



F22 DEPARTMENTAL REPORTS

Heart & Stroke Foundation of New Brunswick

Promote Health: Focus on Prevention

Disease prevention is the on-going guiding force in our community health promotion programming efforts. As we continue to realize our Heart Healthy Children and Youth strategic focus, efforts were placed on best practice updates to our Heart Healthy Schools program and support to the adoption of a provincial School Food program by the government of New Brunswick. Additionally, the Live Well/Bien Vivre adult health coaching program continues to support disease prevention through our 9 Health Coaches and their behavioural change interventions. New areas of health promotion explored in F22 include tobacco and vaping prevention programming for school aged children.

Heart Healthy Schools

In F22, the Heart Healthy Schools (HHS) Program welcomed **24 schools** into the 2021-2022 year, engaging 3,731 students. A focus on creating a healthy school environment continues to be the focus of this program, where schools are given supportive resources to make the healthy choice the easiest and most popular available. A review of best practices in health promotion programming for children and youth supported changes to the program which will include the addition mental health and experiential learning resources for classrooms in F23.

To date, **1 in 3 New Brunswick elementary schools** have participated in the Heart Healthy Schools program. This program has also engaged almost **1,300** educators across the province. Feedback from schools indicates that the HHS program is enjoyable for students, supports behaviour change at school, and gives opportunities to students that they may not have at home.

"We noticed the amount of water bottle fill-ups increase as shown by the counters on the water fountain."

"Students love to eat fruits and vegetables when given the chance but I think that many do not have access to this type of food at home, especially given the rise in food prices. Any opportunity to eat fresh fruits and veggies are always a hit."

School Food Program

After successfully piloting the NB School Food program in F21, Heart & Stroke NB was able to continue to support **17** schools, attended by **4,823** students, during the F22 school year.

Outcomes of the program continue to show the on-going need for school food programming in New Brunswick Schools. Schools reported that **37% (6% increase over F21)** of students arrived hungry each day in the fall of 2021. At the program midpoint (March), schools reported that **67%** of students were taking part in school food programs out of necessity or convenience.



Results from the final reports revealed that schools valued the program and expertise provided:

- 100% wished to continue to participate in the program
- 100% agreed that the program removed barriers to accessing food for children that come to school hungry.
- 100% agreed that the program helped them make decisions for their students with health in mind.
- 60% agreed that the program helped them create partnerships in their community.

“With your help we were able to fill 13 food boxes for families to get through the lockdown. With thrifty shopping, there is plenty grant money left to achieve the rest of the goals we set out. There was much appreciation and tears.”

“Without your support we could NOT do the educational pieces and feed the students who through this pandemic desperately need it.”

Live Well | Bien Vivre

The Live Well | Bien Vivre program, a funded partnership with the New Brunswick government, continues to provide high quality health coaching to adult New Brunswickers, and supports chronic disease prevention and maintenance. Our 9 Health Coaches provide coaching, virtually and in person, and are located in the following regions of New Brunswick: Saint John, Moncton, Miramichi, Bathurst, Acadian Peninsula, Edmundston, Woodstock, and Fredericton.

A concerted effort to improve program efficiency in F22, through process improvement measures, and standardization of practice, has seen an increase in client care hours. Now, Health Coaches spend the majority of their day in direct and indirect client care activities, allowing more New Brunswickers to access Live Well | Bien Vivre health coaching services.

Our stakeholder engagement activities in F22 consisted of a pilot project with the Upper River Valley Cardiac Rehab program, networking with various medical clinics throughout Horizon and Vitalité, and engaging with various medical doctors. As a result, in F22, **35.8%** of direct referrals came from health professionals, including doctors, nurse practitioners, medical clinics and other allied health care providers.

In F22, our 9 Health Coaches, located across New Brunswick provided **6, 163 hours** of health coaching. This accounted for a **100%** increase in the number of New Brunswickers accessing the program over F20, when HSFNB assumed management of the program.

NBATC

Heart & Stroke NB is a founding member of the New Brunswick Anti-Tobacco Coalition (NBATC), and is proud to continue to provide administrative support and management of the grant funding through the hired NBATC Manager. Throughout F22, the NBATC continued to provide stakeholder engagement and knowledge exchange for its networks. The NBATC also provides ongoing information to stakeholders by sharing the latest information on research, programs and legislation as well as a variety of cessation supports and services through its various communications channels; website, Facebook, Twitter, E-newsletter, and E-Alerts.

Additionally, the NBATC has continued to host and coordinate vaping working group meetings throughout F22. As vaping prevention and cessation has become a public health priority, this group intends to provide a forum for a variety of sectors to gather and collaborate on new vaping initiatives, advocacy opportunities, and through knowledge sharing.



Save Lives: Enable Optimal Response and Treatment

The HSFNB has a long-standing history of leadership, best practice, and knowledge exchange in the areas of resuscitation and critical care support for cardiovascular diseases.

First Aid & CPR

In F22, First Aid & CPR continued to be heavily impacted by the wake of the covid-19 pandemic. However, our network persevered, offering **2,302** courses by **249** instructors.

Conversations with our instructor and provider networks revealed that a return to normal is beginning to occur. In fact, within our instructor network, we saw 43 instructors trained in F22.

Additionally, new on-line training programs have been developed and launched by Heart & Stroke Canada to help simplify and streamline training, making access to courses easier for many health care professionals across New Brunswick. Many of these programs were launched alongside the release of new materials from the 2020 guideline update.

Restart A Heart

The Restart a Heart program has continued to be active during the F22 year. Since the beginning of the AED Restart a Heart Program, HSFNB has placed **488** AEDs around New Brunswick and there have been 21 lives saved!

Health Systems Support

In F22, Health Promotion staff continued to support the New Brunswick care system through shared collaboration with the Heart and Stroke's Provincial Territorial Groups (PTAG Heart and PTAG Heart).

In stroke support we continue to sit on Horizon's Stroke Network and collaborate with Vitalite's Stroke Coordinator. In this role, HSFNB continues to provide support to the adoption of the Canadian Stroke Best Practice Guidelines by the province of NB's health care system.

Recent national focus on Heart Failure has supported a renewed collaboration with the NB Heart Centre and participation in a provincial/national resource inventory, scheduled to be released in fall 2022, with an aim to help identify gaps in heart failure systems care across NB.

Enhance Recovery: Enhance Support for Patients and Caregivers

Supporting patients with lived experience, has been the guiding purpose within our Enhance Recovery mission. HSFNB continues to support stakeholders through sharing of best practices around systems navigation, programs for patients and their caregivers, and education for both patients and health care professionals.

Patient Materials

Each year, HSFNB distributes patient education materials through our stakeholder networks directly to patients and their families. Last year, our health care and community partners distributed **600** Your Stroke Journey (33% increase over F21), **470** Living with Heart Failure (28% increase over F21) and **485** Living Well with Heart Disease (50% increase of F21) education booklets to patients and their family. In addition to these materials, HSFNB continues to partner with the Bell Aliant Pioneers, to provide over **400** Heart Pillows, to support those undergoing open heart surgery in New Brunswick.



Stroke Conference

The 8th annual provincial stroke conference was held on June 1st 2022. Heart & Stroke NB was pleased to be able to host this annual, bilingual event once again in partnership with Horizon and Vitalité Health Networks.

This year, the conference was held virtually, for the second time, allowing for greater access by healthcare professionals. This was evidenced by the growth of this event in both regional and national reach. As a result, we experienced record-breaking rates of delegate registration. In total, **613** individuals registered to attend. This is a 33% increase in registration when compared to the previous year.

"I am really liking the virtual format. I am so impressed with the quality of video, sound, production... this is the most impressive virtual event that I have attended."

"The virtual format allowed for flexibility to schedules, and also permitted attendees to participate in a socially distanced manner during the pandemic-much appreciated!"

Stroke Navigation Pilot Program

In F22, the Stroke Navigation Pilot project continues to provide supportive community reintegration services to individuals with stroke. The Stroke Navigation program is a no-cost community service that is specifically designed to help individuals who have had a stroke, adjust to life back in the community. To date, the Stroke Navigation program has delivered **567** hours of direct client support. Preliminary results from this program show tangible outcomes for individuals with stroke, including the following:

- 50% increase in clients' understanding of risk factors for secondary stroke
- 63% increase in clients' ability to find services
- 25% Increase in clients' quality of life

Further, feedback from exiting clients shows that 100% found the program to be supportive, and 98% found the program useful.

"The encouragement from talking with you and how we were able to reason things out and get to the real heart of the matter. It is a very apt title, (Stroke Navigator) there are a lot of different things coming at you at once when you have a stroke. It's like you are the captain of the ship and are able to see what is coming, the challenges and work around them."



A handwritten signature in blue ink that reads "Christine Roherty".

Christine Roherty
**Vice President,
Health Promotion**



Development

While the COVID 19 pandemic remained with us last year, we chose to focus on the positive and continue to move our Foundation forward. The time we spent building relationships was brought into focus as we retained many partners and their financial support despite events, like Heart Truth, being cancelled. We were also able to look at fundraising in a new way and seize opportunities. The success found in our livestreamed Bingo, has not only exceeded revenue projections but has brought Heart and Stroke to a new demographic. This provided us the opportunity to engage New Brunswickers from all communities across the province and share our important messages. We seized the opportunity to host two Hockey Heroes Weekends in one year, thanks to the unwavering support of our sponsors and participants. Despite challenges, we welcomed over 60 schools to participate in our Jump Rope for Heart program and engaged with these schools on a new level. Our Foundation continued to thrive because we relied on our strong relationships within our team, our HSFNB family, the leadership of our CEO, and especially because of our stakeholders. We are excited for 2023, for the revival of past events in an updated format and the excitement of new opportunities.

Bequests

Planned Gifts in the form of bequests and gifts of securities totalled \$68,364 which was a decrease over the past few years. However, we received notice that a major donor for the past 8 years has bequeathed over \$1,000,000, the largest one-time gift in our Foundation's history.

Major Gifts

Major Gifts totalled \$176,548. This 68.3% increase in revenue from the previous year is primarily due to the revival of past partners for programs that could restart due to COVID 19 restrictions being relaxed at times. We were thrilled to continue the Stroke Signs and Symptoms campaign in partnership with the Government of New Brunswick.

Classic Car and Special Events

This year Special Events raised a total of \$341,525. Of that total, our new Classic Car Raffle raised over \$260,000. The Heart and Stroke Foundation of New Brunswick was thrilled to have the opportunity to partner with NAPA Auto Parts to offer the opportunity to win a 1968 Chevrolet Camaro Z/28. We were pleased to reach a new market within New Brunswick with this viable fundraiser. The remaining \$81,325 in revenue was raised through our Paper Hearts and Dress Red campaigns and a new Curl for Heart in the Bathurst region.

Bingo

Bingo continued to be a success for our Foundation with funds raised in excess of \$430,000. Bingo provided the opportunity to connect with individuals across the entire province with retailers selling our Bingo cards in over 50 communities. We continued to share health messaging and information about our events and programs through advertisements during our weekly Bingo games. We became aware of the impact of these important messages when we received a call from a regular player who, only weeks earlier, recognized that she was experiencing the signs of a heart attack and called 911 immediately allowing her to receive urgent care and ultimately return home to her family and friends after having a lifesaving procedure.



Hockey Heroes Weekend

In a unique year, as a result of fluctuating COVID 19 restrictions, we hosted two Hockey Heroes Weekends with one in September and the other in June raising a total of \$1,277,937. We were thrilled to announce that the June event, for the first time in its 10-year history, raised over \$900,000. As the largest fundraiser in Atlantic Canada and the signature event for our Foundation, we were grateful to our teams and participants who were willing to fundraise for this event, not once but twice, in 9 months.

Jump Rope for Heart

Jump Rope for Heart has been a major fundraiser within New Brunswick schools for over 35 years. Given the uncertainty within the school system from the continuation of COVID 19 restrictions and a two-week strike, we were concerned as to the direction of the program. The previous year was very well received and we decided to continue with that model. English and French videos were created and played to each individual class during physical education. This provided the students the opportunity to learn more about our Foundation and the program in a smaller group. This, combined with the school ambassador watching the video many times and our team frequently connecting with the schools, turned out to be a successful model. Jump Rope for Heart raised over \$278,000 during a year with many school interruptions and closures!

Direct Mail

While donors responded well to Direct Marketing options during year 1 of the pandemic there was a decline in gifts, across Canada, through both mail-in and online donations this fiscal. Direct Mail total funds raised were \$289,403.

Employee Giving's

Employee Giving's totalled \$17,942 which has remained consistent over the past 3 years. Currently, our employee giving portfolio consists of our HealthPartners relationship with the employees of the Federal Government. Heart and Stroke Foundation of New Brunswick receives a small portion of the funds from HealthPartners.



Paula McKinley

Paula McKinley,
Vice President,
Development & Strategic Partnerships



F22 has delivered significant changes in the Marketing & Communications department. In addition to rebuilding the team, this year's focus was to support the Foundation by continuing to develop its digital presence and further demonstrate our impact in New Brunswick, through storytelling and targeted content.

Social Media Growth

Content marketing remains an effective tool in creating awareness and driving impact through all aspects of our organization. Once again, we have seen considerable increases in our social media reach:

- Facebook – 9.2%
- Instagram 8.5%

A more accurate representation of our social media impact would be found in our overall reach (The number of individual people that our content has reached) and impressions (the number of times our content has been seen). In F22 our Facebook and Instagram channels had a total reach of 369,549 and 1,824,855 impressions across the province. As our social media statistics continue to grow, we look forward to exploring new opportunities to create innovative and engaging content, delivered across various platforms, to further our fundraising efforts and overall mission of the foundation.

Website Growth

F22 has allowed us to continue the momentum in expanding our digital footprint with the launch of three new program-specific websites. Heart Healthy Schools (hearthealthyschools.ca), Jump Rope for Heart (nbjumpropeforheart.ca), and NAPA Hockey Heroes Weekend (hockeyheroesnb.ca) now have their own web presence, offering important information, robust resources, and new direct marketing opportunities.

In addition, we have built a new foundation homepage (heartandstrokenb.ca), creating a central hub for all initiatives and extending our independent online presence. This website makes our organization more accessible to New Brunwickers, allowing us to showcase local impact while further connecting stakeholders to our programs and services.

Impact Story Telling

As our goal of sharing impact stories continues to come into focus, this year our team created several outstanding pieces highlighting both survivors and caregivers. In May, we released a Stroke Navigation promotional video, where we met Gail Platis and shared her experience in the program. Stroke Navigator Jannick Thériault was also featured in the video discussing the benefits of the program and encouraging further participation.

This content is essential to telling our story and demonstrating our impact across New Brunswick. We look forward to meeting more survivors and caregivers and sharing their stories in the coming year.



A handwritten signature in black ink that reads "Geoff Walsh".

Geoff Walsh
**Senior Manager,
Marketing & Communications**



F22 marked the third fiscal year that we have felt the impact of the COVID-19 pandemic. This impact forced the Operations & Finance team to pivot our resources and focus on improving programs and processes to continue moving the Foundation forward.

Human Resources

This year we focused on the three strategic priorities under the Members pillar of the Strategic Plan. Under Recruitment, we undertook a full salary and benefits review project that included an external survey of comparable organizations. This project resulted in some necessary changes that not only improved support of our current staff, but also allows us to offer competitive compensation packages to prospective employees.

Under Recognition we had a large win this fiscal. We have made it a priority to apply for various employee and employer awards. In May, we were proud to announce that our CEO, Kurtis Sisk had been the recipient of “Atlantic Business Magazine’s Top 50 CEO” award. This was a great achievement and was celebrated in Halifax by our Senior Leadership Team and a couple of our Board members.

We are also very proud to announce that in October 2022, we were informed that we have been selected from among 197 nominees as one of Atlantic Canada’s Best Places to Work 2023. This will be announced in the January issue of Atlantic Business Magazine. We have worked hard to earn this title and are excited to be able to share this great news with all of our stakeholders in the new year.

Lastly, under Retention, upon completion of our salary and benefits review, we have built upon our current benefits and wellness initiatives. We increased our annual wellness credit for all staff that can be used to reimburse expenses related to supporting their physical and mental health. We have also increased the Foundations paid portion of health & dental premiums by 25% (now 75% employer paid) for all employees who have completed 5 years of service with the organization.

Operations & IT

In F22 the Foundation opened two new offices. One in Fredericton and the other in Woodstock under our Live Well|Bien Vivre program. These new spaces were required to accommodate health coaches in those areas. We have also closed our office in Dieppe. This brings our provincial office total to five including Saint John, Moncton and Edmundston.

Finance

This fiscal the Foundation still felt the negative impact on revenue from COVID-19. We continued to focus on accurate budgeting and continuous forecasting to ensure our financial sustainability. One strategic priority around our financial strength is to build our reserves. This year we did just that by increasing our Unrestricted Investment portfolio by \$500,000.

The annual audit performed by Teed Saunders Doyle, was completed in October, in the Saint John office. The audit process went smoothly and did not identify any considerable deficiencies.



Annual Person to Person (P2P) Campaign

Once again, this year due to safety concerns, we were unable to run our traditional door-to-door campaign. Not wanting to cancel the campaign altogether, we launched a smaller friends & family fundraising campaign in conjunction with a telephone solicitation campaign. These new initiatives raised \$206,000 for the Foundation, a 51% increase over last fiscal.

Memorial /In Honour Program

The Memorial/In honour program surpassed it's annual target by raising \$156,000 this fiscal, a 16% increase over last fiscal.

Year in Review

Overall, it has been year of adapting to our new normal. We have not only focused on our financial sustainability, but we have really honed in on our employees needs, working hard to ensure we have a strong, happy and fulfilled heart army!

I feel we have not only weathered the storm but have come out stronger. I am excited about the future of HSFNB.



A handwritten signature in blue ink that reads "Lynn Flewwelling".

Lynn Flewwelling
**Vice President,
Operations & Finance**



Advocacy

New Brunswick School Food Program

We spearheaded the development of a NB Position Statement on School Food Programming that was endorsed by 11 Key stakeholders including NB Medical Society (NBMS), Breakfast Club of Canada, L'association des Enseignantes et des Enseignants Francophones du Nouveau-Brunswick (AEFNB), NB Teacher's Association (NBTA), NB Association of Social Workers (NBASW), NB Association of Dietitians, NB Dietitians in Action, Dietitians on a Mission, Canadian Cancer Society (CCS), Diabetes Canada, and The Coalition for Healthy School Food. We have also been in ongoing discussions with the Department of Education on opportunities to support the implementation of a comprehensive school food program across NB.

Presumed Consent for Organ Donation

We are continuing to support the efforts to bring presumed consent for organ & tissue donation legislation to NB. A Pan-Canadian position paper is expected to be published late 2022, that we hope will help inform this legislation. We are working alongside the New Brunswick Medical Society to move this forward.

Vaping Legislation

We have been working closely with the NB Medical Society, Canadian Cancer Society, and the NB Lung Association to meet with all government parties to identify our collective concerns around the rising rates of vaping in NB among youth, as well as to advocate on solutions to tackle this issue. One noted success of this group was the NB sales ban on all flavoured vaping products (except tobacco flavour) in September 2021. We continue to advocate for raising the minimum age of smoking/vaping.

Automated External Defibrillator (AED) legislation

The essence of the "New Brunswick Defibrillator Registration and Public Access Act" is to establish the criterion for identifying buildings that will be required to have an AED. As part of our ongoing support for this initiative, we helped establish, and currently Chair, the NB Public Access to AEDs Committee. This committee was developed, including members from both RHAs and Ambulance NB, to advise on, based on evidence, the criteria surrounding which public places should be designated as requiring an AED within its premise. Department of Health is taking the lead on this. We have shared the broad-stroke recommendations made by the committee and plan to follow up with a more comprehensive report by the end of 2022.

Research

We continue to work towards securing funding to meet our research endowment fund goal of \$2 Million. We have developed new materials to showcase the value of this fund for potential sponsors, as well as, updated existing materials to highlight how this endowment has been the catalysts for research right here in New Brunswick. We have approached a number of new potential funders and are hopeful that we will hit this goal by end of 2023.



This past year, the call for research proposals prioritized both heart failure and children's nutrition; however, all cardiovascular proposals were considered. We awarded two, \$20,000 research grants, matched by the New Brunswick Health Research Foundation (40,000 each), to Dr. Jean-François Légaré, Chief of the Division of Cardiac Surgery at the New Brunswick Heart Centre for his research titled "Transthyretin amyloidosis in Heart Failure Patients" and Dr. Tyson Mac Cormack, Associate Professor, Department of Chemistry and BioChemistry at Mount Allison University for his research titled "The role of Taurine in Cardiovascular Health".

Over this past year, new policies and procedures for the administration and evaluation of the NB Heart and Stroke Foundation Cardiovascular Research Endowment fund have been developed and we are happy to continue our collaboration with the New Brunswick Health Research Foundation with a renewed funding partnership agreement for an additional 3 years (until 2025-26).

Lastly on the research side, we continue to meet our contractual obligations in funding national research. This year we contributed \$509,918.55 to the national research program organized by the Heart and Stroke Foundation.



A handwritten signature in black ink that reads "Kerrie Luck".

Kerrie Luck, MSc OT, PhD

**Vice President,
Policy & Research**

