



British Heart
Foundation

CYMRU

BHF
ANNUAL
REVIEW
2015

EVERYDAY EXTRAORDINARY



**FIGHT
FOR EVERY
HEARTBEAT**

bhf.org.uk

A MESSAGE FROM RUTH COOMBS

Head of BHF Cymru

'Every pound raised and every minute of your time will make a massive difference'

It is with immense pride that I write to introduce my first annual report as Head of British Heart Foundation (BHF) Cymru. This has been a great year for us, which has seen investment in the team to take the fight for every heartbeat to every corner of the country.

After hard campaigning by us with your support, the Welsh Government passed regulations to make smoking with children in cars illegal. Many of you also contacted your local MP to get them to support vital policies on tobacco control, leading to government agreement on standardised tobacco packaging across the UK. Every contact you made will have helped bring about change.

Our Nation of Lifesavers campaign, launched in October 2014, has so far seen more than 50 eligible schools in Wales sign up for our free CPR kits. This life saving work equips young people to know what to do if they see someone having a cardiac arrest and could help improve the appalling survival rate.

Our investment in scientific research in Wales continues to help our understanding of cardiovascular disease with new research grants awarded to Cardiff University this year.

We are very proud of all our volunteer supporters, whose enthusiasm and dedication across Wales powers our research. Every pound raised and every minute of your time will help make a massive difference to people's lives.



When someone dies, their loved ones may request charitable donations instead of flowers. Our volunteer in-memoriam secretaries play a crucial role in managing these. Our *Heart Matters* magazine featured an article about a day in the life of one of our valued in-memoriam secretaries in Wales. This has inspired others to come on board across the UK to support our work by managing our in-memoriam income.

Whether it's arranging a coffee morning or event, cycling from Bangor to Cardiff or around Swansea Bay, your support helps fund life saving research and improves the quality of lives of people living in Wales. Thank you so very much. Together we can continue to fight for every heartbeat.

Diolch yn fawr iawn i chi gyd am eich cefnogaeth.

Ruth Coombs
Head of BHF Cymru

IT WAS AN AMAZING FEELING. WE JUMPED INTO ACTION AND SAVED A MAN'S LIFE

Giorgio & Huw
Lifesavers
Merthyr Tydfil

Best friends Huw and Giorgio describe themselves as ordinary teenagers. But they have an extraordinary, life saving skill, because they learnt how to do CPR while still at school. One night they found they needed to use that skill to help save a life.

Giorgio – It was Valentine's night and we were hanging out with our friends. Huw went to get money from the cash machine near a pub in Merthyr where we live. That's when we saw a man collapsed on the ground. We went up and we said to the security guards: 'We know CPR'. We'd learnt it in air cadets. You never think you're going to have to use it, but when you're in that situation it all comes back to you.

Huw – A few days later the man sent us a message on Facebook thanking us. We also found out he had a child. It was an amazing feeling that what we did that night actually paid off. We jumped into action and saved a life. I don't think we are heroes. We're just people with the right skills, in the right place at the right time.

We think it's hugely important that young people learn these skills. It would be a revolutionary idea if a generation could come out of school with the skills and knowledge to save a life.



FIGHTING FOR EVERY HEARTBEAT IN YOUR AREA...

Our map shows just some
of the activity that's been
going on in Wales over the
past year.



RESEARCH
Research funding



PREVENTION
Funded projects



SUPPORT
BHF Alliance



SURVIVAL
CPR trained schools
and communities



**LISTEN, ENGAGE
& INFLUENCE**
Research funding



GROW INCOME
Fundraising and retail

Research funding

In Wales we are currently investing £5.2 million investigating all aspects of heart and circulatory disease.

Health at work

Health at Work is our programme to inspire and support health and wellbeing in the workplace, and we currently have 600 members across Wales.

BHF Alliance

We support over 160 practitioners through our free membership programme the BHF Alliance across Wales, offering professional development and support for those who work with people affected by, or at the risk of developing, heart and circulatory disease.

CPR trained schools and communities

We're creating a Nation of Lifesavers by training secondary school pupils in Call Push Rescue, our life saving skills CPR initiative. We provide life saving skills training for one third of all eligible schools across Wales and we are working to help increase the change of someone surviving an out of hospital cardiac arrest.



RECENT BREAKTHROUGHS

Since 1961 the British Heart Foundation (BHF) has been dedicated to improving the heart health of the nation. This summary tells just a few of the extraordinary stories of our achievements over the past year and some of the extraordinary people who are helping us fight for every heartbeat.

RESEARCH

We will build on our position as a research-driven charity, the UK's leading independent funder of cardiovascular research.



BHF-funded researchers this year made a remarkable discovery that's set to help many more women get urgent treatment that could save their lives. When people go to hospital with chest pain, doctors carry out tests to check if it's caused by a heart attack. Blood levels of a protein called troponin are an indicator of heart attack, because troponin leaks into the bloodstream when heart cells are damaged. It seems that less troponin is released in women than men, and researchers in Edinburgh found that the conventional blood test fails to detect these low levels. Using a more sensitive troponin test, the team diagnosed heart attacks in twice as many of their female patients.

We're now funding a bigger study to determine if acting on the results of the new test translates into better health for patients. If it does, the test is likely to be adopted by emergency departments across the globe, and more women will receive the urgent treatment they need.

PREVENTION

We will promote cardiovascular health and prevention of cardiovascular disease.



In March we celebrated a landmark victory for heart health, when UK parliament voted to ban branded packaging of tobacco products. The historic decision came after years of tireless campaigning by us, our supporters, and other health bodies. Around 5,600 people die in Wales each year from smoking-related causes, and tighter tobacco control measures are desperately needed. Results from Australia, where standardised packs have been mandatory since 2012, prove that it's an effective step. From May 2016 the new rules will better protect young people from taking up a habit that kills, and encourage more smokers to protect their hearts by giving up.

SURVIVAL

We will lead the fight to ensure more people survive a heart attack or cardiac arrest.



In October 2014 we launched Nation of Lifesavers, a UK-wide campaign to give people the skills they need to become a lifesaver if they witness a cardiac arrest. Less than one in ten people survive a cardiac arrest out of hospital in Northern Ireland. This is partly because bystanders don't have the skills or confidence to perform CPR.

Our new quick-and-simple CPR training programme – using our Call Push Rescue programme – enables schools, workplaces and community groups to teach the life saving skills needed in the ultimate medical emergency.

To inspire secondary schools to register for their free training kits, we worked with Yorkshire Ambulance Service to train nearly 12,000 children on launch day. Since then, over 1,300 schools as well as over 1,000 community groups have received free Call Push Rescue kits.

SUPPORT



We will make sure patients and their families receive the best possible support, information and care.

We've supported the NHS to raise standards of care for thousands of heart patients across the UK. In recent years we've invested in the redesign of outdated cardiac services, and we're seeing the incredible difference they've made to people with CVD. Patients have been overwhelmingly positive about our pilot programme to provide intravenous diuretic (IVD) treatment at home. IVD alleviates debilitating fluid build-up in advanced heart failure, but has traditionally required a hospital stay.

Across ten test sites, home treatment has proved to be safe, effective and preferred by all recipients. The scheme saved the NHS over £3,000 per treatment and patients avoided a total of more than 1,000 days in hospital. All of the pilot sites have continued to run the service beyond our funding, and we're urging more areas to adopt it.

GROW INCOME



We will deliver an ambitious programme of activity to raise more money to power our life saving work.

More people than ever left a vital legacy to help us win the fight against heart disease. This year gifts in wills to the BHF exceeded £60 million, our largest ever annual income from legacies and 41% of total income this year.

When you leave a gift in your will to the BHF, you leave a legacy that will help to protect the hearts of your children and grandchildren.

Legacy donations play a major role in helping us to sustain our world-leading research programme, and drive progress in areas that need it most – like finding a cure for heart failure and helping to prevent heart defects in babies.

LISTEN, ENGAGE, INFLUENCE



Everything we do will be informed by the needs and views of patients and key stakeholders.

Thousands more signed up to volunteer their time and skills for the BHF this year and we want to provide the best possible experience for all of them.

Our volunteer survey reported that more than 90% of respondents are proud to volunteer for the BHF and feel they're making a valuable contribution.

While 92% said they knew about our work, too many were unaware of BHF services that could benefit them. So we responded by promoting Heart Matters and the Heart Helpline to the team.

Next year we'll be holding focus groups to give volunteers the chance to tell us about their BHF experience in more depth.

WORLD-CLASS ORGANISATION



We will ensure that every part of the Charity is well-led effective, and promotes the spirit and values of Fight for Every Heartbeat.

The launch of our new strategy in August 2014 was a proud moment for the BHF, and heralded a major evolution in the way we work. By simplifying and clarifying our charitable objectives our staff and supporters can more easily understand the scope of our work, with research at its heart, and the roadmap towards our vision.

Behind the scenes, we've put systems and skills in place to regularly collect and report on a set of 18 measures that we'll use as markers of our progress, from the amount we've invested in research, to the number of people who've recommended our resources to friends.

We're due to begin annual reporting on the tangible impacts of every area of our work, to show more clearly and more often the difference that your donations have made in the fight against heart disease.

HOW WE HAVE USED YOUR MONEY ACROSS THE UK

Life saving medical research that will improve how we prevent, diagnose and treat heart and circulatory disease	£81,800,000
Vital work to support and care for the seven million people living with heart and circulatory disease around the UK as part of our Prevention, Survival and Support work which includes highlights such as	
Our survival programme, creating a Nation of Lifesavers through CPR training and defibrillator awareness	£4,500,000
Resources for heart patients and others through heart information booklets, videos and online tools and workplace health projects	£4,000,000
Giving support and heart health information through the Heart Helpline and Heart Matters magazine	£3,600,000
Working to innovate and improve healthcare services for heart patients and supporting healthcare practitioners through our membership network the BHF Alliance	£2,500,000
Communicating with and campaigning for heart patients, including the contribution from our campaigns Fight for Every Heartbeat, Bag It. Beat It. and Wear It. Beat It.	£6,300,000
Total spent on our charitable objectives	£113,700,000

Message from the Chief Executive

This has been an extraordinary year, made possible by extraordinary people. In late summer 2014, we launched our strategy 'We Fight for Every Heartbeat' and we have already made huge steps forward. So, it's a pleasure to present to you some of the stories and highlights from the past year for the British Heart Foundation. Inevitably there will be many extraordinary contributions we can't include but, every day, extraordinary people – supporters, volunteers and staff – have gone to extraordinary

lengths to help us improve the lives of millions of people affected by heart disease now and in the future. All our supporters make contributions that go beyond monetary value – they give us the inspiration to ensure our fight for every heartbeat goes from strength to strength. Thank you so much for your support.

Simon Gillespie, Chief Executive
@simonmgillespie

THIS MONTH IN WALES

730
people will lose
their lives to CVD
(cardiovascular
disease)...

...more than
200 people
will be
younger
than **75**

375
THOUSAND
people will fight their
daily battles with CVD

800
people will go to
hospital with a
heart attack

325
people will die from
a heart attack

16
babies will be
born with a
heart defect

WE FIGHT FOR EVERY HEARTBEAT



OUR AMBITION

Our mission is to win the fight against cardiovascular disease. Our vision is a world in which people do not die prematurely or suffer from cardiovascular disease.

OUR VALUES

We will be brave, compassionate, driven and informed in our fight for every heartbeat.



**British Heart
Foundation**

For over 50 years we've pioneered research that's transformed the lives of millions of people living with heart and circulatory disease. Our work has been central to the discoveries of vital treatments that are changing the fight against heart disease.

But heart and circulatory disease still kills around one in four people in the UK, stealing them away from their families and loved ones.

From babies born with life-threatening heart problems, to the many mums, dads and grandparents who survive a heart attack and endure the daily battles of heart failure.

Join our fight for every heartbeat in the UK. Every pound raised, minute of your time and donation to our shops will help make a difference to people's lives.

For more information, visit **bhf.org.uk/extraordinary**

Make a £3 donation now, text 'FIGHT' to '70123'

This is a charity donation service for the BHF. Texts cost £3 plus one message at your standard network rate. The BHF will receive 100% to fund our life saving research. To opt out of calls text NOCALLBHF, or opt out of SMS text NOSMSBHF to 70060 or call 02032827863.

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HEARTBEAT**

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