

Ambassador Brief

As ambassadors for the Heart and Stroke Foundation, you help us by informing your family, friends, neighbours, donors and volunteers about our work. To support you in your efforts, every month we will provide you with news bites about the Foundation's current and future important initiatives.



JULY 2011

Daycare kids get active

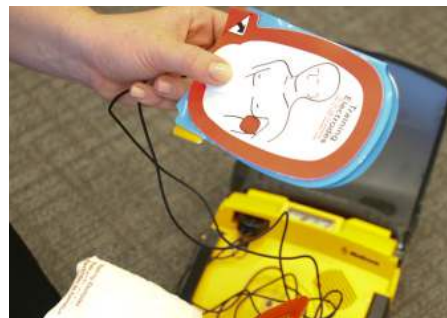
Heart and Stroke Foundation researchers, Drs. Gary Goldfield and Kristi Adamo are studying the potential benefits of a physically active daycare program aimed at three- to five-year-old children. In the study, two daycare centres will act as a control, while two others will have their staff trained to increase the young children's physical activity levels to the point where there is no more than 60 minutes of inactivity at a time. The researchers hope that this will reveal ways to manage children's weight and body fat levels, helping them achieve and maintain good health for a lifetime. Says Dr. Goldfield "By making physical activity a habit early in life, we hope children will be able to reduce their risk of early heart disease and stroke."



Tell a heart-warming story



The youth organization, HYPE (Hearing Young People's Experiences), is as much about creating a buzz as it is about hope. They are using a Spark grant to address the barriers to physical activity that South Asians and People of African descent are experiencing in Peel. Armed with cameras, they will take snapshots of their environment for a powerful photo exhibit and postcard advocacy campaign that will engage the community and local decision-makers.



Ten million reasons to make your voice heard

Thank you to the 7,000 volunteers and supporters who wrote Ontario Premier Dalton McGuinty in support of Bill 41, the Defibrillator Access Act, 2010. Your efforts helped to bring in \$10 million more funding from the Ontario government to help place AEDs in public access settings across the province. Since 2006, the Foundation has placed almost 3,000 AED units, 30 lives have been saved, and nearly 22,000 people have been trained in CPR and AED skills. To get involved in our future advocacy campaigns, please email us at advocacy@hsf.on.ca.



CORPORATE ALLIANCES

Tell family and friends to visit the **Heart&Stroke Be Pulse Aware** booth at Canada's National Exhibition in Toronto this August. They will be able to have their blood pressure and pulse checked, learn about atrial fibrillation and how it can affect their risk of stroke. Nurses and volunteers will be on hand to answer questions. The CNE runs from August 19 to September 5. The booth is in partnership with Bayer Healthcare, Boehringer Ingelheim and sanofi aventis. Learn more about atrial fibrillation at heartandstroke.ca/AFIB