



Chest Heart & Stroke Scotland Strategic Plan 2010-2013



Chest Heart & Stroke Scotland improves the quality of life for people in Scotland affected by chest, heart and stroke illness, through medical research, influencing public policy, advice and information, and support in the community.

Working together for a healthier future

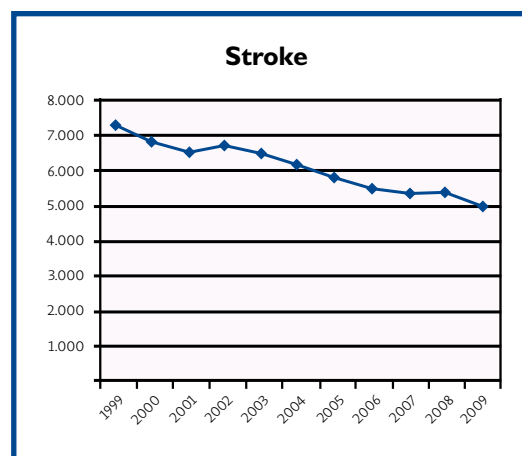
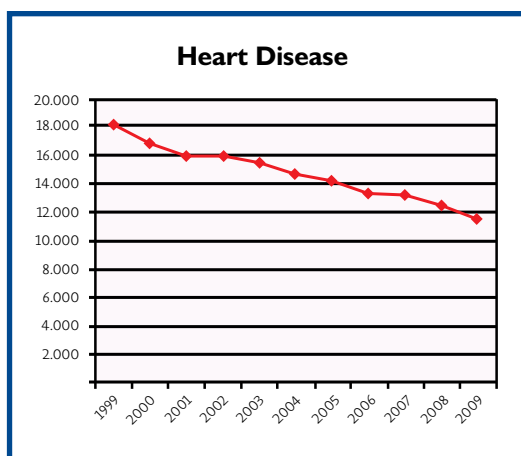
Over the last 20 years we have seen real improvements in Scotland's health, and we have gone some way towards losing our reputation as the 'sick man of Europe'.

As the graphs below show, our death rates for heart disease and stroke have reduced dramatically. This has been the result of a combination of improved medical treatment, and the important lifestyle changes which have helped to reduce the incidence of these diseases.

But much remains to be done:

- More research is urgently needed into the prevention and treatment of heart disease, respiratory illness and stroke
- More support in the community is needed for those living with these conditions, and their carers
- More needs to be done to raise the profile of these conditions, and to influence public policy on securing service improvements

Beating two of Scotland's biggest killers – falling death rates from heart disease and stroke



Our three-year Strategy – How we plan to help

We are a wholly independent Scottish charity, working to meet Scottish priorities, and every pound we raise in Scotland is spent in Scotland.

This document sets out the key objectives and priorities from our Strategic Plan, 2010 – 2013. It aims to give our staff, volunteers and supporters a clear idea of plans for the next three years.

Our plans are grouped into three main areas:

1. Research

2. Services

- (a) Advice and information
- (b) Support in the community
- (c) Training
- (d) Welfare
- (e) User participation

3. Influencing public policy

Every £1 we raise in Scotland is spent in Scotland

1 Research

The difference we make

Chest Heart & Stroke Scotland is one of Scotland's largest independent medical charities. At any one time, we have more than £1 million invested in medical research, raised from a variety of charitable, public and private funds.

We fund research studies in all of Scotland's university medical schools. We also encourage research activity outside the main centres, and from nursing and allied health professionals as well as medical staff. This helps to ensure that our research is focused on the real needs of patients. We do not fund research which uses animals.



Recent highlights

- A life-saving study into the potential of therapeutic cooling to preserve vital functions in patients who suffer an out-of-hospital cardiac arrest
- Demonstrating the benefits of telemedicine in ensuring rapid access to clot-busting drugs in stroke, and in delivering rehabilitation to chest patients in rural locations
- The Scottish arm of a widely-acclaimed international study which led directly to improvements in the management of the risk of deep-vein thrombosis in stroke patients
- The TascForce study – one of the largest-ever Scottish studies to identify and treat risk factors for heart disease in Scotland



PRINCIPAL AIM

Over the next three years, our principal aim in research funding will continue to be to support high-quality research into the prevention, treatment and social impact of chest, heart and stroke illness, which demonstrates a capacity to lead to improvements in the quality of life of those affected.

Our specific objectives are:

- To maintain our overall programme to at least its current level, and maintain the focus on research directly relevant to patient care
- To allocate a substantial majority of these funds to project grants and fellowships awarded through competitive application to our Research Committee
- To fund at least two 'action research' grants a year, in areas of particular interest to CHSS as a service provider
- To maintain our programme of minor research grants and innovation awards
- Wherever possible, to facilitate research funded by other agencies, including statutory, private and voluntary sector funders

2 Services

The difference we make

We support more than 10,000 people across Scotland – directly improving the quality of life for people affected by chest, heart and stroke conditions, and their families.

Because there has been a substantial fall in Scotland in recent years in the death rates from these conditions, more and more people will need our help as they live with the long-term problems caused by chest, heart and stroke illness.

PRINCIPAL AIMS

Our principal aims in service provision over the next three years are:

- To provide the highest professional standards of independent, confidential advice and support to patients and carers
- To provide locally-accessible community-based services throughout Scotland, in response to identified local needs and with appropriate quality standards in place

- To work in partnership with the NHS to promote evidence-based, patient-centred care, and to encourage innovative service developments which aim to improve quality of life for patients and carers

To explain in more detail how we intend to achieve these aims, we have divided our service programme into five main areas – advice & information, patient support services, training, welfare and user involvement.

(a) Advice and information

The CHSS Advice Line provides confidential, professional information on all aspects of chest, heart and stroke illness, via telephone, email, text message or letter. Over the past ten years we have helped nearly 20,000 people and we were the first helpline in Scotland to secure accreditation from the Telephone Helplines Association (THA).

CHSS also provides a wide range of patient information through booklets, factsheets, audio tapes and DVDs, and via the CHSS website. Over the past three years we have distributed more than 516,000 items of patient information, all of them free to patients and carers. We are the recognised information partner in stroke for the NHS in Scotland.



Our objectives in advice and information over the next three years are:

- To ensure continued accreditation of the CHSS Advice Line
- To maintain our status as an NHS information partner
- To review all patient information materials on a three-year cycle for content, accessibility and style
- To develop an additional range of information designed specifically to meet the needs of families of people with chest, heart and stroke illness



(b) Support in the community

Our Volunteer Stroke Service (VSS) provides communication support, individually and in groups, to people affected by speech and language difficulties (aphasia) after stroke. The service operates in communities throughout Scotland and supports more than 1,000 stroke survivors.

Together with our network of affiliated local chest, heart and stroke groups, the VSS offers companionship, practical help, peer support and respite for carers.

Our stroke nurses provide information, advice and support for more than 2,500 people a year who are discharged home from hospital after stroke, and their carers. We have established a specialist support worker to help meet the particular needs of younger people affected by stroke.

We offer trained volunteer support to people affected by heart failure and chronic obstructive pulmonary disease (COPD), particularly the most socially isolated. We have also promoted pulmonary rehabilitation services in some of Scotland's most deprived areas.

Our support service objectives over the next three years are:

- In co-operation with local funding and referring agencies, to offer the fullest range possible of services in every area through working in partnership with local managed clinical networks (MCNs)
- To ensure that all of our services are patient - centred and tailored to meet local needs

- To maintain our emphasis on audit and evaluation of services, to ensure that we can demonstrate their effectiveness
- To expand our use of information technology, not only to improve operating efficiency, but also to enhance direct service provision
- To extend our heart failure support service to other parts of Scotland
- To develop specific service models to meet the needs of remote and rural areas
- To continue to support local affiliated groups through our Community Support Network

(c) Training

Over recent years, CHSS has made a major contribution to improving patient care through specialist training of NHS and other staff, particularly in the field of stroke.

In partnership with the NHS, we have established stroke training programmes across the country, available to more than 70% of NHS and social care staff. We have developed the STARs (Stroke Training and Awareness Resources) e-learning module, which has gained an international reputation. We have co-ordinated a specialist training programme across Scotland to support the introduction of thrombolytic (clot-busting) therapy for stroke.

We have developed our own communication training team to support our staff and volunteers working with people with aphasia. We were the first major Scottish charity to gain Investing in Volunteers accreditation.



Our training objectives over the next three years are:

- To maintain, and expand where possible, our local stroke training programmes
- To develop additional STARs packages for NHS staff, and to develop a version of STARs for family and informal carers
- To promote and disseminate the Stroke Competency Toolkit (SCoT)
- To explore the potential for developing respiratory training programmes
- To develop the contribution of volunteers through recruitment, training and support



We are strongly committed to user involvement, both on our own governance and service activities, and in encouraging meaningful involvement by service users in the NHS.

(d) Welfare

Over the past three years, we have helped more than 1,800 people with grants, worth a total of £363,000. Our benefits advisors have secured additional statutory benefits of more than £2,725,000 for 630 clients.

We offer personal support grants of up to £2,000 to address financial needs arising from chest, heart or stroke illness. These fund items such as communication and disability equipment, respite care, travel and holidays. We offer specialised benefits advice, in partnership with local Citizens' Advice Bureaux.

Our objectives in welfare over the next three years are:

- To maintain our grants programme at its present level, with the aim of supporting people to live independently in their own home
- Working with others, to develop at least one additional benefits advice service

We involve users in planning activities within our services, and have established a volunteer steering group to ensure we are fully aware of volunteers' views. Both volunteers and service users are formally represented on our governing body.

Our objectives in the area of user participation over the next three years are:

- To further extend our Voices Scotland programme to include people affected by stroke and respiratory illness as well as heart disease
- To engage with representatives of ethnic minority communities to explore the need for stroke group support
- To train people directly affected by aphasia to support the training of staff and volunteers

(e) User participation

Our 'Voices Scotland' programme offers training and support to people directly affected by chest, heart and stroke disease to enable them to participate in managed clinical networks and other NHS service planning and redesign groups.



3 Influencing public policy

The difference we make

We see it as an important part of our role to act as an advocate for patients and carers in seeking improvements in NHS and other services.

Over recent years we have campaigned on a range of issues, often in partnership with other charities. We played a significant role in the campaign to secure a ban on smoking in public places in Scotland, disseminating information to all MSPs on the impact of smoking on heart health. We have established a Cross-Party Group on heart disease and stroke to monitor progress with the Scottish Government's Health Action Plan.

Other campaigns have raised awareness amongst the general public and politicians on issues such as cardiac rehabilitation, aphasia, warning signs of stroke (FAST) and the benefits of physical activity. Our schools programme (Active Expressions) has been particularly successful in encouraging dance-based physical activity amongst young people.



PRINCIPAL AIMS

Our principal aims in campaigning are:

- To campaign publicly to raise awareness of the risk factors for chest, heart and stroke illness
- To support people to improve and maintain their own health
- To promote service improvements in the NHS and other agencies.

Our campaigning objectives for the next three years are:

- To exert pressure on the Scottish Government and Members of the Scottish Parliament to recognise the needs of people affected by chest, heart and stroke illness, including carers
- To work through the Cross-Party Group on Heart Disease and Stroke, parliamentary receptions, and direct lobbying of Ministers and MSPs
- To argue for the highest achievable standards of NHS care in the prevention and treatment of chest, heart and stroke illness
- At a local level, to maintain senior staff involvement with all managed clinical networks on stroke, heart disease and respiratory conditions, and facilitate patient involvement in these networks
- To undertake specific campaigns on priority issues, particularly FAST, and on raising the profile of previously neglected conditions, such as heart failure and chronic lung disease
- To participate in public education campaigns highlighting the risk factors for chest, heart and stroke illness, and access to sources of support for those affected

How we fund our activities

Chest Heart & Stroke Scotland is a wholly independent Scottish charity. We receive no core funding from Government or any public body or private agency.

We try to avoid becoming over-reliant on any one source of income, and raise funds from a wide variety of sources.

These include:

- Our growing chain of charity shops
- Our programme of major fundraising events, including abseils, white water rafting, and ladies driving challenges
- Our 'Happy Feet' runs and walks, and our 'Active Expressions' schools programme
- Appeals to our supporters and the general public
- Support from community organisations, trusts and businesses
- Grants for our local services from the NHS and Local Authorities
- Legacies left to us by supporters in their wills



Our objectives in fundraising are:

- To measure the impact of our charitable activities, so that we can show supporters how valuable their contribution is
- To listen to our supporters' views, offer a variety of ways in which they can help us, and thank them for their support
- To ensure that we promote the work and values of the charity through our fundraising activities
- To ensure that we operate efficiently and effectively, and that we benchmark ourselves against other comparable charities

How you can help

Become a Volunteer

- Volunteers play a vital role in our activities, whether supporting stroke groups, helping in our shops, or providing time and expertise in our administration, IT and fundraising departments.
- As an Investor in Volunteers, we support and train volunteers to the highest standards. We will give you a great volunteering experience and the satisfaction of helping your community.

Make a Donation

- Anything you can afford – from one-off gifts to signing up for a monthly or quarterly direct debit – enables us to reach out on your behalf to those whose lives have been shattered by chest, heart or stroke illness.
- And with the addition of "Gift Aid" your donation is increased by 28% at no cost to you.

Legacies

- Legacies are a very special way of helping others, once you have looked after your family. Please remember us in your will – even a small gift helps.

Become a Supporter

- Join one of our events or organise your own! We can help by providing sponsorship materials and all the do's and don'ts for creating your own fundraising event.
- Support our shops with much-needed stock, and sign up as a 'Gift Aid' shops donor.
- Help us spread the word by becoming an Ambassador for CHSS; or by sending CHSS Christmas cards to your friends.



If you would like to find out more, visit www.chss.org.uk, or call us on 0131 225 6963.

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