



A message from Karen Stearne

In the last month I have reflected on the swift passage of time, expressing both surprise and gratitude for the year that has gone by. Feeling fortunate to have had the opportunity to connect with individuals, organizations, families, donors, and community leaders to find innovative solutions to address the needs of Niagara residents.

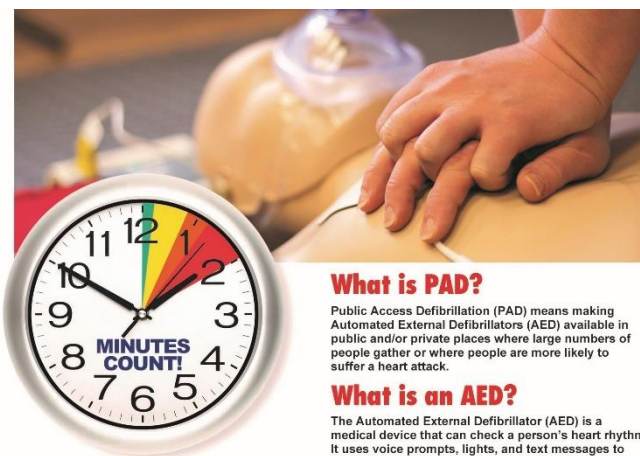
Over the past 18 months, the community has faced significant changes, and I would like to credit the strength of alliances and partnerships for Heart Niagara's progress and recovery in the wake of the pandemic. These collaborations have been vital to rebuilding and continuing the organization's mission of supporting the community.

For over 30 years, social enterprise has been the backbone of Heart Niagara's fundraising efforts, allowing the organization to build impactful programs that address the evolving needs of the Niagara community.

From the very beginning, Heart Niagara has been a leader in CPR training, later expanding to include Standard First Aid training (1998). This addition enabled the organization to support not only workplaces but also students, volunteers, and families—ensuring everyone is better equipped to respond in case of emergencies.

Thanks to strong partnerships with Niagara employers many who have partnered with Heart Niagara for 20 years, as an organization we have been able to reinvest net proceeds from training and AED placement back into our community.

In 2023 we wanted to spotlight Niagara Peninsula Energy who has provided CPR/AED training and Standard First Aid for their staff, as well as placed AEDs on trucks and workplace sites, they lead by example.



What is PAD?

Public Access Defibrillation (PAD) means making Automated External Defibrillators (AED) available in public and/or private places where large numbers of people gather or where people are more likely to suffer a heart attack.

What is an AED?

The Automated External Defibrillator (AED) is a medical device that can check a person's heart rhythm. It uses voice prompts, lights, and text messages to the rescuer the steps to take. lay rescuers with a few hours of training can operate an AED safely.

How can you impact CPR & PAD in your community

Heart Niagara has many tools to help you get started in the community. *We can help you...*

- Work with an elementary school in your area to sponsor CPR training for students
- Install an AED device in your workplace and provide staff training to operate the unit.

Did you know?

Cardiovascular disease accounts for the deaths of more Canadians than any other disease.

Almost 80% of cardiac arrests occur at home and are witnessed by a family member. 50% of people do not survive their first heart attack.

CPR can double a victim's chance of survival by maintaining vital blood flow to the heart and brain until more advanced care can be given.



In 2004, Heart Niagara expanded its impact by developing a diagnostic program to address long wait times for stress tests and echo sonography. Despite challenges during the pandemic, the program has continued to evolve, offering state-of-the-art diagnostic tools and patient-centered care. In 2024, with the support of the David S. Howe Fund, administered by

the Niagara Community Foundation, Heart Niagara was able to purchase holter monitors, improving patient comfort and access to services.

HeartCORE, launched in 2016, addresses healthy aging through core strength, range of motion, and flexibility. In 2023-2024, the program expanded through partnerships with family health teams, Quest CHC, and Centre de Santé Welland, adding 20 group exercise classes monthly to reduce barriers and foster wellbeing, social connection, and safer spaces for participants. On behalf of the clients and myself I extend a heartfelt thanks to everyone who champions these programs, especially the coaches whose dedication is critical to HeartCORE's success.

What's YOUR Fit?

Let's face it. We all could be physically fitter.
 But how do you **FIND THE TIME?** How do you **STAY MOTIVATED?**
NOT SURE about the whole gym thing?
 Got **20 MINUTES** to invest into your wellness?

This IS THE ANSWER!

HeartCORE

 A one-on-one high-intensity resistance training program
 20 minute appointments up to twice a week
 Participate in group fitness classes for all ages and abilities
 Increase core strength, flexibility, mobility,
 to support everyday movement and quality of life

HAVE YOUR HEALTHCARE PROVIDER REFER YOU TO HeartCORE TODAY!

HeartCORE IS A HEART NIAGARA INITIATIVE - Keeping Niagara Heart Healthy Since 1977
 Tel: 905-358-3552 Email: info@heartniagara.com Website: HeartNiagara.com



The Healthy Heart Schools Program (HHSP), founded by Dr. Stafford Dobbin in 1985, has been a cornerstone of Heart Niagara's mission to provide health education and training for families, students, teachers, caregivers, administrators, and the broader community.

This ***made in Niagara solution*** continues to grow.

Thanks to ongoing contributions from experts like Dr. Dawn Prentice and Dr. Sheila O'Keefe-McCarthy, who played key roles in redeveloping the student self-assessment tool liaising with our nurse practitioner Don Gibson. The tool, which evaluates family history, lifestyle choices, physical activity, sleep, and nutrition, was validated through support from teachers and families in the District School Board of Niagara (DSBN) and Niagara Catholic District School Board (NCDSB). In 2023-2024, the program assessment questionnaire received ethics approval as an effective research tool.

Since 1987, the program has reached over 3,300 grade 9 students annually in partnership with DSBN and NCDSB through the physical education curriculum. Each student undergoes a heart health assessment, completes a lifestyle questionnaire, and receives CPR/AED training and cycle education.

In elementary schools, HHSP engages over 450 grade 5 and 6 students with a 3-hour cycle safety program, supported by the Thorold Active Transportation Committee, Niagara Student Transportation Services, and community volunteers. This program includes bike rodeos and the distribution of helmets, lights, reflective strips, and bells. Additionally, more than 750 grade 7 and 8 students receive CPR/AED training each year, preparing them for emergencies as they transition into adolescence.



HHSP has also supported schools by providing automated external defibrillator (AED) education and supplies. Collaborations with organizations such as Perri-Med, AED4Life, Niagara EMS, and the ACT Foundation have further strengthened the resources available in schools and the community, ensuring a safer environment for all.

These initiatives exemplify Heart Niagara's commitment to reinvesting in the community, continually adapting and strengthening services to meet the changing needs of Niagara's residents. Reaching over 3,500 students annually, and since 1997, Heart Niagara has trained more than 94,500 students in schools, all at no cost to the education system. The professional instructors who deliver CPR and AED training are essential to this success, as their work continues to generate the revenue that supports Heart Niagara's programs and operations.



Conseil scolaire de district
du Centre-Sud-Ouest



As Executive Director of Heart Niagara, I am expressing deep gratitude to the many individuals and organizations that have supported the charity's mission. I would like to acknowledge the unique challenges of fundraising, particularly in the post-pandemic landscape, thanking service clubs, volunteers from Delta Bingo, Cruising on the Q, Niagara Downtown Cruisers, and others who champion special event fundraising for their contributions. I would be remiss if I did not highlight the importance of the ongoing support from our landlord Dominion Niagara Holdings, Patterson Funeral Home, event volunteers, and donors including Deb Allerton, who entrusted Heart Niagara with the John and Lillian Clark Fund.



Over the past year, Heart Niagara's Board of Directors has taken significant steps to ensure the organization's continued growth and success by implementing a strategic direction plan that will guide them over the next four years. Key achievements include the redevelopment of the organization's By-Laws, the update of the objects of incorporation, and full compliance with Ontario Not-for-Profit Corporations Act (ONCA) requirements. Karen Stearne expresses her deep gratitude to the Board and staff, acknowledging their dedication and adaptability in handling these important changes. Their focus on solutions has laid a strong foundation for a healthier

Niagara community in the years to come.

This heartfelt message emphasizes that the success of Heart Niagara in 2023-2024 is a collective achievement. Whether through donations, volunteering, or community partnerships, each person plays a critical role in the organization's impact. In conclusion a personal thank you to all who have helped "leave the road better than they found it," your contributions have made my work at Heart Niagara more meaningful and fulfilling.

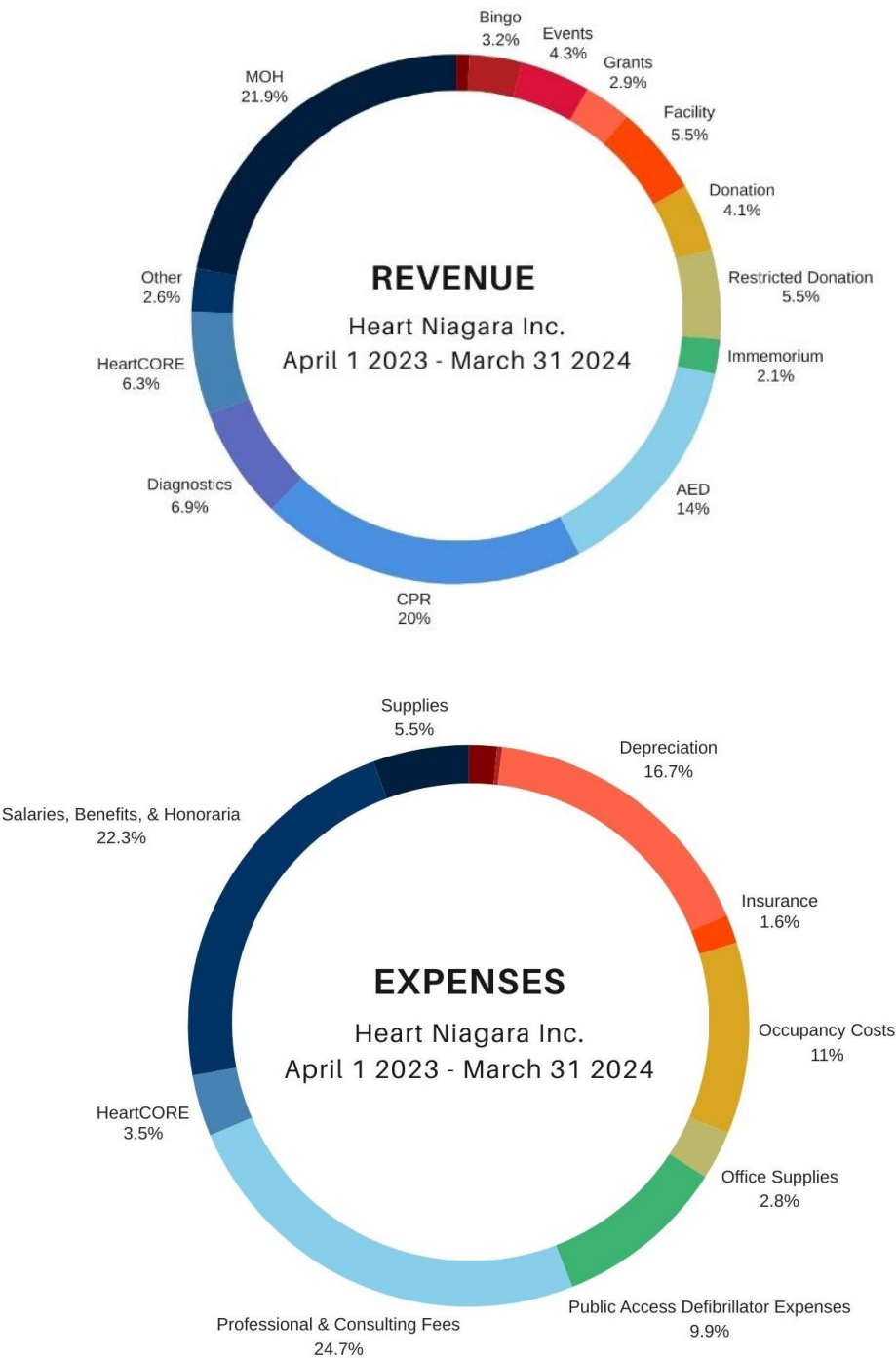
Karen Stearne

2023-2024 Research and Health Promotion Collaborators

Bike Me Up Niagara Brock University, Big Brothers Big Sisters, District School Board of Niagara Hospital for Sick Children, Summer Jobs Canada, Niagara Catholic District School Board, Niagara College, Niagara Community Foundation, Niagara Student Transportation Services, Niagara EMS, Niagara Region Public Health, Ministry of Health, Ministry of Transportation, Start Me Up Niagara University of Toronto, United Way Recovery Fund, Welland Hamilton Centre de Sante, Welland McMaster Family Health Team, New Connections Counselling

4635B Queen Street, Niagara Falls, ON info@heartniagara.com
CRA 107473316RR00001

Heart Niagara is working diligently post-COVID to recover and maintain its focus on delivering impactful programming and keeping clients at the forefront of its work. The organization continues to meet its mandate and fulfill financial responsibilities thanks to the dedication of its staff, support from community partners, and vital grant funding. For the fiscal year 2023-2024, Heart Niagara reported a revenue of \$747,680 and expenses totaling \$754,799, resulting in a net year-end deficit of \$26,508. Despite the challenges, the organization's commitment to serving the community remains strong.



Service Delivery Systems

Community Preparedness

AED Placement Program
AED Training
CPR Training
Community Forums
First Aid Training
HHSP AED/CPR Training
Cycle Safety Education
Workplace Training

Health Services

Cessation Counselling
Diagnostic Program
HeartCORE
HHSP Risk Review
Investigator Initiated Research
Practice and Education

Health Promotion

Healthy Daily Living
Healthy Heart Schools' (HHSP)
Health Professionals Education
HeartCORE
Investigator Initiated Research
Workplace Wellness

Heart Niagara (HN) Strategic Direction 2023-2027

Key Groups

- ☐ Niagara Region residents who benefit from increased knowledge of heart disease, and its prevention.
- ☐ Adults at risk of heart disease or with heart disease
- ☐ Employers to increase heart health knowledge of employees
- ☐ School age children and youth
- ☐ Populations at increased risk of heart disease including smokers, seniors, and those with chronic diseases.
- ☐ Community agencies and organizations that assist the shared specialized populations
- ☐ Health related organizations, particularly those that could benefit from shared client data
- ☐ Regional, provincial, and federal data to provide outcome data to improve whole population health

Four Focus Areas

Reduce Health Risks within the Community

- Increase health behaviours
- Improve digital footprint
- Offer bi-annual community forums
- Follow-up with family health teams
- Increase HN profile related to heart disease prevention
- Engage researchers to secure funding
- Increase organizational uptake of AED maintenance



Individual Program Analysis Commitments

- Secure two new community partners for vacant office space
- Explore creation of new social enterprise aligning with mission and vision
- Increase financial support of hands-on education and training
- Secure financial partners to support education and training
- Examine the business case, HR needs, and sustainable funding



Recruitment and Succession Planning

- Inspire and empower staff, Board of Directors, and volunteers to connect to mission and improve impactful community outcomes
- Attract, develop, and retain talent to deliver HN goals
- Foster culture aligned with values
- Benchmark HN against the best in the industry
- Facilitate connections with stakeholders, specifically those who champion HN

Reduce Health Risks in the Workplaces

- Assess feasibility and needs of Workplace Wellness Programs
- Support the community's ability to respond to an emergency through AED use, and HN AED registry
- Work towards promoting having AEDs included in building code

Heart Niagara 1977-2024

Heart Niagara empowers our community to take control of their heart health by providing education, training, and tools

Heart Niagara is a registered charitable not for profit corporation and has continually delivered services in the Niagara Region since 1977. In its' 47 plus years it has continued to evolve and adapt to the needs of the communities it serves. Mandated to provide community based cardiovascular health services, health promotion, and program development to reduce of heart disease.

Vision

A Niagara region without heart disease

Values

Creating Value within our Community.

Customer Focus.

Visionary Leadership.

Managing for Stable Agile Innovation.

Factual Approach to Decision making.

Mutually Beneficial Partner Relationships and

Involve People, Systems and Processes for a better Niagara.



Community Advisors HN Programs

Dr. Doug Munkley Medical Director Community Preparedness

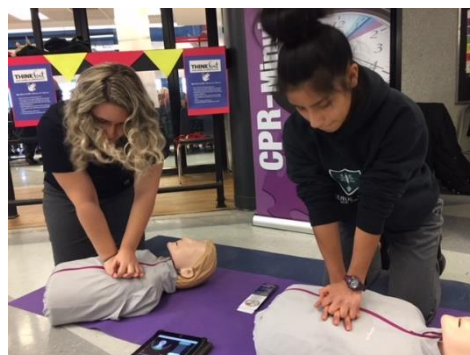
Dr. Gurpreet Gill Medical Director Diagnostic Service

Mr. Don Gibson NP-PHC Program Director

Dr. David Dec, Community Development

Dr. George Zimakas, Community Development

Mr. John Carter, Heart Niagara



Community Advisors Senior Health

Tom Hodges

Nancy Popp

Fran Gregotski

Dave Cheperdak

Ron Gayadeen

Ray Archer



Community Advisors Cycle Safety

Start Me Up Niagara

Bike Me Up Niagara

Bike Niagara

Broken Spoke

Community Collaborators

Centre de Sante IPC Mental Health Team

New Connections Counselling

NIAGARA EAST PROBUS Club

Quest Community Health Centre





UNDERSTANDING ROAD SAFETY



BIKE
SAFETY

PEDESTRIAN
SAFETY

NOVICE
DRIVERS

IMPAIRED
DRIVING

TEXTING
& DRIVING

SPEEDING/STUNT
DRIVING

BLIND
SPOTS

STOPPING
FOR BUSES

LARGE VEHICLE
ETIQUETTE



The Reachable Roads Campaign is advocating for cities where every mode of transportation is safe and accessible for the user. Cities and regions where individuals can take their transportation method of choice are more likely to be designed for active transportation: the use of one's own individual power to get from one place to the next.

Complete streets are the bridge in which we achieve the goal of accessible active transportation. In designing complete streets, communities are able to incorporate various types of infrastructure in one location, making active transportation easily accessible.

While striving for the goal of making active transportation reachable, it is crucial to promote a culture of safety and compassion amongst various types of road users.

Heart Niagara's goal is to educate on the importance of sharing the road to make roads more reachable for all road users, resulting in active transportation support.

To do so, the campaign will educate on safe driving practices and sharing the road by focusing on vulnerable road users, dangerous/distracted driving, and school bus/large vehicle safety.

Being aware of the dangers present for vulnerable road users when sharing the road and take action to make shared roads safer. Make the pledge to making the Niagara Region roads more reachable. **To learn more visit heartniagara.com**



DID YOU KNOW...
that it takes an 18-wheeler
40% longer to
come to a complete stop.

HeartNiagara.com

4635B Queen Street, Niagara Falls, Ontario L2E 2L7
Tel: 905.358.5552 Email: info@heartniagara.com

Learn more by following us on

