

## Happy New Year



We return to work re-energised and ready to roll up our sleeves in 2012. There is much to do.

Our first task is the Annual Appeal in

February. The Appeal is a significant event for the Heart Foundation – both as a fundraiser and to reinforce our connections with communities nationwide.

I am proud of the dedicated staff and volunteers who work incredibly hard to make Appeal Week a success. Last year, more than 2,000 of them stood on street corners from the Far North to Stewart Island and rattled buckets for our cause.

It is support that is absolutely vital to our ongoing quest of stopping New Zealanders dying prematurely of heart disease.

We are working hard to achieve this in many different ways.

In 2011, our healthy eating and lifestyle programmes touched 84,227 children in 351 primary schools nationwide. Our programmes especially for the 'Under-5's' reached 43,906 pre-schoolers in 972 Early Childhood Centres.

Last year, we also established the Heart Foundation Chair of Heart Health at The University of Auckland. Enormous effort went into raising the \$5 million required to fund the Chair. Its purpose is supporting research focussed on preventing heart disease in our communities. The appointment in June of Professor Rob Doughty into the Chair was the first significant step.

Yes, we're not done yet. But we are making progress, with your help.

Our thoughts are with Christchurch, including our staff and volunteers in the city, as we approach the first anniversary of the devastating February 22nd quake. This difficult milestone will further test the strength, courage and resilience of Canterbury and its people. We can only hope support from the entire country helps to ease their burden.

Tony Duncan  
Chief Executive

## It's Showtime for Annual Appeal 2012

Our Annual Appeal is like a full scale national production. Like any big show, everyone has a role to play. It will be "all hands on deck" during Annual Appeal Week which runs February 13–19th, 2012.

Health Heart Advocate Ashleigh Cussen heads a large cast of more than 400 invaluable volunteers in Auckland.

"If there were no volunteers there would be no Appeal," Ashleigh says. "They are involved in every aspect of the Appeal. For many people it's the chance to show their support for the work we do throughout the year."

More than 2,000 volunteers nationwide will collect on Street Appeal Day, Friday, February 17th.

"The best thing about the Annual Appeal is that it shows you can't pigeon-hole anyone," Ashleigh explains. "The most unlikely people will donate \$20 or \$50 and the person who you think will be meek or quiet on the street turns out to be the best collector."

Funds raised will enable the Heart Foundation to pursue its vision of 'healthy hearts for all New Zealanders.'

Heart disease continues to claim the lives of more New Zealanders than any other disease, despite medical advances, because of complex changes in the way New Zealanders live, work, eat and exercise.

"We have never witnessed such a raft of difficult social factors as those currently contributing to the nation's ill health," says the Heart Foundation's Medical Director, Professor Norman Sharpe. "New Zealand is not alone in facing widespread poor health and increasing rates of obesity and diabetes."



In response, we have developed a lifelong approach to heart health – from programmes for children and supporting good heart health in middle age to aiding cardiac care rehabilitation. We also fund \$2 million of research annually to ensure cardiologists get the best training and New Zealand works smarter to prevent heart disease.

The Annual Appeal is an important time for us. Our show MUST go on – New Zealand's heart health depends on it.

**We need your support with our street collection this Appeal Week – it's easy to get in touch to let us know that you're able to help:**

1. TXT 'volunteer' to 244 for more info (TXT cost 20c)
2. Register your interest online at [www.heartfoundation.org.nz](http://www.heartfoundation.org.nz)
3. Freepost 233226 Annual Appeal Volunteer, Heart Foundation, PO Box 17160, Greenlane, Auckland 1546
4. Call us on 0800 830 100

The Heart Foundation  
thanks supporting  
sponsor NZ Post.

## Regional Round-up

### From the Deep South

Throughout October and November, an eight week marketing campaign blitzed the radio waves in Invercargill. Its purpose was to raise awareness of healthier food available at eight local cafés/caterers – which have all signed the Southland Catering Accord.

The Accord is an initiative jointly sponsored by Southland HEHA (Healthy Eating Healthy Action), the Heart Foundation and Public Health South.

“With growing concern about health conditions associated with poor nutrition, the HEHA Network recognised that people who order and provide catering are in a position to make a difference by providing healthier alternatives,” says Nicola Mason, our Heart Health Advocate in Southland. “The Accord enables us to set about influencing what options were on offer.”

The eight café owners signed up to the Accord three years ago and agreed to design healthy menus that followed the Accord’s Food Guidelines. With the exception of one café in Gore, all businesses are Invercargill based, including the Licencing Trust’s ‘Elmwood’ which caters for many large events in the city. Menus from all the cafes appear in the Accord’s Catering Booklet, making it easy for customers to choose healthy options.

The campaign will close with a healthy pre-lunch in Queen’s Garden where the public can sample healthy foods from all the participating cafés. Nicola Mason tells us that the response to the campaign has been extremely positive and that awareness has definitely increased. The long term goal is for increased use of the Catering Accord and heightened engagement and promotion by the caterers.



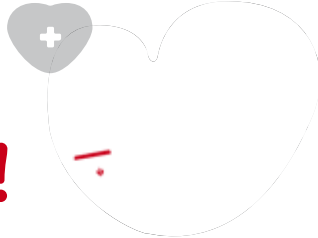
TOP: Gretchen Blomfield (left), Invercargill radio host who promoted the Accord on-air and resident Michelle McIntosh, winner of a healthy workplace shout.



Annual Appeal

Fulfil a Lifetime

# We need your help!



Our Street Appeal is on Friday 17 February 2012 and we need collectors and helpers like you. Your help **will** make a difference. It’s easy to register today:

**PHONE** Call us on 0800 830 100

**TXT** Send ‘volunteer’ to 244 for more info (TXT costs 20c)

**ONLINE** Visit us at [www.heartfoundation.org.nz](http://www.heartfoundation.org.nz)

**FAX** Complete form and fax to us on (09) 571 9190

**FREEPOST** Complete form and freepost to this address:

Freepost 233226 Annual Appeal Volunteer,  
Heart Foundation, PO Box 17160, Greenlane, Auckland 1546

Yes! I would like to collect in the Street Appeal in February. I will wait for a coordinator to contact me.

Title  Mr  Mrs  Miss  Ms  Dr

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Daytime Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Preferred location and time\* \_\_\_\_\_

\*no promises but we'll do our best!



Heart Foundation volunteers set up a great display at the A&P Show in Ashburton.

## Volunteers' Corner – Ashburton's A&P Action

Our Ashburton volunteers were out in force to promote our cause and hopefully win a prize in the process at the annual A&P show in October.

The local volunteer team came together and set up a spectacular stand to promote our “Know your Numbers” and “5 Simple steps to eating for a healthy heart” programmes. In addition to walking and talking with show visitors, our volunteers got busy in the carpark – ensuring no car left the showgrounds without a Go Red for Women flyer under its wipers.

Well done to the Ashburton volunteers. They didn't carry home the ‘Best Stand’ prize but did win heartfelt ‘thanks’ from the rest of Heart Foundation team for fantastic support – a job well done!



Len Brown and his wife Shan Inglis with the Heart Foundation walking team.

## Marathon Effort

Among the vibrant mass of energy, determination and 'oh-so-sore-muscles' at the adidas Auckland Marathon last October was a group of 357 participants who brought real heart to the popular marquee event.

They were Heart Racers who'd signed up to fundraise for the Heart Foundation when they registered for the event. Our status as the event's Official Charity enabled this highly valued form of sponsored fundraising to take place. In return, we offered organisers a range of event support and provided nearly 200 volunteers.

Heart Racers came from far and wide. Many ran in support of family members with heart disease.

Celebrities from TVNZ's Breakfast and Masterchef NZ programmes formed Heart Racer teams. Auckland Mayor Len Brown and wife, Shan Inglis, championed the Heart Foundation 5km Walk/Run event which earned \$5 per entry for the Heart Foundation.

We treated the Heart Racers to a special post-race 'thank you' of cool drinks, delicious food\* and relaxing post-race massages. Collectively, the Heart Racers raised nearly \$100,000 which is used to support our work and stop New Zealanders dying prematurely of heart disease.

\*See post-race recipe on the back page.



Marathon runners rehydrate at the Heart Foundation tent.

## Weighing up the Benefits of Nutrition Education

Our work with schools in 2011 resulted in the Education Team adopting an innovative approach to supporting teachers meet literacy and numeracy objectives through nutrition education. We developed new and engaging tools to help schools teach healthy lifestyle lessons in partnership with Cognition Education, a leading education consultancy that works on national and international projects to achieve improved learning outcomes.

These new tools, being introduced this year, aim to help children aged between 5 and 12 understand more about healthy living through the following topics:

Level 1: Edible Gardens – bases inquiry learning around a school's edible garden.

Level 2: Food as Fuel – aims to use the importance of sports nutrition to teach key nutrition messages.

Level 3: Breakfast is for Champions – aims to raise the awareness of the importance of breakfast for sport and school.

Level 4: Fast Food Sponsorship for Athletes – exploring the influence of fast food sponsorship of athletes.

The lesson kits are free to schools once teachers have attended a Professional Development Workshop in Term 1. The workshops will be delivered by our Health Promotion Co-ordinators nationwide and illustrate how to make best use of each resource. We are excited about the national rollout and confident the programmes will be well received and utilised in schools throughout New Zealand.



Healthy lunchboxes drawn by pupils at Tiritea Primary in Palmerston North.



## Venison stir-fry in pita pockets

This delicious dish was served to Heart Racers at the adidas Auckland Marathon, 2011.

Chef John Kelleher, Senior Lecturer – Professional Cookery, AUT, barbecued NZ venison and vegetables which was served in pita pockets. He was assisted by Xia Pan, Student, Diploma in Culinary Arts, AUT.



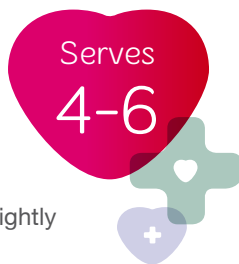
### Ingredients

400g Silver Fern Farms' venison stir-fry  
 1 clove garlic, crushed  
 1 cm peeled ginger, finely chopped  
 1 red chilli, seeded and diced  
 1 Tbsp sesame oil  
 1 tsp low sodium soy sauce  
 1 Tbsp rice bran oil  
 2 spring onions, sliced  
 3 oyster mushrooms, sliced  
 ½ cup bean sprouts  
 1 cup rocket  
 1 cup baby spinach  
 2 or 3 pita breads, cut in half, lightly toasted or grilled  
 ¼ cup chopped fresh coriander or spring onion  
 2 Tbsp fried shallots (Bawang Goreng)  
 Squeeze of lime

### Method

1. Marinate venison with garlic, ginger, chilli, sesame oil and soy sauce for 15 minutes.
2. Bring frying pan, wok or BBQ hot plate to a high heat.
3. Sear venison pieces quickly on both sides in a little rice bran oil. Remove and set aside.
4. Clean frying pan, heat some oil and add spring onions. When half cooked, add bean sprouts and mushrooms.
5. Return rested venison and cooking juices, toss together and add rocket and baby spinach, toss again.
6. Fill halved pita bread pockets, sprinkle with freshly chopped coriander, fried shallots and a squeeze of lime.
7. Serve on platters.

Recipe courtesy of: John Kelleher



## Years of carrots and now a stick



In 2000, the New Zealand Health Strategy, for the first time, espoused a broad social model of health and charged Primary Health Organisations with a requirement to improve the health of their populations.

In other words, instead of maintaining a principal orientation to the management of illness, there was to be increased emphasis on prevention through community health promotion and health checks. Progress with this has been patchy and slow throughout the regions.

We have invested heavily to assist cardiovascular risk assessment and management in primary care during the past 5–6 years. Our Cardiac Care team has led educational seminars on CV risk assessment and management for more than 2,000 health professionals – in all regions and practically all PHOs.

We have supported the 'One Heart Many Lives' programme in Māori communities. 'Your Heart Forecast' and 'Know Your Numbers' are state of the art tools, which have provided good leverage. A new patient self-management programme, currently in completion, is another superb tool which will be particularly useful in primary care.

However, all these efforts (the carrots), encouraging primary care to commit to CV risk assessment and management as a population health priority, have been distinctly "uphill." There are many immediate demands and competing pressures on primary care.

Suddenly, a step change has occurred. For the first time from 2012, CV risk assessment will be mandated by the Ministry of Health – as a national health target (the stick).

Primary care outreach to population health is to be incentivised and linked with individual health care. However, CV risk assessment is of little value unless followed by effective management. We will need to promote this as a key entry point for life-long management. There is a most fortunate and serendipitous consistency with this mandate and our "Fulfil a Lifetime" banner message.

This is indeed a great opportunity to make a real difference to New Zealand heart health. We now need a refreshed and smart strategic approach to support primary care providers and our community on a new level.

Professor Norman Sharpe  
 Medical Director

The Heart Foundation is New Zealand's heart health charity, and relies on the generosity of donors, Lottery customers and other supporters to help fund its vital work. We are a trusted charity with ethical fundraising and revenue-generating activities, managed to the highest standards of accountability and transparency. For our donor fundraising activities (e.g. supporter appeals, online donations, bequests and major gifts) approximately 85% of donations funds our heart health work. For our regular Lottery programme, approximately 39% of GST exclusive ticket sales (after all costs including prizes) funds our heart health work. Our auditors, KPMG, audit each of our Lotteries as well as our annual financial statements.

Thank you for your valued support of the Heart Foundation. Together we will beat heart disease!

Want more information? [www.heartfoundation.org.nz](http://www.heartfoundation.org.nz) P 09 571 9191 E [info@heartfoundation.org.nz](mailto:info@heartfoundation.org.nz)