



**CR**♥**Í**

*Fighting Heart Disease & Stroke*

West of Ireland Cardiac Foundation

**Annual Report 2013**

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## Our Vision

Improve the quality of life for all through the prevention and control of cardiovascular disease.

## Our Mission

- Prevent disease
- Save lives
- Promote recovery and wellbeing

## Our Values

- Committed to cardiovascular health in the community
- Determined to make a difference
- Innovative, Credible, and Measurable



## Message from the Chairman

Professor Kieran Daly

It has been a year of growth and accomplishment for Croí. This report will detail the collective achievements of our multidisciplinary team in improving the quality of life for our community through the prevention and control of heart disease, stroke, diabetes and obesity. With a full calendar year of activity completed from our new Heart & Stroke Centre, this report clearly illustrates the benefits of having a purpose-built facility in the region. Our success is only possible due to the generous contributions made every day by our wonderful supporters and volunteers, and I thank you most sincerely.

Using your donations to the best benefit is at the forefront of our work and we operate to the highest standard of accountability and governance. The Board of Directors have adopted the voluntary Code of Governance for Charities and the Statement of Guiding Principles for Fundraising. By supporting Croí, you are having a direct impact on our mission to prevent disease, save lives and promote recovery and wellbeing.

## 2013 in Numbers



16,200

Visits made to the Croí Heart & Stroke Centre.



6,058

Individuals engaged with our Health, Training and Education programmes throughout the region.



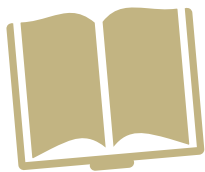
177,504 km

The distance (equivalent to going around the world 4.5 times!) which 2,084 people ran, walked or cycled to raise funds for Croí.



2,052 lbs

Over one tonne of weight lost by 228 people through our Weight Management programmes.



15,200

The number of patient health education booklets distributed free of charge throughout the region.



64,453

Visits to [www.croi.ie](http://www.croi.ie)





## Message from the Chief Executive

### Neil Johnson

We have continued to build on three decades of achievement with another year of helping communities in our region take control of their cardiovascular health. Our growing in-house activities for health and wellbeing, together with community initiatives and public engagements have made real differences in the lives of many people. We are committed to continuing this work with those most at risk of heart disease, stroke, diabetes, and obesity, and those recovering from these chronic illnesses. The innovative and collective efforts of our health team working in close collaboration with key hospital, primary care, academic and community partners have developed programmes of best practice which firmly place Croí as a national leader in prevention.

The donations we receive from our supporters throughout the year are integral to our success. As this Annual Report demonstrates, we convert your support into action, and work with people to manage their risk factors and make the necessary lifestyle change to reduce premature death and disability.



## Message from the Director of Prevention Programmes, Training & Education

Jenni Jones

Over the past year, through the activities and programmes originating in our Heart & Stroke Centre, together with our strengthened multidisciplinary health team, we have experienced transformational change. Our focus has moved from supporting the development of infrastructural facilities and services in the region to developing and delivering innovative cardiovascular health care in the areas of prevention and rehabilitation. We are now engaging with thousands of individuals throughout the West of Ireland and helping them make measurable improvements to their cardiovascular health and wellbeing.

The Outcomes Achieved section of this report highlights the enormous achievements of our team working to build healthy communities; the growing reach of our programmes throughout the region; and our commitment to providing health professionals with the knowledge and skills to translate best evidence into daily preventive care.



### Mayo General Hospital FAST

Promoting the Stroke FAST campaign at Mayo General Hospital are left to right, Niamh Murtagh, Stroke Care Clinical Nurse Specialist, Dr. Tom Lee, Consultant Physician, Mayo General Hospital, Ailish Houlihan, Croi Nurse, Dr. Tom O'Malley, Consultant Physician, Sinead Duddy, Occupational Therapist, Mayo General Hospital.



# Outcomes Achieved

Each year we set ourselves key objectives towards achieving our vision to improve the quality of life for all through the prevention and control of cardiovascular disease. We had five key priorities for 2013:

## 1 Empower people to take control of their health

Through lifestyle change and managing risk factors, up to 90% of heart disease and stroke is preventable.

### Outcomes

- 90% of GP's in Galway City and County referred high risk individuals to our flagship Croí MyAction 16-week programme - the first and only preventive cardiovascular programme of its kind in Ireland, setting new standards of preventive cardiovascular care.
- 212 participants were enrolled in Croí MyAction which continues to achieve outstanding and measurable improvements in participants' cardiovascular health. Blood pressure control improved by 50%, cholesterol by 60% and a 52% smoking cessation quit rate.
- This year has seen the Croí MyAction achievements in improved health outcomes being widely published, including the *European Journal of Preventive Cardiology* and the *British Journal of Cardiology*.
- The first 100 people completed the Croí CLANN (Changing Lifestyle through Activity and Nutrition) programme - a new and dynamic 10-week intensive lifestyle intervention, targeting individuals referred from the hospital bariatric services. Early findings show measurable improvements in adiposity, fitness, lipid profiles and wellbeing.
- Over 600 people took part in a range of new community health programmes which do not require referral and are open to the public, these included: Community Cardiac Rehab (Phase IV), Risk Factor Screenings, Fitness Assessments, Back to Fitness Programmes, Dietetic Consultations, Exercise, and Yoga Classes.
- 228 people lost a total of 2,052lbs across 17 six-week Weight Management Programmes in the Heart & Stroke Centre, Bon Secours Hospital, Galway and Claremorris, Castlebar and Barnacarroil, Co. Mayo
- Published the *Croí Healthy Ways Cookbook & Lifestyle Guide*.
- Hosted seven public talks in Galway, Mayo and Donegal attended by over 1,500 people on topics including Diabetes, Women's Heart Health, Cholesterol, Stroke, and Heart Attack.
- Delivered talks to 29 community and school groups throughout Connaught.

*"I got everything I really wanted out of the programme and my risk factors have gone way down. I feel better physically and mentally for having done something positive to help myself."*

**Marian Singh, Galway - Croí MyAction Participant**

## 2 Provide access to early detection

Early diagnosis of cardiovascular disease is the key to preventing avoidable deaths and disability.

### Outcomes

- Over 1,800 patients were referred to our out-of-hospital community cardiac diagnostics clinics.
- Provided rapid access to our community cardiac diagnostics in five locations in Galway and Mayo for echocardiography, electrocardiography, holter monitoring, and 24-hour ambulatory blood pressure monitoring.
- 400 people availed of free drop-in Blood Pressure and Pulse Checks in the Heart & Stroke Centre.



## 3 Provide training and education in cardiovascular health and wellbeing

### Outcomes

- Engaged with over 1,000 health professionals through a number of national and regional conferences and short courses in the prevention and control of heart disease, stroke, diabetes and obesity.
- Launched the new Masters and Postgraduate Diploma in Preventive Cardiology in collaboration with NUI Galway and industry partners MSD and Kerry Group. A full intake of 13 students commenced the course in September 2013, which is associated with Imperial College London and are the only courses of their kind available worldwide.
- Croí are major partners in a new Specialist Certificate in Health Promotion awarded by NUI Galway, with a named pathway in Cardiovascular Health and Diabetes Prevention.
- Mentored 34 students from NUI Galway, DCU, Sligo IT, and Notre Dame of Maryland University – USA, participating in Work Placements, Internships and Special Study Modules in the areas of Nutrition, Sports Science & Health, Physiotherapy, Nursing, and Preventive Cardiology.
- Hosted British Association for Cardiovascular Prevention and Rehabilitation (BACPR) Exercise Instructor Qualification Course.



### Launch of MSc in Preventive Cardiology

Neil Johnson; Irene Gibson, Croí Nurse Lead; Dr Gerard Flaherty, MSc Programme Director; and Jenni Jones.

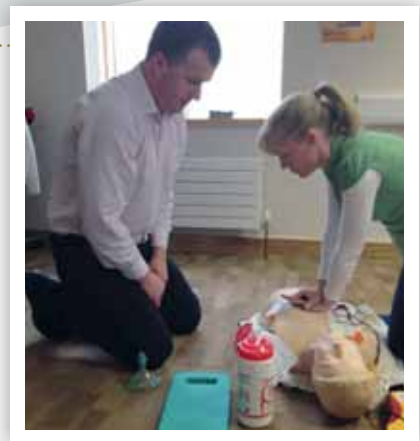


## 4 Equip people with lifesaving skills

The moments between a person's heart stopping and the arrival of emergency personnel are absolutely crucial. Being able to administer CPR and use an AED during that time can be the difference between life and death.

### Outcomes

- 1,139 people trained in CPR and AED use in communities in the West of Ireland across a range of courses including: Heartsaver AED; Cardiac First Responder, BLS – Healthcare Providers; CPR4Parents; Croí First Steps; Keep Safe (Primary Schools); and CPR for Families & Friends.
- Served as training site for NUI Galway undergraduate medical students and HSE Carers Group.
- Trained a broad spectrum of groups including: parents, teachers, students, youth leaders, healthcare providers, and the business community.
- Launched AED locator App available for free from iTunes.



## 5 Provide support to cardiac and stroke patients and their families

### Outcomes

- Croí Stroke Support Groups met monthly in Galway, Ballina and Castlebar Co. Mayo.
- Facilitated two social outings for the Galway Stroke Support group.
- 130 family members availed of the Courtyard Apartments at Croí House. The three patient support accommodation units located in the Heart & Stroke Centre were occupied 90% of the year and supported families from Mayo, Sligo, Donegal, Roscommon, Laois, Limerick, Clare, Tipperary, Dublin, and Tyrone. We also supported families from France, Austria, Netherlands, England, Scotland, and USA.
- Hosted a Reunion evening for 100 former cardiac surgical patients and the staff of the Cardiac Surgical Unit in GUH.

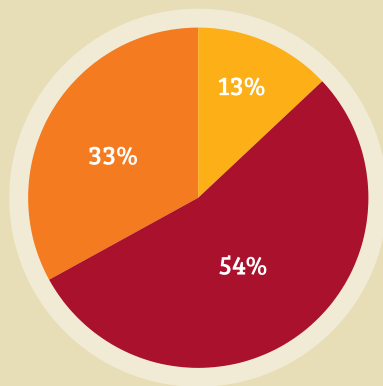


*"I can't praise Croí highly enough, they were so welcoming and helped to ease what was a very difficult time for our family."*

**John Porter, Donegal - Courtyard Apartment Guest**

# Funding

## How Our Work is Funded



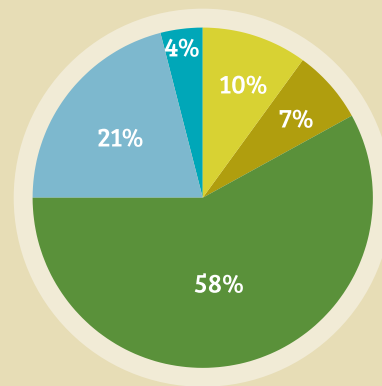
Total Income €1.479 million

- 54% Fundraising Activity and Donations
- 33% Earned Income\*
- 13% Programme Grants\*\*

\* Earned Income is Research & Education, Programme Sponsorship and Contributions

\*\* Programme Grants include €152k: Co-funded Section 39 HSE Grants

## Your Money at Work



- 58% Prevention & Recovery Programme Delivery
- 21% Research, Training & Education
- 10% Income Generation, Management & Governance
- 7% Community Diagnostics
- 4% Patient & Family Support Accommodation

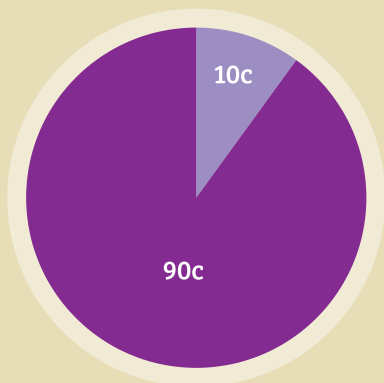
Croí is a not-for-profit foundation established as a limited company and having charitable status. The organisation is governed by a Board of Directors who serve in a voluntary capacity and who do not receive any remuneration or expenses.

*We are an independent organisation, totally funded through our own fundraising activities, voluntary contributions and philanthropic support.*

Despite the current difficult economic environment, our donors, supporters and volunteers, both in the corporate sector and in the wider community, continue to give very generously of their resources and time. It is this sustained support that allows us to do the work we do – prevent disease, save lives and promote recovery and wellbeing.

We currently have 22 employees supported by as many as 34 students on work experience placements or internships. Our total income for 2013 was €1.479m. We are not a state funded organisation and in the past year, we generated almost 90% of our income from

## For Every €1 Spent



- 90 cent directly supported our core mission to prevent disease, save lives, and promote recovery and wellbeing.
- 10 cent was invested in income generation, management, and governance.

donations, sponsorship, philanthropic gifts and from the proceeds of our fundraising activities. The only state funding we received in 2013 was by way of co-funded HSE Section 39 grants totalling €152,000.

The Outcomes Achieved section of this report clearly demonstrates the diversity of the work we are engaged in and the impact of our reach. We recognise and fulfill our obligation to ensure that all our income is used effectively, efficiently and in support of our mission and our goals. We depend on the generosity of the public and are fully focused on ensuring that the funds we raise are deployed to their best advantage.



# Thank you to our Croí Friends Committees



Achill



Annaghdown & District



Ballina & District



Ballyhaunis & District



Carraroe & District



Cois Fharraige



Oughterard



Roscommon



Westport



The enthusiasm and commitment of the hundreds of volunteers who organise or undertake fundraising events to raise money in support of our work, continues to inspire us and we are deeply indebted to each and every one of them for their support over the past year.

Promoting a healthy lifestyle, exercise and fitness is central to our work and linking physical activity challenges to fundraising is a natural synergy, matching mission to revenue objectives. Over 2,000 people participated in runs, walks or cycle challenges to raise funds for Croí. Some of these events included: the Annaghdown Walk, the Joe Kelly Memorial Walk, the Camino Trek, the Mt Everest Climb, the London, Dublin, Berlin, Connemara and New York City Marathons, the Darragh Kenny Memorial Cycle, the John Behan Hell of the West Cycle, the Connemara Etape, Inishbofin Half Marathon, Roscommon Fun Run and the annual Lough Corrib Cycle. We thank all the sponsors associated

with these events but we must particularly recognise the enormous generosity of Corrib Oil who have been the main sponsors of the Lough Corrib Cycle since its inception in 1993.

The backbone of our annual fundraising support is the Croí Friends network who each year tirelessly organise fundraising events on our behalf. We say a huge thanks to our Friends in Achill; Annaghdown & District; Ballina & District; Ballyhaunis & District; Carraroe & District, Cois Fharraige; Easkey; Oughterard; Roscommon and Westport. In addition to these groups, we express our sincere gratitude to the many individuals who undertook annual fundraising on our behalf, including; flag days, church gate collections; raffles; table quizzes etc. These activities together with memorial and once-off events organised by individuals touched by cardiovascular disease made a real difference to our work.



# Awards & Distinctions

## Awards

### Winner

Corporate Social Responsibility Award

### Astellas Award

### Winner

Patient Organisation Project of the Year

### Irish Times Medical Healthcare Awards

### Winner

Gourmand Recipe Book for Ireland

### Commendation

Best Patient Lifestyle Education Project

### Irish Times Medical Healthcare Awards

## Distinguished Visitors to the Croí Heart & Stroke Centre

### Professor Brian Griffin

Cardiologist, Cleveland Clinic, Ohio

### John Gordon Harold, MD, MACC

President, American College of Cardiology

Cedars-Sinai Heart Institute

Los Angeles, California

### Dr Guy Heyndrickx

Aalst Cardiovascular Centre, Belgium

### Mr Alex White, TD

Minister of State for Primary Care

### Professor David Wood

Garfield Weston Chair

International Centre for Circulatory Health

National Heart & Lung Institute

Imperial College London

## Research Publications

### European Journal of Preventive Cardiology,

*Translating guidelines to practice - findings from a multidisciplinary preventive cardiology programme in the west of Ireland*

Irene Gibson<sup>1</sup>, Gerard Flaherty<sup>2,1</sup>, Sarah Cormican<sup>2</sup>, Jennifer Jones<sup>1,3</sup>, Claire Kerins<sup>1</sup>, Anne Marie Walsh<sup>1</sup>, Caroline Costello<sup>1</sup>, Jane Windle<sup>1</sup>, Susan Connolly<sup>3,4</sup>, James Crowley<sup>1,5</sup>

### British Journal of Cardiology, *Delivering the MyAction programme in Galway, Republic of Ireland*

Gibson I<sup>1</sup>, Crowley J<sup>1,2</sup>, Jones J<sup>1,3,4</sup>, Kerins C<sup>1</sup>, Walsh AM<sup>1</sup>, Costello C<sup>1</sup>, Windle J<sup>1</sup>, Connolly S<sup>4,5</sup>, Flaherty G<sup>3,1</sup>, on behalf of Croi MyAction team<sup>1</sup>Croi, West of Ireland Cardiac Foundation, Galway, Ireland; <sup>2</sup>University Hospital Galway, Galway, Ireland; <sup>3</sup>National University of Ireland, Galway, Ireland; <sup>4</sup>Imperial College, London; <sup>5</sup>Imperial College Healthcare NHS Trust, London

## Educational Partners



# Corporate Information

## Collaborative Partners

ATLANTIC D.I.P



DIABETES CARE *West*



Imperial College  
London

## Board of Directors

Prof Kieran Daly, *Chairman*  
Dr Jim Crowley, *Medical Director*  
Ms Patricia Orme, *Company Secretary*  
Dr Catherine Caulfield  
Mr Mark DaCosta  
Mr Eugene Dalton  
Mr Terry Fahy  
Mr Mark Gantly  
Ms Bridget Howley  
Dr Briain MacNeill  
Prof Martin O'Donnell  
Mr Kieran Murphy  
Mr Pádraig Ó Céidigh  
Mr Kevin O'Reilly

### Board Sub-committees:

Governance  
Finance  
Remuneration  
Strategy  
Medical

Registered Charity CHY 7500

Croí adhere to the Code of Governance for Charities and have adopted the Statement of Guiding Principles for Fundraising. Each year the organisation undergoes an annual independent audit and files accounts with the Companies Registration Office (CRO).

The 2013 Directors Report and Financial Statements are available on

[www.croi.ie](http://www.croi.ie)



***CR***  ***Í***

*Fighting Heart Disease & Stroke*

**Croí, The West of Ireland Cardiac Foundation**

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