AHN COUNTRY REPORT

Heart and Stroke Foundation South Africa
Christelle Crickmore
OUR ORGANISATION

Dr Vash Mungal-Singh

15 permanent staff
Make use of comms intern every year and volunteers and registered nurses on ad-hoc basis

Funding sources: Heart Mark Programme (sustainable) Donations, Sponsorships, Bequests

MEMBERSHIPS
The Heart and Stroke Foundation SA is a proud member of:

- The World Heart Federation
- African Heart Network
- World Stroke Organisation
- South African NCD (non-communicable diseases) Alliance
- South African Heart Association
- South African Hypertension Society
- WASH (World Action on Salt and Health)
OUR ACTIVITIES

- Awareness Campaigns
- Advocacy & Lobbying
- Programmes

Regulations limiting salt in processed foods

Screen 8 000 – 10 000 people every year
Monthly support groups in 3 provinces
Tuck shop programme – 18 schools
PLANNED ACTIVITIES

Heart Mark campaign
Market research

Heart Awareness Month 2016:
- Set up HSFSA
- Research Advisory Committee

Raise funds to equip every province with a pulse oximeter

PR & MEDIA ENGAGEMENT
FREE SCREENINGS
OUR SUCCESSES

Heart Awareness Month 2015

Research
Survey

2 241 155 USD

Media Coverage: 1 089 956 USD

Health Care Professional Reach: 217 911

Total FREE PR value: 2 241 155 USD

24,381 people screened NATIONWIDE!
OUR PEOPLE

REACHING MORE PEOPLE

BRAND

REVENUE

SOUND SCIENCE

CAMPAIGNS & PROGRAMMES

THE HEART AND STROKE FOUNDATION SOUTH AFRICA

OUR PEOPLE