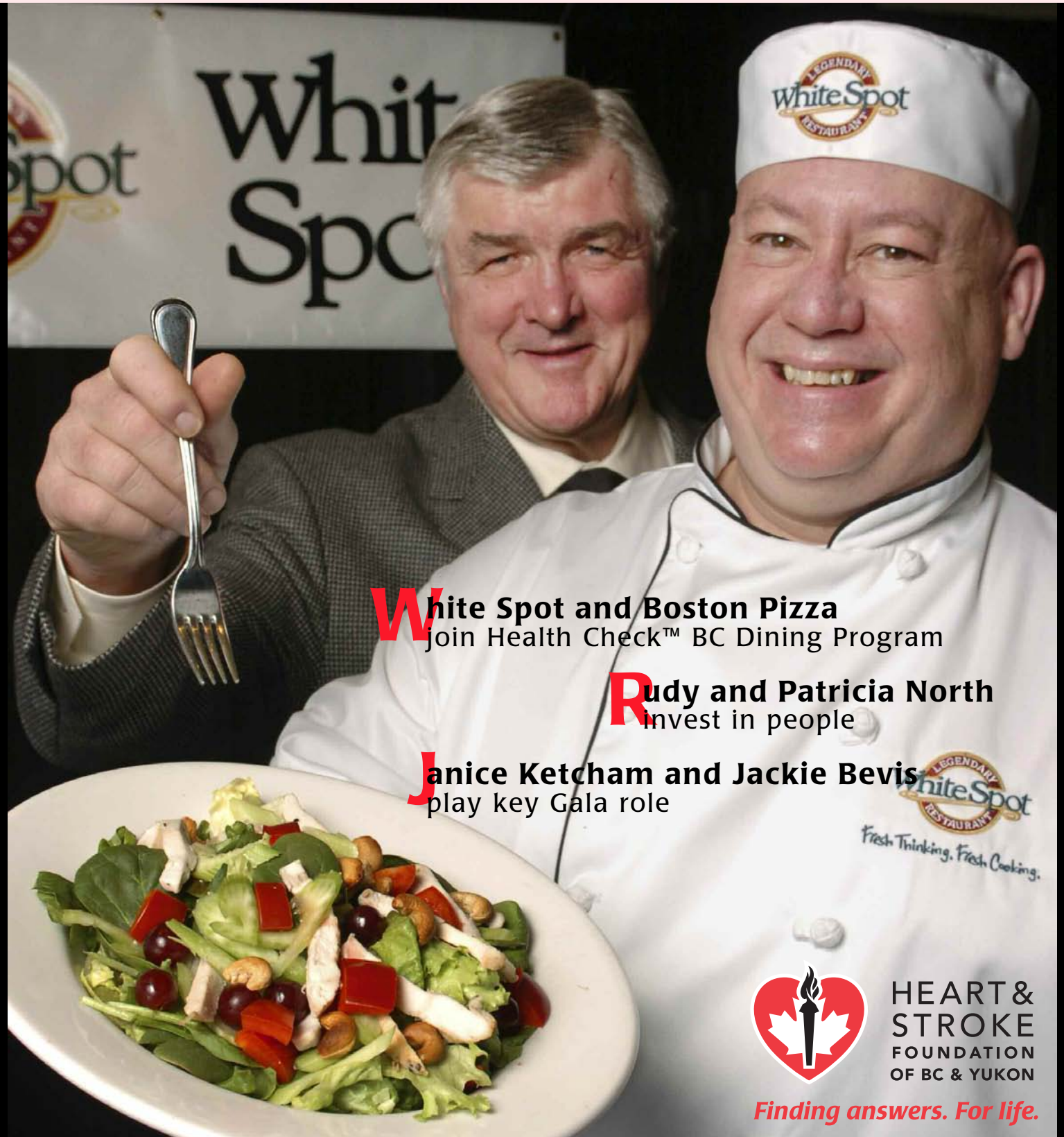


Heart & Stroke

June 2007 • VOLUME 8 • ISSUE 5

heartsandminds

NEWS FOR FRIENDS OF THE HEART AND STROKE FOUNDATION OF B.C. & YUKON



White Spot and Boston Pizza
Join Health Check™ BC Dining Program

Rudy and Patricia North
Invest in people

Janice Ketcham and Jackie Bevis
play key Gala role



HEART &
STROKE
FOUNDATION
OF BC & YUKON

Finding answers. For life.

inthisissue

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COVER PHOTO:

Pat Quinn (left), former head coach and GM of the Vancouver Canucks, stands with Chuck Currie, Executive Chef of White Spot Restaurants, as he samples one of White Spot's Health Check™ menu items.

Courtesy of *The Vancouver Sun*

Inspiring hope for longer, healthier lives

June is Stroke Month. Every 10 minutes in Canada, somebody has a stroke. Although the majority of people who have a stroke survive the attack, many are left with severe mental and/or physical impairment. Some are so severely disabled that they require long-term care. And sadly, stroke takes many people's lives. In fact, stroke is the third leading cause of death in Canada.

However, the Foundation is making great progress to improve this situation.

For example, the outstanding philanthropy of Rudy and Patricia North has enabled the Heart and Stroke Foundation of B.C. & Yukon and the Vancouver General Hospital & University of British Columbia Hospital Foundation to recruit Dr. Lara Boyd, a leading stroke rehabilitation researcher. Read about how the North family's dedication, vision, and generous financial support have been instrumental in facilitating this prestigious appointment.

Meanwhile, although the lazy days of summer are upon us, this is indeed a busy time for the Foundation. In this issue of Hearts and Minds, you will also learn about the latest advancements in the Foundation's advocacy work, a new partnership with the Health Check™ BC Dining Program, and other stories reflecting the devotion of all the donors, volunteers, and researchers who work tirelessly to carry out our vision: *Generations free of heart disease and stroke.*



Bobbe Wood,
President & CEO,
Heart and Stroke Foundation
of B.C. & Yukon



HEART &
STROKE
FOUNDATION
OF BC & YUKON

Finding answers. For life.

Advocacy wins B.C. room to breathe

CleanAir
COALITION OF B.C.

Smoking in all indoor public spaces will be banned in British Columbia in 2008. When the provincial government announced that and other tobacco control measures in March, it was a big, hard-fought-for victory for the Clean Air Coalition of B.C.

Combating the harm of tobacco use, especially second-hand smoke, the Coalition is an advocacy partnership formed in 1998 by the Heart and Stroke Foundation and the Lung Association.

"The ban has been a long time coming," said Coalition Director Jack Boomer. "This move is absolutely necessary if we're to effectively curb the serious harm of tobacco smoke and its proven major role in heart disease and stroke, respiratory disease and other deadly and disabling conditions.



Drifting tobacco smoke: Working with individuals and housing organizations, the Coalition raises awareness of the dangers of second-hand smoke moving between apartments and condos and remedies available to residents and landlords.

Protecting children: "Take it Outside" is the name of a Coalition education campaign on the health risks to children of exposure to hazardous cigarette smoke. This happens to nearly a fifth of children younger than 12 in cars, and to 25 per cent in their homes.

Spit tobacco: How much are young people switching to products like chewing tobacco and snuff to avoid the stigma of smoking or because of smoking bans? The Coalition is working to answer that mainly with focus groups

"The ban has been a long time coming."

– Coalition Director, Jack Boomer

"What's particularly significant is the government's clear statement that restaurants and bars will no longer be allowed to maintain separate smoking rooms."

The Coalition's most recent advocacy drive was last year's "Enough" Campaign. It involved thousands of British Columbians sending Premier Gordon Campbell postcards declaring there is more than enough science, public support and positive economic evidence to justify banning indoor public smoking without allowing smoking rooms.

The success of that and related efforts doesn't mean the job is done, according to Boomer. Besides monitoring how the government will implement the 2008 smoking ban, the Coalition receives provincial and federal funding to pursue these other tobacco control initiatives.

conducted throughout B.C.

Those and other Coalition activities meet its mandate of building public understanding of the dangers of second-hand smoke, advocating for smoke-free environments and supporting local tobacco-control activities to promote a smoke-free British Columbia.

To find out more about the Coalition's work and to download free brochures, fact sheets, decals and other information:

visit www.cleanaircoalitionbc.com
or phone 604-732-1859
for additional information.

The best investment is in people

For philanthropists Rudy and Patricia North, their enjoyment in life is found largely in giving.

The North's recent commitment of \$300,000 – to be divided equally between the Heart and Stroke Foundation of B.C. & Yukon and the Vancouver General Hospital & University of British Columbia Hospital Foundation – will support the recruitment of stroke researcher Dr. Lara Boyd. Dr. Boyd, an internationally renowned researcher from the University of Kansas Medical Centre, will be bringing her stroke rehabilitation research to GF Strong Rehab Centre.

"The best investment is in people," says Rudy North, who has a strong interest in the field of rehabilitation. "When one invests in buildings or equipment, these are depreciating assets. But when one invests in people, the asset [knowledge base] grows."

Both Rudy and Patricia hope that their investment in knowledge will not only improve the life of people recovering from cerebrovascular disease, but will ultimately advance healthcare for British Columbians.

"Through the North's generous gift, the Heart and Stroke Foundation and the VGH & UBC Hospital Foundation will be able to add Dr. Boyd's vital research to an exceptional team of scientists," says Bobbe Wood, President & CEO, Heart and Stroke Foundation of B.C. & Yukon.

Dr. Boyd's research will have a tremendous impact on the rehabilitation of stroke survivors, helping people with neurological conditions to re-learn their motor skills.

Specializing in physical therapy and neuroscience, Boyd will be leading research aimed at understanding how the brain recovers from a stroke – the leading cause of disability in Canada. Boyd is studying how brain pathways can be modified by experience and learning – and by brain injury like stroke.

Patricia North spoke about how exciting it is to bring such a "brilliant mind" to British Columbia. She refers to the recruitment of Dr. Boyd as a "catalyst for a lot of change." Indeed, the North's gift enables the Heart and Stroke Foundation to continue working towards its vision: *Generations free of heart disease and stroke.*



Internationally-renowned stroke rehabilitation researcher Dr. Lara Boyd

"When one invests in buildings or equipment, these are depreciating assets. But when one invests in people, the asset [knowledge base] grows."

– Rudy North

Where does our research money go?

We all know that it takes money to support cardiovascular disease research and we all know that research leads to all the important advances in drugs and treatments. But how does the Heart and Stroke Foundation of B.C. & Yukon decide which projects to fund, which researchers to support, and how much money to give to each?

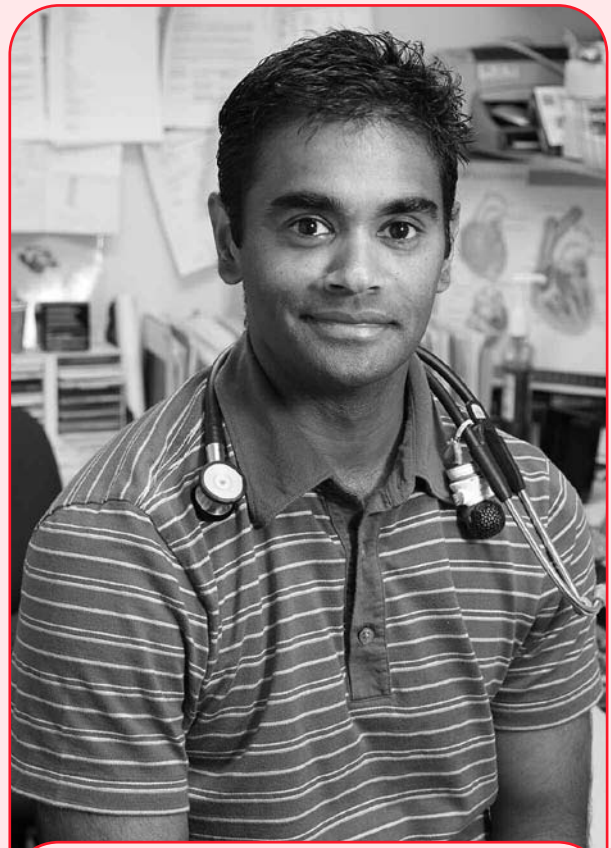


Not everyone with a great idea can get research funding from the Heart and Stroke Foundation. No matter how experienced a researcher is, they must apply for an award, called a Grant-in-Aid, by submitting a proposal to the Foundation by the annual September 1st deadline. Proposals are only accepted from researchers with an M.D. or Ph.D. degree (or sometimes both), a faculty appointment at a British Columbia University, and an established reputation as an independent researcher in the field of cardiovascular disease. The proposal should explain what they want to do and how it will work, what it will cost, and how it is relevant to the Foundation's mission.

The researchers must show detailed evidence based on previous work by themselves and others about why their approach is likely to be successful. They must also prove that they have the experience to guide the staff and students who will do the work and that the project will be finished within the timeframe and budget requested.

In order to insure that we fund only the best research, proposals are submitted for expert review to the Heart and Stroke Foundation of Canada. A committee there asks four research scientists to evaluate each proposal. The reviews are collected by the committee, which then discusses them and assigns a score to each proposal. Working closely with a group of scientists here in British Columbia, the Heart and Stroke Foundation of B.C. & Yukon then decides which of these proposals can be funded, based on the scores and the amount of money raised by the Foundation during the year. Only the highest scoring proposals get funding.

Once a proposal has been approved, researchers are required to submit annual Progress Reports telling the Foundation what they have accomplished with their funding and what they are doing to share their results.



Dr. Shubhayan Sanatani, one of the Foundation's 2006 Grant-in-Aid recipients, is currently looking at the most effective ways of controlling arrhythmia in children.

Volunteer Leadership Development Team a Model for Success

WHAT IS A VOLUNTEER LEADERSHIP DEVELOPMENT TEAM?

The answer was demonstrated this past February when a pilot project was launched to revitalize the Vancouver area Door-to-Door Campaign. Five top-notch young leaders, all connected to the University of British Columbia (UBC) or Simon Fraser University (SFU), took on the challenge of rebuilding the pyramid structure of the Foundation's cornerstone fundraising campaign.

Following the selection and orientation process, the team quickly got to work and created a recruitment plan. Their strategic approach and excellent communication skills resulted in the engagement of 30 new division leaders, all university students from either UBC or SFU, who were well suited to the challenge of being a Division Leader for the Door-to-Door campaign. The team provided support for the new recruits throughout the campaign with outstanding results: a doubling of revenue from the previous year's campaign in the pilot area.

In addition to a highly successful Door-to-Door campaign, the Volunteer Leadership Development team created a "Post-Secondary" model which can be adapted to suit urban centres throughout the province.

What attracted these young women to become part of the Volunteer Leadership Development team? It was the opportunity to use their talents to serve the community and to train and inspire other future leaders. As these five young women are busy with academic and business careers, the flexible nature of their role was appealing to them. Dynamic leaders such as these five are waiting in the wings in communities throughout the province; it's just a matter of presenting them with the right opportunity to bring them on board.

THANK YOU TO THE VOLUNTEER LEADERSHIP DEVELOPMENT TEAM:

Barinder Chauhan, Betty Houle
Shagha Khayam, Tessa Strong
Jeannette Vergara

Heartfelt thanks to Accenture

Employees from Accenture, a global management consulting, technology services, and outsourcing company, are taking the expertise valued by their clients to the Heart and Stroke Foundation of B.C. & Yukon by volunteering and giving back to the community in which they operate.

Accenture's corporate citizenship initiatives in British Columbia are governed by a steering committee comprised of dedicated volunteers from a diverse workforce who share a common interest and passion for making a difference. By taking the extra stride in donating valuable volunteer hours on top of monetary contributions, employees are offering value to the Foundation that is not readily available elsewhere while constantly being inspired by the work of the Foundation through their vision to eradicate heart disease and stroke.

In the past, the company has embraced awareness activities in its internal operations and has actively organized and attended several events to raise money for the Foundation. This past year, however, Accenture has reached another milestone by making a commitment to the long-

term success and growth of the Foundation through volunteerism.

Accenture Senior Manager, Linda Brown, launched the effort by recruiting a Corporate Advisory Council chaired by Jan Marston from Terasen Gas along with Vancouver executives from companies including Accenture, Terasen, BCTC, and Best Buy. Linda Brown is thrilled at the partnership: "We are establishing a two way partnership where the Foundation is helping us create awareness on heart disease and stroke among our employees while we are helping them become a high performance organization. Our people use proven methodologies, best practices, and unique business expertise to help the Foundation succeed not only as a charity, but as an organization." The Corporate Advisory Council has been working together with the Foundation over the past year and is looking forward to continual growth and improvement.



Leadership “Gala” Style

Janice Ketcham and Jackie Bevis are a team: a leadership team extraordinaire! Hardworking, organized and putting their hearts into everything they do, these two women will once again co-chair the Heart and Stroke Foundation’s leading fundraising event, the Heart of Gold Gala.

Pleased with the success of the 50th Anniversary Gala, the Foundation wanted to make the ball an annual event. When approached by a good friend who chairs the Foundation’s Caring Hearts campaign, Jackie and Janice agreed to take on the project. “We felt we could support this event because of the important work that Heart and Stroke Foundation does throughout our province,” says Janice. “We are continuing into our second year as co-chairs because we felt it was important to have continuity and build on last year’s success.”

The dedicated duo started by building a strong volunteer committee, recruiting volunteers who had worked with them in the past and could offer skills in the areas of live and silent



auctions, decorations and décor and recruiting other volunteers. Janice reports this year they are already over budget in terms of sponsorships thanks to committee members with contacts in the business community, and “in-kind” donations are pouring in. “We have a wonderful committee that we really enjoy working with,” says Janice. “Everyone is committed to making the Gala the best it can be.”

The theme for this year’s Gala, taking place June 1st at the Vancouver Convention and Exhibition Centre, is “The Heart of Rock n’ Roll is Still Beating”. Dr. Strangelove will treat the crowd to rock n’ roll from the 50s, 60s and 70s; Vancouver’s best known auctioneer, Barry Scott, will oversee a silent and live auction which includes signed hockey jerseys, exotic getaways, jewelry, art, deluxe home décor items and unusual items such as a signed guitar from Heart, a famous rock band from the 70s. “If people don’t feel like participating in the live or silent auction, they can donate to a specific program and receive a tax receipt for 100 percent of their donation,” explains Jackie. “Programs include stroke research, heart research for neo-natal and newborns and Foundation advocacy programs working to remove trans fats from foods, and educate children regarding heart healthy diets.”

Jackie and Janice agree, for them, it’s about giving back to the community. “We work hard, but we also have fun and get a great deal of satisfaction from seeing the Heart and Stroke Foundation benefit from our efforts,” say the pair. They emphasize the importance of teamwork and effective leadership: “We couldn’t do it without terrific volunteers who take the lead; it’s team work all the way!”



Jackie Bevis, (left) and Janice Ketcham, co-chairs of the Heart and Stroke Foundation’s Heart of Gold Gala

Take Heart. Give Hope. Simple ways to donate...

- Donate Online at www.heartandstroke.bc.ca.
- Donate in Memory.
- Donate in Celebration – birthdays, weddings, etc.
- Donate Monthly.
- Donate Corporately.
- Donate through Estate.
- Donate your Time.
- Set up a Heart Tribute Fund™.

Hip to be squared

Be good to your heart and square dance for the health of it



For the last three decades, the Abbotsford Grand Squares square dance club has hosted fundraising dances in support of the Heart and Stroke Foundation of B.C. & Yukon. The Grand Squares is comprised of 65 square dancers who do-si-do their way to raising money for vital heart disease and stroke research. In fact, this dedicated group has raised over \$70,000 in their fundraising efforts so far.

In 1977, one of the club's callers, Bill Cosby survived a heart attack. The inaugural fundraising dance kicked off that year, and in honour of Bill, the club decided that all proceeds would be donated to the Heart and Stroke Foundation. Every year since then, the event has continued to be a growing success: at this year's annual dance, for example, over \$4,800 was raised through activities such as a silent auction and bake sales. "We take it very seriously," says Tanye Heath, the club's past president who is often referred to as the "club sweetheart."

The Grand Squares aim is to promote the club in the community while spreading the word that square dancing is a social way to keep your heart active without sweating on a treadmill. "Square dancing is old-fashioned fun: it is friendships set to music, great exercise, and it keeps the mind and body active," says Tanye.



Ninety-three-year-old Thurlow Gowan, (far right) has been dancing with the club for many years and shows no signs of slowing down.

events calendar

Watch for these upcoming events in your area.

Lend a helping hand, or just come along and join the fun!

Scotiabank Half Marathon and 5km
Vancouver UBC & Stanley Park • June 24

19 Wing Gold River Bike Rally
Comox to Gold River • June 15-16

14th Annual Rotary Club of Nanaimo North Golf
Tournament for Heart&Stroke
Fairwinds Golf - Nanoose Bay • June 22

Scotiabank Runners Expo
Vancouver Wall Centre Hotel • June 22 – 23

Soul Fitness Weight Loss Charity Challenge #8
Sun Peaks • June 30

Joe's Road Race
North Vancouver • June 23 – Aug 4

2K Family Walk for Heart&Stroke
Langley Willowbrook Shopping Centre • June 10

Harry LaVoie Slow Pitch
Courtenay • August

Grant Nielson Memorial Golf Tournament
Skaha Meadows, Penticton • August 4

RaceWeb "Cadboro Bay Triathlon"
Victoria • August 11

Baseball Tournament "Field of Dreams" Event
Langford • August 18

9th Annual WFP Buz Vidal Golf Tournament
Sunnydale Golf & Country Club - Courtenay •
August 18

BC Ferries Slow Pitch
Nanaimo • September

Pins & Creekers Golf Tourney
Arrowsmith Golf Club - Parksville • September 23

HEALTH CHECK™ DINING PROGRAM CONTINUES EXPANSION WITH LAUNCH OF 2ND RESTAURANT CHAIN



Choosing healthy foods in B.C. restaurants is now even easier with the launch of Health Check™ at two major restaurant chains in British Columbia. On May 28th Boston Pizza became the second restaurant in B.C. to join the Health Check™ BC Dining Program when the restaurant launched Health Check™ at all 263 locations across Canada, including 57 in B.C.

"We are proud to feature the Health Check™ program on our menu," said Joanne Forrester, Vice President of Marketing for Boston Pizza. "Health Check™ now offers our guests even more to choose from when dining at Boston Pizza."

"I am excited that an increasing number of restaurants are interested in offering great tasting healthy choices on their menu," said Health Check™ registered dietitian and program manager, Julie Lau at the launch of Boston Pizza.

During February's Heart Month, White Spot Restaurants became the first to introduce the program in all 58 locations across B.C. The launch, held at White Spot's Cardero location, was attended by representatives from the restaurant industry, Heart and Stroke Foundation and even former Vancouver Canucks head coach and GM, Pat Quinn, who spoke about his personal commitment to improve his heart health.



"It couldn't have been a more appropriate celebration of Heart Month," said Bobbe Wood, President and CEO of the Heart



From L to R: Julie Lau, Program Manager, Health Check™ BC Dining Program; Chuck Currie, Executive Chef, White Spot Restaurant; Terry Dean, General Manager, Health Check™ Program.

Boston Pizza is proud to introduce the Health Check™ program on our menu.

The Heart and Stroke Foundation's Health Check™ program is your assurance that Boston Pizza menu items identified with the Health Check™ symbol meet the program's nutrient criteria based on Canada's Food Guide. Choosing lower fat foods more often and emphasizing vegetables and fruits is a part of healthy eating.

Nutritional information is available from your server or at www.bostonpizza.com.

lemon baked salmon

Boston Pizza pays a fee to help cover program costs. Visit www.healthcheck.org for more information. This is not an endorsement.

Boston Pizza
You're among friends™

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and Stroke Foundation of B.C. & Yukon. "We are delighted White Spot is working with the Heart and Stroke Foundation to launch the Health Check™ program in B.C."

Based on the successful Health Check™ food information program unveiled in grocery stores across Canada in 1999, the Health Check™ BC Dining Program works with restaurants to create menu items that are delicious as well as nutritious. The program will also include menu items that feature B.C. food products when available.

The Health Check™ BC Dining Program is a collaboration of the B.C. Government and the Heart and Stroke Foundation and is supported by the B.C. Restaurant and Foodservices Association and the Canadian Restaurant and Food services Association.

Look for more restaurants joining the program in the coming months. For more information, check out: www.healthcheck.org.

Check for Health Check™

Our heartfelt thanks

to our donors and sponsors who generously gave \$1,000 and over from
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Some donors wish to remain anonymous

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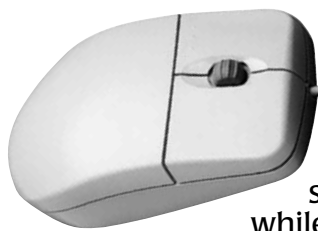
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New online message board

The Heart and Stroke Foundation of B.C. & Yukon is excited to launch a new initiative for Patient Programs: a Patient/ Survivor/ Caregiver Message Board.

This online tool is accessible from a link on the Foundation's home page:
www.heartandstroke.bc.ca

The message board is intended to unite patients, survivors and caregivers throughout British Columbia, providing them a means of exchanging tips as well as stories and personal patient or caregiver experiences.



People are encouraged to sign up, free of charge, and share their experiences while learning valuable heart healthy advice on everything from caregiver tips to stress management information to resuscitation-related resources.

DO YOU KNOW?

SIGNS OF A HEART ATTACK

One or more of these:

- Chest pain or discomfort.
- Pain in arm, neck, jaw, or back.
- Sweating.
- Nausea.
- Difficulty breathing.

SIGNS OF A STROKE

One or more of these:

- Sudden weakness, numbness.
- Sudden trouble speaking.
- Sudden vision problems.
- Sudden severe headache.
- Sudden dizziness.

KNOW WHAT TO DO

If you or someone you know is experiencing a heart attack or stroke,

CALL 9-1-1

or your medical emergency number immediately.

For your free Warning Signs wallet card, call
1.888.HSF.INFO

THE HANDY

directory

Here's a list of useful contact information to keep on hand:

Heart and Stroke Foundation of B.C. & Yukon Regional Offices

Vancouver

303-1212 West Broadway
Vancouver, B.C. V6H 3V1
Tel. 604.736.4088
Fax. 604.736.4087

North Shore/Burnaby

305-123 East 15th Street
North Vancouver, B.C. V7L 2P7
Tel. 604.983.8492
Fax. 604.983.8493

Tri-Cities/Fraser Valley

100-2232 McAllister Avenue
Port Coquitlam, B.C. V3C 2A6
Tel. 604.472.0045
Fax. 604.472.0055

Surrey/Langley/White Rock

218-13569 76th Avenue
Surrey, B.C. V3W 2W3
Tel. 604.591.1955
Fax. 604.591.2624

Richmond/Delta/New Westminster

260-7000 Minoru Boulevard
Richmond, B.C. V6Y 3Z5
Tel. 604.279.7130
Fax. 604.279.7134

Victoria

107-1001 Cloverdale Avenue
Victoria, B.C. V8X 4C9
Tel. 250.382.4035
Fax. 250.382.0231

Vancouver Island

401-495 Dunsmuir Street
Nanaimo, B.C. V9R 6B9
Tel. 250.754.5274
Fax. 250.754.5275
Toll Free. 1.888.754.5274

Northern B.C. & the Yukon Area

1480 Seventh Avenue
Prince George, B.C. V2L 3P2
Tel. 250.562.8611
Fax. 250.562.8614

Kamloops/Cariboo

203-635 Victoria Street
Kamloops, B.C. V2C 2B3
Tel. 250.372.3938
Fax. 250.372.3940

Okanagan/Kootenays

4-1551 Sutherland Avenue
Kelowna, B.C. V1Y 9M9
Tel. 250.860.6275
Fax. 250.860.8790
Toll-Free. 1.866.432.7833



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