



Heart Foundation™

Strategic Plan 2018 - 2021

OUR VISION



Hearts fit for life

OUR PURPOSE



To stop all people in New Zealand dying prematurely from heart disease and enable people with heart disease to live full lives

GOAL 1

Enable people to make heart healthy choices

Provide the voice of reason on healthy eating that cuts through the clutter

Support children and whānau to improve food knowledge and skills

Provide professional development for key change agents

Catalyse change across targeted food environments

Champion healthier food environments in schools and early learning service

Advocate that the food industry implement effective strategies that support healthier eating

Build relationships to reduce smoking and increase activity

Partner with ASH to achieve Smokefree Aotearoa 2025

Support major physical activity providers to get New Zealanders moving

GOAL 2

Better outcomes for people and whānau impacted by heart disease

Support early diagnosis of people at risk of heart disease

Increase understanding of heart disease risks and symptoms and how to respond

Support implementation of the CVD consensus statement with emphasis on high risk populations

Connect people at risk of heart disease and their whānau to relevant support

Explore initiatives to reach more people more often with relevant and effective support

Increase the number of people, particularly high risk groups, engaging with the Heart Foundation

Improve the survival and well-being of people in New Zealand with heart disease

Advocate for timely access to evidence-based treatment and management of heart disease

Increase support of people and whānau impacted by heart disease

GOAL 3

Fund New Zealand heart research and training

Fund innovative New Zealand relevant research on heart disease

All research funding advances the Heart Foundation's purpose

Celebrate the impact of Heart Foundation funded research improving heart health outcomes in New Zealand

Support future heart health in New Zealand

Fund training of heart health professionals and scientists

Encourage the translation of research into practice, achieving the best heart health outcomes for New Zealand

