
Did you know Heart Niagara has

- Trained** over 350,000 people in CPR in 30 years
- Provided** advance cardiac life support courses (ACLS, PALS, and ATLS) to over 3,000 MD's, RN's and paramedics.
- Delivered** cardiac rehab services for over 28 years
 - Provided cardiac rehab services to over 6,500 patients with over 88,300 visits
- Developed** the secondary school program in 1987 in partnership with Public Health and the School Boards
 - Reached over 50,000 grade 9 students since 1987
 - Delivered CPR training to over 22,500 grade 9 students since 2000
- Developed** an Elementary School CPR program in 2004
 - Delivered CPR training to over 10,000 grade 7 & 8 students since 2003
- Participated** in bringing two US marathon Olympic Trials to Canada
- Provided** expertise to over 60 marathons with support from volunteer health professionals
- Provided** support to over 30 regional, provincial and international events
- Provided** support to over 500 physicians through education and patient services
- Supported** over 100 organizations with consultation
- Provided** Workplace Wellness programs to over 5,000 employees in their workplaces
- Worked** to reduce the risk of tobacco locally, regionally and provincially
- Distributed** over 8,000 Niagara on the Move kits
- Supported** the placement of over 150 automatic external defibrillators
- Partnered** with over 40 different organizations
- Host** the Vineyard Cycle Tour with over 600 participants annually since 1999
- Developed** Fit for the Future with Healthy Living Niagara, Brock University and community partners
- Received** funding from the Niagara Region Public Health Department for smoke cessation counselling 2006-07
- Receiving** funding for a nurse practitioner since 2001 from the Ministry of Health
- Receiving** funding from Ministry of Health Promotion 2005-2008 for Niagara on the Move
- Receive** funding from Region of Niagara to deliver Family Physician Recruitment
- Receive** funding for the development of a Vascular Risk Management Program

Heart Niagara receives support from over 500 donors annually through special events and contributions and more..... thanks to you

Charity of Choice: Heart Niagara Inc. is a non-profit organization dedicated to the prevention and rehabilitation of heart disease through programs of education, health promotion, health services and emergency response training to citizens in Niagara. Heart Niagara Inc. relies on the financial support of our community. All dollars go directly to facilitate programs in the Niagara Region.



2007 – 2008 Slate of Officers

Dr. George Zimakas, Chair
Mr. John Carter, Vice-Chair
Ms. Karen Stearne, Executive Director
Dr. Douglas Munkley, Past -Chair
John Cunnane
Mrs. Mary Fickel
Mary Catherine Lindberg
Laurie Columbus
Ellen Wodchis

Retiring from the Board

Carol Maidens

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Dr. Stafford Dobbin, Chairman
Dr. Yun K. Chan – Cardiac Rehab NHS Internal Medicine
Dr. Rose Tannous - Cardiac Rehab NHS Cardiology
Dr. George Zimakas – Cardiac Rehab HNI Internal Medicine
Dr. Douglas Munkley - Regional Public Access Defibrillation

2007 Fundraising Events

Heart Niagara Lobsterfest – June 8, 2007
Vineyard Cycle Tour - May 27, 2007
Chicken Run – August 18, 2007
Hearts in Motion Golf Tournament - October 3, 2007
Cooking With Heart Cookbook – October 5, 2007
30th Anniversary Blue Sapphire Gala – November 2, 2007

Heart Niagara 2006 – 2007 Staff

Jane Berezuk, RN

Jill Cappa, Regional Physician Recruitment

Kyla Ciszek

Sherry Collins, Schools' Research

Chris Cruickshank, Summer Student

Charlene Duliban, RN

Anita Fiorentino, Schools' Expeditor

Aisling Flarity, Summer Student

Maureen Fowler, RN

Jo-Anne Gale, Administrative Assistant /Office Manager

Kate Gardiner, Cardiac Rehabilitation Co-ordinator

Don Gibson, RN (EC)

Joyce Harris, Bookkeeper

Monica Hlywka, RN

Tracey Kavanaugh, Stress Technician

Sara La Fratta

Joanne Manson, Evaluation Manager

Pam Martin, Stress Technician

Terra Pasco

Diane Pouliot, Sonographer

Tori Reep, Niagara on the Move, Health Promotion Manager

Roxanne Russell, Diagnostic Program

Dorothee Skalde

Janet Standish, Sonographer

Karen Stearne, Executive Director

Andreas Westib, Research

Helena Wilkinson, RN

Jennifer Yarrow-Torelli, Stress Technician

COMMITMENT AND SERVICE RECOGNITION

Cardiac Rehabilitation Program

Rhonda Armstrong, Remi Aubin, Bill Bilechi, Virginia Cecchini, Linda Cernecca,
Ted Clarke, Al Colquhoun, Glen Giles, Jim Grassie, Carl Grice,
Roger Hart, Margaret Hein, Margaret Hermann, Art Holowalchuk, Dorcas Howie,
Olivia Ioria, Elizabeth Katsikas, Barney Leach, Rajeanne Leveille,
Vito Menzella, Joe Mewett, Marilyn Mewett, Lorraine Miller, Pamela Paulo,
Claire Rochette, Lionel Rochette, Karen Rogers, Gerry Schneider,
Barbara Starboda, Elvin Wightman, Charles Worden

YMCA of Niagara, Fort Erie YMCA,
St. Catharines YMCA – Walker Branch, Welland YMCA
Niagara Health System, Hamilton Health Sciences

Fundraising Events

Vineyard Cycle Tour Committee-

Gary Bellhouse, Bob Eby, Marcus Klein, Paul Langlois, Al Luciano,
John MacDonald, John May, Brian Mulligan, Al Pizzi, Mario Toffolo, Nancy Tkachuk

Bingo Committee-

Ben Vacca, Rachael Patterson, JoAnn Cheevers, Diane Davies,
Rachael Vacca, Chris Watling, Harry Watling

Neil Babbage, Stan Bain, Laura Cousens, John Corfield,
Anita Fiorentino, Laura Fiorentino, Terry Flynn,
Bill Gascoigne, John Henning, Paul Kent, Kim Koz, Heather Lindey, Bob Lynburner,
Deralyn MacKenzie, Billie Maxfield, David Maxfield,
Marion Mazi, Mark Maxfield, Chris McQueen, Sherri McQueen,
Niagara Falls Rotary Club, Andrew Pasco, Jenny Pasco, Mike Pasco, Patti Pasco,
Rebekah Pasco, Terra Pasco, Claude Pilato, Wendy Pilato, Jim Russell
Mary Speck, Spring Dinner Committee, Fred Sacco, Pat Simon, Rick Stokes, Ben Vacca

Staff and Board Members

*Thank you to every volunteer who has supported Heart Niagara as well as all
our community sponsors for their contribution; thus making it possible for
Heart Niagara to deliver regional programs*



Chairman's Annual Report 2007

Heart Niagara's 30th Anniversary provides an opportunity for reflection, looking back at our evolution, and looking ahead as we embark on a strategic planning exercise.

We began as a program to help heart attack survivors. Heart Niagara's services have grown to encompass the entire spectrum of cardiac disease from primary prevention in schools to secondary prevention of established disease. Our CPR Anytime Family and Friends Program will triple the number of residents trained in CPR. The secondary school program has registered 4574 students to date in health assessment and CPR. Heart Niagara has facilitated the placement of automatic defibrillators throughout our community, now in over 100 sites. We are currently developing a vascular risk assessment program for adults who will provide education, nutritional counseling and supervised exercise.

As a community, not-for-profit organization, obtaining operational funding has been a consistent challenge. Karen Stearne's tireless efforts have succeeded in securing funding of over a million dollars for each of the last two years to support our several programs.

Unfortunately, despite advances in research and treatment options, cardiovascular disease remains the number one cause of mortality in our society, and the Niagara Region has one of the highest rates per capita in the province. It is with this fact in mind that we move ahead, to redefine ourselves in providing community-based services that complement our existing health care system in preventing this disease.

Respectfully submitted

Dr. George Zimakas, MDCM, FRCPC
Board Chair



Another year of growth for Heart Niagara due to the support from you and our partners. This support will improve pre-hospital care and the community's ability to respond in case of emergency.

The Niagara Region identified locations were determined by an expert panel as one of 50 communities to qualify. Heart Niagara, the Heart and Stroke Foundation of Ontario, the Ministry of Health Promotion and The Frank Cowan Foundation hosted a photo opportunity to announce the most recent donation to the Niagara Region. The location of fifteen Automated External Defibrillators (AEDs) through the Heart & Stroke *Restart a Heart, Restart a Life Campaign* were designated.

Over the next few months Heart Niagara has been awarded the contract to have AEDs installed in high traffic public sites, selected in conjunction with Niagara EMS. In the first year, training and equipment will be provided. Eight to ten trained personnel will be available at each AED location to assist someone who is having a cardiac arrest.

This additional support will increase access to automatic defibrillators in community and workplaces in Niagara to over 150 units in over 130 sites. This funding announcement along with financial support from donors over the last six years has increased our community's ability to respond in case of emergency.

Respectfully submitted

Dr. Douglas Munkley MD, MCFP (EM)
Community Preparedness Medical Director





The Niagara Schools Healthy Heart Project (NSHHP) has reached a critical point in its development. It was originally conceived as a motivational program to encourage adolescence into making lifestyle choices which would result in low risk profiles for Coronary Heart Disease (CHD); it was also designed to promote awareness in the genetic and environmental factors leading to high risk by using parent/student questionnaires, with blood pressure, cholesterol, fitness and Body Mass testing. But the rapid increase in Childhood Obesity and its sequel such as diabetes and hypertension have pushed our program into the forefront of a move to identify “HIGH-RISK” adolescents before their disease has the opportunity to progress.

20 years ago Heart Niagara advocated a position that Arterial Heart Disease started in childhood and therefore should be prevented in childhood: that view has now been emphatically endorsed by many large longitudinal studies. At that time we advocated a dual response to prevention: **WHOLE POPULATION** health promotion in diet, activity and smoking behaviors and strategies aiming to identify individuals at **HIGH RISK** for the disease.

Regrettably over the last 15 years Whole Population prevention has stalled with leveling off of smoking cessation rates, increasing obesity and hypertension and little evidence of increased leisure time activity or lessening of sedentary time spent on TV or computers. Also- while Mortality rates are declining due to better diagnosis and treatment- Morbidity rates for most CDH outcomes continue to climb in the Western world.

Many International and National agencies are supporting earlier screening of high risk smokers and those with family histories of Premature Heart Disease than the age of 20 advocated by Canadian Guidelines. Obviously the age of 20 has been selected purely to ensure that schoolchildren are not included in the guidelines even though they are the only section of the population that is 100% available for investigation.

Respectfully submitted,

Dr. Stafford Dobbin
Medical Director Schools' Healthy Heart Programs



Niagara Regional Cardiac Rehabilitation Program 1978 to 2006

On December 22, 2006 the **Niagara Regional Cardiac Rehabilitation Program** closed after 28 years of providing support to heart patients and their families. Dr. Stafford Dobbin started cardiac rehab in the Niagara Region in 1978 and 28 years later many of the patients from the first class attended the program's final Christmas party in December 2006. Over the years the program achieved recognition by the Cardiac Care Network of Ontario when Dr. Dobbin and Don Gibson RN(EC) sat on the steering and site evaluation committees of the Ontario Cardiac Rehabilitation Pilot Project. The program had continued to grow each year and since 2005 it operated in four sites, Fort Erie, Niagara Falls, St. Catharines and Welland. A dedicated regional co-ordinating office was located in the MacBain Community Centre in Niagara Falls and with a continuous quality improvement management system in place provided standardized comprehensive cardiac rehab services regionally.

Continuous improvements helped make the program one of the best attended cardiac rehab programs in Ontario with a 70% retention rate and a very high level of customer satisfaction (patient and health care provider). The reputation of the program within the Niagara Region through word of mouth made the program one of the larger programs in the province. In 2005 the program provided service to 500 patients and in 2006 it was on track to see more than 700 patients. The growth and success of the program was possible due to partnerships with the Niagara Health System, the YMCA of Niagara, the YMCA of Fort Erie, the City of Niagara Falls and the Town of Fort Erie. The YMCA partnerships made it possible to provide cardiac rehab in therapeutic, positive environments at four state of the art exercise facilities that are within 30 minutes of all Niagara cardiac patients.

FUNDING

In October 2005 the MOHLTC provided \$200,000 on an annual basis to Hamilton Health Sciences (HHSC) to develop cardiac rehab satellites in their region. In January 2006 HNI was contacted by HHSC to discuss funding for cardiac rehab. In February HHSC, the NHS, West Lincoln Memorial Hospital, Brock University and HNI began discussions for cardiac rehab funding. Due to the funding discussions that HHSC lead in Niagara the NRCRP ceased intaking new patients April 01, 2006. A short term funding solution was reached for HNI to continue to provide cardiac rehab until December 31, 2006. Further discussions did not provide an equitable funding per patient solution and on September 29, 2006 HHSC announced it had awarded the funding to the NHS.

REFERRALS

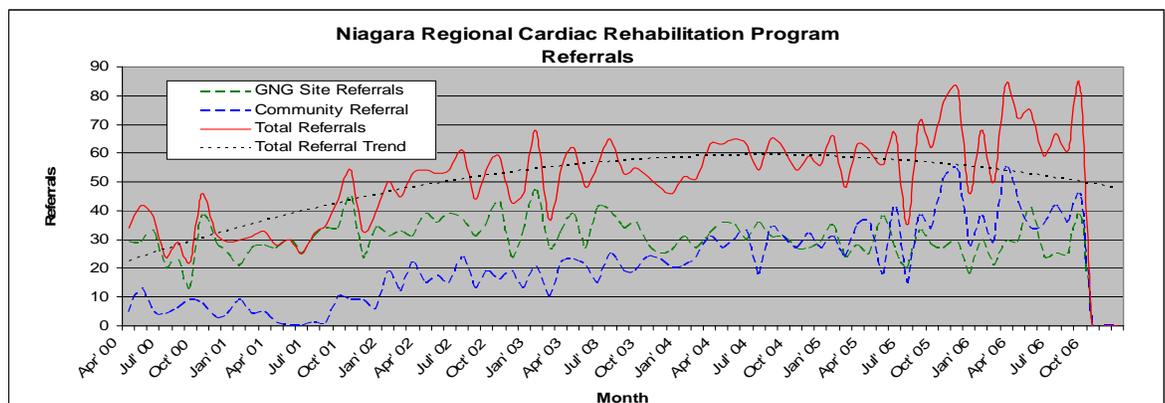
On September 28, 2006 the NHS announced that HHSC would provide support to the NHS to plan a new cardiac rehab program model. Subsequently HNI was not contacted by the NHS to be a partner in a Niagara cardiac rehab solution. On October 1, 2006 HNI began to redirect all referrals to the NHS's new cardiac rehab program.

Figure 1

In this figure note that referrals were only accepted for half of the 2006/07 fiscal year. Referrals increased constantly in the past 6 ½ years.

Total Referrals

2000: 372
 2001: 415
 2002: 617
 2003: 645
 2004: 718
 2005: 761
 2006: 417



INTAKES

This evidence based program had no wait list and all patients referred were accepted regardless of acuity. Nurse case managers facilitated unstable and symptomatic patients into the appropriate acute care settings if needed. Patients were encouraged to attend as soon as possible after their heart attack or by-pass surgery and not to be sitting at home with symptoms or worrying about how active they could be. The first 3 months after a heart attack or by-pass surgery is the highest risk period for patients and access to twice a week nursing assessments in a rehab environment saved many patients from unnecessary risk.

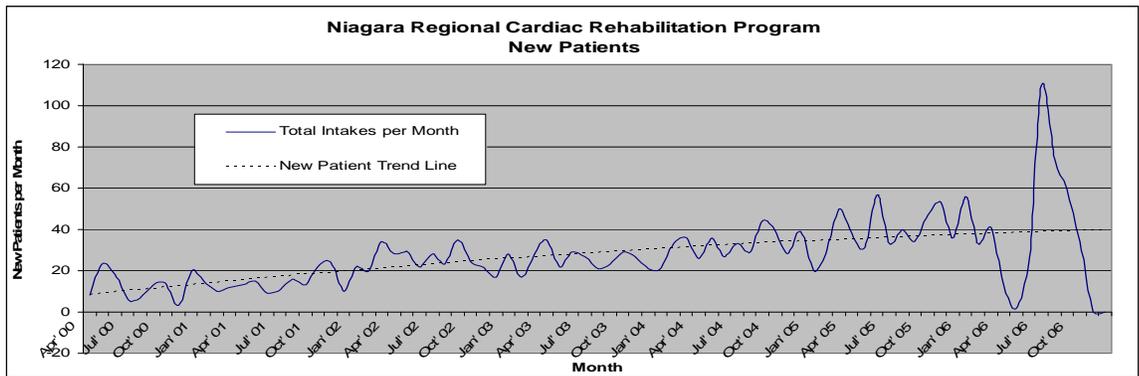
In April 2006 intakes were stopped due to the uncertainty of funding. The second round of annual cardiac rehab funding had been distributed by the MOHLTC to the HHSC for cardiac rehab in Niagara, however, the funding was not forthcoming and discussions were not progressing. Eventually a small pocket of funding was distributed to HNI to see 168 patients under contract by the HHSC. All referrals were processed and new patients were admitted to the NRCRP. All intakes were stopped October 1, 2006. The projected 2006/07 target for new patients was over 700.

Figure 2

Note that intakes were only accepted for half of the 2006/07 fiscal year. New patient intakes increased constantly over the past 6 ½ years.

Total new clients:

2000: 138
 2001: 170
 2002: 304
 2003: 314
 2004: 399
 2005: 500
 2006: 321



ATTENDANCE

2006/2007 was to be the first complete year of operating the NRCRP in four YMCAs. Referrals and intakes were increasing as was program adherence. The dropout rate had fallen from 50% in 2002 to 30% in 2006. Typical dropout rates in hospital based programs are from 40-60%. Increased attendance at the NRCRP translates to improved access. Over a 6 ½ period HNI had more than tripled the access to cardiac rehab in Niagara. Twenty six educational workshops were provided at each site amounting to 208 workshops a year regionally. The high retention and attendance rates are attributed to the 4 site access, twice weekly exercise sessions, weekly education workshops, and, nurse monitored programming. The projected 2006/07 target attendance was over 18,000 patient encounters.

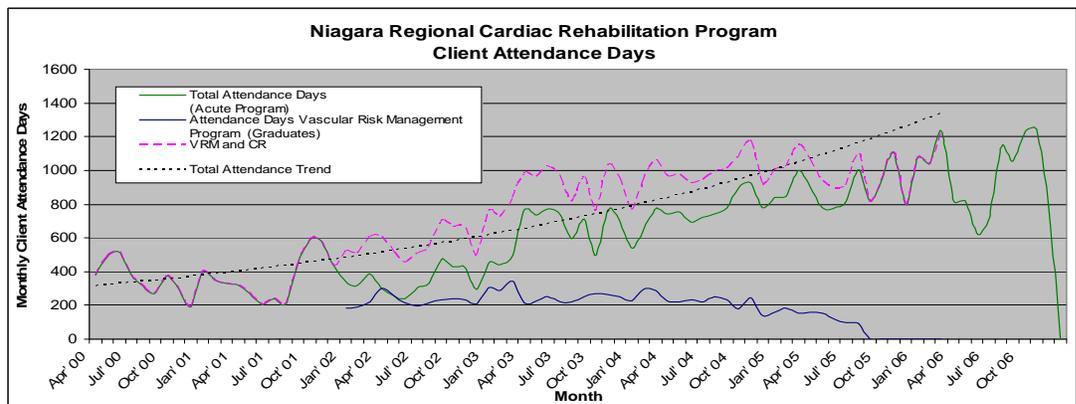
Figure 3

Note that attendance is only for half of the 2006/07 fiscal year. Attendance increased constantly over the past 6 ½ years.

Total client visits:

2000: 6,612
 2001: 6,059
 2002: 8,985
 2003: 10,312
 2004: 12,202
 2005: 12,439*
 2006: 8,891

* The cardiac rehab graduates follow up program was discontinued in Sept. 06 with the move to the MacBain Centre.



Program Closure Planning

All patient health records will be stored for 15 years in the locked HNI area of the secure Tenant Storage Room at the MacBain Community Centre.

This is the final report on the Niagara Regional Cardiac Rehabilitation Program. Attached is the program evaluation requested by and submitted to the HHSC during the funding discussions, and, a one page summary of the 28 year success of the program.

The Niagara Regional Cardiac Rehab database contains information on 3,889 referrals, 2,068 intakes, 1,062 graduates and 400 patients who have been followed up post graduation. There is potentially enough outcomes data to support submitting an article describing the success of the HNI Chronic Disease Management Model. The HNI Chronic Disease Management Model has recently been used to quickly and successfully implement the 55 Plus Quit Smoking Program. The model is transferable to, and, be standardized in, multiple service sites and adaptable to one or numerous CVD risk factors.



Respectfully submitted,

Don Gibson NP- PHC
Program Manager

Vascular Risk Management in 2006/07

The Heart Niagara Vascular Risk Management Program (HNVRMP) development has progressed with the focus on working with the patients seen in the Heart Niagara Diagnostic Clinic and the review of funding sources. In 2005/06 the Ministry of Health and Long Term Care (MOHLTC) provided cardiac rehab funding to the Hamilton Health Sciences Corporation to manage the opening of cardiac rehab satellite sites in Niagara. After unsuccessful discussions with HHSC in 2006/07 the Niagara Regional Cardiac Rehabilitation Program was closed. At the same time the MOHLTC has started to flow chronic disease management funding to the Family Health Teams. With these turn of events it is questionable if there is any long term prospect of MOHLTC chronic disease management funding being flowed to a community based organization to provide secondary prevention / chronic disease management. Pharmaceuticals corporations are showing significant interest in funding vascular risk management and proposals have been submitted for start-up and short term funding.

Vascular risk management will continue to be developed and planned with some of the services being provided at the MacBain Community Centre. Discussions continue with the Niagara Falls YMCA to work with them to develop this program. In 2006/07 these discussions were not aggressively pursued due to the effort and resources used in winding down the Niagara Regional Cardiac Rehabilitation Program and beginning the strategic planning process at Heart Niagara.

It is anticipated that the HNVRMP will develop into a program that takes on a supportive role to the patients seen at the Heart Niagara Diagnostic Clinic.

The one component of the HNVRMP that is developed is the Smoke Cessation component. The Niagara Region Public Health Department provided temporary funding in 2006/07 for the *55 Plus Quit Smoking Program*. The smoke cessation process was developed and trialed successfully in this program.

FUNDING

The HNVRMP will eventually require a minimal fee from all participants and provide structured services. Other funding sources may include, but not limited to, research grants, pharmaceutical grants, and partnerships in-kind.

REFERRALS

A referral process (including self referral) is planned in the long term but initially access is through the Heart Niagara Diagnostic Clinic.

INTAKES

It is intended that all patients will be interviewed at the clinic rooms at the Allied Health Centre and in the MacBain Community Centre.

ATTENDANCE

The HNVRMP system and processes will likely be similar to the Niagara Regional Cardiac Rehabilitation Program but development has not been completed.

2007/08 Program Planning

The HNVRMP will not be marketed in 2007/08. The program will be developed in partnership with the Heart Niagara DiagnosticsClinic and the Niagara Falls YMCA.



Niagara on the Move – Phase 1 Project Report

Niagara on the Move (NOTM) was designed to help inactive community members of the Niagara Region increase their daily physical activity levels and to lead healthier lifestyles. To deliver the NOTM community campaign we provided residents of Niagara with tool kits and messaging that focused on resources and campaigns which promote daily walking currently available in Niagara and Ontario. This process included:

- A. Distributing a Niagara in the Move kit to community members with tools to increase daily activity
- B. Developing an in-depth and multi purpose Regional Map of trails
- C. Implementation of a walking program within workplaces with women working in sedentary roles. A pedometer was utilized as a simple and effective motivation tool to increase daily activity.
- D. Encouraging community members to utilize school facilities in the community for physical activity and sport.

Overall Impact

The NOTM program had a significant impact on the community through our own program and by supporting the programs of community partners focused on increasing activity. Some partners, such as the City of Welland and the Coronation Centre, incorporated the tool kits into their regular activity programs to enrich the participants' experience.

Pedometer users consistently told us that they were surprised how they changed once they began to wear the device. They were much more conscious of their daily activity levels and made choices to increase the number of steps achieved each day. Typically, participants were surprised how few steps they took in relation to the Health Canada goal of 10,000 daily steps. Many people thought they had already reached healthy activity levels and were determined to make positive changes once they discovered that they had room to improve. They appreciated having a tool to use as a constant reminder that small changes can make a big difference in their health.

The individual nature of the pedometer program allowed participants to make changes at their own pace while reducing common barriers to physical activity such as: inconvenience of scheduled fitness programs, expense of gym membership, and apprehension about group exercise or exercising in public spaces.

To support pedometer use, NOTM created high quality print materials with consistent healthy living messaging that reinforced many national, provincial, regional and municipal physical activity programs. The program was targeted specifically for our community with the use of local trail maps, events and distribution locations. Including the use of pedometers was essential, as it offered a tool to help participants shift behaviour instead of just distributing more information. Pedometers were able to provide constant positive feedback for small shifts in daily behaviour that printed information alone could not.

NOTM presentations were effective in reaching audiences. They included an overview of the health risks of inactivity and the benefits of physical activity as well as real-life activity solutions for busy people. Most often, public and workplace presentations sparked discussion and sharing of ideas among attendees.

The success of the workplace component suggests that many employers are looking for ready-made local programs to implement for their employees. NOTM was able to fill a need by offering informative

presentations, pedometer kits, and assistance with tracking employee challenges. More than 2300 people participated in the workplace program.

The Fit for the Future event demonstrated the link between physical activity, sport, safety and long-term family health for parents and children. NOTM will continue to participate in the program in 2008. A new location and expanded program offering are planned.

Project Reach Summary

- 6800 Physical Activity Tool Kits distributed
- 1200 users registered for the online activity tracking tool
- 500 students registered for Niagara Parks School Challenge, program promotion to 142 elementary schools
- 115 workplaces received NOTM material at least twice
- 23 workplaces participated in the pedometer program involving 2300 employees
- 8150 individuals were reached through community partnerships, presentations and forums
- 24 running clinic participants moved from little activity to 5k run in 12 week program
- advertising and media coverage in regional newspapers, radio and television
- 30 organizations received NOTM kits to support open houses, raffles, fundraising events etc.
- 96 participants in a smoking cessation program

Outcomes That Were Different than Originally Anticipated

Internet Use and Online Tracking

NOTM found that rates of access to the internet and user skills were much lower than research indicated. Although internet *use* may be high, we have determined that true internet *literacy* is quite low. NOTM modified the online tracking registration component to make it as simple as possible. Despite these modifications, users still resisted online registration.

Participants did not log on each day to track activity; most tended to note their activity and enter a week's worth of results at a time. We decided to produce 10,000 pocket-sized print version of the online journal that proved much more convenient for users. It had enough space to track 12-weeks of activity and included information to support behaviour change. We also added downloadable tracking sheet to the website.

Target Audience: Girls and Women

As a committee it was agreed to target women and girls by focusing on "family". Research indicates that the matriarch is often the key in improving activity and lifestyle choices.

NOTM added a new event called Fit for the Future. It allowed parents to make the link between healthy activity levels and overall cardiovascular health. Onsite blood pressure and cholesterol testing was available for parents, providing the perfect opportunity for adults to think about how their activity level affects their health. There were sport and activity demonstrations to get the kids moving and thinking about new activities they might like to try. The event prompted discussion about family health and the role of each family member in taking care of themselves and each other. Experts in child obesity, community design and interactive play made presentations throughout the day.



Recreation Map

After reviewing resources the consortium revised the work plan to ensure targets were met. A partnership was developed with NETCORP and the Region to distribute an additional 10,000 in NOTM. This leverage improved kit value and partnership development.

A high quality template has been created and is currently being focus tested. All of the cartography work has been completed by Niagara Region staff. Once the committee has approved the design works, we will feature other trails and look at printing and distribution opportunities.

TREKZONE and Healthy Living Niagara

The partnership we have established with TREKZONE (TZ) was not identified at the time of the application. TZ was established by the Regional Roundtable on Obesity. The Region recognized partnership potential and approached NOTM to link resources. The partnership of TZ and NOTM's website has meant that we needed to shift some of the tracking features and web content to include TZ priorities. This has worked well because of our overlapping program goals.

NOTM has also worked more closely with Healthy Living Niagara than was originally anticipated. NOTM, TZ, and HLN have worked closely on several child and family-focused activity initiatives. This pooling of resources allows for a stronger impact on the community.

To see a full version of the final report and accompanying attachments, please contact Tori Reep at tori.reep@heartniagara.com or 905-358-5552.

Niagara on the Move – Phase 2 Project

The key focus for the second phase of the program is a communications plan to reinforce healthy living knowledge with a consistent message across various mediums in Niagara including: a public speakers series; an email magazine; a suite of free presentations for workplaces or community organizations; and the annual signature event, "Fit for the Future".

Continuing with the NOTM image branding from the first phase and the strength of the tools developed, Heart Niagara and consortium partners will build on the successful branding of Niagara on the Move to improve brand recognition, linkages to other health activity providers and funding sources to build a sustainable plan to meet the growing need for consistent messaging within the community. This comprehensive approach will support people through the stages of change to increase daily activity.

Fit for the Future: Niagara on the Move will play a key role in Fit for the Future in February 2008. This event will again demonstrate the link between physical activity, sport, safety and long-term family health for parents and children.

NOTM email newsletter: A monthly email newsletter will increase activity messaging providing timely event information and tips on staying active.

NOTM Speakers Series: Dynamic speakers will make presentations on various healthy living and activity topics. We hope to secure Silken Laumann for an engagement in February 2008.

Respectfully submitted,

Tori Reep
Health Promotion Manager





Niagara Physician Recruitment

The objective of the **Niagara Physician Recruitment** program is to provide effective family recruitment services for the region of Niagara to address local physician shortages. Currently the program acts as a single portal of entry to attract, recruit and retain physicians in Niagara using a supportive and collaborative approach with key stakeholders.

The program also measures the number of physicians investigating a potential location for practice; the retention rate of the physicians recruited; and solicits feedback from relevant stakeholders with respect to their degree of satisfaction with coordination and support provided by the program.

The annual recruitment target is 10 – 15 family physicians as set by the Advisory Committee Chaired by John Carter; membership includes Bob Saracino, Ron Leavens, Mayor Damian Goulbourne, Fran Geikie, Dr. David Dec, Don Jackson, Joan Hatcher, Jill Cappa, Dr. Fraser MacKay, Dr. Jeff Remington.

To date the program has recruited 72 family physicians to the Niagara Region an impact felt by almost 100,000 people in Niagara, who now have access to a family physician. For 2007 to the end of July we have recruited 5 physicians and anticipate that we will have 13 new family physicians by the end of the year.

The Regional Municipality of Niagara has provided annual “one time” funding for the provision for physician recruitment services since 2001. Initially, this program was provided by the Niagara District Health Council (NDHC) who was accountable for the program delivery, in April 2005 Heart Niagara Inc. took on the responsibility.

On behalf of the Advisory Committee thank you to Heart Niagara for their leadership since 2005.

Respectfully submitted,

Jill Cappa
Niagara Physician Recruitment & Retention Coordinator



30th Anniversary Celebrations

September 27, 2007 – March 31, 2008



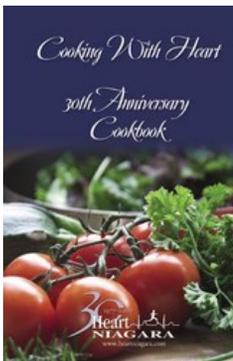
Wednesday October 3rd at the Lookout Point Golf & Country Club enjoy 18 holes of golf on a private course, cart, continental breakfast, lunch at the turn and a buffet dinner.

\$200.00 entry fee



Friday November 2nd to celebrate the community's 30 year commitment to Heart Niagara at the *Blue Sapphire Gala*, an all inclusive evening at Club Italia in Niagara Falls.

Formal Blue Tie Celebration
\$125.00 per person, \$900.00 Table of 8



Heart Niagara will launch, *Cooking With Heart*, **October 5** on the occasion of our 30th anniversary. The collection of recipes was chosen primarily for the ease of preparation with a focus on healthier alternatives when planning meals. Heart Niagara's goal in writing this book was to inspire the reader with new recipes and information to improve their family's diet with healthy choices.

\$20.00 per copy



The key focus is a communications plan to reinforce healthy living knowledge with a consistent message across various mediums in Niagara including: a public speakers series; a region-wide digital newsletter; a healthy event series; a suite of free presentations for workplaces or community organizations; and the signature event, "Fit for the Future".

Pedometer kits available for \$15.00



Red Dress Luncheon at the Marriot Grand Ballroom on February 14.
Continuing Health Education seminar entitled "*Vascular Risk Management: Integrating into Practice*" at Brock University on February 15. The Fit for the Future **Community Expo** at Brock University in the Walker Complex on February 16 featuring numerous displays, interactive demonstrations and activities for the whole family.

These events are possible due to our partners' incredible support. Visit www.heartniagara.com for more info.