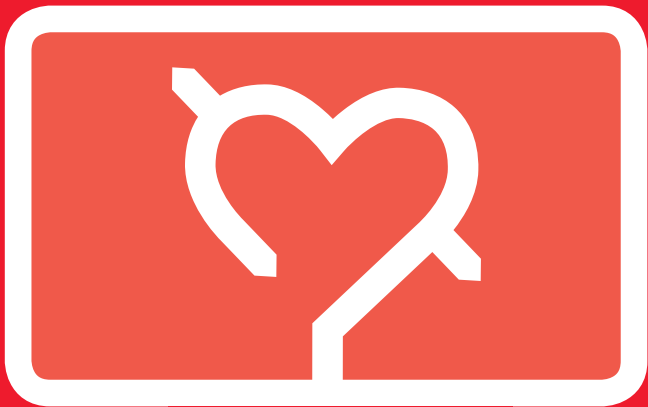




With you all the way
Annual Review 2011





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Our mission

Our mission is to play a leading role in the fight against disease of the heart and circulation, so that it is no longer a major cause of disability and premature death.

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Our vision

Our vision is a world in which people do not die prematurely of heart disease.

With you all the way

For 50 years, the British Heart Foundation (BHF) has been the nation's heart charity. Our people and supporters work tirelessly on all fronts: research, prevention, care, support, campaigning, raising awareness and raising funds.

The ultimate destination is a world where people don't die prematurely from heart disease. We're not there yet, but this year we made some more amazing progress. These are just some of the highlights.

About this booklet

We've made our review extra handy and portable this year, because we want it to be something you can carry round, read anywhere and share with friends. So please take our story out into the world and spread the word to anyone you know.



The start of an amazing journey

Geoff Holberry has a special place in the BHF story, because he was the first ever patient to be treated by our first ever BHF Heart Nurse. Our nurse Jo

- 8 Partington and Geoff met seventeen years ago, shortly after Geoff had a heart attack at the age of 62. Jo visited him at home regularly and gave him the practical support and care he needed to live an independent and active life. Geoff remembers that time fondly and spoke at Jo's leaving do when she moved on to a new BHF nursing post. It's a relationship that typifies the way the role of the BHF Heart Nurse has grown over the years.

Jo Partington became the first ever BHF-appointed and fully funded nurse, specialising in cardiac care at Harrogate District Hospital in 1994. At that time, her role involved caring for patients in their homes, in an area covering almost 200 square miles around the town. Our funding covered Jo's salary, travel expenses, phone bills and support materials. Many patients feel alarmed and isolated when they return home, but people like Jo are able to offer the first-hand advice and reassurance they need. Jo continues to work as a BHF Heart Nurse, leading a team of nurses who care for cardiac patients in the community.



"Jo gave me her phone number and said I could ring her any time. She was hugely reassuring with me - and my wife, who was just as worried as I was. Ultimately, Jo gave me my confidence back. I can't thank her enough."
Geoff Holberry



621 healthcare professionals (and counting)

Today, we support and fund a total of 621 healthcare professionals across the country. They include specialists in everything from arrhythmia to angina, echo technicians to community resuscitation officers.

When the BHF chose to fund Jo Partington in 1994, it marked the beginning of an amazing journey. Now we support hundreds of healthcare professionals who play a front line role in delivering one of our key objectives: to provide the highest possible standards of care and support for patients. Over the course of the next year, we want to maintain and add to that number, but we can only do it through the continuing generosity of our supporters. Please help make sure we are always there for the many thousands of people like Geoff.



“The BHF has a record of backing research that achieves results. That’s why I believe the Mending Broken Hearts Appeal offers real hope to everyone living with heart failure after a heart attack.”

Joanne Ward

The reason we keep going

At the age of 30, Joanne Ward had one of the happiest days of her life, giving birth to her second son. Four days later came the blackest day. Jo suffered

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a heart attack. Her heart is now irreversibly damaged and has to work much harder to keep her alive. It means every day she spends with her two sons is precious.

It also means something else. The research that we fund and support at the BHF matters very much to Jo – because it offers a tangible reason for hope. When we think about people like Jo, it reminds us what this journey is all about.

This year, we launched our Mending Broken Hearts Appeal to find a way to repair heart muscle damaged during a heart attack. This ambitious programme of regenerative medicine research will run over the next five to 10 years. We've taken inspiration from the zebrafish, which – unlike people – can regrow portions of its heart that get damaged. Our research aims to find a way to replicate this ability in people, to help them repair the damage done by a heart attack. The appeal is a fitting focal point for our 50th year, because it sees us right on the front line of the fight against heart disease.

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We need to spend an estimated £50 million on research to learn how to repair damaged hearts. If we can raise the money, we could begin funding trials with heart failure patients in as little as five years. Scientifically, we believe it's possible. The researchers we support are already making it happen.

One of the first grants to be awarded by the Mending Broken Hearts Appeal was in the form of a prestigious research role – known as a ‘BHF Professorship’ – for a rising star in the field of stem cell research. Professor Paul Riley has discovered a molecule in mice that can reawaken dormant cells on the outside of the heart. He has now established that these cells can move deeper into the heart and form new blood vessels. Our backing will give Professor Riley the team and facilities he needs to find out whether these cells can form new heart muscle. The result could be a treatment that stimulates cells to repair damaged heart muscle in people.

With your help, Joanne Ward and millions of others across the world have many reasons to be hopeful.



A major landmark

Hypertrophic cardiomyopathy (HCM) is one of the most common forms of genetic heart disease, affecting one in 500 people in the UK. Paul James is among them.

Existing treatments only work on the symptoms of a minority of patients, leaving the majority with no effective treatment for their symptoms. But now, thanks to a landmark research study funded by the BHF, it has been established that a relatively cheap and widely available drug called perhexiline leads to a huge improvement in symptoms. The results need to be double-checked in a bigger trial, but the signs are good. For Paul, aged 53, it's life-changing news.



“It’s amazing. Before the treatment, I couldn’t walk down the street without a pain in my arm, let alone do heavy exercise. Now I go to the gym three or four times a week. It’s made me happier and given me so much more confidence.”

Paul James



Small steps make big journeys

Can a 16-year-old change government policy on heart health? It sounds unlikely, but with our backing, Ned Jones

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took his case all the way to Business Secretary Vince Cable to make sure the Government honoured its commitment to get rid of tobacco displays in all shops – and didn't waver in the face of pressure from businesses and tobacco firms. It's a major achievement, because the slick advertising and packaging that surrounds cigarettes is one of the big factors that appeal to young people. Ned understood that link, as do thousands of other people, young and old. The difference is that he decided to do something about it.

One of our key objectives is to press for government policies that minimise the risk of developing heart and circulatory disease. We've been lobbying hard with other health charities for the Government to press ahead with the ban on tobacco displays – and we've seen the difference that one individual like Ned can make. Right now, we're campaigning on several fronts, including getting emergency life support skills added to the national curriculum.

**So take inspiration from Ned. Get involved at:
[bhf.org.uk/campaigns](https://www.bhf.org.uk/campaigns)**



**“To know I’ve played
a small part in getting
rid of tobacco displays
is great. I’m really
pleased about it.”**

Ned Jones

Reaching every part of the UK

Your chances of dying of heart disease vary depending on your ethnic background and where you live.

That's why our Hearty Lives programme, alongside a range of other initiatives, focuses on communities where problems are most common. For example, it's well known that people of African-Caribbean descent are more likely to experience high blood pressure, strokes and type 2 diabetes. This year, we made a special effort to spread our word in this community. Rose Thompson and her husband Lindsay are just two of the people who enjoyed discovering our recipe cards, which offer a healthy spin on traditional African-Caribbean cuisine...



Spicy brown stew chicken... steamed callaloo with choco and cassava mash... it's enough to make your mouth water. These were just some of the recipes from Jamaica and other neighbouring islands that made their way onto our free recipe cards. Each recipe contains the secrets of recreating these dishes with reduced amounts of fat, salt and sugar. We launched them at a special event in Birmingham, with celebrity chefs Rustie Lee and Lorenzo Richards. It made Rose and Lindsay think about how the food they'd always enjoyed could be that bit better for them.

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If you'd like recipe cards, call us on 0870 600 6566, quoting reference G503.



"I'm affected by high blood pressure and need to avoid salt as much as possible. It's great to have so many traditional but low-salt recipes to choose from. It feels like they're tailored for people like me."
Lindsay Thompson



A turning point for Jill

Like so many women, Jill, aged 52, had never thought of heart disease as something that related

to her. She had been diagnosed with type 1 diabetes years ago, but she was fit and well and regularly went to the gym.

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One day, she felt pain in her chest, and spent the next two days feeling groggy. Things got worse and she went to A&E to get checked out. The doctors told her she was having a heart attack. It was the biggest shock of Jill's life. Thankfully, the damage to Jill's heart was minimal and she's now back at work and visiting the gym. But the shock hasn't gone away.

Millions of women don't realise that heart disease kills more women in the UK than any other single disease – and three times more than breast cancer. It's important, because it affects the lifestyle choices women make, and means they may not seek help early enough. Part of our mission is to spread vital information to help people reduce their own risk of developing heart disease. Targeting women is a big part of that.

So how best to do it? How about a comedy night hosted by Victoria Wood, watched by 3,000 women live on the night, and two million on TV and DVD afterwards...

"I know being diabetic can have an effect on pain receptors, but I had no shortness of breath, or any major discomfort prior to the heart attack. I was tired and fed up and it was only when I checked on NHS Direct that I thought about going to A&E. I'm glad I did."
Jill Wakeford



If you ever think you're having a heart attack, call 999 straightaway

2011 was the year of the Angina Monologues. For one night only, the UK's top female comedians – including Victoria Wood, Jo Brand and Katy Brand – gathered at the Theatre Royal Haymarket London to prove that 'heart disease wears a skirt too'. The event was broadcast live to audiences in VUE cinemas across the country, as well as on Sky 1 and via a DVD given away with Woman's Weekly. As a result, millions of women are now thinking much more actively about heart health. What better way to tackle heart disease than one laugh at a time...



**"Like most women,
I thought heart disease
was something that
only affected men.
The Angina Monologues
brought together our
most fantastically funny
women for a night of
stand-up, sketches and
music. We all need a bit
of hearty laughter."
Victoria Wood**



Spreading the word in Wales

Around 6,000 people in Wales may have a genetic condition known as familial hypercholesterolaemia (FH), which can result in dangerously high levels of cholesterol. The problem is that many don't realise it.

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Suzanne Sheppard is 38 and only found out three years ago that she had FH. Thanks to our funding, three specialist FH nurses are now running a screening programme to identify, assess and treat patients throughout Wales. Spotting the genetic condition early means people can take vital preventative measures. For people like Suzanne and her family, it really is a matter of life and death.



Spotting the genetic condition early means people can take vital preventative measures.

"My father died at the age of 41 and I realise now he must have had the same condition. I've no doubt that if there had been a screening service around 50 years ago, doctors might have realised what was wrong with him and he might still be with us today."

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Suzanne now knows how crucial it is to teach her son Cameron, four, about healthy eating.

"He'll be screened when he's 10 and fingers crossed he won't have FH. But if he does, he'll have had the healthiest start possible, and I know he'll receive the same great care and support that I have." Suzanne Sheppard

A magical milestone for Gretel

This year, Gretel Lambert celebrated her second birthday.

It was a milestone her parents, Marissa and Mark, thought they would never see. In her short life, Gretel has had open heart surgery twice. She takes medication daily and requires 'top-up' milk feeds via a tube into her stomach, as well as eating normally to make sure she gets all the nutrients she needs. But the good news is that she's developing into a bubbly little girl who is catching up with other children her age. With everything they've been through, it's amazing that her parents have found the time to get involved in fundraising for us.



Marissa and Mark Lambert have made an inspirational contribution to our fundraising efforts by taking part in our Rutland Water bike ride and organising local collections for our Mending Broken Hearts Appeal and Red for Heart campaign.

We spent £155 million last year on research, care and support for heart patients, and our supporters were the people who made this possible. We really couldn't do any of our work without that continuing generosity. For the sake of Gretel and many thousands of others, please stick with us all the way this year.



Gretel 50m



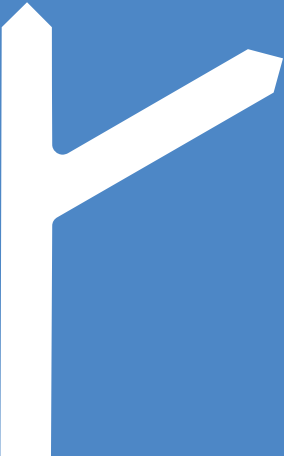
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“There were times through the pregnancy where it all seemed really, really dark and depressing and there seemed no hope at all. But now Gretel is a very happy little girl and is even more smiley and resilient.” Marissa Lambert



Not just walking, but running

In 2011, an incredible 24,000 people gave up their time to work in our shops and communities around the country. Nick Corbin was one of them. Now 20 years old, he has suffered from ongoing and at times life-threatening heart problems since birth. After his latest operation, he was told it would take months before he could walk without getting breathless. A few weeks later, he ran a five-mile fundraising run. Nick works in our Marlow shop three days a week, fitting in shifts around his other job. It's a remarkable contribution of time and energy – and his story is just one of thousands. But then BHF supporters are amazing people.



**“Everyone here is brilliant.
It’s not like going to work
– it’s more like a social
occasion and a chance
to catch up with friends.
It’s nice to give something
back to the people who
helped save my life.”**

Nick Corbin

Volunteer for us and you could be part of an incredible network

- 24,000 shop and community volunteers
- £8.5 million raised by community volunteers alone
- 670 shops
- 80,000 items sold in our shops every day
- £26 million raised by our shops to fight heart disease

We're beating heart disease all round the UK

Visit bhf.org.uk/review11 to read more



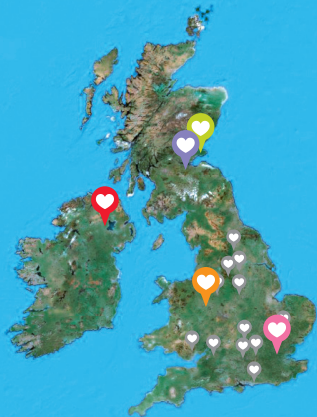
Cookstown, Northern Ireland

12-week heart health programme helps adults like Mandy with learning disabilities.



Wolverhampton, West Midlands

Volunteers Linda and Neelam raise over £11,000 with a dinner and dance.



Fife, Scotland

An expanded cardiac rehab service means Carol gets active again.

Edinburgh, Scotland

£1 million grant for research from our Mending Broken Hearts Appeal.

Newham, London

Young people like Charles direct their own films about the impact of smoking.

Get involved

- › Our events are a great way to have fun, get fit, and save lives. Visit **bhf.org.uk** to find out more.
- › You can volunteer in BHF Shops or help with local fundraising. Take the first step by visiting **bhf.org.uk/volunteer**
- › If you want to help raise money by putting on an event or an activity in memory of someone then **bhf.org.uk/fundraise** will show you how.
- › And you can also help us through your company. Find out how your business can partner with the BHF by visiting **bhf.org.uk/corporate**

How to contact us

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0844 847 2787

supporterservices@bhf.org.uk

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Retail

01372 477300

Volunteering

0300 456 8353

volunteer@bhf.org.uk

BHF Cymru

029 2038 2368

wales@bhf.org.uk

BHF Scotland

0131 555 5891

scotland@bhf.org.uk

BHF Northern Ireland

0845 130 8663

ni@bhf.org.uk



Information & support on anything heart-related
Phone lines open 9am to 5pm Monday to Friday
Similar cost to 01 or 02 numbers

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