



Your Health... Your Heart



IRISH
HEART
FOUNDATION

ANNUAL REPORT 2001

Cardiovascular Disease (including Angina, Heart Attack, Stroke and other circulatory diseases)

*is the single largest cause of death in Ireland,
greater than Cancer.*

*In 2000 it accounted for 41% of deaths in Ireland.
Despite recent improvements, Ireland still has double the
EU average for premature (pre 65 years) deaths from
Cardiovascular Disease (CVD).*

*The Irish Heart Foundation (IHF) is the only national
voluntary organisation working towards the prevention of CVD.
A combination of genes and lifestyle determines one's susceptibility
to CVD. Through medical research, school,
workplace and community-based lifestyle programmes, the IHF
is working to reduce the unacceptable level of premature death
and disability from CVD.*

*The IHF has an annual budget
of €3.0 million, 85% of which is generated from fundraising events,
bequests and private and corporate donations.*

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Advanced Cardiac Life Support
Arrhythmias
Basic Cardiac Life Support
Blood Pressure
Cardiovascular Genetics
Heart Failure & Cardiomyopathy
Nutrition
Physical Activity
Stroke
Women & Heart Disease

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Chief Executive

Mr. M. O' Shea

Medical Director

Dr. V. Maher

Finance & Administration Manager

Mr. J. Moran



Message from Dr. Brian Maurer MD FRCPI FACC FESC

PRESIDENT IRISH HEART FOUNDATION

In 2001 the work of the IHF continued to be relevant and important. Our programmes in health promotion bring a strong message of the importance of a healthy lifestyle to the workplace, schools and the wider community. The government's strategy "Building Healthier Hearts" has given health promotion a much greater emphasis and this is reflected in the number of health promotion professionals newly employed by health boards. Our information service for patients and members of the public is widely used on a daily basis. The IHF's programmes in pre-hospital care continued apace during the year. Government support for this training was increased significantly and this reflects the high standards and quality inherent in these programmes.

A core activity of the IHF in 2001 was our efforts to identify the priorities for implementation in regard to the recommendations outlined in "Building Healthier Hearts". Our two conferences on implementation, which centred on hospital services and primary care, brought together all the important stakeholders and identified the areas, which should receive priority in implementation.

The Advisory Forum has accepted the recommendations from the IHF and much progress has been made on these priority areas. Work is in progress to enact the necessary legislation to enable E.M.T.s (Emergency Medical Technicians) to administer cardiac care drugs. Much work is ongoing on the provision of chest pain assessment units in acute hospitals. The availability of rehabilitation facilities has been greatly extended. A programme in secondary prevention at primary care level will be introduced in 2002. The Minister for Health and Children has agreed to implement in full the interim report of the tripartite group on manpower planning, which recommended that an additional 24 cardiologists be appointed in 2002. We will continue to encourage government to implement the strategy in full as speedily as possible.

Our medical councils continue to be active and important policy and recommendations have been agreed in many areas. Our Stroke Council published an excellent report entitled "Towards excellence in Stroke Care in Ireland". The Heart Failure Council convened a meeting of key players and produced a document on the management of heart failure, which has been accepted by the Advisory Forum, who are considering implementation details.

Two new members joined our Board during the year. Mr Brian Griffin, from Cement Roadstone Holdings, will bring valuable business knowledge and expertise and he is heartily welcome. Dr. James Crowley, Cardiologist, from University College Hospital, Galway, will bring clinical experience and we are delighted to have him on the Board.

I would like to extend my sincere thanks to all members of the Board and committees, for their valuable voluntary service in to IHF in 2001. I am pleased to commend all the IHF staff for their tremendous achievements during the year. My thanks to the thousands of fundraising volunteers, who gave their time free of charge. We can look forward with confidence to making progress in achieving our mission – the reduction of premature death and disability from cardiovascular disease and stroke - in the years ahead.

Medical

2001 was another productive year for the medical department and IHF councils. The ten medical councils were all active during the year.

The new **Council on Cardiovascular Genetics** was established and attracted keen interest given the importance of this subject. The council set out their terms of reference which considered areas such as communication, education, research, databases, guidelines for clinical diagnosis, public awareness and ethics and the law in relation to cardiovascular genetics.

The Stroke Council held its fourth annual stroke study day in May. The theme of the conference was "Brain recovery following stroke / neuroplasticity". The Stroke Report which is a comprehensive document detailing a national strategy for stroke care was completed and launched in Dr. Steevens's Hospital. This report clearly outlines the way forward in Stroke Care in Ireland. A particularly strong emphasis was placed on Stroke Units, which will allow multidisciplinary care to be used to optimise patient recovery.

The **Council on Women and Heart Disease** presented a 50 year assessment (1950-1999) of Heart Disease Mortality in Ireland - in relation to gender differences - at a very well attended meeting held at the Royal College of Physicians in February. This meeting drew great media interest and highlighted the lack of recognition of women's heart disease worldwide.

The **Council on Hypertension** held a very successful symposium on blood pressure measurement and treatment at the Four Seasons Hotel in Ballsbridge. This was attended by over 100 GPs and proved very useful. It is an example of how the IHF is trying to reach out to all who deliver health care to the community.

Our **BLS Council** has been very active and has broad based support including links with the Irish Red Cross. They are planning on increasing the number of BLS instructor courses being provided.

The **Council on Nutrition** was very busy and completed their booklet on familial hypercholesterolaemia and a statement for children's heart health nutrition guidelines.

Irish Angiology Meeting

The second Irish Angiology Society (IAS) meeting took place on the 1st, 2nd and 3rd of November in the Stillorgan Park Hotel. The meeting was opened by a Questions and Answers session on the importance of a family history of heart disease. Dr. John Bowman chaired this session and Prof John Martin, Prof David McConnell, Prof Ian Graham, Prof Paul Nichols and Prof Des Fitzgerald were on the panel. The main meeting was very well attended with three international speakers and a number of Irish speakers from the North and South. The first ever, Young Investigators Award went to Dr John Fennell. He received a Silver Medal and £1000 for his research.

Secondary Prevention Cardiovascular Disease study in Primary Care During the summer months the Medical Director of the IHF met on numerous occasions with representatives of the Irish Congress of General Practitioners and the Department of Health and Children to iron out the technical aspects of the national secondary prevention project in General Practice. A final document was prepared which was accepted by the national committee.

Information

Since its foundation in 1966, a key role of the IHF has been the production and distribution of information on all aspects of heart health. Demand for information comes from the general public, cardiac patients, and the acute cardiac care units throughout the country. In addition the information department is responsible for the provision of training to nurses specialising in cardiac care.

Training

There has been particular emphasis on the emerging specialist roles for nurses and health care professionals as a result of the Cardiovascular Health Strategy. The IHF Heart Failure Nurse Training Programme aims to assist hospitals in designing and setting up multidisciplinary heart failure programmes, to reduce hospital admissions and improve quality of life for heart failure patients.



Pictured at the third Heart Failure Course left to right: Front row: Geraldine Ryan, James Connolly Hospital; Mary Ryder (Heart Failure Specialist Nurse), St. Vincent's University Hospital; Bernadette Parsons, Portlaoise General Hospital; Kathleen Kirwan, IHF; Back row: Lorna Timmins, St. Vincent's University Hospital; Emma Kieran, St. Vincent's University Hospital; Marie Murray, Longford/Westmeath General Hospital, Mullingar; Brona Travers (Heart Failure Specialist Nurse), St. Vincent's University Hospital; Maria O'Donovan, Cork University Hospital; Fiona Kelly, Merck Pharmaceuticals.

Heart Failure Courses

Three heart failure courses were held in 2001 in association with St. Vincent's Hospital. Attendees included nurses from; Tullamore, Cork University Hospital, University Hospital Galway, AMINCH Tallaght, Sligo, Letterkenny, Longford, Westmeath, Portlaoise, James Connolly Memorial Hospital, Mater Private, St. Mary's Pheonix Park, General Hospital Nenagh, Cavan General and Merck Pharmaceuticals.

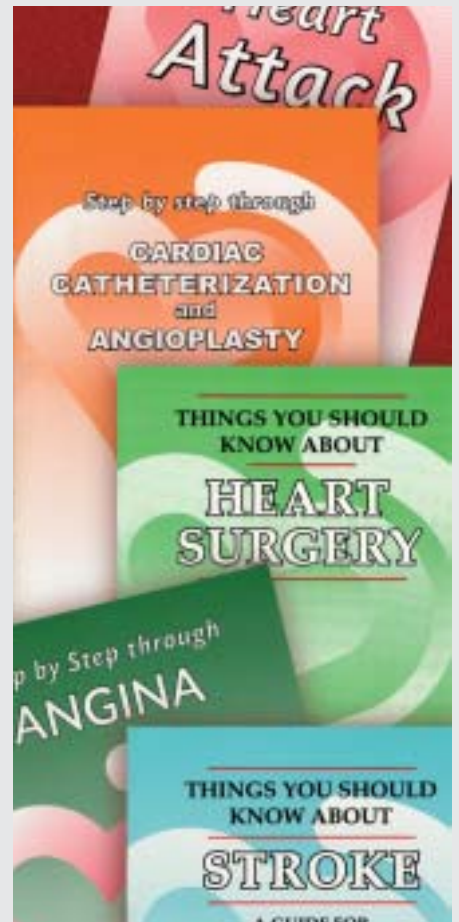
Heart Health Action Courses (one-day)

These courses are directed at all nurses involved in hospitals, the community, GP practices and occupational health. The aim is to promote client empowerment and encourage heart health lifestyle changes. Nurses encounter on a daily basis people seeking guidance and reassurance after heart attack, stroke and cardiac procedures. Two heart health action courses were held in 2001.



Patient Information

In response to client needs a number of patient information books were updated - Heart Attack, Cardiac Catheterization, Angioplasty and Angina.



Heart Health Presentations

- ♥ Presentations to student nurses and the public.
- ♥ Facilitation of visits to IHF by student nurses.

'By putting the Patient/Client at the centre of care, they become part of the team. With positive support, communication and guidance, they regain control over their lives. Modification of lifestyle helps prevent further cardiac events, maximises recovery and enhances quality of life'

Health Promotion

The work of the IHF is about encouraging and supporting people to lead healthier lifestyles thereby reducing risk of heart disease. The Health Promotion Department undertakes the bulk of this work through the creation and delivery of a range of health promotion programmes. These are primarily settings based in the workplace, in community areas and in schools. In addition the department liaises with health boards and a range of other agencies with a view to creating a more supportive environment for heart health.



Happy Heart at Work

- ♥ Over 350,000 employees in 650 companies are currently involved with the Happy Heart at Work Programme.
- ♥ In 2001 over 2000 employees participated in Happy Heart Lifestyle Challenge, a 12 week programme of physical activity encouraging people to take regular physical activity at a level that suits them. This programme is part funded by The Irish Sports Council.
- ♥ Under the Healthy Eating Programme, over 200 companies have been certified for the Happy Heart Healthy Eating Award. In 2001 21 companies received this award.
- ♥ 120 companies attended a National Workplace Conference, supported by the Health Promotion Unit and the Eastern Region Health Boards to discuss effective health promotion and an independent evaluation of Happy Heart at Work. This evaluation, carried out by NUI Galway showed that the programme is flexible, provides attractive materials with professional support and offers value for money.

Workplace

Happy Heart at Work, established in 1992 is the flagship of the IHF's health promotion programmes. It is an integrated lifestyle programme for the Irish workforce and is designed to improve lifestyle habits of employees in relation to: Healthy Eating, Quitting Smoking, Physical Activity and Personal Stress Handling.



Fergus Whelan, ICTU and Richard Wynne, Work Research Centre, pictured with Maureen Mulvihill, IHF, at the Employee Health Conference 2001



Dr. John Bowman, journalist and broadcaster, Ursula O'Dwyer, Aoibheann O' Connor and Michael O'Shea, IHF, pictured at the presentation of a Healthy Eating Award to Brian Connolly, Mater Hospital.



Chef Manager Aoife Kane, Sodexo Catering and Maire Tarpey, Occupational Health Nurse, Schering Plough, Rathdrum receiving the Healthy Eating Award.

Schering Plough

As part of a comprehensive programme for employees, occupational health nurse, Maire Tarpey, has coordinated several aspects of Happy Heart at Work in Schering Plough. They have organised the Lifestyle Challenge physical activity module for the past 4 years, each year bringing on more events and activities and

reaching more employees especially those on shift work.

Schering Plough has also been certified with the Happy Heart Catering Award for the provision of healthy catering practices and for a variety of healthy options offered in their staff canteen.



Activities in support of the workplace programme include dissemination of materials and the provision of information stands.

Schools

Action for Life is a physical activity programme for primary schools aimed at motivating young people to lead healthy and active lifestyles. The programme was developed by a team of health promoters, exercise specialists, primary school teachers, physical education and primary school inspectors. Action for Life provides a valuable, practical and easy to use educational resource package to help teachers teach health and physical activity in the classroom in both primary and secondary schools.



Trainer Sheila O'Sullivan leading an Action for Life class as part of a tutor training day for primary school teachers

Community

Happy Heart programmes are located in Carlow, Cork, Galway, Sligo, Waterford and Wexford. These programmes allow the IHF to work within the community, raising awareness of heart health. They provide a network for the dissemination of information and organise local events to support Irish Heart Week and Happy Heart Eat Out.



Maura Folan, Chair Happy Heart Wexford, Frances Whelan, Health Promotion Officer SEHB, and Catherine O'Leary, IHF, pictured at the presentation of awards for a poster competition in Wexford.



Barbra Dalton, Tanya Comber and Anne Brazil, IHF, with members of the Happy Heart Waterford committee at the launch of the Slí na Sláinte route in Stradbally, Co. Waterford in June.



Paddy O'Brien and Sr. Siobhan Ryan, IHF Cork, preparing for Eat Out 2001

Action for Life

- ♥ 22,000 Action for Life resource units have been distributed to 3,000 schools and over 2,000 teachers have received induction training, organised by the Health Boards.
- ♥ In 2001 600 teachers were trained in almost all health boards. In July a training and review workshop was held and a new trainer manual was also produced.
- ♥ Work on a resource for the new PE syllabus for second level teachers began and is being piloted with PE teachers in Cork.
- ♥ A Happy Heart resource for Transition Year, **Transition - a Journey of Exploration**, was also developed addressing healthy eating, physical activity, stress management and study skills.

Community

Activities at local level promoting heart health in 2001 included:

- ♥ Walking events on Slí na Sláinte routes and 'Family Walks' organised monthly in Waterford.
- ♥ Schools poster competitions were held in Carlow, Waterford and Wexford primary schools with the theme 'Be Active for a Happy Heart'. In Cork the theme was 'Be Smart Don't Start'.
- ♥ Public information talks and information stands for National No Smoking Day were organised in all areas.

National Campaigns

Happy Heart Eat Out *Eat Out*

The Eat Out Campaign, now in its 10th year, is an education campaign encouraging restaurants, hotels, coffee shops and pubs to provide healthy choices on their menus. Taking place every June, Eat Out links in with the theme of National Healthy Eating Week and also encourages customers to ask for healthy choices when eating out.



Catherine Kane, Manager Muse Café, Caroline Coen, IHF and Liz Cummiskey Kerry Foods, pictured at the presentation of a holiday voucher to Muse Café for their participation in Happy Heart Eat Out.



Launch of Eat Out 2001

Irish Heart Week

Irish Heart Week is an annual event which aims to raise awareness of heart health. Every year a specific audience is targeted with a particular heart health message and in 2001 activities were mainly directed at the workplace through the holding of a National Conference and the development of new workplace materials. In support of activities for the general population the 'Get Active' physical activity message (as part of the Department of Health & Children's campaign) was also adopted.



Janet Farrell, IHF, Dr. Fionnuala Ní Ghrainne and Garry Grogan, Happy Heart Carlow, pictured with Dr. Michael Conway, consultant cardiologist at a public lecture in Carlow for Irish Heart Week.



Information Stand in Waterford as part of Irish Heart Week



Eat Out

- ♥ 300 establishments participated in Eat Out and evaluation showed that 85% met the criteria of offering low fat choices consistent with previous years.
- ♥ 70 workplaces used the Eat Out materials to promote healthy options for National Healthy Eating Week.
- ♥ The Happy Heart Catering Award in association with the North Eastern Health Board, acknowledges compliance with smoking regulations, food and hygiene as well as the provision of healthy food choices. It was positively evaluated in 2001.

Heart Week

- ♥ Happy Heart Groups in Carlow, Cork, Sligo, Waterford and Wexford organised a range of events for Irish Heart Week.
- ♥ In Cork over 23 activities were organised including public talks, information stands and physical activity sessions for older and younger people.
- ♥ A public lecture took place in Carlow with Dr. Michael Conway, consultant cardiologist and Chairman IHF Nutrition Council as guest speaker.
- ♥ Information stands were in place in local shopping centres around the country.
- ♥ Schools, third level colleges and workplaces were targeted with Heart Week information.
- ♥ Walks were held on Slí na Sláinte walking routes and Happy Heart Waterford promoted a 'Leave

Construction Workers Health Trust

The IHF works closely with the Construction Workers Health Trust (CWHT) to address health and lifestyle issues for construction workers. To date over 10,000 construction workers have availed of heart health assessments, where they have the opportunity to have their blood pressure, body mass index and cholesterol levels checked. As a result the IHF have identified risk factors for heart disease for construction workers and are currently working in collaboration with the CWHT to address these factors. For example, over 250 construction workers stopped smoking on Ash Wednesday with 'Kick the Habit' and after 3 months 43% were still stopped.



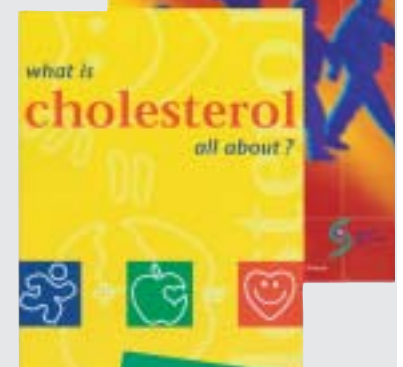
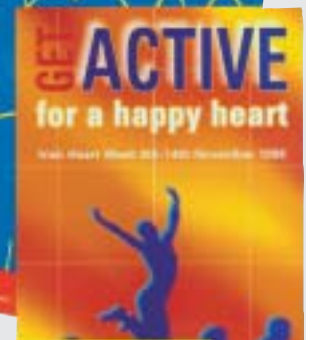
Minister for Health and Children, Mr. Michael Martin pictured with construction workers at the launch of the 'Kick the Habit' campaign 2001.

National Heart Alliance

The National Heart Alliance was set up by the IHF as part of the European Heart Health Initiative with funding from the EU and represents 38 organisations. Much of the work of the Alliance has been to progress action, particularly in the area of policy and legislation, and to foster more collaboration between all those working within and outside the health sector, who have an influence on heart health. The focus of its activities is on advocating for change regarding smoking, nutrition and physical activity, specifically in relation to children and young people.

In July, a national conference focussing on physical activity for children and a position statement on 'Promoting Physical Activity for Children' was published to coincide with the conference. Follow up included a mail out to a wide number of organisations, local authorities and politicians - all who have a role to play in influencing policy. The National Heart Alliance also requested the IHF's Nutrition Council to prepare a position paper on Nutrition for Children, for publication in 2002

These papers provide important background material for submission to government.



Slí na Sláinte

Slí na Sláinte is another of the IHF's health promotion programmes. Developed in 1996, Slí is aimed at encouraging people of all ages and abilities to walk for pleasure and good health. This is done through the development of a network of marked and measured walking routes throughout the country and through the promotion of walking in communities and the workplace.



Tanya Comber, IHF, at the launch of 100th Slí na Sláinte route on Bere Island, Co. Cork, Nov. 2001



Mr. John Lonergan, Governor Mountjoy Prison and Mr. Paddy Murphy, Executive Director Slí na Sláinte at the launch of Slí 2 in Mountjoy Prison, July 2001



Slí Challenge:
Walk 500km and
get a silver pin -
Walk 1000km for
gold



Routes

13 Routes launched in 2001.

- ♥ General Hospital, Cavan
- ♥ Ennis, Co. Clare
- ♥ Blarney, Co. Cork
- ♥ Kilworth Co.Cork x 2
- ♥ Kilbrittan, Co. Cork
- ♥ Bere Island, Co. Cork
- ♥ Lifford/Strabane, Co. Donegal
- ♥ Milltown, Co. Galway
- ♥ St.Davnett's Hospital, Monaghan
- ♥ Rosses Pt, Co. Sligo
- ♥ Stradbally, Co. Waterford
- ♥ Avondale, Co. Wicklow

101 routes in total

Slí 2

A series of 3 motivational signs to promote physical activity throughout the day were introduced in 2001



Introduced to:

- ♥ Arnotts
- ♥ Ennis General Hospital
- ♥ ICGP
- ♥ Limerick Hospital
- ♥ Mountjoy Prison
- ♥ SIPTU

World Heart Day

WHD is an annual event organised by the World Heart Federation aimed at increasing worldwide awareness of the importance of heart health. Each year in Ireland the IHF takes part in WHD through the Slí programme. People are encouraged to organise a walk on WHD, ideally on their local Slí route. In 2001 over 260 walks were organised, some of which received extensive local media coverage. Some walks combine fundraising with health promotion and over €6,000 was raised last year.



Minister for Health and Children, Mr. Michael Martin launches World Heart Day 2001.



Heart & Stroke Foundation of Canada embrace the Slí programme in Vancouver.

Slí International

A huge compliment to the Slí programme and the IHF is that 10 heart foundations around the world have chosen to introduce the programme. These include: Canada, Finland, Germany, Italy, Netherlands, Northern Ireland, Norway, Sweden, USA and UK. In each country the Slí symbol and signs are used and the IHF is in regular contact with each partner country to discuss and assist programme development.



Slí Training

Slí na Sláinte training is aimed at giving people the skills to promote health enhancing walks in their area and to encourage use of local Slí na Sláinte routes.

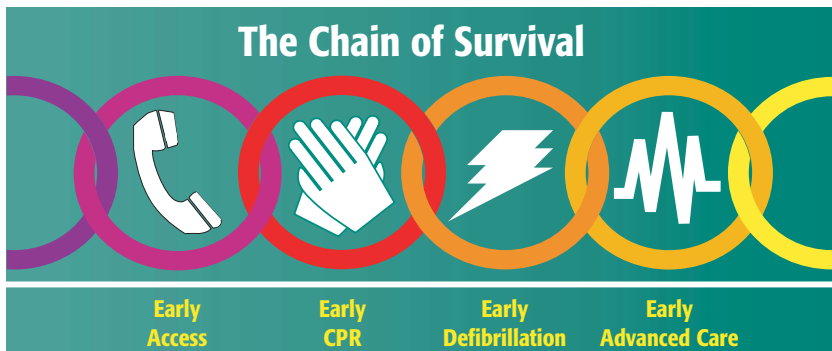
- ♥ New training format introduced in 2001
- ♥ Weekend courses & one-day workshops held.
 - Kilfinane, Co. Limerick
 - Avondale, Co. Wicklow
 - Maynooth, Co. Kildare
 - Thurles, Co. Tipperary
 - Tallaght, Co. Dublin
- ♥ Approx. 80 people trained.
- ♥ Over 400 people in total now trained as Slí leaders.
- ♥ Supported by The Irish Sports Council.



Kay Carroll became involved with Slí na Sláinte in 1999 when she organised the installation of a 4.5km walking route in Tara Co. Meath. Since then Kay has trained as a Slí Walking Leader and has set up the Tara Social & Walking Club which meet weekly to walk the Slí route. Kay is also a World Heart Day organiser having arranged walks in her local community on WHD for the past two years.

Resuscitation

The IHF Resuscitation Programme is now regarded as the accreditation body on resuscitation in Ireland. Over 55 hospitals, ambulance services, fire services, voluntary organisations and commercial training sites are registered and affiliated with the IHF. This number is growing weekly. Responsibilities of the Resuscitation Department include; accreditation body administration and management; provision of training and resource information; statistics; research and evaluation. The primary aim of the IHF with regard to resuscitation is pre-hospital care. The Resuscitation Department is involved with the four links of the "Chain of Survival"



The IHF is the only organisation in Ireland offering Basic Life Support (BLS) / Automated External Defibrillation (AED) instructor training and instructor recertification to members of all disciplines and organisations nation-wide. Course participants on all IHF recognised provider courses in these disciplines receive an American Heart Association course completion card. These are world recognised in the area of resuscitation and many medical personnel require this certification to work in areas abroad.

Importance of AED

The most common cause of sudden cardiac arrest is an abnormal heart rhythm called ventricular fibrillation (VF). When VF develops, the rhythm of the heart becomes chaotic and the heart is unable to pump blood. The treatment for VF is defibrillation with a medical device called a defibrillator. A defibrillator delivers a shock to the heart. The shock interrupts the chaotic rhythm and allows the normal rhythm to resume. The time from collapse to defibrillation is the most important determinant of survival from sudden cardiac arrest. The shorter the time between collapse, receiving cardiopulmonary (CPR/BLS) resuscitation and defibrillation, the greater the victim's chance of survival.



Basic Life Support (BLS)

2001 saw the introduction of the AED training programme in Ireland. All BLS instructors must now also train as AED instructors and members of the community and workplace should also have an opportunity to complete an AED provider course.

- ♥ 380 BLS instructors were trained as AED instructors
- ♥ 116 new instructors trained in both BLS & AED.
- ♥ 130 instructors re-certified as BLS instructors and then trained as AED instructors.
- ♥ These newly trained and re-certified instructors along with the existing panel of instructors trained over 6000 people in BLS throughout 2001.
- ♥ A large number of these newly trained instructors have become some of the many Resuscitation Training Officers and or BLS instructors employed by hospitals and Health Boards in response to the Cardiovascular Health Strategy

Instructor Profile:



Mary Tighe, IHF and Frances McAndrew, IHF Regional Manager pictured with resuscitation volunteer Aidan Doran.

Aidan Doran trained as a BLS instructor in 1995 and gives about 10 hours of his time each month to teach the public CPR, BLS and AED in one of the many resuscitation courses available.

"I became a BLS instructor because it gave me the knowledge and ability to teach Cardiopulmonary Resuscitation (CPR) to members of my local community. Hopefully my training and teaching will be responsible for saving a life. As a member of the IHF Examiner Faculty I contribute to the training of new BLS instructors throughout the country who in turn teach these life saving skills to members of their workplace and community."

First Mass CPR Training Day

The first "Mass CPR Training Day" was held in Dingle, Co. Kerry on Dec. 1st & 2nd 2001. A total of 115 people attended the two-hour courses and were trained in this life saving skill. These courses were provided free-of-charge, with instructors giving their time voluntarily.



Advanced Cardiac Life Support (ACLS)

- ♥ This is the last link in the chain of survival and presently applies to medical and para-medical personnel only.
- ♥ The ACLS Council suspended activity in Feb 2001 and resumed later in the year following successful lobbying by the IHF to the Department of Health and Children for funding to support the council.
- ♥ The council have focused on evaluation and discussions regarding the new American Heart Association guidelines in relation to ACLS training.
- ♥ In December an ACLS training day was held to introduce the new guidelines to some of the national ACLS instructor faculty.
- ♥ Approximately 40 ACLS provider courses were held throughout the year with 910 ACLS providers trained.

Development

As a voluntary organisation the IHF generates the bulk of its income through a comprehensive calendar of fundraising events. Every year a wide range of events and activities take place to ensure that sufficient funds are in place to continue delivering high quality programmes, literature and services throughout the country. In addition the calendar of events performs an excellent PR function for the IHF and helps maintain a high level of awareness of the organisation and its aims and objectives.

The IHF is fortunate to have a strong fundraising team and a large network of volunteers throughout the country who play a vital role in the co-ordination of both national and local fundraising events.



Cecilia Ahern, pictured with children from the Embassy Montessori School at the launch of Skipathon 2001.



Mary Kennedy & John Rocha lend their support to Happy Heart Weekend 2001



Lord Mayor of Cork, Tom O' Driscoll at the Cork Golf Classic



Graduate Fashion Award 2001



Main Fundraising Events

April: Skipathon
Tennis
May: Happy Heart Weekend
June: Fashion Award
Mini-Marathon
July: Corporate Golf Day
Oct: Overseas Walk
Nov: Masked Ball

Ongoing: Church gate collections

♥ Highlight of 2001 was the increased income from Skipathon with over 1000 schools registering, generating an income of IRE181,000. This health promotion/fundraising event enjoyed its 16th year in 2001 and continues to go from strength to strength.

♥ Happy Heart Weekend, the IHF's national annual fundraiser, took place in May and over 2000 volunteers around the country gave up their time to sell happy heart emblems on the streets, in shopping centres and in offices around the country.

♥ Church gate collections took place throughout the year acting as a major fundraiser for the Regional Managers at work in Cork, Dublin, Galway, Kilkenny, Monaghan, Sligo, and the Midlands. The appointment of a new manager, Mairead Mc Meel in Monaghan in 2000, led to an increase in income from the North East, due to the establishment of a strong network of volunteers and local fundraising events.

♥ Local activities included the Fashion Award Lunch, Women's Mini-Marathons in Dublin & Cork, Golf Classics in Dublin & Cork, over 60's concert in Cork, musical evenings and recitals in Dublin, the Halloween Ball and a sponsored walk in the midlands organised by the Sligo office.



Ruth Findlater, IHF, with walk guide Peter Zoutendyk in South Africa



IHF Golf Classic Classic Committee: Miriam O'Callahan, Nuala Campbell, IHF, Ernie Jones, Carmel Smyth, Karena O'Connor and Jim Kirwan.

Jim Kirwan, pictured far right is a former Managing Director of Smurfit Press. Jim, who is a keen golfer and a member of Clontarf Golf Club and the K Club, met Paddy Murphy, former CEO - IHF, at Clontarf in 1993 and suggested he would like to run a Golf Classic in aid of the IHF. On Tuesday 20th September 1994, the IHF's inaugural Annual Golf Day hosted by His Excellency Michael A. Wadsworth, Canadian Ambassador to Ireland was held at St. Margaret's Golf & Country Club. Since then the event has gone from strength to strength under Jim's stewardship. The 10th anniversary is planned for Monday 14th July 2003 at the K Club. Funds raised each year have increased, with over £50,000 raised in 2001.



Pictured at the Masked Ball in November: Michael O'Shea, Ruth Findlater, and Sue Dempsey IHF.



♥ Following many changes of dates and venues the 2000 Walk in Jordan was finally re-scheduled for Feb 2001. In October the official 2001 Overseas Walk saw a party of 58 walkers head to the Cape Province in South Africa for a very successful ten day trip.



small change. big difference

♥ 2001 saw the IHF's involvement in the 'Pennies from Heaven' campaign – an initiative to collect coins up to and during the Euro changeover period. The campaign income target is IR£5m which will be divided equally among the 11 charities involved in the campaign.

YEAR 2001

Year of the Volunteer

To mark the amazing contribution made to charities by volunteers throughout Europe each year, 2001 was designated the UN Year of the Volunteer. The IHF would be unable to function without the support of its team of volunteers, not only with regard to fundraising but throughout the work of the organisation. In 2001 the fundraising team commissioned a special volunteer pin which was sent to over 4000 IHF volunteers along with a message from IHF president, Dr. Brian Maurer.



Geraldine Plunkett limbers up for the Women's Mini-Marathon with Anne-Marie Reid and Sue Dempsey, IHF.

Corporate Fundraising & Conference Management

Corporate Fundraising is a key function within the IHF, under the guidance of Maurice Pratt, chairperson of the Fundraising Committee. Support from the corporate sector is recognition that an investment in the community represents an improved quality of life for all. Associations with the IHF generally fall into the following categories: philanthropic donations in support of the organisations work, and sponsorship associations geared at meeting the costs of a particular IHF programme, publication or conference.

A series of conferences are organised each year, to focus on different aspects of heart disease and to highlight the work of some of the 10 IHF councils currently in place.

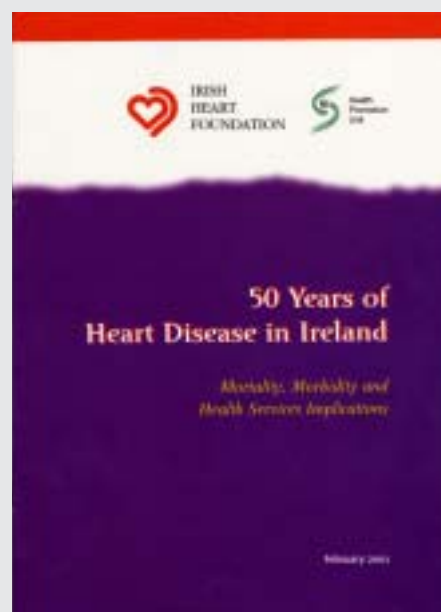
2001 Conference Summary

Conference Title	Aim	Audience	Attendees
Heart Disease in Women	To discuss the threat and management of heart disease in women	Professional (GP's, Cardiologists, Cardiac Nurses etc.)	230
Blood Pressure Meeting	Update on National/International developments in this area	Professional (GP)	79
GP Conference	Prioritise recommendations of the Cardiovascular Health Strategy	Professional (GP) Cardiologists, Dept. of Health	54
Cardiomyopathy Support Group Workshop	To support cardiomyopathy patients and their families	Cardiomyopathy patients and families	70
Angiology Conference	Update on National/International developments in this area	Professional (Physicians, Surgeons, Scientists, Nutritionists & Cardiac Nurses)	141
Stroke Day	Update on National/International developments in this area	Professional (Physicians, Nutritionists, Physiotherapists, Occupational Therapists, Nurses)	247
Hospital Services Conference	Prioritise recommendations of the Cardiovascular Health Strategy	Professional (Consultant Cardiologists, Surgeons, GP, Dept. of Health,)	42



Corporate Donations

- ♥ IRE194,165 raised from corporate donations in 2001.
- ♥ Mailshot on tax incentives of donations highlighted some goodwill and showed potential to develop relationships with certain organisations.
- ♥ Support from corporate sector allowed IHF to increase the number of conferences and meetings held.
- ♥ Conferences and meetings allow the IHF to support the implementation of the Cardiovascular Health Strategy and to encourage and motivate health and medical professionals on issues relating to health.
- ♥ Sponsorship of literature helped fulfil the IHF's objective of being a source of information, producing materials for public and professional use.



Information Technology (IT)

In order to be an efficient source of information on all aspects of cardiovascular disease for the general public, health professionals and policy makers, the IHF IT system is configured to provide up to date and relevant information for all audiences and groups. An IT Manager was appointed in April 2001 to oversee all aspects of IT including website and database development. This ensures the IHF's in-house IT needs are met along with staff IT training, both in head office and in our regional centres throughout the country.

www.irisheart.ie

Development of www.irisheart.ie is ongoing. New information is added regularly such as: research grant information, details of fundraising events, conference information and articles for the professional interest section. The homepage has been re-designed to allow more space for hyperlinks to current information and events. The site has a clean fresh look and allows for ease of navigation. We are grateful to Irish Permanent for their generous sponsorship in the development of this site.



According to Webtrends a statistical reporting function, page impressions per month have increased from 12,488 in Jan 01' to 25,785 in Dec 01' and visitor sessions have increased from 3,482 in Jan 01' to 8,687 in Dec 01'

IHF Network

The IHF made significant investment in upgrading its IT system in 2001, thanks to a grant provided by a generous donor. Following a network audit and IT hardware needs assessment a new system was purchased. This consisted of two new servers: Microsoft Back Office Server and a Citrix Metaframe Communications Server. One of the main advantages of the communications server is that it allows remote users to operate at the same speed as if they were on the network with access to email, database and file and print facilities. This has had a great impact on the IHF regional offices and also on staff members who occasionally work off-site.



Web Promotion

In order to create a full awareness of the website to the public a number of in-house initiatives have been undertaken to ensure that the URL is published on everything: media publications, banner stand, press releases, leaflets, stationary, tee-shirts and any radio or television advertisements.

An on-line marketing plan was implemented in September 2001 by the IT Manager. This consisted of:

- ♥ Enhancement of current website to enable higher ranking on search engines.
- ♥ Search Engine Submissions
- ♥ Banner Ads
- ♥ Interactive Marketing through current user base (tell a friend function)

"A very well informed website. Keep up the good work" - USA

"I like the site. It is easy to navigate and very colourful. Keep up the good work." - Cork

"I would like to say that the site is brilliant! Really helpful and encouraging" - Dublin

Commentary on Financial Statements

General Comment

The results for the year ended 31st December 2001 showed a surplus of €193,763.

The main reasons are as follows:

Income.

Overall income for the year increased by 7.5% compared to the previous year. Income from the Regions (church gate collections and event fundraising) increased by 15% from €433,308 in 2000 to €496,380 in 2001. Income from Skipathon increased by 43% from €163,009 in 2000 to €234,017 in 2001. This was due to more attractive incentives for participation. Happy Heart Weekend income remained on a par with the previous year. Income from health promotion programmes increased by 30% on the previous year and the Department of Health and Children's contribution to our Resuscitation Programme increased by €24,770.

Expenditure.

Expenses for the year increased by 9%. The main increase was in health promotion programmes, which increased by 15% on the previous year. Head office costs increased by 1.4% and the only other significant increase in costs occurred in Skipathon and these were the variable costs associated with the extra incentives on offer.

Overall I am pleased to report that the financial position of the IHF remains healthy. We will need to continue to work hard at ensuring that the costs associated with event fundraising are kept to a minimum and that sponsorship funding is sourced wherever possible.

Mr. Ronan Fearon
Chairman
Finance Committee.



Message from Michael O'Shea

CHIEF EXECUTIVE



2001 was a good year for the IHF from a number of viewpoints. Our national programmes in Health Promotion and Resuscitation continued to develop and achieve in accordance with our Strategic Plan.

Our workplace programme with its four modules was evaluated by Galway University and the results indicate that this is a very worthwhile programme giving good value for money. Our schools programme "Action for Life" provided a very valuable resource for teachers in primary schools throughout Ireland and in-service training has been provided to 2,000 teachers. Basic Life Support (BLS) training resulted in 116 new instructors and approximately 2,500 bystanders being trained in CPR. A new module in

Automated Defibrillation Training was introduced successfully to the BLS Instructor course.

2001 also saw the introduction for the first time of our early efforts at advocacy. In particular two very successful conferences were held to identify implementation priorities in relation to the Governments Cardiovascular Strategy, 'Building Healthier Hearts'. One such meeting was attended by key stakeholders in Kilkenny and centred on hospital services and the other was held in Dublin and centred on primary care. Two comprehensive reports were prepared and sent to the Minister for Health & Children as a result. The main objective of our advocacy strategy is to ensure that 'Building Healthier Hearts' is implemented in full. In this regard there has been some disappointment early in 2002 in regard to the level of funding available to Health Boards to implement this important programme. The IHF will hope to engage in a positive way with the Minister on certain issues. These issues include consultant manpower, stroke services, tobacco legislation and in particular the question of tobacco and the Consumer Price index (CPI), and the management of heart failure going forward.

ASH Ireland is a joint initiative of the Irish Heart Foundation and the Irish Cancer Society, established to co-ordinate action on smoking and health in Ireland. It continued its good work throughout 2001. With a broad remit on many tobacco issues, ASH Ireland acts as a watchdog, monitoring Irish and European legislation and advocating control of advertising and restrictions on the sale of tobacco. ASH Ireland will continue to lobby government for consistent tobacco price increases in every budget and a complete ban on smoking in the workplace. It is expected that the Tobacco Control and Research Institute will be up and running during 2002.

Our Councils continued to be very active and a number of highly successful conferences were held including Women and Heart Disease, Stroke, Blood Pressure and Physical Activity. In association with the National Heart Alliance, a successful conference was held on Workplace Health earlier in the year.

My thanks to the Scientific Committee under the chairmanship of Prof. David Kennedy. They continue to do an excellent job in evaluating annually the numerous applications we receive for research funds. We also continue our association and support for the Irish Cardiac Society and the Irish Board for Training in Cardiovascular Medicine under the chairmanship of Dr. Kieran Daly.

I am pleased to congratulate all my staff colleagues on their accomplishments during 2001 and thank them for their continued effort and participation. I thank the President and the members of the Board and the various committees and councils for their voluntary role in leading the IHF's progress. Finally a sincere thank you to our many volunteers around the country who have contributed in so many ways to our achievements.

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