



Backgrounder

Cardiovascular disease (CVD) is the leading cause of death, disability and hospitalization in Ontario. Within the Champlain District, the Renfrew, Eastern Ontario (Prescott & Russell), and Leeds, Grenville & Lanark counties are considered Ontario hot spots for CVD morbidity and mortality. This disparity is attributed to an increased prevalence of CVD risk factors (i.e. smoking, obesity, inadequate consumption of fruit and vegetables and physical inactivity) which in some cases represent a two-fold increase over the provincial average.

Champlain residents to be the most heart healthy and stroke-free in Canada

The Champlain Cardiovascular Disease Prevention Network (CCPN) has adopted an approach to CVD prevention that is community-centered, and includes resources and solutions from a variety of sectors such as public health, primary care, hospitals and others. The CCPN is building a chronic disease prevention and management system, is action oriented and is results based. This approach addresses seven modifiable risk factors: smoking, physical inactivity, unhealthy eating habits, obesity, diabetes / blood glucose, abnormal blood cholesterol, and high blood pressure (hypertension).

As the first multi-sector partnership of its kind in Canada, 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 District of Ontario are the most heart healthy and stroke-free in Canada.

Multiple sector partners

The Champlain CVD Prevention Network (CCPN) is a collaboration of partners from across the Champlain District that represents multiple sectors including public health, specialty (cardiac and stroke) care, community health, primary care, hospitals, academia, and industry. The Network secretariat is housed at the University of Ottawa Heart Institute (UOHI) on behalf of the partners. A team of experts from both public health and CVD prevention and management are directing the work of the CCPN.

The CCPN includes the following partners:

- Champlain Local Health Integration Network
- Champlain Regional Stroke Centre
- City of Ottawa Public Health
- Department of Family Medicine, University of Ottawa
- Eastern Ontario Community Primary Health Care Network
- Eastern Ontario Health Unit
- Élisabeth Bruyère Research Institute
- Heart and Stroke Foundation of Ontario
- Institute of Population Health, University of Ottawa
- Leeds, Grenville & Lanark District Health Unit
- Renfrew County & District Health Unit
- The Ottawa Hospital
- University of Ottawa Heart Institute

Pfizer Canada Inc. is a Founding Industry Partner of the CCPN. Pfizer is proud to join the CCPN in improving the heart and stroke health of Champlain area residents through this innovative cardiovascular disease prevention and management program.

CCPN includes six key initiatives

The Champlain CVD Prevention Strategy is poised to provide state-of-the-art interventions in six key areas: primary care, specialty care, hospitals, schools, workplaces, and communities. Six priority initiatives have been identified for immediate implementation. These initiatives were recommended by the CCPN Expert Panels and endorsed by the CCPN Coordinating Committee as the most important actions to improve the CVD health of residents in the Champlain District:

- **Champlain Hospital-based Smoking Cessation Network:** a network of hospital-based smoking cessation programs in the Champlain District that helps hospitalized smokers quit smoking and remain smoke-free. This initiative is supported by the Change Foundation, Smoke Free Ontario and the Ontario Ministry of Health Promotion, and funding from Health Canada's Prevention, Cessation and Education Activities under the Federal Tobacco Control Strategy.
- **Improved Delivery of Cardiovascular Care through Outreach Facilitation (IDOCC):** a network of primary care practices dedicated to delivering evidence-based care for the prevention and management of CVD. Skilled health professionals known as facilitators provide hands-on support, tools and processes designed to incorporate evidence-based practices into the routine delivery of care. This initiative is proudly sponsored by Pfizer Canada Inc.
- **Champlain Hospital CVD Prevention Network (Guidelines Applied in Practice):** a regionalized approach for secondary prevention of CVD according to evidence-based practice guidelines for patients admitted to hospital with Acute Coronary Syndrome (ACS). This initiative is proudly sponsored by Pfizer Canada Inc.
- **Champlain Healthy Living & Risk Factor Management Program:** a strategy designed to enhance personal skills and support self-management in the areas of healthy living and risk factor management with the use of a communications campaign to promote healthy living and risk factor self-management and a network of community-based resources.
- **Champlain Healthy School-aged Children Initiative:** an initiative to address childhood obesity by enabling children to make healthy choices about nutrition and physical activity on a daily basis.
- **Champlain Sentinel CVD Surveillance Program:** a state-of-the-art surveillance system that will provide timely and ongoing information to support evidence-based decisions around CVD prevention and management activities in the Champlain District.

These initiatives address the prevention continuum from healthy persons to those with diagnosed CVD. These actions will form the basis for a system of excellence in CVD prevention.

The Champlain District includes 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.

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For more information about the Champlain CVD Prevention Network, visit www.ccpnetwork.ca or contact:

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