



THE CHAMPLAIN  
CARDIOVASCULAR DISEASE  
PREVENTION NETWORK

# *The Navigator*

*Issue 6: Winter 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 [www.ccpnetwork.ca](http://www.ccpnetwork.ca) for more information.

## OUR INITIATIVES

The CCPN is currently leading the implementation of six large-scale Priority Initiatives in the Champlain District. To find out more, visit the [CCPN website](http://www.ccpnetwork.ca/en_priorities.php) (link to [http://www.ccpnetwork.ca/en\\_priorities.php](http://www.ccpnetwork.ca/en_priorities.php)).

### **Design of Sodium Reduction Campaign Begins**

After securing financial and in-kind support from its partners, the Communications and Marketing Expert Panel is moving forward with the design of a bilingual health communication campaign to help residents of the Champlain region reduce their consumption of sodium.

The financial and in-kind contributions of our campaign partners will go towards supporting the main campaign activities including positioning research, creative work, media buy, production and distribution of campaign materials as well as public and media relations activities for the first year of the campaign. Contributing partners include the Champlain Local Health Integration Network, the Eastern Ontario Health Unit, Ottawa Public Health, the Heart and Stroke Foundation of Ontario, the University of Ottawa Heart Institute, the CCPN, and CTVglobemedia.

The multimedia campaign is being designed to help men and women aged 35 to 50 living in the Champlain District decrease their overall consumption of sodium. The campaign will likely focus on helping this population group reduce their consumption of high sodium processed foods and the amount of salt they use when cooking and at the table.

After recently completing an RFP process, the project management team, in consultation with members of the Expert Panel, hired [McMillan](http://www.thinkmcmillan.com) (link to <http://www.thinkmcmillan.com>), an Ottawa-based creative agency, to lead us through the development and execution of our campaign creative and messages. McMillan is currently working with the project management team to conduct positioning research which will guide the creative work.

A thorough evaluation strategy is being designed to ensure that the campaign achieves its maximum effectiveness, such that we can disseminate knowledge from our experience, position our campaign as a model for other communities, and better predict the outcome of our campaign. An Evaluation Advisory Committee has been formed and includes experts in sodium/ blood pressure, population health and program evaluation.

While the team still hopes to launch the campaign in the spring of 2009, an exact launch date has not been set.

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

### **Ottawa Model for Smoking Cessation Hosts 1<sup>st</sup> Conference**

The First Ottawa Conference on Smoking Cessation convened health professionals and leading tobacco addiction experts from across North America on January 23 and 24 at the Fairmont Chateau Laurier to learn about state-of-the-art clinical approaches to smoking cessation. The conference is a tangible expression of the impact the Ottawa Model is having on hospitalized smokers.

The Ottawa Model for Smoking Cessation (OMSC) is a systematic approach for addressing smoking among hospitalized patients and offering assistance to quit. The approach, which originated at the University of Ottawa Heart Institute and began its expansion across hospitals in the Champlain District, has since garnered provincial, national, and international attention.

To date, nearly 50 hospitals from across Canada have joined the OMSC Network and over 18,000 smokers have been successfully identified and treated since 2004.

The First Ottawa Conference provided hospitals and health professionals the opportunity to hear from international experts in smoking cessation, to learn about new tools and resources, and to network and share successes. Close to 200 delegates attended the two-day conference.

For more information about the OMSC, email [scnetwork@ottawaheart.ca](mailto:scnetwork@ottawaheart.ca) or call 613-761-4034.

### **IDOCC Initiative Moving into Phase II**

The Improved Delivery of Cardiovascular Care (IDOCC) Initiative has hit a key milestone as the project team prepares for the rollout of phase II of the program.

IDOCC is engaging the primary care community to deliver evidence-based practice for secondary prevention and management of heart disease, stroke, diabetes and their associated risk factors. Its first of a three-phase rollout plan began in March 2008, with enrollment reaching 67 physicians in 27 practices by the end of phase I. Now, the IDOCC team is preparing to begin its phase II recruitment in the regions of Lanark, Leeds & Grenville, Central/ South Ottawa, and East Ottawa.

In support of this next phase, the Champlain Primary Care CVD Prevention and Management Guideline, a comprehensive and locally-tailored desktop resource developed as part of the IDOCC Initiative, has been updated. A new section for the management of Heart Failure has been added, and the Diabetes management section has been updated to reflect recent changes to the Canadian Diabetes Association clinical practice guidelines. The updated Guideline will be made available on the [IDOCC website](http://www.idocc.ca) (link to <http://www.idocc.ca>) in the coming weeks.

The IDOCC team was pleased to host its first collaborative meeting of phase I physicians on January 30<sup>th</sup> in Ottawa as part of its mandate to continue to support physicians already recruited to the program. More than 30 providers and stakeholders from across Ottawa West, Ottawa Downtown, and the Eastern

Counties participated in the half-day long event which provided an opportunity for participants to learn about self-management strategies and how they relate to the pharmacy, view project baseline data, and network with colleagues about challenges and successes they have experienced so far with the IDOCC Initiative.

For more information about the IDOCC Initiative, please contact Alyssa Spaxman-Santana, Project Manager, at [aspaxmansantana@bruyere.org](mailto:aspaxmansantana@bruyere.org) or 613-562-6262 ext. 1458.

### **Update: Champlain Community Heart Health Survey**

Launched in August 2008, the Champlain Community Heart Health Survey (CCHHS) is seeing an increase in the number of participants, supporting the CCPN's pursuit to learn more about the heart health status of individuals and communities within the Champlain District.

Information about the CCHHS is mailed at random to households across the Champlain District. Participants complete a series of questionnaires related to health and lifestyle, as well as a physical (clinical) assessment which includes blood pressure, height and weight, fasting blood glucose, urine analysis, and other measurements.

To date, 627 participants have been recruited to participate in the CCHHS.

The information collected will be invaluable to helping us better understand the causes of cardiovascular disease (CVD) and its risk factors, and to contributing towards the prevention and treatment of CVD within the Champlain region, and in communities around the world.

The CCHHS is being conducted in collaboration with the PURE (Prospective Urban and Rural Epidemiological) study - an international study looking to understand the relationship between urban and rural environments and CVD risk.

For more information about the survey, visit the [CCHHS website](http://www.ccpnetwork.ca/CCHHS/index.php) (link to <http://www.ccpnetwork.ca/CCHHS/index.php>).

## **OUR PARTNERS**

### **More on Sodium!**

In addition to the Champlain Sodium Reduction Campaign, some of our campaign and community partners, as well as other organizations, are also engaged in the 'assault on salt!'

#### *Canadian Stroke Network (CSN)*

The CSN (link to <http://www.canadianstrokenetwork.ca>) recently launched its Sodium 101 website (link to <http://www.sodium101.ca>) aimed at educating consumers on the facts related to sodium. The site offers a wealth of information about sodium, including how much is too much, significant sources of sodium, its impact on blood pressure and health, and how to take control. A bus ad campaign is also helping to draw attention to the issue of sodium both in Ottawa and Calgary.

#### *The 2009 "Salt Lick" Award*

This year, the Canadian Obesity Network (link to <http://www.obesitynetwork.ca>) joined the Canadian Stroke Network (link to <http://www.canadianstrokenetwork.ca>) and the Advanced Foods and Materials Network (link to <http://www.afmnet.ca>) to award the 2009 Canadian "Salt Lick Award" to a major source of excess salt in our diet - PIZZA! The award coincides with World Salt Awareness Week (link to

[http://www.worldactiononsalt.com/awareness/world\\_salt\\_awareness\\_week\\_2009.htm](http://www.worldactiononsalt.com/awareness/world_salt_awareness_week_2009.htm)) (February 2 – 8, 2009) – an effort by some 20 countries around the world to highlight the excessive amounts of salt in fast-food and restaurant fare. [Click here](#) (link to <http://www.canadianstrokenetwork.ca/eng/news/downloads/releases/release.feb022009.e.pdf>) to read the news release.

#### University of Ottawa Heart Institute Salt Study

The University of Ottawa Heart Institute is recruiting volunteers for a study on salt and blood pressure. The study will give participants direction on how to successfully maintain a low-salt diet, provide follow-ups on a regular basis by study staff, and help determine how much salt affects a participant's blood pressure.

Participants must be 20 to 60 years of age, have family history of high blood pressure, be Caucasian **OR** be over 70 years of age without high blood pressure and be Caucasian.

Interested participants should email [saltstudy@ottawaheart.ca](mailto:saltstudy@ottawaheart.ca) or call Chelsea Kingsbury, Research Assistant, at 613-761-4788.

#### Sodium Working Group Meets in Ottawa

The national Sodium Working Group is chaired by Health Canada and includes representatives from food manufacturing and food service industry groups, health-focused non-governmental organizations, the scientific community, consumer advocacy groups, health professional organizations and government. The Group is meeting in Ottawa February 18 to 20 to begin development of a strategy to lower sodium content in the diets of Canadians. The strategy is meant to include education, voluntary reductions of sodium levels in processed foods, and research.

## CONTACT US

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

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!

#### **CCPN Partner Organizations**

Champlain Local Health Integration Network  
Champlain Regional Stroke Centre  
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  
Healthy Active Living & Obesity Research Group, CHEO  
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

#### **CCPN Founding Industry Partner**

Pfizer Canada Inc.

**Funding Support**

Champlain Local Health Integration Network  
Health Canada's Federal Tobacco Control Strategy  
Ontario Ministry of Health Promotion