



THE CHAMPLAIN
CARDIOVASCULAR DISEASE
PREVENTION NETWORK

The Navigator

Issue 1: December 2007

INTRODUCTION

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

The Navigator will guide you through the latest news about the Network, its partners, and the progress of its initiatives. Visit www.ccpnetwork.ca for more information.

NETWORK NEWS

CCPN Wins Community Partnership Award

The CCPN was recently honoured with the Community Partnership Award, presented at the Global Perspectives on Chronic Disease: Prevention and Management Conference held in Calgary at the end of October.

The award was presented by Dr. Michael Rachlis, University of Toronto and Stephen Samis, Heart and Stroke Foundation of Canada in front of more than 400 leaders in the area of chronic disease prevention and management. The CCPN was recognized for the depth of its Network and its five-year cardiovascular disease (CVD) prevention strategy. The CCPN is proud to share this success with its partners and the many leaders in our region who are part of the Network - in particular, the Champlain Local Health Integration Network (LHIN) as we work to position our region to play a leadership role in cardiovascular and chronic disease prevention in Ontario.

Pfizer Canada Inc. joins CCPN as First Founding Industry Partner

In December 2006, Pfizer Canada Inc. became the First Founding Industry Partner of the CCPN. Pfizer's long-term financial commitment of \$2.5 million over five years is instrumental to the Network's growth.

"Pfizer Canada Inc. is proud to enter into this public-private partnership with the CCPN," says Dr. Bernard Prigent, Vice President and Medical Director, Pfizer Canada. "Together we will fight cardiovascular disease by improving the way medicines are used and by working on manageable risk factors. We believe this is a great investment in Champlain residents' heart health and it could be used as a model for the rest of Canada." Pfizer Canada has a long history of investments in chronic disease management programs around the world, in Canada and locally within the Champlain District.

In addition to being a CCPN Founding Industry Partner, Pfizer is also the sole pharmaceutical industry project sponsor of two CCPN priority initiatives: Improved Delivery of Cardiovascular Care (IDOCC) through Outreach Facilitation, and The Champlain Get with the Guidelines Initiative.

The CCPN recognizes the important role of industry in supporting the CCPN's vision, mission, and strategic priorities. "We are very grateful to Pfizer for their continued support and long-term commitment to the work of our Network," says Dr. Andrew Pipe, CCPN Chair.



Dr. Andrew Pipe, Chair of the CCPN presents a special plaque to Dr. Bernard Prigent, VP and Medical Director, Pfizer Canada Inc. in celebration of the first anniversary of Pfizer's contribution to the CCPN.

The New Face of the Network



Some of you may have noticed the new "face" of our CCPN logo - the astrolabe with accompanying wordmark. This updated look is part of the CCPN's identity, and the choice of the astrolabe as the symbol of the CCPN has an interesting historical link.

The astrolabe, a navigational instrument, was used by Samuel de Champlain to guide him as he explored and mapped much of eastern Canada. While traveling up the Ottawa River in 1613, Champlain lost his astrolabe as he portaged near Green Lake. It was found in 1867 and is now displayed in the Canadian Museum of Civilization. Like Samuel de Champlain, the CCPN is exploring new territory and creating a map that other communities may follow. Champlain's astrolabe will symbolically guide us as we develop an innovative cardiovascular disease prevention strategy for the Champlain District that will be used as a model for Ontario and the rest of Canada.

Identity standards will allow the Network to achieve a consistent look in all communications produced by the CCPN and begin to build awareness of our work. Graphic elements, including the logo, typeface, and colour palette, along with a set of templates and guidelines, have been developed and will be shared with Network partners in the coming weeks. If you have any questions, please contact Danielle Côté, CCPN Communications Specialist, at dcote@ottawaheart.ca or (613) 798-5555, ext. 17611.

Spreading the Word: CCPN Media Outreach Strategy

The momentum of the CCPN is beginning to grow and a number of key activities are well underway throughout the Champlain District. So now it's time to tell our story.

This inaugural e-bulletin is the first step in our plan to communicate on a quarterly basis with our CCPN partner organizations, funding sponsors, and colleagues about the details of our progress.

Following the dissemination of this bulletin, a news release will be sent to media within the Champlain District as well as key health and health policy writers and editors throughout Ontario and Canada. The news release will help to define the problem of CVD in the Champlain District, highlight the disparities which exist in the outlying regions of the District, and position the CCPN as a “model” solution. For information about these activities, contact Danielle Côté, CCPN Communications Specialist, at dcote@ottawaheart.ca or (613) 798-5555, ext. 17611.

Update on CCPN Investment Strategy

The CCPN Business Plan includes a five-year budget and funding model which proposes four sources of support: provincial government, industry/private sector, in-kind partner contributions, and grants. The CCPN’s diligent efforts in securing financial support are evident in the positive progress seen to date in reaching its five-year, \$18 million budget target.

On April 1st, 2007, the CCPN began its first official operating year. Since then, we have seen an injection of \$1.5 million in new funding into CVD prevention and management programs in the Champlain District. This includes funds from the Ministry of Health Promotion which help support the Hospital-based Smoking Cessation Network and Pfizer Canada’s generous contribution as a CCPN Founding Industry Partner and Project Sponsor. This amount is supplemented by additional in-kind resources from Network partners which have allowed for the launch of three of our six priority initiatives and planning for the remaining three initiatives.

The Network is grateful for the generous in-kind contributions of its partners, particularly the Ottawa Heart Institute, the Heart and Stroke Foundation of Ontario, and the Élisabeth Bruyère Research Institute. We would also like to thank the partners involved in the Parental Survey for their contributions: Eastern Ontario Health Unit, Ottawa Public Health, Renfrew County and District Health Unit, Leeds, Grenville and Lanark District Health Unit, University of Ottawa Heart Institute, Children’s Hospital of Eastern Ontario (CHEO), Heart and Stroke Foundation of Ontario, and the Champlain LHIN. Many additional partners have been providing time and leadership to the CCPN in their roles as committee members, project leaders, and Panel Chairs. We thank you all for your time and energy.

Despite these generous contributions, additional funding – and in particular, significant government support – is required for the CCPN to be successful. The Network submitted its Business Plan to the Ministry of Health and Long-Term Care (MOHLTC) in February 2007 in search of long-term financial support for the CCPN’s five-year CVD prevention strategy. Although we have not received a response from the Ministry, feedback indicates that we have a robust strategy inline with Ministry priorities that will be considered as part of the 2008/09 budget planning process. We anticipate that any funding support received from the Ministry will flow through the Champlain LHIN.

Grants and other contributions remain a priority for the Network. The CCPN has been successful in the past in securing funds from sources such as the Heart and Stroke Foundation of Ontario, The Change Foundation, and the Public Health Agency of Canada. The CCPN recently hired Isabella Moroz as a full-time grant writer to ensure we are taking full advantage of available research and programmatic grant invitations.

OUR INITIATIVES

The CCPN is focused on the implementation of six Priority Initiatives. To find out more, visit www.ccpnetwork.ca/priorities/index_e.php.

Champlain Summit Brings Together Regional Partners in the Fight against Childhood Obesity

Over 80 delegates from across the Champlain District gathered at the Hampton Inn in Ottawa on October 15 as a first step towards a united vision to address childhood obesity in the Champlain District.

The Champlain Healthy School-aged Children Summit brought together representatives from the nine Champlain School Boards, four public health units, the recreation sector, health care settings, and the community to begin planning for unified actions that will improve physical activity and eating behaviours of children and youth across the Champlain District. The day-long event offered the opportunity to initiate discussions, share successes, and identify potential areas for collaboration.

The Summit was organized by the Champlain Healthy School-aged Children committee, a working group of the CCPN which includes representatives from the Heart and Stroke Foundation of Ontario, the University of Ottawa Heart Institute, the four regional health units (City of Ottawa, Eastern Ontario, Renfrew County, and Leeds, Grenville & Lanark), and CHEO.

The committee was formed to develop a region-wide strategy aimed at enabling children (aged four to 18) in the Champlain District to make healthy choices about nutrition and physical activity on a daily basis, and providing them with the skills to develop healthy food and activity behaviours for life.

The information gathered at the Summit will support the development of a regional strategy.

Survey of 2000 Parents Identifies Gaps

In addition to the Summit, the committee recently conducted consumer research to better understand the obesity situation in our District.

The committee worked with Compustat Consultants to administer an attitudinal survey to 1940 respondents regarding parental attitudes, knowledge, and behaviours surrounding childhood overweight and obesity. Results suggest inconsistencies between parental perceptions of children's physical activity and eating behaviours and other measures of child activity and weight.

CCPN Begins Work with Primary Care Physicians in 2008 - Improved Delivery of Cardiovascular Care (IDOCC) Initiative

The Improved Delivery of Cardiovascular Care (IDOCC) Initiative will be the third CCPN project to be launched by the Network. The goal of the IDOCC Initiative is to improve the care delivery to patients with, or at high risk of, cardiovascular diseases and stroke. We will create a network of primary care practices in the Champlain District dedicated to delivering evidence-based practice for secondary prevention and management of CVD and Stroke.

IDOCC will work with practices to implement evidence-based guidelines for the following risk factors and conditions associated with CVD and Stroke:

- Diabetes;
- Renal impairment;
- High cholesterol;
- Hypertension;
- Smoking;
- Weight management / physical activity; and,
- Management of patients with CVD and Stroke.

The IDOCC program uses an Outreach Facilitation Model, in which skilled health professionals known as facilitators serve as an expert resource to primary care practices. An Outreach Facilitation Program is a free service designed by local experts to support family physicians who wish to incorporate new evidence into their practice to improve the delivery of patient care. The facilitators provide hands-on support, tools, and processes designed to incorporate evidence-based practices into the routine delivery of care. The program builds upon more than 12 years of work by Dr. Bill Hogg and his colleagues in the Department of Medicine regarding effective strategies for supporting primary care physicians in the delivery of evidence-based practices.

The Network hopes to rollout the program to primary care practices across the Champlain District in three phases, in each phase the program will rollout to three sub-regions in the Champlain District.

The Network has received funding for Phase 1 of the IDOCC program. In Phase 1 the facilitators will work with primary care practices in three sub-regions in the Champlain District (Ottawa-West, Ottawa-Downtown, and the Eastern Counties). Six Outreach Facilitators have been hired and will begin working with Primary Care Practices in January 2008. The facilitators will complete an intensive phase of training in change management, chronic disease prevention, clinical guidelines and community resources in November and December 2007.

Primary care physicians in the first three sub-regions have been invited to take part in the program. The goal is to have 70 practices to join the program each year. Establishing and building positive relationships with family physicians is a critical component of this program.

The Champlain District includes approximately 460 primary care practices and 1150 family physicians. The IDOCC program is being coordinated by the Élisabeth Bruyère Research Institute in collaboration with the Department of Family Medicine at the University of Ottawa, the University of Ottawa Heart Institute, and the Champlain Regional Stroke Program. The Program is proudly sponsored by Pfizer Canada Inc.

Network prepares to Release Champlain Primary Care CVD Prevention Guideline in 2008

The Champlain Primary Care CVD Prevention Guideline will be launched by the network in early 2008. The guideline is the collective work of more than 45 experts in the Champlain District and is intended to serve as a desktop resource for primary care physicians in the Champlain District. The Guideline summarizes best practice guidelines for screening and managing major CVD risk factor into one comprehensive document. The Guideline also includes a list of community-based programs and resources for physicians and patients to access. The Guideline will be a central component of the Network's IDOCC program.

Addressing Smoking Cessation – One Hospitalized Patient at a Time

The "Ottawa Model" for smoking cessation in hospital-based settings is growing rapidly across the Champlain District. Now, the program is drawing attention provincially, nationally, and abroad.

The Champlain Hospital-based Smoking Cessation initiative is creating a network of hospital-based programs to help hospitalized smokers quit smoking and stay smoke-free. The program identifies smokers on admission, provides stop-smoking counseling and medication during hospitalization, links the patient back to community resources, and provides follow-up after discharge from hospital. Since April 1 of this year, treatment has been provided to 3000 smokers.

The network is an expansion of the in-patient smoking cessation program developed at the University of Ottawa Heart Institute - now coined, the "Ottawa Model." The 2007 Ottawa Hospital Accreditation Report recently highlighted this smoking cessation model as a Leading Practice.

Currently, the program is live in 12 Champlain hospitals with an additional six hospitals ready to begin this fall: Almonte, Alexandria, Montfort, CHEO, Brockville, and Cornwall. The program's regional success has also been drawing attention from colleagues in other parts of Ontario, Canada, and across the globe. The program will be expanding to 10 other hospitals in Ontario, thanks to increased financial support from the Ministry of Health Promotion. In addition, an agreement has been struck with Health Canada to implement and evaluate the Ottawa Model in sites in New Brunswick and British Columbia. Colleagues in Uruguay, Buenos Aires, the UK, and China have also inquired about this innovative approach to smoking cessation.

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.

Bridging the Care Gap in Acute Coronary Syndrome

The University of Ottawa Heart Institute, the Champlain LHIN's provider of cardiac services, is leading The Champlain Get with the Guidelines Initiative. This initiative is poised to change the way care is provided to patients admitted to a hospital with a heart attack.

The goal of The Champlain Get with the Guidelines Initiative is to develop a regionalized approach for secondary prevention of CVD according to evidence-based practice guidelines in patients admitted to hospital with Acute Coronary Syndrome (ACS) and to support patient self-management.

For Champlain residents admitted to hospital with a heart attack or chest pain, implementation of this program will ensure that they are sent home on the appropriate management with respect to medication and lifestyle modification. Nurses utilize a discharge tool to confirm that all matters are addressed; if not, the nurse is prompted to engage the treating physician. This initiative will not only ensure a quality of care for patients with heart attack, but a *consistency* of care across all hospitals in the Champlain District.

Multi-disciplinary coaching teams have begun to disperse across the region to allow for staged implementation in all 16 Champlain LHIN hospitals.

A partnership has also been established with the Canadian Institute for Health Information (CIHI) to allow for collection of administrative, demographic, and diagnostic data. Twenty fields have been added by CIHI to allow for capture of best practice data for ACS.

To support the continued progress and success of this project, a Get with the Guidelines event was held on November 27, 2007 which included a workshop for clinical and administrative personnel and an evening symposium for physicians.

The Champlain Get with the Guidelines Initiative is proudly sponsored by Pfizer Canada Inc.

OUR TEAM

Introducing the Newest Member of our Team

Please join us in welcoming Isabella Moroz to her new position as CCPN Program Analyst... (read more)

Isabella holds a Ph.D. in psychology and has most recently worked with the Élisabeth Bruyère Research Institute as a Research Associate on projects involving quality improvement interventions in the primary health care context. Isabella will be responsible for grant writing, publication writing, and evaluation support for CCPN projects. Isabella can be reached at imoroz@ottawaheart.ca.

New Administrative Officer for the CCPN

Welcome to Kelly McKay-Constable who is replacing Selva Trebert for an 8-month term... (read more)

Kelly joined the CCPN on December 3 in replacement of Selva, who will be working an 8-month secondment in the University of Ottawa Heart Institute's Foundation Office. Kelly comes to us with a background in business marketing and administration and will be responsible for the day-to-day administrative operations of the Network. Kelly can be reached via email at [address forthcoming] or (613) 798-5555, ext. 18054.

CONTACT US

Current and past issues of *The Navigator* will be available on the CCPN website 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
City of Ottawa Public Health Unit
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
University of Ottawa Heart Institute
The Ottawa Hospital

CCPN Founding Industry Partner

Pfizer Canada Inc.

Funding Support

Health Canada's Federal Tobacco Control Strategy
Ontario Ministry of Health Promotion
The Change Foundation