



Annual Report 2005

The Irish Heart Foundation

Who we are and what we do

What is the Irish Heart Foundation?

The Irish Heart Foundation is Ireland's only national charity for heart health and is working to reduce premature death and disability from heart disease and stroke.

What Does the Irish Heart Foundation Do?

The Irish Heart Foundation:

- Provides information on heart health to the public and media
- Supports patients in managing heart disease and stroke
- Provides heart health programmes in schools and workplaces
- Co-ordinates the training of medics and the public in emergency lifesaving skills (CPR)
- Supports research, education and development in the medical profession
- Lobbies for patient treatment and services, as well as for an environment to make the healthier choice the easier choice.

Heart disease – Ireland's No.1 Killer

Approximately 10,000 people die each year from Cardiovascular Disease (CVD) – including coronary heart disease (CHD), stroke and other circulatory diseases. CVD is the most common cause of death in Ireland, accounting for 36% of all deaths. The largest number of these deaths relate to CHD – mainly heart attack – at 5,000. 22% of premature deaths (under age 65) are from CVD.

Stroke

Approximately 2,000 people die from stroke each year accounting for more deaths than breast cancer, lung cancer and bowel cancer combined. Approximately 10,000 people suffer stroke annually and there are an estimated 30,000 people in the community with residual disability from stroke. The Heart Foundation is funding the first ever national audit of stroke services and plans to fund nurses to care for stroke patients in the community.

Funding

The Irish Heart Foundation receives most of its funding from donations from the public. A small share of funding is received from the Government.

History

The Irish Heart Foundation was established in 1966 and is celebrating its 40th anniversary in 2006.

Staff and Offices

The IHF has 33 staff. The main office is in Dublin and there are seven regional offices in Cork, Sligo, Carrickmacross, Wexford, Galway, Carlow and Waterford.

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Message from the President – Dr. Will Fennell

In 2005 the Irish Heart Foundation continued to expand and grow and deaths from cardiovascular disease continued to decrease, highlighting the impact of the Foundation in facilitating a reduction of premature death and disability from heart disease and stroke.

In 2005 cardiovascular disease (CVD) accounted for 22% of all premature deaths (defined as those under 65 years) - coronary heart disease contributed 13%; stroke 3% and other diseases of the circulatory system and heart 6%. This compared with CVD accounting for 24% of all premature deaths in 2004.

The target set by the Heart Foundation's Strategic Plan 2005-2009 was to reduce overall mortality from CVD from 39% in 2003 to 34% in 2009. In 2005 36% of all deaths were due to CVD. This means we remain on target to achieve these aims.

Deaths from cardiovascular disease including heart attack increased up to the 1970s when it peaked at 54% of deaths in 1974. Since then the trend has demonstrated a slow and steady reduction in deaths from cardiovascular disease.

However, Ireland is still above average for premature deaths from CVD for the EU member countries before 2004. Last available figures show that Ireland has 52 premature deaths per 100,000 in comparison with the (pre 2004) EU average of 42. However, with the inclusion of the Eastern European accession states, the average EU figure for the equivalent period rises to 101 premature deaths per 100,000.

Death rates from stroke have been declining steadily since the 1970s and the mortality rate from stroke in Ireland is slightly below the European average.

Implementation of the Cardiovascular Health Strategy

While the trend is going in the right direction the Heart Foundation does not believe that enough is being done to implement the Cardiovascular Health Strategy. The strategy was launched in 1999 by the then Minister for Health and Children, Brian Cowen, and it was stated that it would cost €220m to implement all of its 211 recommendations.

To date only €60m has been invested with the majority of this between 1999 and 2003. In 2004, 2005 and 2006 very little has been made available to support the strategy. Ireland continues to have a shortage of cardiologists with 11 per million compared to an EU average of 35 per million.

In May 2005 the National Taskforce on Obesity made expert recommendations to the Government on measures to address obesity. To date little has happened to implement any of these recommendations.

The Foundation is concerned that progress made in terms of reduction in mortality from heart disease will be reversed if obesity is not tackled urgently. We believe the Government is not giving CVD the top priority warranted, considering its leading impact on mortality rates in Ireland.

National Review of Stroke Services

In 1999, a review of stroke services was planned as part of the Cardiovascular Strategy. By 2004 no progress had been made. During 2005 the Irish Heart Foundation initiated the first national audit of stroke services. The national stroke review committee, representative of 20 stakeholder organisations, met on nine occasions during the year and developed the documents necessary to allow a tendering process to take place. A consortium from The Royal College of Surgeons and Trinity College Dublin was the successful bid from seven tenders received. This audit is being co-funded by the Department of Health and Children. It began on 1st March 2006 and has been making good progress.

Overall the Foundation continues to be effective and impacts positively on the heart disease rates. I would like to thank the Board for its role in guiding the direction of the Heart Foundation during the year. Many thanks to our army of volunteers and supporters throughout the country, who give freely and generously of their time.

My thanks also to the CEO and his staff for their ongoing commitment, professionalism and talent given to delivering the important goals of the Foundation.



Dr. Will Fennell
President



All Presidents of the Irish Heart Foundation

Back Row: Prof. Owen Conor Ward 1972-1979, Dr. Michael Walsh 1990-1993, Dr. Dennis McC Boyle 1997-2000; Prof. John Horgan 1985-1990; Prof. Ian Graham 1993-1997 and Dr. Gerry Gearty 1979-1985.

Front row: Dr. Brian Maurer 2000-2003, Prof. Risteárd Mulcahy 1966-1972 and Dr. William Fennell 2003-2006.

Chief Executive's Report – Michael O'Shea

2005 was a busy year in the Foundation as we set about implementing our new strategic plan to the year 2009. Action plans to achieve our aims and objectives have been developed in advocacy, communications, stroke services, information, health promotion, emergency cardiac care and research. Fundraising is a vital aspect of our work, as up to 70% of our income in a typical year comes from such events.

Advocacy

The Foundation continued to advocate for policy changes that would help create an environment more conducive to heart health, thereby reducing the incidence of heart disease.

The increasing levels of obesity and overweight in our population, especially in children, is a major area of concern and there were a number of issues we addressed throughout the year through such activities as media interviews, press information, lobbying to politicians and key stakeholders and presentations at key events and conferences.

Implementation of the recommendations contained in the Report of the National Taskforce on Obesity is not receiving sufficient priority from Government. We gave several national media interviews on this and took part in a RTE 1 Prime Time programme on this issue.

Together with the National Heart Alliance (NHA), the Irish Heart Foundation undertook research on the marketing of foods high in sugar, fat and salt to children as part of an EU-wide and EU-funded study, which we published here in Ireland in April.

The weight of evidence now concludes that food marketing is linked with children's food choices and ultimately with levels of obesity. The Irish Heart Foundation and the NHA then compiled a position paper on this topic setting out various policy options, which was presented to members of the Oireachtas in November.

This received considerable coverage in the media and subsequently the Foundation was invited to present its position to the Joint Oireachtas Committee on Health and Children in 2006.

Some of the key elements in this position paper are: restricting of food advertising to children on television, protection of children from all forms of marketing including the internet, monitoring and tracking of marketing of unhealthy foods to children and the provision of adequate resources for schools so that they are not dependent on commercial sponsorship to purchase essential PE and sport equipment.

In 2006 the Foundation is conducting a survey of all secondary schools to document the degree of marketing of food in schools.

Regulations on nutrition and health claims on food products at EU level are proposed to protect the consumer from misleading claims on food products. Such claims will in the future be based on solid scientific evidence and agreed in 2006. Integral to this regulation is the definition of a healthy or unhealthy nutritional profile for such products.

Up to now health and nutrition claims on food products have been used as powerful marketing tools creating a lot of confusion and misinformation for the consumer. Lobbying by many players including the Irish Heart Foundation at local level and the European Heart Network at EU level will hopefully deliver on better protection for the consumer.

On a related topic food labelling is also under review at European level with much needed information being provided by us to our politicians and MEPs by way of letters and meetings.

In 2005 we met with the Tánaiste and Minister for Health and Children, Mary Harney, and advocated for greater prioritisation for cardiovascular disease. We urged government to implement the manpower report to have 21 consultants per million of population in place by 2009 and improve the current situation where at 11 consultants per million, we have the worst situation in Europe. The Tánaiste stated that she will not move on this until the Consultants' common contract situation is resolved.

We also made a pre-budget submission in November 2005 requesting a significant rise in tobacco price given that, internationally, price is considered to be the greatest disincentive to young people to begin smoking.

The Government is slow to increase prices as this has the effect of increasing the consumer price index (CPI) and the unions will not agree to use a CPI without tobacco for wage bargaining purposes.

A full-time Communications Manager joined the IHF in October 2005 and is working towards strengthening communications, including advocacy.

Stroke

Our President Dr. Will Fennell has already outlined our determination to deliver a national audit of stroke services. The results of this audit, which began in early 2006, will inform a national strategy for stroke care and improve greatly the service available for stroke patients.

In early 2006 a decision was made to bring forward our plan to pilot a nursing service to help provide support for stroke patients. We are approaching the Hospitals Office within the Health Service Executive to propose our pilot scheme and discuss implementation.

Information

An information audit of all Irish Heart Foundation materials was completed during 2005 and a number of gaps in our library of materials were identified. A comparison has been made with the materials provided by the British Heart Foundation and in 2006 we began the design of several new materials.

All acute hospitals were supplied regularly with both patient leaflets and booklets. The audit of needs examined the possibility of placing our materials in GP surgeries and this is being developed.

Our new Help Line at 1890 432 787 began in January 2006 and operates between 9.30am and 2pm on Mondays, Wednesdays and Thursdays.

We continue to provide administrative and some financial support to two patient support groups – the Cardiomyopathy Support Group, who had three public meetings during the year and the Implantable Cardioverter Defibrillation (ICD) group, who had their annual meeting in May 2005. In addition the Marfan Support Group received support to promote their annual meeting.

In line with our plan, we held four major conferences during 2005 on Angiology, Stroke, Sudden Cardiac Death (SCD) and Heart Failure. In addition the first ever Mick Doyle memorial lecture on stroke was held in January 2005.

A CD and information materials on peripheral arterial disease (PAD) was developed by the Peripheral Arterial Disease (PAD) Council and distributed to all GP practices.

This initiative received best category award at the Pharmaceutical Healthcare Awards in October 2005. The PAD Council also organised a seminar for Physicians during the year.

Our website is attracting 6,500 unique visitors per month or 71,000 page impressions monthly. A review of the layout of the site is underway, as some feedback from users indicates that it presents some difficulties in navigation.

Online subscriptions increased dramatically in 2005. Our database, which currently supports fundraising events in the main, will be used in 2006 to capture data on people who donate funds or otherwise show an interest in our activities.

Health Promotion

Irish Heart Week 2005 aimed to support the public with information and advice, compiled in a 24-page magazine, for parents on barriers to healthy eating in the home as well as information on how to get children more active. Radio advertisements and wide dissemination through many channels helped reach about 100,000 parents.

In relation to nutrition in the workplace, new healthy eating awards in association with Bord Bia and Bord Iascaigh Mhara were introduced. Our work continues with established partners – the Health Service Executive and the Health Promoting Hospital Network.

Action for Life physical activity training continued in schools with over 1,000 primary teachers and 132 secondary PE teachers trained. It is hoped to develop a new resource for Action For Life at second level in association with partners such as the Department of Education and Science.

Research by Dublin City University, funded by the Foundation in 2005, the Take Part study, examined barriers to young people taking part in physical activity.

There has been an observable increase in interest in promoting physical activity in Irish workplaces, possibly arising from concerns about obesity and its impact on employees. We are developing and expanding our resources in this area integrating existing programmes such as the Lifestyle Challenge and Slí Na Sláinte.

The annual campaigns continue to aim to reach wide audiences and Irish Heart Week, already noted above, engaged with the HSE, workplaces, parent groups and preschool groups, many of whom initiated activities.

To mark Irish Heart Week a national conference for health professionals was held updating participants on Irish and international research in relation to nutrition, physical activity, obesity and innovative approaches to tackling healthy eating with children.

The campaign to raise awareness about healthy food choices, especially when eating out, Happy Heart Eat Out, had the largest participation ever in 2005. Partners such as O'Brien's sandwich bars had 90 outlets take part. More than 750 eating establishments participated.

In November the Minister of State at Department of Health and Children, Sean Power, presented healthy eating awards to 40 Irish companies. Work with disadvantaged communities in the South East was undertaken with a view to see what support IHF could be to community groups throughout the country.

In addition discussions took place with the National Youth Council with a view to a joint initiative working with the out of school sector in relation to physical activity and healthy eating, and this is expected to begin in 2006.

Emergency Cardiac Care / Resuscitation Training

Since 1998 we have been an international training organisation (ITO) affiliated to the American Heart Association (AHA). We use AHA materials and currently have 125 training sites affiliated. These sites contract to train to AHA standards and make their returns to the Foundation in order to receive their certificates.

The AHA materials are of a very high standard. This system has been working well and in 2005, 34,652 people have been trained. This programme received an annual grant of €113,000 from the Pre-Hospital Emergency Care Council (PHECC).

PHECC is keen to work with the Heart Foundation to develop national standards of care for cardiac emergency care in the pre-hospital setting.

The deaths from cardiac related illness of young high profile athletes has created a strong awareness among all communities of the need to strengthen the chain of survival in their areas. In addition the advent of the automated external defibrillator (AED) has created awareness of the need for first responder schemes in communities.

In response to calls from many communities, such as factories, villages, and golf clubs, it was decided to initiate the Heartsafe Community Programme, which was launched by President Mary McAleese in March 2005. We are very grateful to President McAleese, who is our Patron, for coming to our Clyde Road office to perform the official launch. The programme encourages communities to deal with cardiac arrest and to organise the necessary equipment and training.

We have had a very positive response to this programme and Dublin City Council was presented with the first Heartsafe Community award in 2005. Edmondstown Golf Club also received the award in December.

The Foundation has been co-ordinating ACLS since 1997 and 100 ACLS Provider courses were run in 2005 and in total 1,686 new ACLS Providers were trained.

The Foundation has also responded to the public disquiet about young healthy athletes dying unexpectedly by organising two national conferences on SCD. Following the first conference in late 2004, the Foundation met with Minister Martin who requested that a Taskforce be established to examine the area and make recommendations to allay public disquiet and calls for widespread screening of all sportspeople. Our Medical Director, Dr. Brian Maurer, was appointed Chairman of the group, which published its final report in March 2006.

Research

The Foundation prioritises research and surveys in the areas of primary prevention and education. The Scientific Committee, appointed by the Board, grants these awards.

During 2005 there were 10 projects being supported as outlined below:

Ongoing Grants approved in 2005 were as follows:

- Dr John O'Brien, Dept of Pharmacology, R.C.S.I., 123 St. Stephen's Green, Dublin. Project: Chips & SniPs: Does genotype affect transcription. Year 3, €39,250.
- Mr. Maurice Mulcahy, 25 Newcastle Road, West City Centre, Galway. Project: Tobacco Research – A study of passive smoking exposure and risk for hospitality workers and other groups in Irish society that are highly exposed to second-hand smoke (SHS). Year 3, €5,000.
- Dr Annette Rhatigan, Dept of Public Health, ERHA, Dublin. Project: The Effectiveness of Motivational Interviewing to reduce smoking prevalence in pregnancy and to prevent relapse in the post-partum period. Year 2, €19,000.
- Dr Kathleen Bennett & Dr Emer Shelley, Trinity Centre for Health Sciences, Dublin. Project: Determinants of the recent decline in coronary heart disease (CHD) mortality in Ireland 1985 – 2000. Year 2, €20,000.
- Dr Peter J. Kelly, Stroke Service, Dept of Neurology, Mater Hospital, Dublin. Project: The North Dublin Population Stroke Study. Year 2, €53,081.
- Prof Alan Keenan & Prof KA Dawson, Conway Institute, UCD, Dublin. Project: Local delivery of anti-restenosis therapy: novel systems for simultaneous delivery of a statin and an anti-platelet agent. Year 2, €19,850.

Four New Applications were reviewed and deemed successful for funding from the Irish Heart Foundation.

- Author: Prof Ian Graham, Dept of Cardiology, AMNCH, Tallaght, Dublin. Project: The prediction of Risk of Cardiovascular Morbidity: the SCORE-plus project. Total Grant approved €155,500. Duration of project, 2 years.
- Author: Dr Kathleen Bennett, Dept of Pharmacology & Therapeutics, Trinity Centre for Health Sciences, St. James's Hospital, Dublin. Project: Cost-effectiveness of interventions for the treatment (medical and surgical) of coronary heart disease in Ireland. Total Grant Approved €74,500. Duration of project, 2 years.
- Author: Prof Ivan Perry, Dept of Epidemiology & Public Health, UCC, Cork. Project: Living against the tide: Determinants of low risk status for CVD in a high-risk population. Total Grant Approved €145,800. Duration of project, 3 years.
- Author: Sinead Murphy, Dept of Neurology, Beaumont Hospital, Beaumont, Dublin. Project: Investigation of apraxia of speech and dysprosody following acute hemispherical ischaemic stroke. Total Grant Approved €56,400. Duration of project, 1 year.

I would like to commend our staff on the quantity and quality of work done. I do realise the extra effort that staff put into their work to help achieve the aims of the Foundation.

I would like to thank the members of our Board, who give generously of their time and expertise to guide and direct our work. A special word of thanks to our President, Dr. Fennell, for his leadership and commitment.

I would like to thank Dr. Vincent Maher for his huge contribution to the Irish Heart Foundation as Medical Director from 1998 to 2005. I would also like to welcome his successor, Dr. Brian Maurer, who brings a wealth of knowledge and experience to the Foundation.

I would finally like to thank the public and commercial sector for their support and pledge to continue working to the best of our abilities to reduce premature death and disability from cardiovascular disease in our population.



Micheal O'Shea
Chief Executive

Medical Director's Report – Dr. Brian Maurer

2005 was a busy year and in addition to the ongoing work of the Medical Councils, a number of new initiatives and projects were developed.

Sudden Cardiac Death

A Taskforce was set up by the Minister for Health and Children in 2004 to look at Sudden Cardiac Death (SCD). The action followed a major conference on SCD organised by the Irish Heart Foundation and reflected public and professional concerns about SCD, particularly in young people.

Membership of the Taskforce was drawn from the Medical Profession, the Emergency Response Services, the Pre-Hospital Emergency Care Council, Family Practitioners, the Department of Health & Children and the Health Service Executive and I was invited to chair the Taskforce. Over 80 submissions were received from interested bodies and individuals.

The report which was formally launched in March 2006, is a summary of current knowledge and best practice in the field of Sudden Cardiac Death, its causation and prevention. It has won favourable comment nationally and internationally for its comprehensive nature. The report contains over 70 recommendations, but it will be of little practical long-term value if the recommendations are not implemented.

I would like to thank all the members of the Taskforce for their hard work and selfless time commitment and to acknowledge the support and dedication of the staff of the Department of Health and Children. It is particularly gratifying that this report is the result of an initiative taken by the Irish Heart Foundation.

A second national meeting on Sudden Cardiac Death was held at UCD in November 2005. A very large audience was told of the interim recommendations of the Taskforce. Professionals and patients discussed the whole question of Sudden Cardiac Death. The work of The Irish Heart Foundation with regard to this problem is being widely acknowledged by the media and the public and is particularly appreciated by the support groups and families of those who have been victims of Sudden Cardiac Death.

The Heartsafe Programme

The Heartsafe programme is designed to promote the provision of resuscitation skills and facilities in communities, sports clubs, business enterprises and other appropriate organisations throughout the country. Recognition as a Heartsafe community, club, or enterprise is given when defined requirements are met. These are in essence the provision of automated external defibrillators at appropriate locations and the training of staff, or members, in their use.

Dublin City Council became the first Heartsafe local authority in July 2005. The city management purchased 39 defibrillators, placed them at strategic locations throughout the city and trained nearly 200 staff over nine months. Edmonston Golf Club was the first club to be accredited.

Since then a number of communities and towns as well as clubs and sporting organisations and commercial enterprises have developed, or expressed interest in developing programmes and achieving Heartsafe status. Public interest is high and I have no doubt that this program will contribute significantly to the implementation of many of the recommendations of the SCD Taskforce and increase the awareness of the IHF and its objectives among the general public.

Stroke

Stroke is a major cause of death and disability. As a first towards improvement, the Foundation guided by its very active Council on Stroke, commissioned a National Audit of stroke services. Funding for this is being provided by the Heart Foundation on a partnership basis with the Department of Health and Children and work is underway in 2006.

The Nutrition Council

The increase in obesity and diabetes is a matter of serious concern particularly in relation to the heart health of our younger citizens. Dr. Donal O'Shea, chair of the Council, also chaired the Government's National Taskforce on Obesity and produced a comprehensive valuable report, which was launched in May 2005.

A policy on nutrition for the Foundation has been developed, which will be launched in 2006. The Council fully supports the National Heart Alliance position on the marketing of unhealthy foods to children. This is a core interest of the Irish Heart Foundation and, as with the tobacco manufacturers, confrontation with certain industries may be unavoidable.

Peripheral Arterial Disease

Two meetings on Peripheral Arterial Disease were held during the year. Awareness amongst the medical community of the affects of peripheral arterial disease and its significance as a marker of coronary arterial and cerebral vascular disease has been raised considerably.

Heart Watch

Heart Watch was developed to facilitate the implementation of secondary preventive programmes for atherosclerotic disease in general practice and at community level. It has been rolled out on a pilot basis to about 20% of practices and is nurse implemented and medically supervised. It is expensive but has been warmly welcomed both by the practitioners and nurses who have used it and by the patients who have been enrolled in it.

It does appear that the programme is effective in reducing the incidence of manifest coronary artery and other vascular diseases. The costs associated with achieving this aim will undoubtedly become a matter for continuing evaluation. It may be that the programme will require some modification, but evidence as to its cost effectiveness is increasing.

Hypertension

The Hypertension Council was extremely active during the year. Continuing education on the dangers of excessive salt intake and on the need to reduce high levels of blood pressure has raised public awareness of these important preventive and therapeutic issues. Dr Alice Stanton, Chair of the Council on Hypertension, has been active both nationally and internationally in achieving the aims of the Council.

Cardiomyopathy and Heart Failure

The Irish Heart Foundation continued to support the development of services for patients with heart failure and cardiomyopathy and several meetings of the patient support groups in these areas were held during the year.

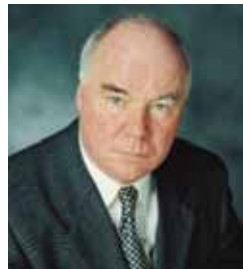
Postgraduate Education

The Foundation continues to support Medical, Nursing and Allied Health Professional education, particularly at postgraduate level. A number of research grants, bursaries, and fellowships, to allow individuals in training to pursue the acquisition of skills to be used in Ireland were awarded during the year. Some novel ways of encouraging research and facilitating overseas training, or continuing education are being considered – some in partnership with the Irish Cardiac Society, the Pharmaceutical Industry and the Department of Health and Children.

Other Matters

I undertook the medical Directorship in July 2005 and subsequently initiated a review of the numbers, membership and functions of the councils. The medical committee, which represents the councils, has welcomed this and agreed to prepare a document, on the role and functions of the medical committee and its relationship to the councils and Board, for the attention of the Board. This process has been initiated and will be completed in 2006.

It has been a great privilege to serve as Medical Director and build on the foundations laid so ably by my predecessors. In particular I would like to acknowledge the work done by Dr. Vincent Maher and his initiatives in developing many of the programs I report on, especially Heart Watch and the Foundation's Nutrition Policy.



Dr. Brian Maurer
Medical Director

Health Promotion

Health Promotion is a key activity of the Irish Heart Foundation and aims to make the healthier choice the easier choice for all targeted groups of the population. Our activities are primarily based in the workplace, in schools and in some community areas.

Workplace

Healthy Eating at Work

In 2005, 34 companies were certified with the Happy Heart at Work Healthy Eating Award and another 11 companies recertified. The annual awards were presented by Minister of State at the Department of Health and Children Sean Power, TD. Two new awards were introduced sponsored by Bord Bia and by Bord Iascaigh Mhara (BIM).

Health Awareness Days

Almost 50 Health Awareness Days were held in various workplaces throughout the country.

Lifestyle Challenge Physical Activity Programme

In total, the Lifestyle Challenge, which is part funded by the Irish Sports Council, was completed by 1,500 employees in 27 companies during 2005. A Physical Activity Training Workshop was attended by 23 companies in February 2005.

Information and Advice

A major part of activity supporting the workplace programmes includes ongoing dissemination of literature and information, telephone advice, the provision of information stands and health awareness days.



Minister of State Mr Sean Power T.D. presenting the BIM Happy Heart Healthy Eating Award to Masterfoods in Sandyford. Also in the picture is Michael O'Shea, Chief Executive, Irish Heart Foundation.



Employees from the HSE South, Skibbereen office receiving their certificates for completing the Lifestyle Challenge.

Schools

Action for Life is a practical and easy to use educational resource to help teachers teach health related physical activity in the classroom at both primary and secondary school level.

Action for Life Primary

During the year a total of 600 primary teachers were trained. In addition, training was provided to 160 teachers through a series of 10 summer workshops and in association with seven schools in Limerick through the PLUS network. An additional 18 tutors to deliver the training to teachers were trained in January 2005.

Action for Life Secondary

A total of 135 teachers attended in-service training days organised by the Department of Education and Science. Developments are underway on the updating of the AFL Secondary School Manual, in association with a number of stakeholders including the Department of Education and Science, Junior Cycle PE support service and University of Limerick.

Bizzy Breaks

A 10 minute physical activity break for the classroom at primary level: 5,000 sets of Bizzy Break packs were sent out to schools during the 2004-2005 school year.

Community

Happy Heart Offices are based in Carlow, Cork and Waterford. Through this network, the IHF works with the community to raise awareness of heart health. Activities include the dissemination of information and organisation of events at local level in support of campaigns such as Happy Heart Eat Out and Irish Heart Week.



Pupils from North Presentation Primary School in Cork city doing the Bizzy Break at Croke Park at the launch of Irish Heart Week.



Pupils from St. Brendan's Primary School, Cork taking part in their healthy lunchbox campaign during Irish Heart Week.

Key Community Events 2005

Carlow

A parent's evening around children's physical activity and nutrition took place in September and an information stand was provided at the Carlow Women's Health Network information evening. The annual schools poster competition attracted 700 entries from 18 primary schools.

Cork

Health talks to a wide range of community groups from ICA to active retirement groups, information stands and blood pressure checks and health assessment clinics took place in Cork throughout the year. The Lord Mayor of Cork, Deirdre Clune, presented first prize to the Mount Mercy College, Model Farm Road in the annual schools poster competition. Second prize went to Douglas Community College and third prize to Scoil Mhuire. In all there were 220 entries.

Waterford

Children in Jigsaw After School Club completed the 'Let's Get Physical' challenge and were presented with certificates of achievements. Overall 643 entries from 25 primary schools were received for the annual schools poster competition.

South Wexford Community

The Irish Heart Foundation worked on a project of promoting health through the arts in association with Blue drum and the South Wexford Community Group. Work has been progressing to develop this as a model for other community groups.



Children from the Jigsaw After School Club, Waterford after successfully completing the 6 week "Let's Get Physical" activity programme in 2005.



Irish Heart Foundation Dietitian, Janis Morrissey, at the presentation of the Happy Heart Healthy Eating Awards to 45 Irish organisations.

National Campaigns

Irish Heart Week

The theme for Irish Heart Week, September 25th-October 1st 2005, was "A Child's Heart for Life, through Healthy Eating and Active Living".

Highlights

- A conference, held in Croke Park on September 25th, was attended by 130 health professionals, teachers and industry representatives. New research in relation to the theme was presented, including the publication of Phase 2 of the 'Take Part' research by Dublin City University on barriers to physical activity by 15-17 year olds. This research was funded by the Irish Heart Foundation, Health Service Executive and Fingal County Council.
- Over 90,000 magazines for parents were distributed to relevant parties and the general public.
- Nearly 70 childcare facilities and 100 workplaces throughout the country requested Irish Heart Week materials and organised health awareness activities throughout the week.
- Happy Heart Community Groups organised a number of activities during the week.

- Health checks were conducted over three days at the National Ploughing Championships in association with Pfizer.
- National and local publicity in print and broadcast media as well as national and local radio advertisements supported the week.

Happy Heart Eat Out 2005

Happy Heart Eat Out runs for the month of June each year and the theme for 2005 was "Portion Size Matters". It aimed to encourage establishments to offer healthy options and create customer awareness of the healthier eating choice.

- Over 750 establishments took part including restaurants, pubs, hotels, café chains and 119 workplaces.
- 86% of customers felt that it is a good idea to offer a fruit/vegetable-based low-fat dish, and 42% of customers opted for the healthier choice.
- 28% of customers opted for a smaller portion.
- Extensive national and local publicity and advertising supported the campaign and communicated a positive healthy eating message.



Pictured at the launch of Irish Heart Week and Take Part were L-R: DJ Carey, Dr. Catherine Woods, Centre for Sports Science, DCU, Mr Sean Power, TD, Minister of State, Department of Health and Children and Catherine Wyrer, Principal of St. Mary's Holy Faith School, Killester.



Launch of Happy Heart Eat Out 2005 in the Phoenix Park with model Violet Ibanez.

National Heart Alliance

- Working through two sub groups, position papers on the marketing of unhealthy foods to children and physical activity, barriers and young people were developed.
- The European Heart Network report on the 'Marketing of Unhealthy Food to Children in Europe' was published on April 27th. Funding for this research was provided by the EU and 20 Heart Foundations across Europe including Ireland.
- The National Heart Alliance Position Paper on the 'Marketing of unhealthy food to children' was launched in November 2005 at a briefing to Oireachtas members and media. Those politicians who did not attend were sent a copy of the paper.

Advocacy

Throughout the year the Health Promotion Department continued a watching brief on relevant topics such as obesity; food marketing to children; physical activity in children; PE in schools and followed up on developments in relation to nutrition and food claims; TV without frontiers and new research. This involved liaising closely with the European Heart Network; preparing submissions to government and responding to media enquiries and compiling media articles.



Trevor Sargent, T.D., leader of the Green Party with Dr. Brian Maurer, Medical Director Irish Heart Foundation, at the launch of the National Heart Alliance Position Paper on the 'Marketing of unhealthy food to children' in the Royal College of Physicians, November, 2005.

Slí na Sláinte

Slí na Sláinte

Slí na Sláinte is a physical activity programme which encourages people of all ages and abilities to walk in their own locality by providing marked walking routes throughout the country. In 2005 six new Slí na Sláinte routes were launched, bringing the total nationally to 142.

The new routes were:

1. Clane, Co. Kildare
2. Kilmacthomas, Co. Waterford
3. Mayfield-The Glen, Co. Cork
4. Rosslare Strand, Co. Wexford
5. Athlone, Co. Westmeath
6. Roundwood, Co. Wicklow

Slí 2

Slí 2 is a development of the Slí na Sláinte programme to develop walking routes at workplaces. In 2005 six workplaces launched Slí 2 projects.

These included:

1. Dalkey Elderly Care Unit, Co. Dublin
2. Medtronic, Co. Galway
3. Navan General Hospital, Co. Meath
4. Sir. Patrick Duns Hospital, Dublin 4
5. Drogheda Concentrates, Co. Louth
6. Microsoft, Dublin 18

Maintenance

To ensure the continued success of the Slí na Sláinte programme it is essential that quality and safety on all the routes throughout the country is sustained. In 2005 we continued to work closely with several local authorities and communities, carrying out route audits followed by maintenance where needed.



Athlone, Slí na Sláinte



During 2005 the following Slí routes began either maintenance work, or the total re-design of the route.

1. Navan, Co. Meath
2. Nenagh, Co. Tipperary
3. Dungarvan, Co. Waterford
4. Drogheda, Co. Louth
5. Dundalk, Co. Louth
6. Lee Fields, Cork City
7. Castlebar, Co. Mayo
8. Cavan, Co. Cavan

Training

Thanks to continued funding from the Irish Sports Council, the programme for 'Walking Leader Training' is now in its sixth year.

The aim of the weekend training is to provide people with the skills necessary to lead walks and motivate others to walk in their local area. In 2005 over 100 people were trained as walking leaders through courses held in Limerick, Maynooth, Cork and Galway. 'Walking for Health' workshops were also given during 2005.

World Heart Day, September 18th 2005

World Heart Day was a great success in 2005, with over 280 walks taking place around the country. The walks heightened awareness of the benefits of walking for heart health and gave communities an opportunity to organise a local event.

Primarily a health promotion event, many communities also choose to use World Heart Day as a fundraiser for the IHF and in 2005 over €24,000 was raised.

Slí Challenge

Recording Km's walked and submitting the completed cards in return for pins continues to be an excellent motivational tool for hundreds of people all over the country.

Over 450 people have now received their Silver or Gold Slí pin in recognition of their walking achievements – that's over a quarter of a million Km's walked so far!



Mairéad Staunton & family enjoy World Heart Day 2005!



Hacketstown World Heart Day Walkers

Emergency Cardiac Care / Resuscitation Training

The Irish Heart Foundation's CPR and Emergency Cardiovascular Care (ECC) Programme has continued to expand the number of people it trains through its Basic Life Support (BLS), Advanced Cardiac Life Support (ACLS) and Paediatric Life Support (PALS) programmes.

The Foundation now has over 120 affiliated training sites situated throughout Ireland. These training sites include hospitals, ambulance services, Health Service Executive sites, voluntary bodies and commercial training organisations that teach a variety of courses to both members of the public and healthcare professionals.

In 2005 the programme trained over 34,000 people. There has been a significant increase in community training including the CPR for Family and Friends and Heartsaver AED courses. The programme remains affiliated to the American Heart Association as an International Training Organisation (ITO) and is proud to be one of the American Heart Association's ITOs which trains the largest number of people.

Heartsafe Community Programme

In March 2005 President Mary McAleese visited the Irish Heart Foundation and launched the Heartsafe Community Programme. The Programme is an Irish Heart Foundation initiative which aims to provide communities with the information, support and motivation to strengthen the 'Chain of Survival' in their community. The Foundation's resuscitation training programme is focused on the Chain of Survival concept which is based on four links – Early Access, Early CPR, Early Defibrillation and Early Advanced Care.

The Irish Heart Foundation awards 'Heartbeats' in recognition of each step a community takes to strengthen its Chain of Survival. Heartbeats can be earned for such things as CPR training, having an AED Programme or written plans for CPR/AED/Emergencies in your community. The programme recognises four different types of communities and each has different heartbeat criteria and requisites to become Heartsafe. The four different types of communities which can apply to the programme are: Communities (towns and villages), Schools, Workplaces and Healthcare Facilities.



The launch of Heartsafe with the President of Ireland, Mary McAleese.

There has been fantastic interest in the Heartsafe Community Programme and in June 2005 Dublin City Council was recognised as the first Heartsafe Community. This was followed by Edmondstown Golf Club which became the first golf club in Ireland to receive the Heartsafe Community award. Both facilities have placed AEDs within their organisations and have trained members in CPR and the use of the AEDs along with having written guidelines for emergencies and initiating heart health initiatives within their organisations.

Guidlines 2005

The International Liaison Committee on Resuscitation (ILCOR) released the 2005 Guidelines in November 2005. The guidelines are based strictly on the science consensus reached by physicians, nurses, scientists and researchers from around the world.

The new guidelines are being implemented into the Irish Heart Foundation's CPR and ECC Training Programme throughout 2006.

Basic Life Support (BLS)

Heartsaver Instructor Course

A pilot Heartsaver Instructor Course was held in November 2005. The Heartsaver Instructor Course was introduced into the programme in order to facilitate the increasing number of AED Responder and Public Access Defibrillation programmes being established. The programme was successful and a second pilot course will be conducted in 2006 when the new ILCOR guidelines have been rolled out across the programme.

Basic Life Support Instructor Training

Training Sites conducted 21 Basic Life Support (BLS) Instructor Courses throughout Ireland in 2005. This trained over 270 new BLS Instructors which has contributed to the growth in the number of people the programme is now training.

Advanced Cardiac Life Support (ACLS)

The programme now has 32 Training Sites providing Advanced Cardiac Life Support (ACLS) Courses. During 2005 these sites conducted a total of 119 ACLS Provider Courses throughout Ireland teaching over 2,400 ACLS providers.

The Foundation would like to thank Derek Barton, who stood down as Chair of the ACLS Council, for his overwhelming contribution to the programme and we welcome Mark Doyle to the position.

Two ACLS Instructor courses were held in January and December 2005. The two courses trained 45 new ACLS Instructors which added greatly to the pool of instructors available to teach ACLS provider courses.

Information and Research

Projects

Project: **Conference – Irish Angiology Society**

Status: This event took place in the Glenlo Abbey Hotel, Galway on 11 & 12 March. Funding of €48,000, was secured and 53 delegates attended.

Project: **Conference – Stroke Study Day**

Status: This event took place in the Burlington Hotel, Dublin on April 29. Sponsorship of €15,000 was secured and 185 delegates attended.

Project: **Regional Cardiomyopathy Information Day**

Status: This event took place in Enniskillen on May 21st. Dr Pascal McKeown, Queen's University Belfast, Dr Deirdre Ward, University College Hospital London and Stephanie Cruickshank, UK Cardiomyopathy Association spoke at the meeting and 50 delegates attended.

Project: **Defibrillator Patient Group**

Status: Medical Alert cards are now available from the IHF for patients with ICDs. The Group's patient information day took place on June 10 and was attended by 230 people. Funding was provided by Medtronic, Cardiac Services and PEI.

Project: **Cardiomyopathy Patient Group Dublin Information Day**

Status: This event was held on Saturday 22 October in the Gresham Hotel, Dublin. Dr Brian Maurer, Dr Angie Brown and Roger Clancy (Coyle Hamilton) spoke at the event and 60 patients and their families attended.

Project: **Long QT Patient Group**

Status: Meetings took place to establish a support group for people with Long QT Syndrome.

Project: **The Second Sudden Adult Death Conference**

Status: This event was held on November 5th 2005 in the O'Reilly Hall UCD. Income of €30,936 was received for the event from commercial sponsorship and delegate lunch fees and 500 delegates attended (nurses, GPs, physicians, emergency medical personnel, cardiac technicians and bereaved families).

Project: **Peripheral Arterial Disease Conference**

Status: This event was held on November 26th 2005 in the Four Seasons Hotel, Dublin. Funding of €41,000 was secured from Bristol Myers Squibb and 60 attended.

Project: **Health Promotion Leaflets for distribution by Department of Health**

Status: The IHF has printed 50,000 of each of its health promotion leaflets for distribution by the Department of Health and Children. It is hoped that this will ease the burden of distribution currently on the IHF and allow us to examine other outlets for the publications to widen the spread of information in the community.

Project: **Patient Information Booklets**

Status: All booklets were updated during 2005. They will now include a section where readers can choose to make a donation to the IHF or to volunteer to help fundraise.

Project: **National Stroke Audit**

Status: Seven tenders were received for Stroke Audit services. The successful research team was from the RCSI and Trinity College and was making good progress on the Audit during 2006.

Information Technology

Website

- Website Page Impressions: Average 71,478 per month
- 2005 Online Donations: €8,270
- 2005 Online Orders (promotional items and literature): €6,951
- Promotional items for www.irishheart.ie were distributed to GP surgeries. These included mouse mats, memo holders and a DL brochure and poster.
- The www.wearredday.ie microsite was added to the irishheart.ie domain to highlight the project.

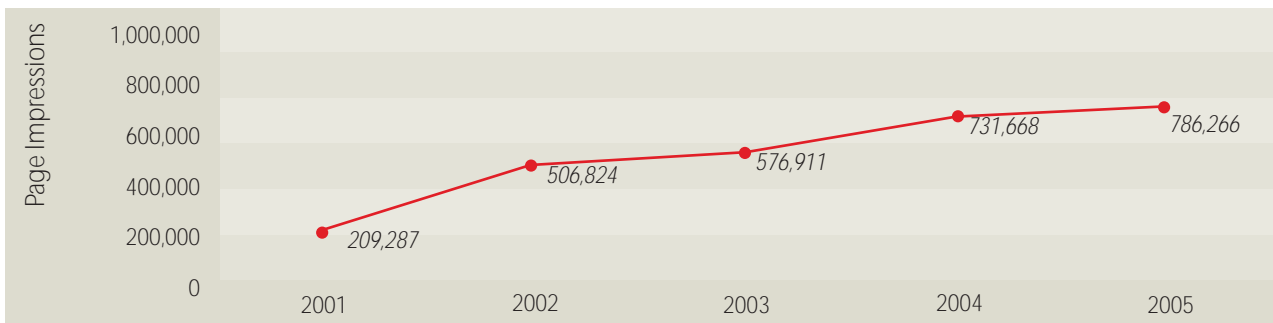
Network & Phone system

An upgrade of the IHF Network and phone system was undertaken to accommodate the growth of the Foundation, remote access needs of the staff and security issues of the system.

Helpline

A Lo-Call number was created and assigned to the Irish Heart Foundation to accommodate the helpline service. The number is 1890 432 787 (1890 – HEARTS).

Page Impressions: 2001-2005



Comparison of page Impressions annually since 2001.

(Note: www.irishheart.ie was re-designed and re-launched in September 2004. September 2004 stats are a mixture of the old and new website stats)



Dr. Joe Galvin, Dr. Will Fennell and Dr. Bill McKenna at the Irish Heart Foundation conference on Sudden Cardiac Death.



The President of Ireland, Mary McAleese, with the founder of the Irish Heart Foundation Dr. Risteárd Mulcahy at the launch of the Heartsafe Community Programme.

Fundraising

2005 proved a difficult year for fundraising in light of many natural disasters throughout the world requiring financial support. A principal factor was the large public focus on the south east Asian Tsunami – and the effect of this was felt in general across the charity sector in Ireland.

Church Gate Collections from January to March were cancelled or postponed which caused a loss of income to the Foundation. However, they continued at the usual level for the remainder of the year. To compensate for this the Christmas Raffle, piloted in the greater Dublin area in 2004, was extended to Cork, Galway, Offaly, Westmeath, Mayo and Sligo, resulting in significant gains for the Foundation.

Happy Heart Weekend

Happy Heart Weekend, the Foundation's biggest national fundraising event, took place 12th – 14th May 2005. As fundraising continued for overseas aid, volunteer recruitment proved difficult, corporate sponsorship was not forthcoming and the introduction of Wear Red Day

reduced staff numbers available for Happy Heart Weekend, the results were disappointing. The income from sales of Happy Heart pins was €342,910 compared to €410,000 the previous year.

Wear Red Day – Friday 13th May

The Irish Heart Foundation introduced a special 'Wear Red Day' as part of Happy Heart Weekend 2005. 20,000 companies and retail outlets were canvassed to ask their staff to wear red clothes on Friday, May 13th and to donate €2 to the Irish Heart Foundation. Almost 2,000 companies responded and with matched donations, €69,000 was raised. Wear Red Day 2005 was supported by Thomes Crosbie Holdings, Boots & Dunnes Stores. Wear Red Day 2006 will take place as a stand alone project.



Happy Heart Weekend Volunteers collecting in Cork.



Dunnes Stores shopfront, supporting Wear Red Day.

Skipathon

Skipathon is a fun way of encouraging school children to take exercise while raising funds for the Irish Heart Foundation. It makes a significant contribution to the funding of research and health promotion programmes. For 2005, over 800 schools took part and this initiative raised over €215,000. We also included "Bizzy Break", a physical activity resource for children of all ages with two free copies available to all participating schools.

Black and Gold Halloween Ball

Over 400 stylishly dressed guests gathered at the Four Seasons Hotel to celebrate the Halloween season. The event was sponsored by Veuve Clicquot champagne and supported by Waterford Crystal. In grand style an army piper showed the way in to dinner where the Rose of Tralee, Aoibhinn Ni Shuilleabhain gave a welcoming speech. The sounds of Paddy Cole and his jazz band kept the dance floor packed until the small hours. Over €100,000 was raised.

Golf Classic K Club

The Annual Golf Classic held on Monday 11th July at the K Club and was an outstanding success. John McKillen's team had the winning score and received the Irish Times Perpetual Trophy and a first prize of four John Rocha Crystal Vases, donated by Waterford Crystal. Over €75,000 was raised.

Annual Walk

Hurling legend DJ Carey joined 40 walkers on the annual Overseas Walk in Cuba. The walk, delayed by hurricanes to November 2005, was one of the most challenging and interesting of all walks. While these walks play an important role on the fundraising calendar, they also provide an important opportunity to broaden the network of volunteers for other fundraising activities. In 2005 the walk raised €188,467. With DJ's continued support, 60 registered walkers are fundraising for the walk in Tanzania 2006.



Hurling legend DJ Carey at the launch of the 2005 Overseas Walk to Cuba.



The Irish Heart Foundation Ball.



"We sold a happy heart to Colin Farrell".

Regional Fundraising

Regional activities included the annual Over 60's Concert in Cork, sponsored walks in Roscommon and Wexford. A partnership with National Irish Bank raised €53,521 and Ulster Bank also contributed €25,000 from staff fundraising initiatives.

Many thanks to the fundraising teams for their achievements in 2005. During 2005 the Department welcomed two new staff members – Jeremy Perrin, Regional Manager for Dublin, Kildare & Wicklow and Anne Riordan, Regional Manager for Munster. These placements were due to the retirement of Joe Fitzpatrick and Paddy O'Brien.

Important challenges remain, particularly in the development of Happy Heart Weekend and local events which provide cost effective returns and partnerships with event sponsors.



The launch of Happy Heart Weekend and Wear Red Day in Sligo including Regional Manager, Frances McAndrew.



Women taking part in the Cork Mini Marathon.

Skipathon rhyme winner Sharon Moran from Mohill, Co.Leitrim with Shane from Westlife.

Statement of Financial Activities

for the year ended 31 December 2005

	2005 €	2004 As restated €
Income		
Happy Heart Weekend	342,910	413,185
Walks	188,467	243,338
Regional Managers' fundraising	600,150	636,035
Skipathon	215,511	241,690
Bequests	1,379,531	420,915
Slí na Sláinte income	131,038	131,832
Health Promotion income	166,073	152,000
Department of Health contribution	114,000	113,000
Pennies from Heaven	-	7,000
Other income	1,492,771	1,590,121
	4,630,451	3,949,116
Expenditure		
Happy Heart Weekend	(131,209)	(162,243)
Walks	(132,889)	(116,986)
Health Promotion	(1,098,694)	(1,212,140)
Central administration	(701,074)	(524,842)
Regional organisation	(469,129)	(468,391)
Skipathon	(118,493)	(140,863)
Research expenditure	(199,608)	(195,224)
Slí na Sláinte expenditure	(78,437)	(118,795)
Other expenses	(594,712)	(501,082)
	(3,524,245)	(3,440,566)
Surplus for the year	1,106,206	508,550
Other recognised gains and losses		
Unrealised gains on fixed asset investments	152,609	179,426
Realised gains on disposal of fixed asset investments	201,214	62,143
Actuarial loss recognised in the pension scheme	(8,000)	(28,000)
Total recognised gains and losses for the year	1,452,029	722,119
Prior year adjustment – change in accounting policy	(138,000)	
Total recognised gains and losses since last annual report	1,314,029	

On behalf of the board

J. Casey
Director

B. Griffin
Director

Commentary on Financial Statements

General Comment

The results for the year to 31st December 2005 showed a surplus of €1,106,206 compared to a surplus of €508,550 in the previous year.

The main elements are as follows :

Income

Overall income increased by 17.3% from €3,949,116 in 2004 to €4,630,451 in 2005.

In common with many national charities income from many of our local events and well established annual fundraising activities were adversely impacted by the response to exceptional international events and disasters. Our Church Gate Collections, our Happy Heart weekend and Skipathon events were so affected, declining by just over 10% from €1,290,910 in 2004 to €1,158,571 in 2005. While experiencing a decline we are very conscious of the commitment of our large number of volunteers and of the effects of our regional organisations and their appreciation of the importance to the Foundation of the local element of our fundraising activities.

Bequest income increased from €420,915 in 2004 to €1,379,531 in 2005 underlining the importance of this source of income to the Foundation.

Expenditure

Overall expenditure increased by 2.4% over the previous year, mainly reflecting movements in activity levels, some of which tend to be of a cyclical nature.

Overall I am pleased to report that the financial position of the Foundation remains strong.

Jack Casey
Chairman
Finance Committee

Irish Heart Foundation 2005

Patron: Mary McAleese, President of Ireland

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Mr. B. Griffin
Mr. V. McCabe

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Dr. C. McCreery
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Prof. C. Normand
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Arrhythmias
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Advanced Cardiac Life Support
Chair: Dr. M. Doyle
Basic Cardiac Life Support
Chair: Dr. J. Clarke
Blood Pressure
Chair: Dr. A. Stanton
Cardiovascular Genetics
Chair: Prof. I. Graham
Heart Failure
Chair: Dr. K. McDonald
Nutrition
Chair: Dr. D.O'Shea
Peripheral Arterial Disease
Chair: Mr. M. O'Donohue
Physical Activity
Chair: Dr. C. O'Brien
Stroke
Chair: Prof. D. O'Neill
Women & Heart Disease
Chair: Dr. K. McGarry

Chief Executive

Mr. M. O'Shea

Medical Director

Dr. Vincent Maher *until July 2005*
Dr. B. Maurer *after July 2005*

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Mr. V. McCabe

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Catherine Laffan
Yvonne Kelly
Janis Morrissey
Susan Buckley
Sabrina Gollnow

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Nuala Campbell
Rita Breen
Susan O'Dwyer

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Ronan Cavanagh

Resuscitation
Sarah Cain
Odhran Lynch

Slí na Sláinte
Tanya Comber-Rait

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Barbra Dalton

Research & Information
Tracy Egan

Information Line
Marie Upton

Information Technology
Adrienne Egan

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Bryan Duncan

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