



THE CHAMPLAIN  
CARDIOVASCULAR DISEASE  
PREVENTION NETWORK

RÉSEAU DE PRÉVENTION DES  
MALADIES CARDIOVASCULAIRES  
DE LA RÉGION DE CHAMPLAIN

## BACKGROUND

# CCPN releases latest Atlas of Cardiovascular Health

### Fifteen partners in the CCPN

Champlain Local Health Integration Network  
Champlain Regional Stroke Centre  
Department of Family Medicine, University of Ottawa  
Eastern Ontario Community Primary Health Care Network  
Eastern Ontario Health Unit  
Elisabeth Bruyère Research Institute  
Institute of Population Health, University of Ottawa  
Healthy Active Living and Obesity Research Group, CHEO

Heart and Stroke Foundation of Ontario  
Leeds, Grenville and Lanark District Health Unit  
Ottawa Public Health  
Renfrew County and District Health Unit  
The Ottawa Hospital  
University of Ottawa Heart Institute  
Pfizer Canada Inc. (Founding Industry Partner)

The CCPN is leading the implementation of the Champlain CVD Prevention Strategy, a five-year plan designed to eliminate disparities in CVD risk and to ensure the citizens of the Champlain Region of Ontario are the most heart healthy and stroke-free in Canada. The CCPN's goal is to prevent 10,000 premature deaths from heart disease and stroke by 2020.

### Modifiable risk factors for cardiovascular disease

- Cigarette smoking
- Abnormal blood lipid profile
- High blood pressure
- Diabetes
- Abdominal obesity
- Psycho-social factors
- Alcohol consumption
- Lack of daily consumption of fruits and vegetables
- Lack of daily exercise

### How were these risk factors identified?

The INTERHEART study (S. Yusuf et al.) provided this evidence in a landmark body of research that examined patients from 52 countries.

### More key findings in the Atlas of Cardiovascular Health

- People in the Champlain Region tend to exercise more than those surveyed in the rest of the province and Canada. 41.6% report being physically *inactive* during their leisure time, compared with 49.3% in Ontario and 47.5% in Canada. Females exercise less than males across all jurisdictions.

- Healthy eating on a daily basis can help to modify several of the risk factors above. In addition, the INTERHEART study calls out the value of fruits and vegetables in helping to prevent heart disease. On a positive trend, eating fruits and vegetables is generally on the rise locally, provincially, and nationally. Still, less than half of the population do not eat a minimum of 5 servings daily, much less the 7-10 servings of fruits and vegetables for adults recommended by Canada's Food Guide. CCPN highlights a decline in some rural areas within Champlain Region, particularly among males.

## **CCPN Priority Initiatives**

The Champlain CVD Prevention Strategy centres on the implementation of six large-scale, population-level priority initiatives spanning the continuum of prevention from healthy persons to those with diagnosed CVD.

1. Champlain Community Heart Health Survey
2. Ottawa Model for Smoking Cessation (Hospitals, Primary Care)
3. Champlain "Give Your Head a Shake" Sodium Reduction Campaign
4. Champlain Healthy School-aged Children Initiative
5. Champlain Get with the Guidelines Initiative
6. Improved Delivery of Cardiovascular Care (IDOCC) through Outreach Facilitation

### **Champlain Community Heart Health Survey (CCHHS)**

This is a long-term study that is following more than 1,400 participants from across the region annually for 12 years. It includes a series of detailed questionnaires and physical exams. What is interesting is that the survey tracks not only individual risk factors, but also the conditions in the environment that affect healthy living. This will provide timely information to support evidence-based decisions for heart disease management and prevention. The CCHHS was funded by the PURE International Study and the Public Health Agency of Canada. [www.ccpnetwork.ca/CCHHS/index.php](http://www.ccpnetwork.ca/CCHHS/index.php)

### **Ottawa Model for Smoking Cessation (OMSC)**

This program has transformed the way that smoking is addressed in clinical settings across the region. In hospitals, it identifies smokers upon admission to hospital, offers people help to quit while in the hospital (when their motivation is high), and provides follow-up support in the following weeks and months. The highly successful program first conceived at the University of Ottawa Heart Institute has expanded to other regions across Ontario and Canada and has been adapted for use in the primary care setting. 18 Champlain hospitals are currently implementing the OMSC, along with 15 primary care clinics in the Champlain region. The OMSC in Hospitals is funded by the Smoke-Free Ontario Strategy of the Ministry of Health Promotion and Sport and Health Canada. The OMSC in Primary Care Expansion Program is funded by Pfizer Canada Inc., and the Heart and Stroke Foundation of Ontario. [www.ottawamodel.ca](http://www.ottawamodel.ca)

### **Champlain "Give Your Head a Shake" Sodium Reduction Campaign**

CCPN has prioritized sodium reduction in its public relations campaign that has appeared locally since August 2009, and will see another run in the fall of 2011. According to Hypertension Canada, almost all Canadians exceed the recommendations for sodium intake. This could lead to high blood pressure, a risk factor for heart disease and stroke. The "Give Your Head a Shake" campaign is a series of television spots, radio ads, print ads, and web banners with simple, realistic tips of how to reduce

sodium at home, when shopping for food, and when eating out – especially the hidden salt in pre-packaged and processed foods. [www.giveyourheadashake.ca](http://www.giveyourheadashake.ca)

### **Champlain Healthy School-aged Children Initiative**

The impetus for this initiative is to nurture healthy lifestyles among tomorrow's adults. However, there is concern about the health of young people right now. Childhood obesity rates have tripled over the past 25 years, with the current rate for overweight and obese children in Ontario at an alarming 28 percent. More children are at risk of developing diseases such as diabetes. In this initiative, CCPN focuses on environmental influences and where young people spend their time – at school, at home, and in the community. The CCPN-led Champlain Declaration, called "Healthy Schools 2020," brings together nine area school boards and focuses on promoting daily physical activity and healthier food options in schools. This has helped to prepare school boards in the Champlain Region for the implementation of the province's *School Food and Beverage Policy* that becomes mandatory this fall. The Champlain Healthy School-aged Children Initiative was made possible through funding from the Ontario Ministry of Health Promotion and Sport, the Heart and Stroke Foundation of Ontario, and the Société Santé en français (in partnership with Health Canada). [www.healthyschools2020.ca](http://www.healthyschools2020.ca)

### **Improved Delivery of Cardiovascular Care (IDOCC)**

The IDOCC Initiative has created a network of primary care practices in the Champlain region dedicated to delivering evidence-based practice for secondary prevention and management of CVD and Stroke. IDOCC works with practices to implement evidence-based guidelines for the following risk factors and conditions associated with CVD and Stroke: diabetes, renal impairment, dyslipidemia, smoking, weight management/physical activity, and management of patients with CVD and Stroke and hypertension (high blood pressure). 190 physicians in 83 primary care practices throughout the Champlain region are participating in the IDOCC initiative. The IDOCC initiative is sponsored by the Champlain Local Health Integration Network, the Ontario Ministry of Health and Long-term Care, and Pfizer Canada Inc., a Founding Industry Partner of the CCPN. [www.idocc.ca](http://www.idocc.ca)

### **Champlain Get with the Guidelines Initiative**

This initiative is a quality improvement initiative to ensure that patients admitted to hospitals in the Champlain region for cardiac symptoms are receiving the highest standard of care. The initiative was first implemented in 2007 for patients admitted to hospital with Acute Coronary Syndrome (ACS) and is currently expanding to patients with Heart Failure. These evidence-based treatments have been shown to reduce future emergency room visits, hospital admissions, subsequent cardiac events, and death. The Champlain Get with the Guidelines Initiative is proudly sponsored by the Ontario Ministry of Health and Long-term Care and Pfizer Canada Inc., a Founding Industry Partner of the CCPN.

*The Champlain Region has almost 1.2 million residents within Eastern Ontario (approximately 15,500 square kilometres) and includes four municipal planning areas: City of Ottawa; Renfrew County; Eastern counties of Prescott & Russell and Stormont, Dundas & Glengarry; and parts of northern Leeds, Grenville & Lanark County.*