 for more information. To learn more about this life saving campaign, please visit [www.heartandstroke.ca](http://www.heartandstroke.ca).



**IT'S JUST A MATTER OF TIME** Foods that are high in sugar, fat, and salt are a disaster waiting to happen. A disaster that our healthcare system isn't prepared to handle.  
Next page: Hearts in Motion Walking Club, Boiestown/Doaktown, New Brunswick

# A Voice for Change

As a unique catalyst for action, the Heart and Stroke Foundation has a long history of tackling the most critical health issues and, with our partners, has successfully influenced policy and practices concerning tobacco control, stroke care delivery, elimination of trans fats and the placement of Automated External Defibrillators (AEDs) in public spaces in New Brunswick.

## Facing tomorrow's health crisis. What's killing our kids?

Childhood obesity is a trend that has tripled in the past 25 years and is now threatening the well being of an entire generation. 38 per cent, in fact, of New Brunswick's children are overweight or obese, putting them at risk of developing high blood pressure, heart disease and Type 2 diabetes. They are the first generation of kids who may not live as long as their parents. And it's not their fault.

Decades of policies and preferences have increased ready access to nutritionally poor foods, while at the same time, physical activity has been engineered out of our daily lives, creating an obesogenic environment for our kids.



## Tools for change.

The Heart and Stroke Foundation is improving the health of New Brunswicker's through health promotion initiatives designed to empower individuals to take charge of their health today for healthier lives tomorrow.

Here in New Brunswick, we created "A running start to a healthy heart", an educational toolkit to assist childcare workers in providing healthy snacks and lunches to New Brunswick children while educating both the children and their parents.

Jump Rope For Heart in New Brunswick encourages kids to get physically active and motivates them to establish healthy lifestyle habits today to promote a healthier, longer life.

Nationally, the Heart and Stroke Foundation launched "My Heart&Stroke Healthy Weight Action Plan", a 12-week on-line program designed to support adults in achieving and maintaining their ideal weight.

Health Check™, the Heart and Stroke Foundation's not-for-profit food information program, is designed to help Canadians choose foods in grocery stores and restaurants that can be part of a healthy diet.



**PUTTING HER HEART INTO IT** Olive Cochrane celebrated her 90th birthday in July by plunging 10 000 feet towards the ground and raising over \$2500 for the Heart and Stroke Foundation of New Brunswick. Thanks Olive for jumping your heart into it!

# Putting her Heart Into It

Olive Cochrane celebrated her 90th birthday in July by plunging 10 000 feet towards the ground and raising over \$2500 for the Heart and Stroke Foundation of New Brunswick. With members of her family from all over Atlantic Canada, Ontario, as well as a nephew visiting from England, they watched in amazement as Olive and some of her family jumped two at a time through the skies above McEwen Airfield north of Moncton.

Olive poses below with her son Scott Cochrane proudly presenting Kurtis Sisk, Director of Revenue Development for the Heart and Stroke Foundation of New Brunswick with a donation of \$2515.00 that will go towards research and programs for the leading cause of death in this province, heart disease and stroke.



We would like to express our sincere appreciation to all our donors and sponsors for their support in 2008-2009. We want to express our appreciation, not only to the companies for their sponsorship, but to the people that put in the effort to make it happen. Your generosity will change the lives of people in this province. Thank you for putting your heart into it.

## Special Thanks to Our Major Contributors

Astral Media	Max 104.9	Sanofi-Aventis
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Glaxo Smith Kline	RE/MAX	Tim Horton's
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# Statement of Revenue and Expenses

(For the years ended August 31)

<b>REVENUE</b>	<b>2009</b>	<b>\$2008</b>
	<b>\$</b>	<b>\$</b>
Campaign receipts	679 230	574 757
Memorium donations	325 628	359 327
Bequests	200 924	254 477
Investment income	37 679	69 671
Change in fair market value of investments	(96 369)	(70 190)
Loss on sale of assets	(252)	(659)
Donations from national corporations	39 333	36 183
Other fundraising activities	1 267 632	1 069 496
	<b>2 453 805</b>	<b>2 293 062</b>
<b>EXPENSES</b>		
Medical research	735 158	780 413
Health promotion	904 828	721 095
Fundraising costs	692 778	604 302
Administration	286 636	252 708
	<b>2 619 400</b>	<b>2 358 518</b>
<b>DEFICIENCY OF REVENUE OVER EXPENSES FOR THE YEAR</b>	<b>(165 595)</b>	<b>(65 456)</b>

## BREAKDOWN OF DONOR DOLLARS

