



THE CHAMPLAIN
CARDIOVASCULAR DISEASE
PREVENTION NETWORK

The Navigator

Issue 7: Summer 2009

INTRODUCTION

Welcome to this edition of *The Navigator*, the Champlain Cardiovascular Disease Prevention Network (CCPN)'s e-bulletin.

The Navigator will guide you through the latest news about the Network, its partners, and the progress of its initiatives. Visit the CCPN website (link to <http://www.ccpnetwork.ca>) for more information.

The CCPN is currently leading the implementation of six large-scale priority initiatives in the Champlain region. To find out more, visit the Priority Initiatives (link to http://www.ccpnetwork.ca/en_priorities.php) page of the CCPN website.

OUR INITIATIVES

Nine Regional School Boards Commit to the Champlain Declaration

The Champlain Healthy School-aged Children Initiative achieved a key milestone on April 20, 2009 when representatives of the Champlain school community, public health, and other CCPN partners gathered in Ottawa to endorse the Champlain Declaration.

The Champlain Declaration: A Call to Action for Physically Active & Healthy Eating Environments in Schools represents a commitment to working in partnership to facilitate healthy school environments for children and youth in the Champlain region. The Declaration has been signed by the Directors of Education of the nine Champlain school boards, Medical Officers of Health of the four public health units, and Chair of the CCPN.

A Healthy Schools Steering Committee, representative of the school boards, public health units and other health partners, has been formed to move this work forward. As a next step, the health partners are developing a short list of recommended actions in physical activity and healthy eating for school boards/schools to implement. These actions will be prioritized and shared with school board representatives shortly.

The Champlain Declaration is a significant step forward and will serve as a catalyst for introducing school-based policies and programs that influence the physical activity and eating behaviours of children and youth in our region.

The Champlain Declaration was made possible through funding from the Heart and Stroke Foundation of Ontario and represents the collaborative effort of the nine Champlain school boards as well as the following CCPN and community partners:

- Eastern Ontario Health Unit
- Healthy Active Living and Obesity (HALO) Research Group, CHEO
- Heart and Stroke Foundation of Ontario
- KidActive
- Leeds, Grenville and Lanark District Health Unit
- Ottawa Public Health
- Renfrew County and District Health Unit
- University of Ottawa Heart Institute

English and French PDF versions of the Champlain Declaration are available for download on the CCPN website (link to http://www.ccpnetwork.ca/en_priorities_schoolchildren.php).

For more information about the Champlain Declaration, or to request hard copies, please contact Laurie Dojeiji, CCPN Coordinator, at lidojeiji@ottawaheart.ca or phone at 613-798-5555 ext. 18836.

Champlain “Give Your Head a Shake” Sodium Reduction Mass Media Campaign to Launch in August 2009

The CCPN is preparing to launch a 24-month bilingual mass media campaign involving print, radio, TV, and web focused on the reduction of sodium consumption.

The Champlain “Give your Head a Shake” Sodium Reduction Campaign seeks to raise public awareness about excessive sodium consumption, promote alternatives to high sodium processed foods, and encourage the public to take action to reduce their own dietary sodium intake and that of their families. The primary target audience for the campaign is adults aged 35 to 50 years – a key audience for the prevention of chronic diseases and their associated risk factors, in particular, high blood pressure.

A soft launch of the campaign will occur at the end of July followed by a first wave of the advertising campaign in August 2009 across TV, radio, web and print. The campaign ads will feature a series of tips for reducing sodium when buying food, preparing food, and eating out... with a focus on quick and easy!

The campaign is also supported by a robust evaluation plan led by an Evaluation Advisory Committee of recognized experts who are providing advice and guidance in this regard. A pre-campaign telephone-based survey is planned for July, followed by a second survey 6 months post-launch to evaluate the campaign’s impact on public awareness and actions taken to reduce sodium.

The campaign is being jointly funded by the CCPN, University of Ottawa Heart Institute, Ottawa Public Health, Eastern Ontario Health Unit, Champlain Local Health Integration Network, Heart and Stroke Foundation of Ontario, and Ontario Ministry of Health and Long-Term Care.

The development of the campaign was led by an advisory team with representation from each of the following organizations:

- Canadian Stroke Network
- Champlain Local Health Integration Network
- Champlain Regional Stroke Centre
- Eastern Ontario Health Unit
- Heart and Stroke Foundation of Ontario
- Leeds, Grenville and Lanark District Health Unit
- Ottawa Public Health
- Renfrew County and District Health Unit
- University of Ottawa Heart Institute

For more information about the Champlain Sodium Reduction Campaign, please contact Danielle Côté, CCPN Communications Specialist, at dcote@ottawaheart.ca or 613-798-5555 ext. 17611.

NETWORK NEWS

MOHLTC Commits \$1.2 Million to Support Champlain CVD Prevention Strategy

The Ontario Ministry of Health and Long-Term Care (MOHLTC) has provided \$1.2 million to support the Champlain CVD Prevention Strategy.

The funds were allocated for spending in the 2008-09 fiscal year across several CCPN initiatives including the Champlain Get with the Guidelines initiative, Improved Delivery of Cardiovascular Care (IDOCC), the Champlain Primary Care CVD Prevention and Management Guideline, the Sodium Reduction Campaign, and the expansion of the Ottawa Model for Smoking Cessation program to the outpatient and primary care setting.

The support received from the MOHLTC has been essential to the continued rollout of our CCPN priority initiatives. The successes we have demonstrated to date continue to profile the Champlain region as a leader in CVD prevention and management in Ontario.

Ottawa Model for Smoking Cessation Expands to Primary Care Practices in the Region

With the success of The Ottawa Model for Smoking Cessation (OMSC) in Champlain hospitals, the program has begun to expand to primary care and outpatient clinics.

An outpatient adaptation of the OMSC was pilot tested in the Stroke Prevention Clinic at The Ottawa Hospital last August and was very well received. The program is scheduled to rollout in additional high-risk hospital clinics across Champlain in 2009-10.

A second expansion program was also launched in the primary care setting in January 2009. Eight primary care clinics from across the Champlain region are participating in the Ottawa Model for Smoking Cessation Pilot Program.

The OMSC is grounded in a systematic, sustainable approach to identifying and treating smokers. While the outpatient version has undergone some modification, including the design of a new set of practice tools for the busy outpatient environment, the program maintains the key elements and evidence-based smoking cessation principles that have garnered its success in the inpatient hospital setting.

For more information about the smoking cessation expansion to primary care and outpatient clinics, please contact Sophia Papadakis, CCPN Project Leader, at spapadakis@ottawaheart.ca or phone at 613-761-5489.

2009 Update to Primary Care Guideline Now Available

The Champlain Primary Care CVD Prevention and Management Guideline, a comprehensive and locally-tailored resource for family physicians, has been updated for 2009.

The first version of the Champlain Guideline was released in March 2008 and summarizes up-to-date evidence-based strategies for the prevention and management of each of the major CVD risk factors, as well as disease management guidelines for diabetes, coronary artery disease, peripheral vascular disease, and stroke/TIA.

The 2009 version of the Guideline includes a new section for the diagnosis and management of heart failure and a full update of the diabetes management section to reflect recent changes to the Canadian Diabetes Association clinical practice guidelines.

The Champlain Guideline represents the collective effort of more than 45 local specialists and community-based practitioners and is a central component of the IDOCC program.

The Champlain Guideline has been incredibly well received by primary care physicians and nurses in the region with more than 1,300 copies distributed to date. Electronic copies are accessible for download on the [IDOCC website](#) (link to <http://www.idocc.ca>). To request a hard copy, please contact Kelly McKay-Constable, CCPN Administrative Officer, at kmckay-constable@ottawaheart.ca or phone at 613-798-5555 ext. 18054.

OUR TEAM

Best Wishes to Isabella Moroz

Dr. Isabella Moroz, Analyst with the CCPN, has accepted a new position at the University of Ottawa Heart Institute.

Isabella is filling a one-year maternity leave position as Research Manager and will be working on major grants, training initiatives, and assisting in overall management of research with Marion Fraser, CFO and VP of Finance and Administration at the Heart Institute.

Isabella has been an invaluable member of the CCPN team playing a key leadership role in many of our priority initiatives including the Sodium Reduction Campaign, Champlain Community Heart Health Survey, and prior to that, the IDOCC program. Her dedication and insight will certainly be missed.

Best of luck to Isabella as she embarks on this new opportunity!

CONTACT US

Current and past issues of *The Navigator* are available on the [CCPN website](#) (link to <http://www.ccpnetwork.ca>).

Your comments and suggestions are always welcome. Please write to us at ccpn@ottawaheart.ca. We look forward to hearing from you!

CCPN Partner Organizations

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
Élisabeth Bruyère Research Institute
Healthy Active Living and Obesity Research Group, CHEO
Heart and Stroke Foundation of Ontario
Institute of Population Health, University of Ottawa
Leeds, Grenville and Lanark District Health Unit
Ottawa Public Health
Renfrew County and District Health Unit
The Ottawa Hospital

University of Ottawa Heart Institute

CCPN Founding Industry Partner

Pfizer Canada Inc.

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Public Health Agency of Canada