

Heart & Stroke Foundation

- Our mission
- How HSFO can support OHHP
- Recent strategic review and implications
- London/Middlesex: an effective local partnership



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Heart & Stroke Foundation

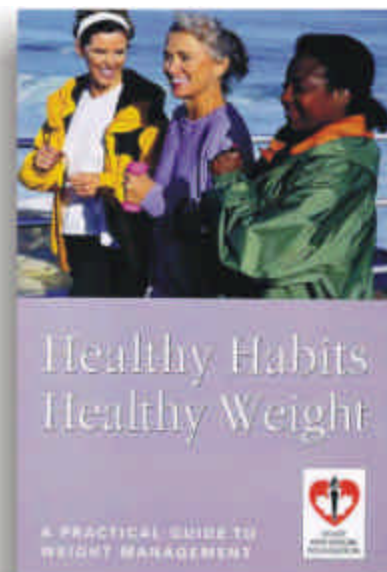
- Reduce risk of premature death and disability by raising funds for research and health promotion
 - research funding \$31 M Ontario F'02



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Heart & Stroke Foundation

- Tobacco: local by-law support; mass media
- Coordinated Stroke Strategy: improved continuum of stroke care
- Education and Information:
 - brochures free to the public and partners
 - presentations free to the public and partners
 - web based information
 - Health Check
 - Cookbooks
 - extensive and in-depth resources for patients
- Emergency Cardiac Care: develop guidelines and train facilitators
- Professional Education



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How HSFO Can Add Value

- messages that you can trust
 - peer reviewed based on science
 - high credibility with the public
- information resources to support community programs
- credibility and clout
- FR events that celebrate physical activity, family and community participation



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HSFO Reality

- Dependent upon fundraising to raise funding for all Research and Health Promotion
- Limited resources; tough decisions
- Challenge:
 - limited Field HP staff resources
 - skeleton staff
 - primary FR mandate



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Strategic Review of Health Promotion

Two segments:

1. Base:

- activities that we carry out because it is a strong public or stakeholder expectation

2. Health Impact

- measurable health outcomes



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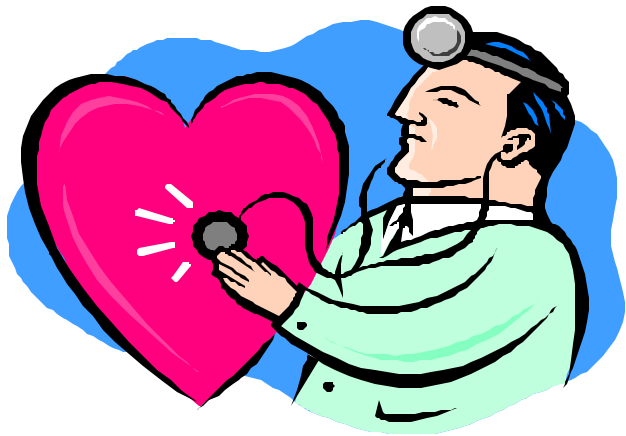
Strategic Review of Health Promotion

- shifting emphasis to health impact focus
- will focus resources along a couple of “AIM”s (Area of Mission Impact)
- Strategies and activities along the whole continuum of HSFO HP activities (advocacy, prof ed, behavioural research, education and awareness)
- will align with what we do well and what we are resourced to do
- blood pressure to start; anticipate a lifestyle risk factor will follow
- what this looks like remains to be seen



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London Middlesex



- **389,616 residents**
- **51.4% population has post secondary education**
- **5 major health facilities**
- **3 world class research facilities**
- **(IHD) Ischemic Heart Disease #1 cause of death - 22.5% (1995)**



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Health Promotion

- TIME for Healthy Community Partnerships
- City of London through health partners have introduced 2003 as the year of healthy living.
- London HSFO HP goal to touch/educate 500 individuals over 12 months.
- Actual people touched through HP in the first 7 months?
- 25,000 and counting...



Good Hearted Living



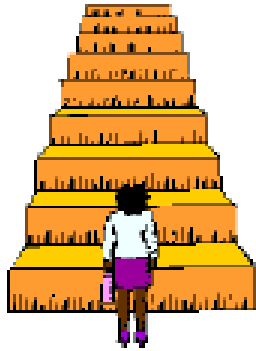
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HHN & HSFO

- Children, Youth & Family - Turn Off the Screens, Families are Munching.
- Women & Heart Disease - disadvantaged groups with less access to health information
- Worksite - over 500 reached through newsletters, Symposium (53), Annual Awards, Eat Smart



Next Steps on the Journey



- Challenge of re-energizing existing partners
- Challenge of attracting new partners with the chronic disease focus
- Challenge to avoid duplication of services.
- How do we build on our strengths & complement our goals i.e., healthy weights
- Creating “complementary medicine for the mind” in our local community thus impacting the health of our residents.



TIME



- A challenge - No full time HSFO HP field staff
- Limited time...but **UNLIMITED** educational resources
- HSFO brings strength to HHN through resources, expertise, impact of our brand



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FUTURE PARTNERSHIPS

- HSFO committed to helping bring more local partners to the table
- sharing of education resources through programs & symposiums
- guiding the impact of heart health information to our residents.



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