

The background of the entire page is a monochromatic red. In the center, two hands are positioned to form a heart shape, with the fingers of both hands curving inward. The lighting is soft, highlighting the texture of the skin.

ANNUAL
REPORT 2019

AND FINANCIAL STATEMENTS



Irish Heart
Foundation



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CEO's Review

2019 saw the Irish Heart Foundation commit to creating a nation of lifesavers.

Every year in Ireland thousands of people die from a cardiac arrest. Around 70 per cent of these happen at home in front of a loved one. If there is someone nearby who knows CPR and can start performing compressions quickly, you can double or even triple a person's chances of survival.

In 2019 the Irish Heart Foundation trained 95,122 people in CPR including 1,705 teachers in 514 schools around the country.

In early 2019 the importance of knowing CPR training was brought into sharp focus when nurse Aoife McGivney used her CPR training to save the life of the driver of the bus she was taking to work in Dublin, who was suffering a cardiac emergency.

Aoife's quick actions and CPR training saved a life that day and we were delighted that she agreed to launch our new Hands for Life free CPR training programme in March 2019.

Hands for Life which is supported by Abbott and ESB Networks, aimed to train 100,000 people in CPR in two years in order to improve people's chances of surviving a cardiac arrest in Ireland.

Hands for Life is just one of a number of life saving training programmes run by the Irish Heart Foundation.

Others include CPR 4 Schools, Heart Saver, Community First Response and the Advanced Cardiovascular Life Support (ACLS) provider Course.

ACLS is designed for healthcare providers who direct or participate in the management of cardiopulmonary arrest or other cardiovascular emergencies.

A total of 48 new instructors were trained to deliver the ACLS programme through the Irish Heart Foundation in 2019. These instructors then went back to train their colleagues in hospitals around Ireland.

In addition 4,710 healthcare professionals were trained in ACLS in 2019 and a further 32,024 were trained in basic life support

While a cardiac arrest is on the acute end of heart disease we also continue to support our community of people living with heart disease and stroke and their carers.

Heart disease and stroke patients are the Irish Heart Foundation's core stakeholders, and providing services that promote recovery and help people achieve the best quality of life possible, is therefore a particular priority across the organisation.

At the end of 2019 we had a total of 21 stroke support groups countrywide, five groups for people living with heart failure and specific supports for people living with cardiac conditions including Long QT Syndrome, cardiomyopathy, Spontaneous Coronary Artery Dissection (SCAD), people living with ICDs and families affected by SADS.

Each of these groups provide a lifeline for people who may otherwise go unsupported and or left to deal with the consequences of often serious conditions alone.

Our stroke support groups which are led by a team of dedicated stroke coordinators provide emotional as well as practical support, reflecting the level of support required by people who are dealing with the often significant physical, communication and psychological effects of their brain injury.



CEO's Review contd

In addition to offering a social lifeline to often isolated stroke survivors, the stroke groups provide structured exercise programmes with individualised training plans, one-to-one counselling, respite holidays and outings, along with a full range of expert information and advice.

It is estimated that one in four stroke survivors in Ireland are aged under 65 and the 2016 Irish Heart Foundation/HSE National Stroke Audit showed a 26 per cent increase in the rate of younger stroke since the previous audit in 2008.

In 2019 we began to pilot a stroke support group in Dublin for younger stroke survivors – the popularity of which demonstrates just how important support is for people of working age living with the condition.

In addition, our closed Facebook group for younger stroke survivors continued to grow in popularity and during 2019 passed the 600 member mark.

Our work in health promotion and prevention continued throughout 2019 and plays a vital role in

promoting and supporting healthier lifestyle choices in the community, schools and workplaces.

In 2019 the Irish Heart Foundation established a new Youth Advisory Panel (YAP), made up of 25 young people aged 12-18 who are passionate about making a difference to the health and wellbeing of young people in Ireland. This group feeds into the programmes and projects of the Irish Heart Foundation.

We can do none of this work without the support of our dedicated staff; volunteers and generous donors and I would like to take this opportunity to thank each and every one of you for your continued support.

Together we can help ensure that more lives are not lost or families left behind by the devastating impact of heart disease and debilitating stroke.

Tim Collins
CEO, Irish Heart Foundation





Chairperson's Report

With a mission to prevent heart disease and stroke, and to support patients with these diseases, it is a privilege and a pleasure to chair the Board of the Irish Heart Foundation.

The pattern of cardiovascular disease in Ireland has changed enormously since the Foundation was founded in 1966, from acute presentations with a high death rate to chronic conditions with lower mortality but important impacts on quality of life and need for health care. So, the 8,989 people who died from heart disease and stroke in 2019 represent the tip of the iceberg of the effect of these conditions on health and wellbeing in our country.

A lot more is known now about the causes of cardiovascular disease and the importance of developing heart healthy habits from an early age. However, our 'obesogenic' environment - physical, social and economic - provides incentives in the opposite direction. The launch of the Childhood Obesity Manifesto is a wonderful example of the long-term strategic approach of the Foundation.

The prevalence of cigarette smoking has decreased to 17% but that is still about 1 in 6 of the adult population, and is higher among disadvantaged groups.

E-cigarettes are used by 6% with real concerns about the increasing uptake by young people.

The Irish Heart Foundation lead, together with the Irish Cancer Society, on gathering the evidence about potential risks to health from this new form of nicotine addiction. Advocacy for government action resulted in cross party support including from the Minister for Health, Simon Harris.

This report provides a summary of other programmes to reduce the risk of heart disease and stroke and to improve the outcome for those who develop these conditions. 'Hands for Life' provided training for over 19,000 people in how to respond if someone is having a cardiac arrest, stroke or is choking. In such an event, outcome for patients has improved due to collaboration with health professionals to advocate for service improvements, facilitating service reviews and professional development, and increasing supports for survivors and carers.

The Irish Heart Foundation does not rely on past achievements but is constantly reviewing how it does its business, to achieve its purpose as effectively and efficiently as possible. Improvements to the website and consideration of the use of technology in 2019 enabled a rapid response to support patients with heart disease or stroke and their carers during

the COVID-19 pandemic – a story for the Annual Report of 2020.

The members of the Board of the Irish Heart Foundation were briefed on the work outlined in this report and advised on developments from the perspective of their varied backgrounds and expertise. As a charity, we are very conscious of prudent financial management, in order to achieve our aims while considering value for money. In support of this, the Board receives detailed information on the deliberations and decisions of the Audit and Risk Committee.

The work of the Irish Heart Foundation benefits from the talents and dedication of management, staff and volunteers who bring sustained enthusiasm and energy to their endeavours. However, all involved are very aware that none of the improvements to health and wellbeing we aim to achieve, would be possible without the sustained support of the public. On behalf of the Board, I thank you most sincerely for your continuing commitment and generosity.

**Professor Emer Shelley
Chairperson and President,
Irish Heart Foundation**



2019
in
Numbers

8,989
people died
in Ireland from
heart disease
and stroke

 4,744  4,245

9,600

received a free heart
health check at the
Mobile Health Unit

82 work
places
with 71,287
employees received a
Healthy Eating
award



31
Support
Groups



Stroke
21



Heart failure
5



Long QT
syndrome

2,350
people received a
Irish Heart Foundation
heart health checks
at work

We trained
95,122
people in **CPR**
including **1,705**
teachers in 514 schools



850 farmers received a FREE heart health
CHECK



330
new community
walking leaders
were trained and the Irish Heart Foundation developed



Slí na Sláinte

73 new
school
routes

23 new
workplace
routes

5 new
community
routes



Cardiomyopathy



Spontaneous Coronary Artery
Dissection (SCAD)
people living with ICDs



Sudden
cardiac death

Health Promotion and Prevention

The Irish Heart Foundation works to promote and support healthier lifestyle choices in the community, schools and workplaces.

Schools Programmes

In Ireland today, just 17 per cent of primary and 10 per cent of secondary school children are meeting the recommended 60 minutes of physical activity every day. Physical inactivity is a significant risk factor for heart disease and stroke.

The Irish Heart Foundation's school-based physical activity programmes are designed to increase physical literacy among young people. Physical literacy is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life. Acquiring physical literacy empowers children and young people to be active for life and understand why it is important for their health.

In primary schools, the **Let's Get Active Award** is a four-week challenge, which supports children to get active for 60 minutes a day. In 2019 11,758 children took part in this programme.

Action for Life is a physical activity programme for the PE curriculum in primary schools. In 2019 the Irish Heart Foundation conducted an in-depth evaluation of the

programme to redesign it through the lens of physical literacy and a broader approach to health education. This involved taking a more holistic approach incorporating PE, Social, Personal and Health Education (SPHE), mindfulness, nutrition, heart health and physical activity.

YPATH 'PE 4 ME' was launched in October 2018 in secondary schools across Ireland. It is a whole-school physical literacy programme delivered by PE teachers as part of the schools' wellbeing promotion initiative. YPATH 'PE 4 ME' is a direct response to the fact that young people in Ireland do not get enough physical activity. By targeting physical activity, health-related knowledge and fundamental movement skills, we are committed to equipping the next generation with the physical literacy tools they need to enjoy being physically active. In 2019 we reached 310 schools, provided continuous professional development to 439 teachers and reached 161,885 young people.

The Irish Heart Foundation also provides a **Healthy Eating Award** in secondary schools. This involves working closely with a school's caterer, principal, teachers and students to ensure that heart-

healthy food options are provided and promoted to students, staff and visitors. 38 schools received the Healthy Eating Award in 2019.

In 2018 the Irish Heart Foundation began to explore opportunities to close the gap on poor **health literacy** in Ireland and reduce health inequalities among young people in disadvantaged schools. Health literacy is the ability to obtain, read, understand and use health information and is a key influence on people's health.

In 2019 the Irish Heart Foundation commenced its Schools' Health Literacy project, which is recognised by the World Health Organisation (WHO) as a health literacy demonstration project. We use a co-design approach working closely with key partners, which included, schools, University College Dublin, Dublin City University and Microsoft, to co-design baseline research of adolescent health literacy levels and develop a schools-based intervention to address health literacy.

As part of the Schools' Health Literacy project, in 2021 we will launch a whole-school intervention for students aged 12-16 years in DEIS settings using cutting edge technology embedded within the wellbeing framework.



Youth Advisory Panel

In 2019 the Irish Heart Foundation established its new Youth Advisory Panel (YAP), made up of 25 young people aged 12-18 who are passionate about making a difference to the health and wellbeing of young people in Ireland. The group meets four to five times a year and feeds into the programmes and projects of the Irish Heart Foundation.

YAP members added their voices to and helped to launch the Irish Heart Foundation's Childhood Obesity Manifesto in November 2019 and it has also been an invaluable resource to the Irish Heart Foundation's Health Literacy project and the Children and Young People's Programmes.

Healthy Eating Award

The Irish Heart Foundation runs a Healthy Eating Award programme for workplaces, which helps them develop heart-healthy eating options for their staff.

We partner with workplaces to help them tailor their staff menus and provide advice on portion sizes, the environmental layout and the

provision of nutritional information in the canteens and kitchens. This service is provided by the Irish Heart Foundation's in-house registered dietitian and a panel of registered dietitians also carry out on-site visits and work with caterers, workplaces and employees to encourage heart-healthy eating options for all.

In 2019 82 workplaces with 71,287 employees received a Healthy Eating Award, bringing the total number of certified workplaces (certification lasts for two years) to 157 comprising 114,086 employees.

Slí na Sláinte

The aim of Slí na Sláinte (Path to Health) is to encourage more people to walk more often and to enjoy the many health benefits associated with walking. Being physically active can help reduce blood pressure and cholesterol and help control weight, all of which can reduce the risk of heart disease and stroke. Slí na Sláinte focuses on walking as it is a free activity, accessible to most people and can be incorporated into our daily lives.

In 2019 330 new community walking leaders were trained and the Irish Heart Foundation developed 73 new

school routes, 23 new workplace routes and five new community routes.

Workplace Heart Health Checks

2,350 people received Irish Heart Foundation heart health checks in their place of work in 2019. Workplaces represent an opportunity to positively influence employees' cardiovascular risk. As part of the service, qualified and experienced nurses carry out individual heart health checks and provide tailored lifestyle advice. The range of services offered by the Irish Heart Foundation ensures that employees can make the recommended lifestyle changes needed based on the outcome of their health check. The feedback from the workplace heart health checks has been extremely positive.

Heart Month

In September, our annual Heart Month campaign 'Escape Your Chair' raised awareness of the health risks of sitting for long periods of time. The campaign reached over 2.3 million people on social media, with our social videos being viewed over 132,000 times.



As part of the 'Escape Your Chair' heart month campaign, the Irish Heart Foundation created a range of resources to help people move more and sit less. These included an online sitting time calculator, a Deskercise video, a Move More Walking Challenge, a Couch to 5k guide, as well as expert tips and advice on how to increase physical activity levels.

We also organised the Irish Heart Foundation 'Heart Hero 5k' in association with parkrun Ireland.

Mobile Health Unit

The Irish Heart Foundation's Mobile Health Unit travels around the country delivering free heart health checks to the public with a specific focus on blood pressure checks. High blood pressure is the leading cause of stroke and heart attack in Ireland and is a silent killer. In Ireland almost 64 per cent of people over the age of 50 have high blood pressure.

In 2019 the Mobile Health Unit visited every county in Ireland and reached people in a wide variety of community settings including community and family resource centres, Men's Shed groups, Traveller groups, shopping centres, town squares, Community First

Responder groups and farmers attending marts. The heart health checks are opportunistic and no appointment is required.

The Mobile Health Unit Team uses the Pobal Deprivation Index in Ireland to identify locations to attend to ensure it is reaching rural and disadvantaged communities.

In 2019 9,600 people received a free heart health check at the Mobile Health Unit.

The Irish Heart Foundation is grateful to the support provided by EUROSPAR (January - June 2019) and Pfizer Bristol-Myers Squibb (June - December 2019) for the Mobile Health Unit.

Farmers Have Hearts

Since 2013 the Irish Heart Foundation has been supported by the HSE to lead the Farmers Have Hearts programme, providing heart health checks and lifestyle advice to farmers at their local marts. 850 farmers were seen through this programme in 2019.

Previous research commissioned by the Irish Heart Foundation identified farmers as a higher risk group for cardiovascular disease. They

often live in rural isolation and are reluctant to seek medical advice in relation to their heart health.

Through the Farmers Have Hearts programme, new research into farmers' cardiovascular health is being carried out by the National Centre for Men's Health at IT Carlow, with the support of Teagasc, the Irish Heart Foundation, Glanbia Ireland, the HSE and UCD and the health checks in marts and Glanbia sites. By working in partnership, we can look at supports and interventions for farmers to support them to reduce their risk of heart disease and stroke.

Community Heart Health Checks

In 2019 the Irish Heart Foundation delivered community heart health checks to 2,100 people in many different settings in local communities, including at the National Ploughing Championships in Co. Carlow.



Feeding the homeless heart healthy meals

The Dublin Simon Community Treatment Service received an award at the Irish Heart Foundation's Heart Healthy Eating Awards in 2019. With teamwork and clever budgeting, the service has ditched the deep fat fryer and transformed the diets of residents and staff.

The Dublin Simon Community Treatment Service in Usher's Island in Dublin 8, is made up of three separate residential units; the residential alcohol/benzodiazepine detox unit which has 11 beds, the blood borne virus unit which cares for people with conditions such as HIV and Hepatitis C as a result of drug use and a clinical step up step down intermediate care centre with 12 beds that provides short-term semi-acute healthcare interventions, treatment, and investigations for people who are homeless.

Along with 34 residents across the three units, staff, nursing/medical teams and volunteers, cooks Mark Buckley and Ruth Brady are responsible for feeding up to 60 people a day.

In the past 12 months together with Niall Murtagh, Operations Manager in Treatment Services and Health and Wellbeing Supervisor JT Treanor, Mark and Ruth have worked hard to adopt healthier cooking practices and provide healthier food choices across the service.

All the residents at Ushers Island treatment services are homeless and many are suffering from alcohol and or drug addiction. They are therefore a hugely vulnerable group for whom

a nutritious home cooked meal is sadly a rare occurrence.

It is known that there is a disproportionate level of illness and addiction among people experiencing homelessness and for many who are struggling with alcohol and or drug addiction, eating well is a priority they may not be able to afford. However, Mark and Niall know all too well that a healthy diet is a vital part of recovery for their residents.

Alcohol abuse takes a major toll on the body and recovering from alcohol/drug abuse is a gradual process and nutrition is one of many issues that require attention.

Niall explained, "we place a huge emphasis on food and ensuring that the food we are supplying is nutritious and healthy. They would come in not only detoxing from their alcohol but perhaps [also from] the high sugar content in the alcohol and the foods they would have been eating."

In order to address this, the service ensures there is always a wide selection of fruit available for residents so they can get their sugar from natural sugars in fruit rather than alcohol and processed foods.

Coupled with the struggles of addiction, the chaotic nature of their lives means that some people experiencing homelessness, for example those in one night only hostels, are forced to leave their accommodation at 8am in the morning and they cannot return until 8pm at night. This means that they have no way to cook or prepare their own food and are therefore reliant on fast or ready-made food that is rarely the healthiest option.

Mark and Niall explained that while they were always conscious of providing healthy options for residents, a lot of the food donations they received in the past were made up of biscuits, sweets, fizzy drinks and chocolates. Therefore, they made a conscious effort in January 2019 to embrace the new year with a fresh approach to healthy eating at the service.

They explained that it started off with small changes. For example, the deep fat fryer was decommissioned, and oven baked homemade potato wedges and fresh cod replaced the weekly Friday fish supper of deep-fried cod and chips.

"It was a gradual change our residents never noticed or never commented on the change," Niall said.



With the help and advice of Sarah Noone, Dietitian with the Irish Heart Foundation, Friday's fish and chip supper now also includes oily fish such as mackerel and trout and the fresh cod is prepared with homemade wholemeal breadcrumbs.

There has been no negative feedback whatsoever from residents or staff at the service and Mark said that as a cook, it's "a pleasure" to be preparing healthy, home-cooked, wholesome food.

"It's a pleasure for us as cooks to be able to cook that kind of food instead of taking a battered cod out of a frozen box and sticking that on a tray or into a deep fat fryer, there is no love in that. So, we are getting a buzz out of it ourselves," Mark said.

Over the last year the service has completely transformed the food offerings to residents and staff. There are no longer any biscuits, sweets or fizzy drinks available and desserts and pastries are banned. In their place are herbal teas, mint and lemon infused water and fresh fruit. Fresh salads are offered with every meal and nuts and seeds are also freely available to add to salads or morning porridge.

Mark, Niall, Ruth and JT also reviewed all the menus and based them largely around the healthier food donations received by Dublin Simon, this means that even on a

shoestring budget, the Usher's Island in-treatment service has successfully implemented a diet that prioritises heart health for its residents and staff alike.

Coupled with providing healthy nutritious food at mealtimes, the in-treatment service in Dublin Simon also organises workshops on nutrition and cooking for residents so they can learn for themselves the importance of a heart healthy diet and acquire lifelong cooking skills.

The Dublin Simon Community Treatment Service was one of 80 companies and organisations to receive a Heart Healthy Eating Award at a special event on Tuesday 19th November at the Gibson Hotel in Dublin.

Commenting on the award, Niall said it was a "huge achievement" and he credited the whole team at Usher's Island, staff, volunteers and residents with being instrumental in getting the award.

"When we look back on what our menu looked like 12 months ago to what it is now there has just been a huge change. We are all in this work here to provide the best service we can for our residents and to see the difference in the meals being provided is amazing."

"Our residents are very vulnerable, and they are in a low place when they come in the door to our service.

The food makes a huge difference to their recovery and to be able to see that is amazing," Niall added.

Mark said he was "over the moon" with the award as it entailed a lot of planning and hard work by all the team at the service including the residents. He said the residents themselves had really embraced the changes and were eager to learn about the importance of a healthy diet. He added that the next steps in the process was the rollout of the healthy eating initiative to all Dublin Simon services across the city.

Commenting, Sarah Noone Dietitian with the Irish Heart Foundation said, the work done by the Dublin Simon Community was inspirational.

"We often take everyday things like a hot nutritious meal for granted, however, for people experiencing homelessness a hot meal (never mind a healthy meal) often simply isn't available. What we eat, worrying about food and being hungry can have a huge knock on effect on both our physical and mental health. If you're malnourished, you can't function properly. This is an inspirational story where through creativity and passion the Dublin Simon Community provides nutritious healthy meals every day to their staff and residents. It has been so heartening to work with the team at the Dublin Simon Community on this project to achieve the Irish Heart Foundation Healthy Eating Award."

CPR Training

A cardiac arrest can happen at any time and with little or no warning. For every minute without CPR or defibrillation the chances of surviving a cardiac arrest decrease by 10 per cent. Quick actions save lives, whether a cardiac arrest happens in a hospital or in a community or home setting.

To survive a cardiac arrest numerous factors need to be in place – we call this the chain of survival and it consists of five links. The Irish Heart Foundation’s CPR training programmes span all of the links in the chain of survival.

The first link is based around recognising a cardiac arrest early and calling the emergency services immediately.

The second link is commencing CPR immediately. The better the quality of CPR, the better the person’s chances of surviving. By starting CPR immediately, you can double or triple the person’s chances of surviving a cardiac arrest.

The third link is early defibrillation. When a person suddenly collapses, 75 per cent of the time they are in a shockable rhythm. The earlier a shock can be delivered, the better the chances that their heart will convert back to a normal rhythm.

For more people to survive a cardiac arrest in a non-hospital setting, these three stages need to be completed before the ambulance arrives (fourth link).

The fifth link in the chain of survival is advanced cardiovascular life support and post-resuscitation care, which is carried out mainly in hospital.

Well-designed resuscitation programmes ensure that those responding to cardiac emergencies are informed and trained to the highest standard. The following sections will concentrate on the training programmes relating to each of the five links in the chain of survival and the steps the Irish Heart Foundation has taken to ensure rapid response at each stage during 2019.





Early Access and Early CPR

In 2019 the Irish Heart Foundation launched a new community CPR training programme called Hands for Life. 70 per cent of cardiac arrests happen at home and so it's often our family and loved ones who are our best chances of survival. Generous support from Abbott and ESB Networks ensured that the programme could be rolled out nationally free of charge.

The programme was launched in March 2019 by nurse Aoife McGivney, who just weeks before had saved the life of a Dublin Bus driver who had suffered a cardiac emergency while driving. Aoife quickly recognised what was happening and an intact chain of survival ensured an excellent outcome for the gentleman and his family.

From March to December 2019, Hands for Life courses were held in clubs, libraries and community centres across the country and 19,033 people were trained in CPR as a result.

In 2019 a further 3,564 people attended the family and friends course through the Irish Heart Foundation and affiliated training sites. This is a simple course designed by the American Heart Association.

Also in 2019, we finished a new hour-long CPR training video, which was used, at our Hands for Life training sessions. The video production was supported by Bank of Ireland and teaches people how to perform CPR and use an AED, as well as how to recognise a heart attack and stroke. The course was designed to be simple and one that anyone could undertake.

CPR 4 Schools is a secondary school CPR training programme that aims to create a generation of lifesavers in Ireland. The emphasis of the programme is on improving the first and second links in the chain of survival. In 2019 1,705 teachers in 514 schools were trained to teach students CPR and the programme has the potential to reach 277,026 school students around the country. In 2019 we also trained future teachers in universities in this lifesaving programme.

In 2019 the Irish Heart Foundation presented three schools with a special recognition award for their participation in the CPR 4 Schools Programme. Ratoath College in Meath, Loreto Community School in Milford, Donegal, and Bailieborough Community School in Cavan were all recognised for their remarkable efforts in CPR promotion and training. Since 2018 10 schools have been presented with the award. Since 2016 a number of students and staff have used the lifesaving skills they have learned through this programme to assist in cardiac emergencies.

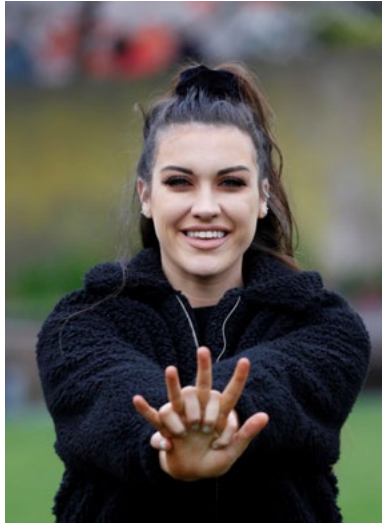
Early Defibrillation

When a person has a cardiac arrest and is in a shockable rhythm the only way they will survive is by receiving early defibrillation.

Outside the hospital setting these shocks are delivered by automated external defibrillators (AEDs), which are simple and easy to use. However, training people to use an AED gives them more confidence to use one in the event of a cardiac arrest.

In 2019 between Heartsaver courses and Community First Response courses, 34,086 people were trained through Irish Heart Foundation certified courses.

To save more lives we need to further educate members of the public to know where their nearest AED is and to encourage them to use it.



Early Arrival of Emergency Services

Community First Response (CFR) in Ireland is growing year on year with more communities signing up to respond to cardiac emergencies in their localities.

In 2019 the Irish Heart Foundation ran two instructor courses in conjunction with the National Ambulance Service. 43 new instructors were trained and went back to their responder groups to provide them with CPR training. The Irish Heart Foundation continues to work closely and engage with the National Ambulance Service on the development of CFR groups.

Early Advanced Care

The last link in the chain of survival is very complex. The effective management of a cardiac arrest patient requires a team-based approach with providers who have the knowledge, skills, interpersonal communication, and leadership skills to perform in a high stakes environment.

The Advanced Cardiovascular Life Support (ACLS) course is designed for healthcare professionals who deal with serious cardiovascular emergencies. 48 new instructors were trained to deliver the Advanced Cardiovascular Life



Support (ACLS) programme through the Irish Heart Foundation in 2019. These instructors then went back to train their colleagues in hospitals around Ireland. 4,710 healthcare professionals were trained in ACLS in 2019.

The Basic Life Support (BLS) training course is aimed at medical, healthcare and emergency or paramedical staff and the emphasis is on delivering high-quality CPR and rapid defibrillation using a team approach to resuscitation. 32,024 people were trained in BLS in 2019.

An audit of all the ACLS training sites continued throughout 2019. This audit entails the ACLS Coordinator visiting an ACLS course and engaging with the Medical Director and all instructors. All aspects of the course are being reviewed including equipment and teaching standards. A full report will be published in 2020.

A very successful workshop was held where experts in their field delivered presentations and discussed complex areas in the field of resuscitation.

Training Numbers 2019

In 2019 through all of our CPR training courses across all disciplines 95,122 people received CPR training.

Other areas of involvement

The Irish Heart Foundation Resuscitation Team continues to work with the Out of Hospital Cardiac Arrest Strategy Group. The Strategy was commissioned by the HSE with the aim of increasing survival from out of hospital cardiac arrest in Ireland.

The In-Hospital Cardiac Arrest Register (InHCAR) working group is hosted by the Irish Heart Foundation and is made up of ACLS council members, members of the Irish Association of Resus Officers, the Irish Heart Foundation's ACLS Coordinator and other stakeholders. The main aim of the project is to establish if a group of hospitals can practically apply and use an agreed shared template for cardiac arrest audit.

The Irish Heart Foundation also helps families of children who have inherited cardiac conditions by providing them with CPR training and in some cases sourcing AEDs for the family's use.

An inspirational fundraiser

Just six months after undergoing lifesaving open-heart surgery Karen Ward ran the Vhi Dublin Women's Mini Marathon for the Irish Heart Foundation.

Karen Ward, a mum of three from Carrickmacross in Co Monaghan, was born with a congenital heart defect called aortic stenosis.

Aortic stenosis means that the aortic valve – which allows blood to flow from the main artery supplying blood to the body (the aorta) is narrow and cannot open fully. The narrowing of the aortic valve means that the muscle of the left chamber of the heart – the left ventricle – must work harder than normal. This can lead to a thickening of the muscle. The thicker the muscle becomes, the less efficient it is at pumping blood. If left untreated, serious complications such as heart failure can occur, or in some rare cases, it can be fatal.

While Karen's condition was picked up when she was born and she underwent regular check-ups, it never caused her any problems. A very active woman, Karen ran three times a week and went to the gym twice a week, a routine she was doing right up to a week before her surgery.

However, in July last year when Karen attended for her regular six-month check-up she was told she had reached the stage where something would have to be done.

"I was fine as far as I knew but it happened very quickly. I had the scan and I saw the cardiologist in July, they booked me in for an angiogram in September, I saw the surgeon in October, and I had my surgery in November," Karen explained.

What really frightened Karen was being told that her level of stenosis meant that she had only a 50 per cent chance of being alive in five years' time.

"It was a little bit scary because I never felt I had something wrong with me, but for them to say that and then the fact that they booked me in for surgery so quickly, I knew it needed to be done. I wanted it done

when I was feeling well, I didn't want to wait until I was sick."

Just weeks after her 45th birthday Karen underwent open heart surgery to replace her aortic valve.

For Karen the biggest challenge was "going into hospital well and not knowing if you would be coming out again."

"You have to really trust your surgeon which I did. He came in to see me the night before the surgery and he told me that I would be OK and I believed him," she said.

In order to carry out lifesaving surgery on her heart the surgeon had to cut through her sternum or breastbone.

Karen described waking up after the seven-hour operation as feeling as if she had "been hit by a bus."

She said she was in a lot of pain immediately after the operation, which was something she was not prepared for.



“I literally couldn’t lift my hand up to scratch the back of my head the day after surgery I was in so much pain...the first three to five days after the surgery you are just so sore. Everything was sore to cough, sneeze. Nobody had said that to me beforehand so I didn’t realise the amount of pain I would be in.”

Three months after the surgery Karen was back at work and on Sunday the 2nd of June 2019, she ran the Mini Marathon for the Irish Heart Foundation.

Karen said she decided to run the Mini Marathon for the Irish Heart Foundation for a number of reasons, mainly because when she was in hospital, she witnessed just how many people and their families are affected by heart disease.

She also said she was very grateful to the Irish Heart Foundation for the invaluable advice and support she received during her recovery in the form of patient information leaflets.

Asked what advice she would have for anyone about to undergo heart surgery, she said it was important to have somebody to talk to and confide in.

“Have someone that you can talk to and say how afraid you are I talked to a friend of mine and I would have said all the things that I was afraid of to her ... Cry if you want to, I cried from Carrick to the hospital and then I stopped; I said I am not crying anymore. It is normal to be afraid – just to have somebody to talk to would be one of the big things.”

“You think you will never be better, but the good news is that you are,” she said.

Now back at work and running again Karen said she was doing really well and that her scar was healing nicely.

“It is very visible; I don’t hide it. I have had a few funny comments about it. I overheard someone say I had to wear a necklace to cover it and one man told me ‘you are a good-looking girl it shouldn’t take away from you’.

“For me it is important to show it off, it doesn’t bother me one little bit. In fact, I am very proud of my scar. It is because of my scar that I am still here.”



Advocacy

Influencing public policy is a key element of the Irish Heart Foundation's role in protecting and enhancing Ireland's cardiovascular health. In essence, our work focuses on measures to minimise the number of people who suffer chronic disease, and when they are affected maximising their outcomes.

Our major areas of activity during 2019 included tackling childhood obesity, protecting young people from nicotine addiction and improving cardiac and stroke services both in hospitals and the community.

Additionally, the main drivers of climate change are having a hugely negative effect on the nation's health, but to date environmental impact has dominated the discourse around the necessity for action. In response, we established the Climate and Health Alliance – a broad alliance of public health NGOs, professional bodies and academic institutions with an agenda focusing initially on air pollution, which kills more than 1,500 people in Ireland each year, mainly through heart disease and stroke.

Childhood Obesity Manifesto

Following in-depth consultations with a committee comprising many of the country's main obesity experts, we launched our Childhood Obesity Manifesto setting out a range of measures that could cut the rate of overweight and obesity among children by 50 per cent by 2030.

The document was drawn up against the grim backdrop of children presenting with high blood pressure and teens displaying the cardiovascular age of over 60s, in addition to State research estimating that over 85,000 of the current generation of children on the island of Ireland will die prematurely due to overweight and obesity.

Our campaign resulted in a pledge from Minister for Health Simon Harris to publish a Public Health (Childhood Obesity) Bill addressing the causes of the obesity epidemic. We also presented the Minister with our own proposed Bill to prevent all marketing of unhealthy food and beverages to children under the age of 18.

In addition to advertising, the marketing ban must incorporate price promotions and in-store marketing encouraging overconsumption of unhealthy food and drinks. Other recommended measures include mandatory reformulation of products high in fat, sugar and salt; measures to control portion size; healthier schools; a built environment that encourages healthy living; and the extension of the sugar-sweetened drink tax to other products such as confectionery.



Protecting young people from e-cigarettes

Our joint campaign with the Irish Cancer Society to tackle soaring e-cigarette use among young people gained cross-party support and a strong stance from Minister Simon Harris to protect the country's youth from nicotine addiction.

In particular the Minister was unequivocal in backing our demands for further restrictions on advertising of e-cigarettes and flavourings in new legislation to ban the sale of e-cigarettes to under 18s. This is a hugely important issue. The health community in Ireland has fought a long battle to reduce youth smoking, with the result that the rate among 15-16 year olds fell from 41 per cent in 1996 to just 12 per cent today. But we are now at risk of a whole new generation of young people becoming addicted to nicotine due to surreptitious online marketing tactics and the relentless promotion of youth friendly flavours, such as candyfloss and bubble gum, by e-cigarette companies often dominated by Big Tobacco.

Our research showed that teenagers do not believe claims by these firms that sweet and fruit flavours are solely aimed at helping long-

term adult smokers to quit. In the US, vaping is so prevalent among teenagers that the Surgeon General described the situation as an "epidemic". In 2019 current use of e-cigarettes among teenagers stood at 27.5 per cent, up from 11.7 per cent in just two years.

Heart and stroke services

Progress to improve heart and stroke services was achieved on various fronts, including funding to develop lifesaving thrombectomy services and a commitment to invest in Early Supported Discharge programmes providing treatment in patients' homes that improves recovery rates while also freeing up hospital beds.

An implementation plan for the National Neurorehabilitation Strategy was also finally published. However, as already chronic service deficits for stroke patients continue to worsen, Ireland's first National Stroke Strategy remained unfinished over two years after being requested by the Minister for Health.

We played a prominent role in the development of a new Out of Hospital Cardiac Arrest Strategy which aims to save 400 additional

lives a year by 2023 through measures including ensuring that 50 per cent of the population is trained to provide early CPR.

We were also represented on the National Cardiac Services Review, the National Dementia Strategy and provided patient representatives to the steering groups for new national heart attack and stroke audits for which the Irish Heart Foundation has long campaigned and which will provide vital information to inform effective service development.

Life-saving CPR – Aoife McGivney

In March we were delighted to receive the support of Aoife McGivney to launch our new free community CPR training programme, Hands for Life.



The programme, which is supported by Abbott and ESB Networks, was launched by nurse Aoife McGivney in March 2019, who recently used her CPR training to save the life of a bus driver who was suffering a cardiac emergency.

Hands for Life offered free CPR training to 100,000 people in local communities throughout Ireland.

Hands for Life training courses took place in local community centres, clubs and libraries across Ireland.

Speaking at the launch, Aoife McGivney said, “The day started out like any other for me, getting on the bus to work in the morning. But before long, I found myself on the footpath on O’Connell Street performing CPR on the bus driver.

Thankfully, he survived and nobody was hurt. I was lucky enough to know what to do in the situation and my training kicked in instinctively. I know first-hand how important it is to know CPR and that it can be the difference between life and death. I hope that others will be inspired by my story to learn CPR through the

Irish Heart Foundation’s Hands for Life free community CPR training courses, supported by Abbott and ESB Networks.”

Around 70 per cent of cardiac arrests happen at home in front of a loved one. If there is someone nearby who knows CPR and can start performing compressions quickly, you can double or even triple a person’s chances of survival.

Patient Support

People living with heart disease and stroke survivors are the Irish Heart Foundation's core stakeholders, and providing services that promote recovery and help people achieve the best quality of life possible, is a particular priority across the organisation.

At the end of 2019 we had 21 stroke support groups countrywide, five groups for people living with heart failure and specific support groups for people living with cardiac conditions including Long QT Syndrome, cardiomyopathy, Spontaneous Coronary Artery Dissection (SCAD), people living with ICDs and families affected by sudden cardiac death.

Each of these groups provides a lifeline for people who may otherwise go unsupported and be left to deal with the consequences of often serious conditions alone.

Stroke survivor support

Our stroke support groups provide emotional as well as practical support and meet weekly, reflecting the level of support required by people who are dealing with the often significant physical, communication and psychological effects of their brain injury.

In addition to offering a social lifeline to often isolated stroke survivors, the stroke groups provide structured exercise programmes with individualised training plans, one-to-one counselling, respite holidays and outings, along with a full range of expert information and advice.

In 2019 we started a new stroke support group in Letterkenny thanks to funding support from the HSE's CHO1 leadership team who continue to show particular understanding of and empathy for the needs of stroke survivors in the community. We also began to pilot a stroke support group in Dublin for younger stroke survivors – the popularity of which demonstrates just how important support is for people of working age living with the condition. In addition, our closed Facebook group for younger stroke survivors continued to grow in popularity and during 2019 reached over 600 members.

Our stroke support groups are in:

Dublin: Castleknock, Crumlin, Dun Laoghaire, Dundrum, Kilmainham (working age group), Tallaght, Whitehall

Rest of Leinster: Drogheda, Dundalk, Naas, Navan, Longford, Mullingar

Connacht: Ballinasloe, Roscommon, Sligo

Munster: Dungarvan, Waterford

Ulster: Cavan, Letterkenny, Monaghan

Stroke carer support

Our life after stroke research has shown that many carers of stroke survivors also have significant support needs. After securing funding from Pobal, in 2019 we launched a major programme to provide counselling and training in CPR and patient handling for stroke carers. Training took place in Dublin, Galway, Waterford, Limerick, Ennis, Ballinasloe, Longford and Castlebar with around 150 participants, and more than 100 counselling sessions took place. We also launched a Facebook group enabling carers to stay in touch with and support each other.

Annual Respite Holiday

Around 80 members across our network of stroke support groups attended our annual respite holiday at the Irish Wheelchair Association's Cuisle centre in Roscommon.



Heart failure support

Our heart failure groups meet every two months and provide members with expert advice and information to enable them to live well with their condition. Nearly half (44 per cent) of people living with heart failure are readmitted to hospital within 12 months of discharge. By providing patients with the supports to self-manage their condition, our groups are helping to minimise the often preventable need for readmission.

In addition to our existing groups in Dungarvan, Waterford and Sligo, in 2019 we launched new support groups for people living with heart failure in Cork and Limerick with retired RTE presenter Michael Lyster on hand to launch the new Cork group. All five groups went from strength to strength during the year and at the end of the year we had approximately 250 members.

Heart Conference 2019

Our first ever National Heart Conference for Patients took place in Croke Park in early December. The ambitious programme featured a plenary session with talks by leading experts from the fields of cardiology, psychology and pharmacy. In addition, we held six parallel sessions on the topics of inherited heart conditions – channelopathies including Long QT; inherited heart disease – cardiomyopathies; ICDs and implanted devices; heart failure; SCAD; and life after heart attack.

End of Life Management and ICD Deactivation guidelines

In 2019 we organised a number of meetings to upskill doctors, nurses and other healthcare professionals in end of life management for heart failure patients. This included separate meetings attended by cardiac physiologists and heart failure nurses from around the country. These meetings provided attendees with crucial information on what is involved in ICD deactivation – the protocols and the lack thereof in most hospitals. They also covered techniques in handling the conversation with cardiac patients around deactivating their ICD.

Information and support nurse

Our information and support nurse continued to handle health queries by phone and email, and contributed to online content based on previously approved Irish Heart Foundation health and medical information.

The importance of stroke support

As one of the longest serving members of the Irish Heart Foundation's Stroke Support Group in Whitehall in Dublin, Jean Murphy shares her advice on remaining active as a wheelchair user.

Almost 20 years ago in January 2000, at the age of just 53, Jean Murphy from Dublin suffered a devastating stroke, which left her paralysed down one side.

Jean who had been on medication for high blood pressure since her 40s, said she was feeling unwell with severe headache for a number of days before her stroke and she recalled that on the morning of the 25th of January she felt particularly unwell.

She woke up that morning and had breakfast but returned to bed at 9am. She drifted off to sleep and woke up two hours later unable to move. "I had had a stroke during that time," she said.

When I put my hand across my chest, I thought I had slept on my left arm I couldn't move it. So, when I put my right hand across to move it there

was no sensation in my chest and there was no sensation in my arm. I had no idea what a stroke was like. I didn't know anybody ever before with stroke so I didn't know what it was, but I sensed this must be a stroke."

Thankfully Jean's son was in the house at the time and she was rushed to the nearby Mater Hospital where she was to remain for four months.

"I felt very ill, I wouldn't wish it on anyone. I felt so bad and the pain in my head was terrible. I kept putting my right hand up to my head the pain was so bad "

After a few days Jean was moved to a new ward in the Mater and she described at the time how she felt "scared of everything" and in "a state of shock."

She was also overcome by exhaustion and chronic fatigue, which is very common post stroke.

Thanks to intensive rehabilitation and physiotherapy, Jean was discharged home and continued to receive physio three mornings a week for a number of months.

At the age of just 53, Jean was a mother of three children and her husband worked full time outside the home. She worked hard at her recovery because she said so she had no option but to adapt and get on with the job of running a busy home. She also paid huge credit to all the staff at the Mater and the excellent care she received there.

"The first thing I did [when I got home] was I pushed myself over to the fridge to see what was for dinner to cook.....straight away I was in good form. They had been so good to me in the Mater that I felt I had to pay them back by being good and trying very hard because they were just fantastic, the physios, doctors, nurses. Occupational therapists, everyone."



“You have to find new ways of doing things because everything changes after you have a stroke,” she added.

Through her GP Jean heard about the Irish Heart Foundation’s Stroke Support Group in Whitehall in Dublin and two decades later she continues to attend the group every week.

She described the Stroke Support Group as a real lifeline and thanks to the weekly exercise classes run by the Group, she continues to get regular physical activity.

“When you are going to the support group you get your exercises and it keeps you inclined towards doing them and the social aspect of getting out and about is great too,” she said.

Jean said that the exercises she does at the support group were important as they involved moving every limb and stopped her feeling stiff. More importantly she said the exercises helped her maintain some strength in her legs which is vital for transferring from her manual wheelchair to an armchair or to her motorised wheelchair which she uses every day.

“The exercises are very important. They really are one of the most important things for a stroke patient to keep the limbs moving because you get very stiff when you are not moving much.”

Twenty years on from her stroke Jean continues to lead an active and busy life thanks to her strength and determination to remain as independent as possible.

For Jean, the loss of her independence was the biggest challenge post stroke however she said her motorised wheelchair has given her back some of that independence.

“The loss of being able to just get up and go places that hit me very hard ...but once I got into my motorised wheelchair, I took to it straight away.”

Asked what advice she would give anyone who has recently suffered a severe stroke and was now adapting to life as a wheelchair user, Jean said she would recommend that they enquire about getting a motorised wheelchair which she described as the best thing she ever did.

“Get out and about and do your exercises. The exercises are the most important thing for people after a stroke. Get out and about and make sure to do whatever activities you can. Don’t stay home and do nothing,” Jean advised.

Finally, she said she would recommend that anyone who has suffered a stroke should consider joining a local stroke support group run by the Irish Heart Foundation.

“It really does make you feel that you are not alone,” Jean said.

Research, Medical Director and Councils

Medical Councils

The Irish Heart Foundation's Medical Councils offer support, advice and expertise on medical issues and strategic matters, helping to prioritise the Irish Heart Foundation's advocacy and prevention activities. Through the Councils, the Irish Heart Foundation encourages cooperation between health professionals and organisations towards the attainment of common goals. The Councils also support our educational and patient meetings such as the Stroke Professionals' Conference in March and our National Heart Conference for Patients in December.

The active councils in 2019 were:

- **Advanced Cardiovascular Life Support (ACLS) Council:** Chaired by Dr Ashraf Butt, it meets three times a year;
- **ASH Ireland, Council of the Irish Heart Foundation:** In late 2018 ASH Ireland, which campaigned for a smoke-free environment for all, became a Council of the Irish Heart Foundation. Chaired by Dr Patrick Doorley, it meets six times a year;

- **Blood Pressure Council:** Chaired by Dr Eamon Dolan, it meets four times a year and with the Irish Heart Foundation runs educational meetings jointly with the British Irish Hypertension Society;
- **Cardiovascular Disease Prevention Council:** In 2019, the Cardiovascular Disease Prevention Council collaborated with the National Institute for Prevention and Cardiovascular Health (NIPC) to create a National Cardiovascular Disease Council. The first meeting was held at the NIPC's Annual National Prevention Conference in November 2019;
- **Nutrition Council:** chaired by Professor Edna Roche, it meets at least four times a year;
- **Stroke Council:** chaired by Dr Rachael Doyle, it meets at least four times a year and with the Irish Heart Foundation runs a successful annual education meeting for professionals working in stroke;
- **Sudden Cardiac Death Council:** chaired by Dr Terence Prendiville, it meets at least four times a year and runs educational meetings.

Research

Research is important to build knowledge and facilitate learning.

The Irish Heart Foundation provided seed funding for the development of a Stroke Clinical Trials Network. This has been very successful in enabling the network to get funding from the Health Research Board and develop an active and viable network involved in numerous trials. The network will promote collaboration among stroke researchers and facilitate engagement on investigator-led stroke clinical trials research in Ireland. Through this, the Stroke Clinical Trials Network aims to provide Irish patients with access to cutting-edge new treatments and interventions with the potential to prevent strokes and improve recovery after stroke.

The total funding given was €659,000 over five years, ending in 2019, and with this the Stroke Network continues to flourish.

Fundraising, Marketing and Communications

The one truth underlying all our work is this: it simply wouldn't be possible without the support of thousands of people and companies across the country.



In 2019 87% of our income came from our supporters and this money directly helped us to support people around Ireland in truly meaningful ways – whether it's holding the hand of someone who recently had a stroke, to training the nation in life-saving CPR skills, or defending our children from junk food marketing. We are so grateful for your support.

Irish Heart Foundation fundraising campaigns

In 2019 we moved our annual fundraising campaign from May to Valentine's Day – what better day for us all to come together to protect and support the hearts of Ireland? We asked the nation to organise 'The Perfect Match' on Valentine's Day and they responded by holding collections and organising fundraising events in towns and villages around the country.

On the June bank holiday weekend, a group of inspiring women came together to run the Vhi Women's Mini Marathon for us. One of those women was the incredible Karen Ward, who just seven months earlier had undergone open heart surgery.

In September, we organised a Heart Hero 5k running and walking event in partnership with parkrun Ireland. At parkrun events across the country, people ran, walked and jogged 5km in support of people living with heart conditions and stroke.

In Wexford, a really special event was held in memory of Sinead Breen, who died of a stroke at the age of just 43 earlier that year. Sinead's husband, sister, family and friends held a special fundraising run in her memory at the Wexford Racecourse parkrun on World Heart Day – hundreds of people turned up to remember an inspiring teacher and member of the community, and the event raised over €13,000.



Supporter-led fundraising

The generosity, commitment and courage of our supporters never ceases to amaze us. During the summer, Alan Corcoran swam the length of Ireland in memory of his late father Milo Corcoran. In an incredible feat of strength and determination, he battled waves, weather, jellyfish and more to swim from the Giant's Causeway to Tramore and raised over €12,000. Meanwhile in Cork, the Mount Uniacke Tractor and Vintage Car Run has gone from strength to strength over the years. In 2019 the event raised an amazing €12,500.

Corporate partnerships and fundraising

Companies across Ireland were incredibly supportive during 2019. From spinathons and step challenges to coffee mornings and workplace 'Go Red' days, colleagues came together to raise money for our work, while many other businesses nominated us as charity partner or arranged heart health checks for their staff.

We are especially grateful for the support of A Menarini, Abbott, Bank of Ireland, ESB Networks, Eurospar, Novartis, Pfizer Bristol-Myers Squibb and Ulster Bank who sponsored and supported important national campaigns and initiatives and Aura Holohan Group, Daybreak and Lloyds Pharmacy who selected us as their charity of the year.

Individual giving

In 2019, 6,476 generous people supported our work with regular monthly donations. Pledging a monthly donation to us is hugely important as this regular income allows us to plan our services to best support people affected by heart conditions and stroke.

Around the country, people marked the passing of a loved one by making a donation to our work and many organised Facebook birthday fundraisers instead of receiving gifts. We also raised over €126,000 through our tax campaign, where we claim back tax on individual donations of over €250.

Direct recruitment

In 2019 we launched a new in-house direct recruitment fundraising team as part of a long-term strategy to protect our income so we can continue our vital work. Our team visited events and shopping centres from Sligo to Dublin recruiting new supporters for our fight against heart disease and stroke. From the Taste of Dublin to the Ploughing Championships, an incredible 400 people signed up – we are so grateful for their support.



Grants and trusts

We were successful in 2019 in a number of grant and trust funding applications, some of these were:

- POBAL Dormant Account Fund for our stroke carers programme
- UPS Foundation for our stroke support groups
- Dublin Bus Community Spirit Fund for our Dublin stroke support groups
- National Lottery Grant Scheme for respite for members of our stroke support group
- Funding from the Xilinx Community Fund for our CPR 4 Schools programme
- HSE grant which part-funds a number of our health promotion programmes and campaigns.

Marketing and Communications

In 2019 our in-house Marketing and Communications Team worked with all our colleagues in advocacy, patient support, health promotion and prevention, CPR training and fundraising on key campaigns and initiatives – from the Perfect Match campaign in February, to a Heart Failure campaign with Michael

Lyster, to the launch of Hands for Life, our free community CPR training programme.

For the third year running, former GAA presenter Michael Lyster was the face of our heart failure campaign, 'Don't Ignore the Signs of Heart Failure'. The campaign, which is supported by Novartis, raises awareness of the signs of heart failure and encourages people to speak to their doctor if they are experiencing symptoms. In 2019 we developed a new online symptom checker tool for the campaign, which allows people to confidentially check their symptoms and download a report for their GP.

Over 20,000 people visited the symptom checker in 2019 from its launch in March. We also held a series of six patient information evenings around the country for people living with heart failure to hear from and speak to healthcare professionals including consultants, nurses, dietitians, exercise specialists and psychologists. We were delighted that the campaign won gold at the 2020 Digital Media Awards and Best Healthcare Campaign at the PRII Awards for Excellence in PR 2020.

Website and social media

Irishheart.ie is a resource for patients, carers, healthcare professionals and the public looking for information about heart conditions and stroke, advice on risk factors such as blood pressure and cholesterol, and information on support available in their local areas.

Website traffic to irishheart.ie increased by almost 30% from 356,435 in 2018 to 461,294 in 2019. Visitor behaviour also demonstrated the impact of improved content on the site, with more engaged visitors taking more time to peruse the site.

In 2019 we also continued to grow our presence on social media – our social media following increased to over 85,000 people. Platforms such as Facebook, Twitter, Instagram, LinkedIn and YouTube allow us to reach hundreds of thousands of people with our campaigns and information about our work and impact.

APPENDIX

DIRECTORS' REPORT AND FINANCIAL STATEMENTS

Year ended 31 December 2019

Registered number: 23434

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Directors and other information

Directors

Prof. Emer Shelley (President)
Dr. Paul Oslizlok
Mr. Gerry McErlean
Dr. Aidan Buckley
Mr. Brian Goggin
Dr. Andrew Maree (resigned 12 December 2019)
Ms. Aisling Blake
Prof. Joe Harbison
Mr. Wally Young
Ms. Deirdre Flannery (appointed 21 March 2019)
Dr. Walter Cullen (appointed 27 June 2019)

Chief Executive Officer

Mr. Tim Collins

Secretary

Ms. Helen Redmond

Registered office

17 - 19 Rathmines Road Lower
Dublin 6

Auditor

KPMG
Chartered Accountants
1 Stokes Place
St. Stephen's Green
Dublin 2

Bankers

Bank of Ireland
Ballsbridge
Dublin 4

Company registration number

23434

Revenue charity number

CY 5507

Charity regulators number

20008376

Directors' Report

The Directors submit their annual report, together with the audited financial statements, for the financial year ended 31 December 2019.

The Irish Heart Foundation (“the Foundation”) is a registered charity and a company limited by guarantee.

In line with the Foundation’s strategy of implementing best practice corporate governance standards, the Foundation voluntarily adopted the Accounting and Reporting by Charities: Statement of Recommended Practice (Charities SORP) in 2018.

Structure and Governance

The Foundation has a voluntary Board of Directors which meets at least four times a year. Nominations of new directors are approved by the Board. Directors are appointed for a three-year term which may be renewed once, with the maximum term that a director can serve being six years. When recruiting new directors, the Board aims to attract a diverse range of candidates. None of the Directors or Committee members receive fees for their time or contribution to the Foundation, nor reimbursements for any expenses incurred.

The Board has two Committees in place, each of which is chaired by a Director. The committees are the Audit and Risk Committee and the Nominations and Governance Committee.

The role of the Audit and Risk Committee is:

- To advise the Board on all financial matters affecting the Foundation.
- To review the financial statements of the Foundation prior to presentation to the Board for approval.
- Review and approve the annual budget before submission to the Board for approval.
- Make decisions on behalf of the board on investment policies and practices and to report to the Board on investment performance.
- Review and recommend approval of significant capital expenditure over an amount as determined by the Board.
- Review the risk register and ensure it captures the key risks to the organisation and that plans are in place to manage or mitigate the risks.
- To monitor overall levels of remuneration and specifically, to approve the remuneration of the Chief Executive Officer (CEO) and Financial Controller.

The Audit and Risk Committee meets at least four times a year in advance of the Board meetings. The CEO is in attendance, along with required members of the senior management team.

The role of the Nominations and Governance Committee is to monitor, review and evaluate the effectiveness, structure, size, recruitment and composition of the board and senior management and oversee the compliance of the organisation in line with the applicable regulations.

The Board ensures that the activities of the Foundation are consistent with its charitable objectives and aims. Responsibility for day-to-day management is delegated by the board to the CEO, who is supported by a senior management team, staff and volunteers. The senior management team comprises the financial controller, as well as heads of function for advocacy and patient support, health promotion and prevention, fundraising and communications, medical director and support services.

Directors' Report (continued)

Objectives

The Foundation's strategy sets out six strategic priorities.

1. Reducing health inequality in heart disease and stroke
2. Tackling childhood obesity
3. Increasing physical activity
4. Supporting people living with heart disease and stroke
5. Improving survival rates from cardiac arrest through CPR training
6. Innovation and research

Activities

1. Health Promotion and Prevention

The Foundation works to promote and support healthier lifestyle choices in the community, schools and workplaces.

In the community:

- The Foundation's *Mobile Health Unit* travels around the country delivering free heart health checks to the public. In 2019, a total of 9,600 people received a free heart health check at the Mobile Health Unit.
- Farmers Have Hearts provides heart health checks and lifestyle advice to farmers at their local marts. In 2019, 850 farmers received a free heart health check through this programme.
- Slí na Sláinte (Path to Health) encourages people to walk more often and to get the greatest health benefits from their walking. In 2019, 330 new community walking leaders were trained, and the Foundation developed 73 new school routes, 23 new workplace routes and 5 new community routes.
- In 2019, the Foundation delivered community heart health checks to 2,100 people in many different local settings, including in the community and at the National Ploughing Championship in Co. Carlow.

In workplaces:

Workplaces represent a huge opportunity to positively influence people's cardiovascular risk through encouraging and supporting active living, healthy eating and other healthy behaviours:

- 2,350 people received the Foundation's heart health checks in their place of work in 2019.
- The Foundation's *Healthy Eating Award* recognises workplaces and caterers that facilitate heart healthy eating choices and encourage employees to make healthy eating choices. In 2019, 82 workplaces with 71,287 employees received a *Healthy Eating Award*, bringing the total number of certified workplaces (certification lasts for two years) to 157, comprising a total of 114,086 employees.

In schools:

- The Let's Get Active award is a four-week challenge which supports children to get active for 60 minutes per day. In 2019, 11,758 children took part in this programme.
- *Y-PATH 'PE 4 ME'* is a whole-school physical literacy programme delivered by PE teachers as part of secondary schools' wellbeing promotion initiative. In 2019, the programme reached 310 schools, providing continuous professional development to 439 teachers and reaching 161,885 young people.
- The Foundation's Healthy Eating Award in secondary schools involves working closely with a school's caterer, principal, teachers and students to ensure that heart healthy food options are provided and promoted to students, staff and visitors. 38 schools received the Healthy Eating Award in 2019.
- In 2019, the Foundation commenced its *Schools' Health Literacy* project, which aims to close the gap on poor health literacy in Ireland. Health Literacy is the ability to obtain, read, understand and use healthcare information and is a key influence on people's health. This project has been recognised by the World Health Organisation (WHO) as a health literacy demonstration project.

Directors' Report (continued)

Campaigns

In 2019, the Foundation ran a number of national public awareness campaigns on heart failure and the negative health impacts of sedentary behaviour.

- For the third year running, former GAA presenter Michael Lyster was the face of our heart failure campaign, 'Don't Ignore the Signs of Heart Failure'. In 2019, we developed a new online symptom checker tool for the campaign, which allows people to confidentially check their symptoms and download a report for their GP. Over 20,000 people visited the symptom checker from its launch in March 2019.
- In September, our annual Heart Month campaign raised awareness of the health risks of sitting for long periods of time. The campaign reached over 2.3 million people on social media, with our social videos being viewed over 132,000 times.

CPR Training

Thousands of people die from sudden cardiac arrest every year in Ireland. The Foundation aims to improve all links in the chain of survival in order to increase the survival rate from sudden cardiac arrest and runs targeted programs to reach a wide audience. In 2019, we trained 95,122 people in CPR.

The targeted programmes include:

- "CPR 4 Schools" is a secondary school CPR training programme that aims to create a generation of lifesavers in Ireland. In 2019, 1,705 teachers in 514 schools were trained to teach students CPR. In 2019, we also trained future teachers in universities in this lifesaving programme.
- Between "Heartsaver" courses and "Community First Response" courses, 34,086 people were trained through the Foundation's certified courses.
- The Foundation established its "Hands for Life" programme which was designed to teach members of the public in communities and clubs across Ireland to recognise a cardiac arrest, do CPR, use an AED, and how to recognise choking and when someone is having a heart attack or stroke. From March 2019 to December 2019, 19,033 people attended a Hands for Life course.
- 3,564 people attended the "Family and Friends" CPR course through the Foundation and affiliated training sites.
- The "Advanced Cardiovascular Life Support" (ACLS) course is designed for healthcare professionals who deal with serious cardiovascular emergencies. 4,710 healthcare professionals were trained in ACLS. A further 32,024 were trained in "Basic Life Support" (BLS).

Communications

The Foundation is an expert source of accessible health-related information through media relations, website (www.irishheart.ie), social media, marketing campaigns and published information and educational materials.

In 2019, our in-house Marketing and Communications Team supported our colleagues in advocacy, patient support, health promotion and prevention, CPR training and fundraising on key campaigns and initiatives.

Directors' Report (continued)

Website traffic to irishheart.ie increased by almost 30% from 356,435 in 2018 to 461,294 in 2019. Visitor behaviour also demonstrated the impact of improved content on the site, with more engaged visitors taking more time to peruse the site.

The Foundation's social media following also increased to over 85,000 people at the end of 2019.

2. Advocacy

Influencing public policy is a key element of the Foundation's role in protecting and enhancing Ireland's cardiovascular health.

Advocacy's major areas of activity during 2019 included:

Protecting young people from nicotine addiction:

- In 2019, the Foundation launched a joint campaign with the Irish Cancer Society to tackle soaring e-cigarette use among young people. It gained cross-party support and a strong stance from Minister for Health Simon Harris to protect the country's youth from nicotine addiction.
- The campaign received ministerial backing of our demands for further restrictions on the advertising of e-cigarettes and flavourings in new legislation to ban the sale of e-cigarettes to under 18s

Improving cardiac and stroke services in hospitals and the community:

- Our work to improve services was achieved on various fronts, including funding to develop lifesaving thrombectomy services and a commitment to invest in Early Supported Discharge programmes.
- The Foundation played a prominent role in the development of a new Out of Hospital Cardiac Arrest Strategy, which aims to save 400 additional lives a year by 2023.
- Throughout 2019, the Foundation was strongly represented on the National Cardiac Services Review and the National Dementia Strategy and provided patient representatives to the steering groups for new national heart attack and stroke audits.

3. Tackling Childhood Obesity

- In 2019, the Foundation launched a ground-breaking Childhood Obesity Manifesto, which set out a range of measures that could cut the rate of overweight and obesity among children by 50 per cent by 2030.
- This campaign resulted in a pledge from Minister for Health Simon Harris to publish a Public Health (Childhood Obesity) Bill addressing the causes of the obesity epidemic.
- We presented the Minister with our own proposed Bill to prevent all marketing of unhealthy food and beverages to children under the age of 18.

Directors' Report (continued)

4. Patient Support

People living with heart disease and stroke are amongst our core stakeholders and providing services that promote recovery and help people achieve the best quality of life possible is therefore a priority for the organisation.

Our stroke support groups provide emotional as well as practical support and meet weekly, reflecting the level of support needed by people who are dealing with the often significant physical, communication and psychological effects of their brain injury.

At the end of 2019 we had a total of 21 stroke support groups countrywide, five groups for heart failure patients and specific supports for people living with cardiac conditions including Long QT Syndrome, Cardiomyopathy, Spontaneous Coronary Artery Dissection (SCAD), people living with Implantable Cardiovascular Defibrillator (ICDs) and families affected by Sudden Arrhythmic Death Syndrome (SADS).

During 2019, we started a new stroke support group in Letterkenny and we also began to pilot a stroke support group in Dublin for younger stroke survivors. In addition, our closed Facebook group for younger stroke survivors continued to grow in popularity and during 2019 passed the 600 member mark.

5. Innovation and research

The Foundation has been to the forefront in encouraging and driving innovation and research into more effective health promotion and prevention interventions.

The Foundation has also recently been a key supporter of research into stroke and provided seed funding for the development of the Stroke Clinical Trials Network. This has been very successful in enabling the Network to get funding from the Health Research Board and in developing an active and viable network involved in numerous trials. The Network promotes collaboration among stroke researchers and facilitates engagement on investigator-led stroke clinical trials research in Ireland. Through this, the Stroke Clinical Trials Network provides Irish patients with access to cutting-edge new treatments and interventions, with the potential to prevent strokes and improve recovery after stroke. The total funding provided by the Foundation to the Network was €659,000 over five years, ending in 2019.

In 2019, research fieldwork took place for the Foundation's 8 Schools Health Literacy Project, which is recognised officially by the World Health Organisation (WHO). Co-design workshops were held with teachers and students in the pilot schools to develop an in-classroom health literacy intervention and off-site experience led by Dublin City University. Workshops also took place to inform the development of a health literacy measurement tool, led by University College Dublin.

Other ongoing research in 2019 also included a study on marketing of e-cigarettes to children, piloting and evaluation of a new health coaching intervention with farmers, research to redesign our primary school physical activity programme, Action for Life, through the lens of physical literacy and a broader approach to health education.

6. Fundraising

The one truth underlying all our work is this: it simply wouldn't be possible without the generous support of thousands of people and companies across the country.

While the Foundation has been incredibly fortunate to be the beneficiary of several legacies over the years, it is also reliant on the ongoing success and effectiveness of fundraising activity to ensure it has a sustainable income stream to support its work.

Directors' Report (continued)

In 2019, we moved our annual fundraising campaign from May to Valentine's Day. We asked the nation to 'Go Red for Women' and they responded by packing shopping bags, holding collections and organising fundraising events in towns and villages around the country.

During the year, at events such as the Vhi Women's Mini Marathon and our Heart Hero 5k, many people put their running and walking shoes on in support of our work and everyone affected by heart disease and stroke.

Companies across Ireland were incredibly supportive during 2019. From spinathons and step challenges to coffee mornings and workplace 'Go Red' days, work colleagues came together to raise money for the Foundation, while many other businesses nominated us as charity partner or arranged heart health checks for their staff.

In 2019, 6,476 generous people supported our work with regular monthly donations. Pledging a monthly donation to us is hugely important as this regular income allows us to plan our services to best support people affected by heart conditions and stroke.

We were successful in a number of grant and trust funding applications and in 2019, we also launched a new in-house direct recruitment fundraising team as part of a long-term strategy to increase our annual recurring income. Our team visited events and shopping centres recruiting new supporters for our fight against heart disease and stroke.

Financial review

In 2019, thanks to our supporters' generosity and the huge commitment of our volunteers and staff, the total income for the Foundation was €6.59m. The Foundation's income is primarily raised through fundraising. In 2019, this was approximately 87% of total income. The balance came from service activities of 7% and government funding of 6%. The expenditure for 2019 was €6.14m and the excess of income and investment gains over expenditure for the year was €1.04m.

Going concern

Based on the financial position at 31 December 2019 and the full review of the cash flow outlook for the next 12 months from the date of approval of the financial statements, the directors believe that the Foundation has adequate resources to continue in operational existence for the foreseeable future. For this reason, the directors continue to adopt the going concern basis in preparing the annual financial statements.

Reserves policy

The Foundation's policy is to maintain adequate resources to facilitate the funding of the Foundation's work. The total reserves of the Foundation at 31 December 2019 are €14.03m, and these fall into three categories: Restricted (subject to specific conditions imposed by donors), Unrestricted, and Designated (allocated by the directors to particular areas of expenditure).

Future plans

2019 was the first year of the Foundation's five-year strategy 2019 - 2024, which builds on the Foundation's core activities of health promotion and prevention, patient support, advocacy, and innovation and research.

Directors' Report (continued)

We also began work on a number of new initiatives, including a new childhood obesity campaign and the formation of the Climate and Health Alliance, which campaigns for immediate action to tackle the unfolding climate crisis and its direct impact on public health.

In early March 2020, the COVID-19 virus was declared a global pandemic by the WHO, the long-term impact of which is still unknown. As a result, management have initiated a process to re-evaluate the strategic objectives and activities of the Foundation. Some operational changes have been implemented in 2020 as outlined later in the Directors' report and the directors and management will continue to review the Foundation's strategy in light of the risks and challenges presented by COVID-19.

Investment policy and performance

The Audit and Risk Committee make decisions on behalf of the board on investment policies and practices and report to the board on the investment performance. In 2019, Key Capital were our financial advisors working with the Audit and Risk Committee. Investments are made within ethical guidelines, balancing risk and return. The Foundation has agreed a low to moderate level of tolerance for financial risk. The majority of investments are held in funds which can be converted to cash at short notice.

Risk management objectives and policies

The Foundation has established a robust risk management process to ensure that all risks which would prevent or impact the achievement of the Foundation's objectives are identified, assessed and managed using a clear methodology and ranking system. This identifies the key risks, controls or actions that have been taken, or need to be taken, to mitigate and manage these risks. A risk register is maintained and is monitored on an ongoing basis and reported during the year to the Audit and Risk Committee and the board.

On 11 March 2020, the WHO declared the coronavirus outbreak a pandemic. The initial impact of this has been severe and has resulted in a significant worldwide slowdown in economic activity. In Ireland, the economic impact of this pandemic has been characterised by the significant increase in unemployment and a very uncertain economic outlook.

The effect of COVID-19 presents some risks for the Foundation, primarily the ability to fundraise, the long-term impact of which is still unknown. The Audit and Risk Committee have significantly increased the frequency of their meetings in order to closely monitor and oversee the management of these risks.

The impact on the Foundation included the closure of the mobile health unit and the workplace, community and schools' programmes. Our stroke support groups moved to an online phone support, backed up by our nurses and stroke co-ordinators providing practical and emotional support, particularly for our most isolated members of the community. At the request of the HSE, we developed and launched a national phone support service for newly discharged patients referred by the acute stroke teams in hospitals. This enabled us to redeploy some staff and continue to provide key services in a stable manner.

From a fundraising perspective, the restrictions on the movement of people and the cancellation of key public events meant all direct recruitment ceased, along with fundraising events.

Management continue to regularly assess the impact on the Foundation's current and future financial position. Estimated reductions in income due to COVID-19 are mitigated by management taking the necessary action to reduce costs across all areas of the business and the Foundation availing of COVID-19 Government schemes. Any remaining deficit will be funded from financial reserves.

Directors' Report (continued)

Post balance sheet events

On 11 March 2020, the World Health Organisation ("WHO") declared COVID-19 a global pandemic. The Irish government issued guidance and restrictions on the movement of people, with all "non-essential" businesses ordered to close temporarily. This resulted in the closure of the Mobile Health Unit and the Foundation's programmes in workplaces, schools and the community. Fundraising events have also ceased temporarily.

Based on the strength of the Foundation's financial position at 31 December 2019 and the current financial projections, the directors believe that the Foundation will remain a going concern for the foreseeable future and that this is a non-adjusting subsequent event. Accordingly, the financial position and the results for the year ended 31 December 2019 have not been adjusted to reflect any impact of COVID-19.

There have been no other significant events affecting the Foundation since the year end.

Adequate accounting records

The directors believe that they have complied with the requirements of Sections 281 to 285 of the Companies Act 2014, with regard to maintaining adequate accounting records by employing accounting personnel with appropriate expertise and by providing adequate resources to the financial function. The accounting records of the Foundation are maintained at 17 - 19 Rathmines Road Lower, Dublin 6.

Relevant audit information

The directors believe that they have taken all steps necessary to make themselves aware of any relevant audit information and have established that the Foundation's statutory auditors are aware of that information. In so far as they are aware, there is no relevant audit information of which the Foundation's statutory auditors are unaware.

Auditor

In accordance with Section 383(2) of the Companies Act 2014, the auditor, KPMG, Chartered Accountants, will continue in office.

On behalf of the board



Emer Shelley
Director



Brian Goggin
Director

10 September 2020

Statement of directors' responsibilities in respect of the Directors' report and the financial statements

The directors are responsible for preparing the Directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law, they have elected to prepare the financial statements in accordance with FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland*.

Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the Company and of its profit or loss for that year. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- assess the Foundation's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the Foundation or to cease operations, or have no realistic alternative but to do so.

The directors are responsible for keeping adequate accounting records which disclose with reasonable accuracy at any time the assets, liabilities, financial position and profit or loss of the Foundation and enable them to ensure that the financial statements comply with the Companies Act 2014. They are responsible for such internal controls as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the Foundation and to prevent and detect fraud and other irregularities. The directors are also responsible for preparing a directors' report that complies with the requirements of the Companies Act 2014.

Legislation in the Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

On behalf of the board



Emer Shelley
Director



Brian Goggin
Director

10 September 2020

Independent auditor's report to the members of the Irish Heart Foundation

(Company Limited by Guarantee - without share capital)

Report on the audit of the financial statements

Opinion

We have audited the financial statements of Irish Heart Foundation ("the Foundation") for the year ended 31 December 2019 set out on pages 14 to 29, which comprise the statement of financial activities and statement of comprehensive income, the balance sheet, the cash flow statement and related notes, including the summary of significant accounting policies set out in note 1. The financial reporting framework that has been applied in their preparation is Irish Law and FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland*.

In our opinion, the accompanying financial statements:

- give a true and fair view of the assets, liabilities and financial position of the Foundation as at 31 December 2019 and of its net income for the year then ended;
- have been properly prepared in accordance with FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland*; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the Foundation in accordance with ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

We have nothing to report on going concern

We are required to report to you if we have concluded that the use of the going concern basis of accounting is inappropriate or there is an undisclosed material uncertainty that may cast significant doubt over the use of that basis for a period of at least twelve months from the date of approval of the financial statements. We have nothing to report in these respects.

Other Information

The directors are responsible for the other information presented together with the financial statements. The other information comprises the information included in the Directors' report. The financial statements and our auditor's report thereon do not comprise part of the other information. Our opinion on the financial statements does not cover the other information and, accordingly, we do not express an audit opinion or, except as explicitly stated below, any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether, based on our financial statements audit work, the information therein is materially misstated or inconsistent with the financial statements or our audit knowledge. Based solely on that work we have not identified material misstatements in the other information.

Based solely on our work on the other information, we report that:

- we have not identified material misstatements in the Directors' report;
- in our opinion, the information given in the Directors' report is consistent with the financial statements;
- in our opinion, the Directors' report has been prepared in accordance with the Companies Act 2014.

Opinions on other matters prescribed by the Companies Act 2014

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

In our opinion the accounting records of the Foundation were sufficient to permit the financial statements to be readily and properly audited and the financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by Sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

Respective responsibilities and restrictions on use

Responsibilities of directors for the financial statements

As explained more fully in the directors' responsibilities statement set out on page 10, the directors are responsible for: the preparation of the financial statements including being satisfied that they give a true and fair view; such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error; assessing the Foundation's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and using the going concern basis of accounting unless they either intend to liquidate the Foundation or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A fuller description of our responsibilities is provided on IAASA's website at https://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf.

The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the Foundation's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the Foundation's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Foundation and the Foundation's members, as a body, for our audit work, for this report, or for the opinions we have formed.

Richard Hobson
for and on behalf of
KPMG
Chartered Accountants, Statutory Audit Firm
1 Stokes Place, St. Stephen's Green, Dublin 2

10 September 2020

Statement of financial activities and statement of comprehensive income

for the year ended 31 December 2019

	Note	Restricted funds 2019	Unrestricted funds 2019	Designated funds 2019	Total funds 2019	Total funds 2018
		€	€	€	€	€
Income						
Donations and legacies	3(a)	804,147	4,910,159	-	5,714,306	4,496,590
Charitable activities	3(b)	387,413	485,638	-	873,051	903,450
Total income		<u>1,191,560</u>	<u>5,395,797</u>	<u>-</u>	<u>6,587,357</u>	<u>5,400,040</u>
Expenditure						
Charitable activities	4	(320,436)	(3,922,110)	(309,311)	(4,551,857)	(4,590,574)
Fundraising activities	5	(784,611)	(803,606)	-	(1,588,217)	(1,714,142)
		<u>(1,105,047)</u>	<u>(4,725,716)</u>	<u>(309,311)</u>	<u>(6,140,074)</u>	<u>(6,304,716)</u>
Net gains/(losses) on investments		<u>-</u>	<u>592,323</u>	<u>-</u>	<u>592,323</u>	<u>(55,351)</u>
Net income/ (expenditure)		<u>86,513</u>	<u>1,262,404</u>	<u>(309,311)</u>	<u>1,039,606</u>	<u>(960,027)</u>
Other comprehensive income						
Actuarial gains on defined benefit pension schemes		-	-	-	-	9,000
Other movements directly through restricted funds		35,000	-	-	35,000	5,000
Net movement in funds		<u>121,513</u>	<u>1,262,404</u>	<u>(309,311)</u>	<u>1,074,606</u>	<u>(946,027)</u>

Balance sheet

as at 31 December 2019

	Note	2019 €	2018 €
Fixed assets			
Tangible assets	9	<u>4,495,065</u>	<u>4,587,736</u>
Current assets			
Investments	10	6,797,342	3,827,671
Stocks	11	72,628	73,761
Debtors	12	1,223,748	414,680
Cash at bank and in hand	13	<u>2,057,687</u>	<u>4,683,416</u>
		10,151,405	8,999,528
Creditors: amounts falling due within one year	14	<u>(620,223)</u>	<u>(635,623)</u>
Net current assets		<u>9,531,182</u>	<u>8,363,905</u>
Net assets		<u>14,026,247</u>	<u>12,951,641</u>
Funded by:			
Designated income funds	16	3,690,689	4,000,000
Restricted income funds	16	606,724	485,211
Unrestricted income funds	16	<u>9,728,834</u>	<u>8,466,430</u>
		<u>14,026,247</u>	<u>12,951,641</u>

On behalf of the board



Emer Shelley
Director



Brian Goggin
Director

Cash flow statement

for the year ended 31 December 2019

	2019	2018
	€	€
Reconciliation of net income/(expenditure) for the year to net cash inflow from operating activities		
Net income/(expenditure) for the year	1,039,606	(960,027)
<i>Adjustments for:</i>		
Depreciation	136,010	134,256
Investment management fee paid out	35,076	24,037
Investment income retained in investments	(153,672)	(73,080)
(Increase)/decrease in value of investments	(438,651)	128,431
	<hr/> 618,369	<hr/> (746,383)
(Increase) in debtors	(809,068)	(58,704)
Decrease/(increase) in stocks	1,133	(71,856)
Decrease) in creditors	(15,400)	(429,984)
Movements in retirement benefit obligations	-	(41,000)
	<hr/> (204,966)	<hr/> (1,347,927)
Net cash used in operating activities		
Cash flows from investing activities		
Acquisition of tangible fixed assets	(43,339)	(554,665)
Disposal of investments	587,576	508,080
Acquisition of investments	(3,000,000)	(250,000)
	<hr/> (2,455,763)	<hr/> (296,585)
Net cash used in investing activities		
Net (decrease) in cash and cash equivalents	(2,660,729)	(1,644,512)
Movement on unrestricted funds	-	9,000
Movement on restricted funds	35,000	5,000
	<hr/> 4,683,416	<hr/> 6,313,928
Cash and cash equivalents at beginning of year		
	4,683,416	6,313,928
	<hr/> 2,057,687	<hr/> 4,683,416
Cash and cash equivalents at end of year		

Notes

forming part of the financial statements

1. Accounting Policies

1.1 Basis of preparation

The Foundation is constituted under Irish company law as a company limited by guarantee and is a registered charity.

The financial statements have been prepared under the historical cost convention as modified by the revaluation of investments and in accordance with accounting standards generally accepted in Ireland and Irish statute comprising the Companies Acts 2014 as applied in accordance with the Statement of Recommended Practice (SORP) FRS 102 (revised 2015) "Accounting and Reporting by Charities" as published by the Charity Commission for England and Wales, who are recognised by the UK Accounting Standards board (ASB) as the appropriate body to issue SORPs for the charity sector in the UK. Financial reporting in line with the SORP is considered best practice for charities in Ireland.

The presentation currency of these financial statements is Euro.

Going concern

The directors have prepared cashflow projections for a period of at least twelve months from the date of approval of the financial statements. Based on these projections and the strength of the Foundation's financial position, the directors believe that the Foundation has adequate resources to continue in operational existence for the foreseeable future. Therefore, they continue to adopt the going concern basis in preparing the annual financial statements.

1.2 Significant accounting estimates and judgments

In determining the carrying amounts of certain assets and liabilities, the board makes assumptions of the effects of uncertain future events on those assets and liabilities at the balance sheet date.

1.3 Income

Income is recognised in the Statement of Financial Activities only when the Foundation is legally entitled to the income, the amounts involved can be measured with sufficient reliability and it is probable that the income will be received by the Foundation.

Income is analysed as Restricted, Unrestricted or Designated. Restricted funds represent income recognised in the financial statements, which is subject to specific conditions imposed by the donors or grant making institutions. Unrestricted funds represent amounts which are expendable at the discretion of the Foundation, in furtherance of the objectives of the Foundation. Such funds may be held in order to finance working capital or investment. The Designated fund is comprised of income received without any restriction, and subsequently allocated to a particular area of expenditure by the board.

Donations and Legacies

Donations and legacies are recognised in the period the Foundation is entitled to the resource, when receipt is probable, and when the amount can be measured with sufficient reliability.

Monetary donations from the public are recognised when donations are received. Tax refunds are recognised when they are received. Legacies are recognised when confirmation of unconditional entitlement to a specified amount is received.

Donations and sponsorships received from corporates are recognised on the same basis as grants from statutory sources.

Notes

forming part of the financial statements

1. Accounting Policies (continued)

1.3 Income (continued)

Charitable Activities

Income categorised under charitable activities is comprised of grants from statutory bodies and services income. Grants from statutory and other sources are recognised as income when the Foundation is legally entitled to the income because it is fulfilling the conditions contained in the related funding agreement. Services income is recognised when the service has been provided and invoiced. Income due but not yet received at the year end is included in debtors on the balance sheet and funds already received in relation to unfulfilled conditions are shown in creditors as deferred income.

All statutory grants are treated as restricted income.

1.4 Expenditure

Expenditure is recognised when a legal or constructive obligation exists as a result of a past event, a transfer of economic benefits is required in settlement and the amount of the obligation can be reliably measured.

Charitable activities

Resources expended on charitable activities comprise all the resources applied by the Foundation in undertaking the work to meet its charitable objectives. This includes the direct costs of undertaking these activities and the support costs incurred to enable these activities to be undertaken. All costs of charitable activities are recognised on an accruals basis.

Fundraising activities

The cost of fundraising activities comprises costs incurred in fundraising, including the cost of advertising, publications, printing and mailing fundraising materials, staff costs, individual giving administration costs, and an allocation of support costs. All costs of fundraising activities are recognised on an accruals basis.

Support costs

Support costs consist of an element of the costs of personnel and associated overheads of the chief executive, finance, human resources functions, infrastructural support of facilities and information technology. Also included are the governance costs of the external annual audit and other legal and regulatory compliance. Costs are allocated across the Foundation's activities to fairly represent the cost of delivering those activities. Allocations are based on the number and cost of direct and indirect staff involved, the use of premises and the dependence on information technology infrastructure.

1.5 Gains or losses on investments

Gains or losses on investments comprise realised and unrealised gains or losses on investment assets.

Notes

forming part of the financial statements

1. Accounting Policies (continued)

1.6 Taxation

The Foundation is a charity and is not liable to taxation. Irrecoverable value added tax is expensed as incurred.

1.7 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost, or valuation, less accumulated depreciation. Depreciation is calculated, by reference to original cost or valuation, to write off the assets to their residual value over their estimated useful lives on a straight line basis at the following annual rates:

Buildings	2%
Office furniture	10%
Equipment	20%
Computer equipment	20%
Motor vehicles	20%

1.8 Investments

Investments are measured initially at cost and subsequently at fair value, with movements in fair value recognised in the statement of financial activities. Investment income is recognised in the year in which it is receivable.

1.9 Stocks

Stocks are stated at the lower of cost and net realisable value. Promotional items which are to be used for fundraising have been valued at cost.

1.10 Debtors

Trade and other debtors are recognised at the settlement amount due or the value of the amount prepaid.

1.11 Cash and Cash Equivalents

Cash and cash equivalents comprise cash balances and call short-term deposits.

The Foundation does not have any financial instruments that are not considered to be basic financial instruments under FRS 102.

1.12 Employee Benefits

The Foundation provides pensions to its employees under a defined contribution scheme. The former defined benefit scheme was wound up during 2018.

All new eligible employees with effect from 1 January 2000 are included in the defined contribution scheme.

In relation to the defined contribution pension scheme, contributions are accrued and recognised as expenditure in the statement of financial activities in the period in which they are earned by the relevant employees.

Notes

forming part of the financial statements

1. Accounting policies (continued)

1.13 Creditors

Creditors are recognised at their settlement amount.

2. Legal status of the Foundation

The Foundation is a company limited by guarantee and does not have share capital. At 31 December 2019, there were 10 directors (2018: 9) whose guarantee is limited to €1.27 each. This guarantee continues for one financial year after directorship ceases.

3. Income

	2019	2018
	€	€
a) Donations and legacies		
Donations	1,905,144	1,912,107
Legacies	2,314,516	900,137
Corporate events and activities	1,494,646	1,684,346
	<u>5,714,306</u>	<u>4,496,590</u>
b) Charitable Activities		
Grants HSE/Pobal	387,413	314,572
Services income	485,638	588,878
	<u>873,051</u>	<u>903,450</u>

4. Expenditure on charitable activities

Analysis of expenditure on charitable activities	2019	2019	2019	2018
	Direct	Support	Total	Total
	€	€	€	€
Advocacy	352,925	53,456	406,381	412,974
Childhood obesity	145,236	12,219	157,455	-
CPR training	747,355	94,312	841,667	564,112
Health promotion and prevention	1,960,153	191,296	2,151,449	2,880,414
Patient support	576,298	132,367	708,665	450,703
Innovation and research	270,967	15,273	286,240	282,371
	<u>4,052,934</u>	<u>498,923</u>	<u>4,551,857</u>	<u>4,590,574</u>

Notes

forming part of the financial statements

4. Expenditure on charitable activities (continued)

Analysis of direct costs:	2019 Total €	2018 Total €
Advocacy	352,925	336,233
Childhood obesity	145,236	-
CPR training		
CPR training for professionals	471,297	329,993
CPR training for the public	276,058	152,944
	747,355	482,937
Health promotion and prevention		
Awareness and information	814,976	1,012,903
Community programmes	203,789	231,077
Health checks	491,334	413,760
Schools programme	177,984	314,536
Workplace	272,070	565,066
	1,960,153	2,537,342
Patient support	576,298	345,365
Innovation and research	270,967	263,548

5. Fundraising activities

	2019 Direct €	2019 Support €	2019 Total €	2018 Total €
Operating costs	1,345,119	243,098	1,588,217	1,714,142
	1,345,119	243,098	1,588,217	1,714,142

There was a reduction in fundraising cost in 2019 as the Foundation focused on one main event rather than multiple campaigns as in 2018.

Notes

forming part of the financial statements

6. Support costs

	Facilities and IT 2019	Other indirect 2019	Total 2019	Total 2018
	€	€	€	€
Charitable activities				
Advocacy	20,844	32,612	53,456	76,741
Childhood obesity	4,764	7,455	12,219	-
CPR Training	36,774	57,538	94,312	81,175
Health Promotion and prevention	74,591	116,705	191,296	343,072
Patient Support	51,613	80,754	132,367	105,338
Innovation and research	5,955	9,318	15,273	18,823
	<hr/>	<hr/>	<hr/>	<hr/>
Total support costs allocated to charitable activities	194,541	304,382	498,923	625,149
	<hr/>	<hr/>	<hr/>	<hr/>
Fundraising	94,789	148,309	243,098	218,089
	<hr/>	<hr/>	<hr/>	<hr/>
Total support costs allocated	289,330	452,691	742,021	843,238
	<hr/>	<hr/>	<hr/>	<hr/>

Support costs consist of an element of the costs of personnel and associated overheads of the chief executive, finance, human resources functions (aggregated as “Other Indirect” in the table above), infrastructural support of facilities and information technology. Also included are the governance costs of the external annual audit and other legal and regulatory compliance.

Costs are allocated across the Foundation’s activities to fairly represent the cost of delivering those activities. Allocations are based on the number and cost of direct and indirect staff involved, the use of premises and the dependence on information technology infrastructure.

7. Statutory and other information

	2019	2018
	€	€
Net income/(expenditure) for the year	1,039,606	(960,027)
	<hr/>	<hr/>
<i>Stated after charging:</i>		
Directors’ remuneration	-	-
Auditors’ remuneration – fees (excluding VAT)	18,500	29,500
Depreciation of tangible fixed assets	136,010	134,256
	<hr/>	<hr/>
<i>Stated after crediting:</i>		
Investment income	153,672	73,080
	<hr/>	<hr/>

Notes

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8. Wages and salaries

The average number of persons employed by the Foundation during the financial year is set out below:

	2019 Number	2018 Number
Charitable activities	46	43
Fundraising	14	9
Support	10	9
	<u>70</u>	<u>61</u>

The aggregate payroll costs, were as follows:

	2019 €	2018 €
Wages and salaries	2,955,687	2,783,216
Social insurance costs	318,030	285,891
Retirement benefit costs	157,266	97,042
	<u>3,430,983</u>	<u>3,166,149</u>

None of the board members received any remuneration for their services or received any other benefits from the Foundation, and no board member expenses have been incurred.

The number of employees whose remuneration exceeded €70,000 is set out below:

	2019 Number	2018 Number
€70,000 - €80,000	-	1
€80,001 - €90,000	1	1
€90,001 - €100,000	1	1
€120,001 - €130,000	1	-
€150,001 - €160,000	1	1

Included in the above are certain members of the key management team. The key management team includes the CEO and heads of function for advocacy and patient support, health promotion and prevention, fundraising and communications, medical director and support services. The total emoluments (including benefits and pension) paid in regard to the senior management team in 2019 was €609,048 (2018: €621,310).

Notes

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9. Tangible Fixed Assets

	Buildings	Office furniture	Equipment	Computer equipment	Motor vehicles	Total
	€	€	€	€	€	€
At beginning of year	4,419,802	211,316	56,891	23,259	79,865	4,791,133
Additions in year	23,625	1,742	10,000	7,972	-	43,339
At end of year	4,443,427	213,058	66,891	31,231	79,865	4,834,472
Depreciation						
At beginning of year	87,722	24,264	30,799	19,347	41,265	203,397
Charge for year	88,517	21,266	8,865	1,389	15,973	136,010
At end of year	176,239	45,530	39,664	20,736	57,238	339,407
Net book value						
At 31 December 2019	4,267,188	167,528	27,227	10,495	22,627	4,495,065
At 31 December 2018	4,332,080	187,052	26,092	3,912	38,600	4,587,736

Motor vehicles owned by the Foundation are a Mobile Health Check unit.

Notes

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10. Investments

	2019	2018
	€	€
Opening balance	3,673,188	4,039,315
Additions	3,000,000	221,341
Disposal	(1,025,652)	(508,080)
Increase/(decrease) in value	438,651	(128,431)
Investment income retained	153,672	73,080
Investment management fee paid out	(35,076)	(24,037)
	<hr/>	<hr/>
Quoted investments at market value	6,204,783	3,673,188
Cash pending investment	592,559	154,483
	<hr/> <hr/>	<hr/> <hr/>
	6,797,342	3,827,671

11. Stocks

	2019	2018
	€	€
Stationery stocks	1,905	1,905
CPR kits	70,723	71,856
	<hr/>	<hr/>
	72,628	73,761

12. Debtors

	2019	2018
	€	€
General debtors	143,423	184,289
Prepayments	102,262	17,779
Other debtors	37,638	22,612
Accrued income (i)	940,425	190,000
	<hr/>	<hr/>
	1,223,748	414,680

All debtors fall due within one year.

- (i) Accrued income includes a large bequest of €750,000 which was received in early 2020. Under the SORP, this bequest was recorded as income in the 2019 financial statements.

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13. Cash at Bank and in Hand

	2019	2018
	€	€
Cash at bank and in hand	2,057,687	4,683,416

Included in cash at bank and in hand is an amount of restricted cash of €320,140 (2018: €285,140) relating to amounts received from the HSE and others, in support of a small number of specific projects, and which are not available to the Foundation for its own activities. The restricted cash funds are operated independently from the Foundation and the Foundation's role is to receive and disburse funds on their behalf. Related expenditure on these projects are shown as movements in restricted funds, and the balance of €320,140 represents amounts received but not yet expended at year end.

14. Creditors: amounts falling due within one year

	2019	2018
	€	€
Creditors	234,724	256,087
Accruals	102,946	136,935
PAYE/PRSI	83,942	79,316
Deferred income	198,611	163,285
	620,223	635,623

15. Retirement benefits

The Foundation operates a defined contribution pension scheme. The assets of the scheme are vested in independent trusts for the benefit of employees and their dependants. All new eligible employees with effect from 1 January 2000 are included in the defined contribution scheme. The former defined benefit scheme was wound up during 2018.

Former defined benefit scheme

Movement in the present value of defined benefit obligations

	2019	2018
	€'000	€'000
At beginning of the year	-	360
Current service cost	-	14
Effect of settlements	-	(374)
At end of year	-	-

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15. Retirement benefits (continued)

Former defined benefit scheme (continued)

Movement in the fair value of scheme assets

	2019 €'000	2018 €'000
At beginning of year	-	319
Return on plan assets less interest income	-	(9)
Employer contributions	-	2
Effect of settlements	-	(312)
At end of year	-	-

Amounts recognised in the statement of financial activities

	2019 €'000	2018 €'000
Current service cost	-	(14)
Effect of settlements	-	62
Total pension gain recognised in the statement of financial activities in respect of the defined benefit scheme	-	48

Analysis of amounts recognised in other comprehensive income

	2019 €'000	2018 €'000
Actual return less expected return on pension scheme assets	-	9
Total included in other comprehensive income	-	9

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16. Analysis of Charitable Funds

a) Movement in funds

The movement in funds classified in accordance with the Foundation's accounting policies are as follows:

	Restricted funds €	Unrestricted funds €	Designated funds €	Total 2019 €	Total 2018 €
Total funds of the charity at beginning of year	485,211	8,466,430	4,000,000	12,951,641	13,897,668
Movement in funds					
Net income/(expenditure) for the year	86,513	1,262,404	(309,311)	1,039,606	(960,027)
Actuarial gain on defined benefit pension scheme	-	-	-	-	9,000
Other movements directly through restricted funds	35,000	-	-	35,000	5,000
Total funds of the charity at end of year	606,724	9,728,834	3,690,689	14,026,247	12,951,641

At 31 December 2019, the restricted funds balance includes an amount of €320,140 (2018: €285,140) that is represented by a restricted cash balance included in cash at bank and in hand (note 13).

b) Analysis of net assets between funds

	Restricted funds €	Unrestrict- ed funds €	Designated funds €	Total €
Tangible fixed assets	-	4,495,065	-	4,495,065
Current assets	805,335	5,655,381	3,690,689	10,151,405
Creditors including deferred income	(198,611)	(421,612)	-	(620,223)
	606,724	9,728,834	3,690,689	14,026,247

17. Commitments

The Foundation was committed, at 31 December 2019, to allocating €159,490 (2018: €24,516) to various research projects during the coming year.

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18. Related party transactions

There were no related party transactions during 2019.

19. Post balance sheet events

On 11 March 2020, the World Health Organisation (“WHO”) declared COVID-19 a pandemic. The Irish government issued guidance and restrictions on the movement of people, with all “non-essential” businesses ordered to close temporarily. This resulted in the closure of the Mobile Health Unit and the Foundation’s programmes in workplaces, schools and the community. Fundraising events have also ceased temporarily.

Based on the strength of the Foundation’s financial position at 31 December 2019 and the current financial projections, the directors believe that the Foundation will remain a going concern for the foreseeable future and that this is a non-adjusting subsequent event. Accordingly, the financial position and the results for the year ended 31 December 2019 have not been adjusted to reflect any impact of COVID-19.

There have been no other significant events affecting the Foundation since the year end.

20. Approval of financial statements

These financial statements were approved by the board of directors on 10 September 2020.

the *Journal of Applied Behavior Analysis* (1974), and the *Journal of Experimental Psychology* (1975).

There are a number of reasons why the *Journal of Applied Behavior Analysis* is the most widely cited journal in the field. First, it is the only journal in the field that is published by a professional organization (the Association for Behavior Analysis).

Second, it is the only journal in the field that is published by a publisher that is known for its high quality of publication (Sage Publications).

Third, it is the only journal in the field that is published by a publisher that is known for its high quality of editing (Sage Publications).

Fourth, it is the only journal in the field that is published by a publisher that is known for its high quality of distribution (Sage Publications).

Fifth, it is the only journal in the field that is published by a publisher that is known for its high quality of circulation (Sage Publications).

Sixth, it is the only journal in the field that is published by a publisher that is known for its high quality of advertising (Sage Publications).

Seventh, it is the only journal in the field that is published by a publisher that is known for its high quality of marketing (Sage Publications).

Eighth, it is the only journal in the field that is published by a publisher that is known for its high quality of sales (Sage Publications).

Ninth, it is the only journal in the field that is published by a publisher that is known for its high quality of service (Sage Publications).

Tenth, it is the only journal in the field that is published by a publisher that is known for its high quality of support (Sage Publications).

Eleventh, it is the only journal in the field that is published by a publisher that is known for its high quality of training (Sage Publications).

Twelfth, it is the only journal in the field that is published by a publisher that is known for its high quality of research (Sage Publications).

Thirteenth, it is the only journal in the field that is published by a publisher that is known for its high quality of education (Sage Publications).

Fourteenth, it is the only journal in the field that is published by a publisher that is known for its high quality of information (Sage Publications).

Fifteenth, it is the only journal in the field that is published by a publisher that is known for its high quality of communication (Sage Publications).

Sixteenth, it is the only journal in the field that is published by a publisher that is known for its high quality of interaction (Sage Publications).

Seventeenth, it is the only journal in the field that is published by a publisher that is known for its high quality of collaboration (Sage Publications).

Eighteenth, it is the only journal in the field that is published by a publisher that is known for its high quality of partnership (Sage Publications).

Nineteenth, it is the only journal in the field that is published by a publisher that is known for its high quality of teamwork (Sage Publications).

Twentieth, it is the only journal in the field that is published by a publisher that is known for its high quality of leadership (Sage Publications).

Twenty-first, it is the only journal in the field that is published by a publisher that is known for its high quality of management (Sage Publications).

Twenty-second, it is the only journal in the field that is published by a publisher that is known for its high quality of organization (Sage Publications).

Twenty-third, it is the only journal in the field that is published by a publisher that is known for its high quality of structure (Sage Publications).

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Twenty-eighth, it is the only journal in the field that is published by a publisher that is known for its high quality of procedure (Sage Publications).

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Thirtieth, it is the only journal in the field that is published by a publisher that is known for its high quality of plan (Sage Publications).

Thirty-first, it is the only journal in the field that is published by a publisher that is known for its high quality of strategy (Sage Publications).

Thirty-second, it is the only journal in the field that is published by a publisher that is known for its high quality of approach (Sage Publications).

Thirty-third, it is the only journal in the field that is published by a publisher that is known for its high quality of style (Sage Publications).

Thirty-fourth, it is the only journal in the field that is published by a publisher that is known for its high quality of manner (Sage Publications).



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