



THE CHAMPLAIN  
CARDIOVASCULAR DISEASE  
PREVENTION NETWORK

Issue 8: Spring 2010

# THE NAVIGATOR

## 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](#) 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](#) page of the CCPN website.



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## OUR TEAM

### ***Congratulations to Kelly McKay-Constable... and Welcome Melissa Martins!***

CCPN Administrative Officer Kelly McKay-Constable gave birth to a baby boy on Monday, March 29<sup>th</sup>. Mom Kelly, baby Logan, and dad Randy are all doing well! We wish Kelly all the best during her year off as a new mother! Joining the team in Kelly's absence over the next year is Melissa Martins. Melissa was most recently at the National Research Council Canada where she provided administrative and project support across several departments. Welcome Melissa!

### ***Welcome Danielle Simpson***

We would also like to welcome Danielle Simpson to the CCPN project management team. Danielle has a Masters in Public Health and a strong background in school health. In her role as CCPN Analyst, Danielle will be providing leadership and support to the Champlain Healthy School-aged Children Initiative and the Primary Care Smoking Cessation project.

## OUR INITIATIVES

### ***CCPN launches "Know More Do More" Campaign***

On March 27<sup>th</sup>, 2010, the CCPN launched the ***Know More Do More*** campaign, a health promotion campaign designed to encourage parents of children aged 4 to 12 to create more physical activity and healthy eating opportunities for their families.



The campaign was inspired by the results of the 2007 [Parental Attitudinal Survey](#) which identified a gap between parents' perceptions and reality when it comes to their children's weight, physical activity levels, and eating behaviours. Most parents in the Champlain region think their children have adequate physical activity levels, good eating habits, and are at a healthy weight. However, data from Statistics Canada and other national sources clearly indicates that these results are ***not*** consistent with other measures of child activity, eating habits, and weight.

The ***Know More Do More*** campaign aims to make parents aware of this knowledge gap and to encourage them – regardless of how healthy they think their children are – to engage in more physical activities and healthy eating opportunities as a family. The bilingual campaign will run for approximately 18 months. Champion families have been recruited from all parts of the Champlain District to promote the campaign and encourage others to take part.

The launch of the campaign was marked by three simultaneous media events in community/ recreation centres across the Champlain region, including Dovercourt in Ottawa, the Clarence-Rockland YMCA, and the Petawawa Civic Centre. The events proved very successful with major media outlets in the Champlain region covering the story.

Families can build a ***Family Healthy Active Living*** jar with tips that are available on the campaign website at [www.knowmore-domore.ca](http://www.knowmore-domore.ca). Families who register by June 15<sup>th</sup> also have a chance to win one of three family active living prizes.

***Take up the challenge!*** Become part of the campaign by registering on the website, joining the Facebook fan page, downloading the tips, and encouraging others to do the same!



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## NETWORK NEWS

### **Champlain LHIN Hospitals Commit to Smoking Cessation**

All 20 hospitals in the Champlain LHIN have agreed to expand the Ottawa Model for Smoking Cessation (OMSC) programs into their hospitals as part of their accountability agreements with the LHIN.

The OMSC program is led by the University of Ottawa Heart Institute and is a key initiative of the CCPN. The program is a systematic approach to identify smokers, offer smoking cessation services to hospital patients and selected ambulatory programs, and provide follow-up support post-discharge using interactive voice response technology. It is estimated that nearly half of all hospital patients that are smokers are being offered the program services. Since its inception in 2006, the program has demonstrated significant success – a recent evaluation showed a 29.4% 6-month smoking abstinence rate of program participants compared to an 18.3% rate for a control group.

Over the next few years, partner hospitals will work towards expanding the reach of their programs to 80% of all hospital inpatients and to an increased number of ambulatory clinics. The Champlain LHIN views this expansion as a key enabler to advancing its Integrated Health Services Plan (IHSP 2010-13) goals to reduce the burden of chronic illness and improve the health of residents of our communities.



UNIVERSITY OF OTTAWA  
HEART INSTITUTE  
INSTITUT DE CARDIOLOGIE  
DE L'UNIVERSITÉ D'OTTAWA

OTTAWA MODEL  
FOR SMOKING CESSATION  
MODÈLE D'OTTAWA  
POUR L'ABANDON DU TABAC

### **IDOCC launches Phase III**

The Improved Delivery of Cardiovascular Care (IDOCC) program has launched its third and final phase and is now working with 84 primary care practices across the Champlain region.

IDOCC is one of the largest primary care quality improvement initiatives in Canada. Practices enrolled in the IDOCC program benefit from monthly visits from trained outreach facilitators who offer support by bringing in innovations such as targeted prevention activities (group visits, tracking of high risk patients) and increasing linkages with community resources such as self-management groups, exercise groups, and smoking cessation programs. Patients with existing cardiovascular disease or specific risk factors such as high blood pressure, cholesterol and diabetes are being targeted for improved prevention and management activities. This approach to improving care delivery in primary care will lead to reductions in the burden of heart disease and stroke in our community.

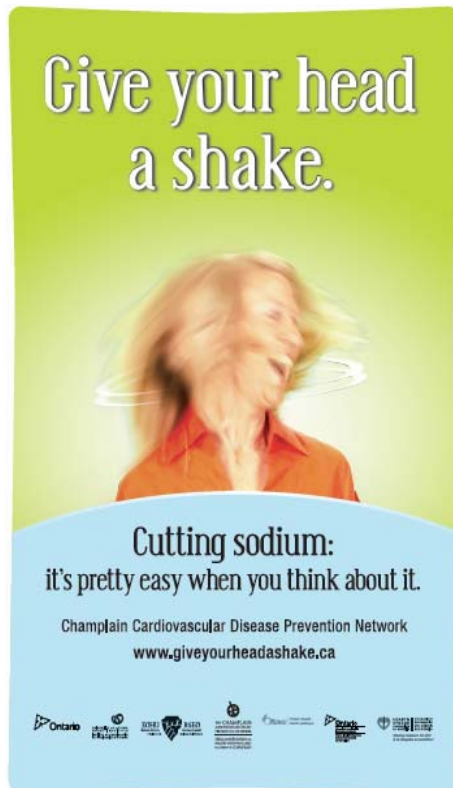
The IDOCC project is led out of the CT Lamont Primary Health Care Research Centre at the Elisabeth Bruyère Research Institute. More information on this initiative can be found at [www.idocc.ca](http://www.idocc.ca).



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## **“Give Your Head a Shake” Shaking Things Up in the Champlain Region**



The first year of the Champlain “Give Your Head a Shake” (GYHS) sodium campaign is complete, and now the evaluation team begins the work of analyzing the campaign’s impact on awareness, attitudes and actions taken to reduce sodium. Meanwhile, work is underway to launch Year 2 of the campaign, building on the population’s general awareness of the need to cut back on sodium.

Just nine months ago, the CCPN launched the GYHS campaign with TV, print, radio and web advertising throughout the Champlain region. The ad campaign was supplemented with media and public relations activities to help disseminate the campaign messages to adults aged 35 to 50 years living in the Champlain region. From the production of campaign tools to the design of a Sodium Campaign Check Up, a variety of activities served to highlight the importance of decreasing sodium in their diet.

So far, the campaign has generated significant value for our funding partners. Thanks to a significant media buy, we were able to leverage our investment into an additional \$224,000 in value-added advertising for Year 1, helping to increase our reach throughout the region. From an editorial standpoint, more than 70 news stories were published or broadcast in news outlets such as the *Ottawa Citizen*, the *Orleans Star*, *Barry’s Bay this Week*, *CBC TV*, *Radio Canada*, *A channel*, and *CFRA*, representing a total reach for Year 1 of more than 6.5 million.

Campaign evaluation activities consist of telephone surveys at baseline (completed in July 2009), at six months post-launch (completed in February 2010) and at 12 months post-launch (planned for the fall of 2010). A control community in Ontario is also being surveyed.

Plans for Year 2 include another media buy using the same creative as Year 1 with some minor tweaks to our nutrition tips. Public relations and media activities will continue to focus on keeping the topic of sodium top of mind for our target audience. In addition, the project management team is working with Ottawa Public Health staff to design a sodium module to help cafeterias lower the amount of sodium in their menu offerings.

We are pleased to continue to work with our funding partners including the Eastern Ontario Health Unit, Ottawa Public Health, the Champlain Local Health Integration Network, the University of Ottawa Heart Institute, the Heart and Stroke Foundation of Ontario, and the Ministry of Health and Long-term Care.

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



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## CONTACT US

Current and past issues of *The Navigator* are available on the [CCPN website](#).

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



## OUR GOAL

**To save 10,000 lives from premature death of heart disease and stroke by 2020**

