The Heart Experience
Advocacy through service
By
Gina Pitts, CEO
What does Advocacy mean to me?

‘GETTING THE RIGHT MESSAGE TO THOSE WHO CAN MAKE A CHANGE OR INFLUENCE POLICY TO PROMOTE AND EFFECT BETTER CARDIOVASCULAR HEALTH FOR OUR NATION’
Our Mission Statement

❤ Our Mission is to keep people heart healthy and reduce suffering and death from heart disease and stroke.

Our Aims and Objectives:

❤ Developing a broad scientific and medical programme in the field of heart disease and stroke designed to seek new knowledge, disseminate new and existing knowledge and apply it for the benefit of persons suffering from these diseases.

❤ Engaging in a nation wide programme of public education and awareness to inform people regarding the importance of heart disease and stroke as a problem and what can be done to prevent or control them.

❤ Developing a nation wide organization through which these purposes may be realized.

❤ Securing the funds needed to finance the Foundation's programmes and operations by appropriate methods.
Background

❤️ Founded in 1985 as a charitable organisation through the Lions Club - The Heart Foundation of Barbados

❤️ In 2006 embraced stroke to become the Heart & Stroke Foundation of Barbados

❤️ In 2013, our building was named the Hassell & Symmonds Cardiac Care Centre.
Message Alert
NCD’s are connected!
International Day Tool Kits
Support materials
Single theme with local messaging
Service Provision

Cardiac Disease Rehabilitation & Prevention

Emergency Cardiac Care Courses
Can Advocacy be disseminated through service provision?

- Government engagement
- First Aid and CPR courses
- Good Samaritan Law
- AED provision at large venues
- Smoke Free Cup – Tobacco Zero Tolerance

Heart & Stroke Foundation of Barbados Inc.
Can Advocacy be disseminated through Fundraising?

- World Health Federation Go Red for Women

- Engaging stakeholders such as faith groups

- Engaging Senior Government officials in our cause.
So have we mastered Advocacy after 27 years?
The answer is No!

To be successful, advocates must have a sound, evidence-based argument; understand the specific windows of opportunity for their cause; and build communication that fosters social awareness and a shared understanding of how to achieve measurable change.

World Heart Federation, 2011
Good days!
Thank You

Heart & Stroke Foundation of Barbados Inc.

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