

NEWS RELEASE

HEALTH EXPERTS UNITE TO MAKE RESIDENTS OF CHAMPLAIN DISTRICT THE MOST HEART HEALTHY AND STROKE-FREE IN CANADA

Champlain Cardiovascular Disease Prevention Network (CCPN) designed as a prevention model for other communities.

Ottawa, January 9th: In an effort to ensure our citizens are the most heart healthy and stroke-free in Canada, a network of more than 14 health and community partners and experts in cardiovascular disease (CVD) prevention officially launched its five-year strategy today. The Champlain Cardiovascular Disease Prevention Strategy is designed to address the prevalence of risk factors and the gaps in heart and stroke health in the residents of the Champlain District – an area home to about 1.2 million residents in the City of Ottawa, Renfrew County, Eastern Counties and parts of Lanark, Leeds and Grenville.

The Prevention Strategy includes six major initiatives to address the prevention and management of risk factors for heart disease and stroke, including: smoking, physical inactivity, unhealthy eating habits, obesity/overweight, diabetes/blood glucose, abnormal blood cholesterol, and high blood pressure.

“Every day that we treat heart disease and stroke we’re reminded that more and more of our residents are simply not adopting and maintaining a healthy lifestyle,” says Dr. Andrew Pipe, Chair of the CCPN, and Medical Director of the Minto Prevention and Rehabilitation Centre at the University of Ottawa Heart Institute. “As a result, each year more than 2,400 residents in the Champlain District die of heart disease and stroke. We can prevent 80% of premature deaths if we identify and begin to manage those important risk factors early,” says Dr. Pipe.

The Champlain Cardiovascular Disease Prevention Network (CCPN) is leading the implementation of the strategy. The CCPN includes partners from multiple sectors – public health, cardiac and stroke care, primary care, hospitals, community health, academia and industry. Health leaders from across the region have come together to build a comprehensive strategy to prevent and manage heart disease and stroke.

We have two choices,” says Dr. Robert Cushman, CEO of the Champlain Local Health Integration Network. “We can continue to pump money into our hospital system, or we can work together to prevent heart disease and stroke from happening in the first place.”

The private sector is also playing an important role in successfully moving the CCPN strategy forward.

“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 and stroke health and it could be used as a model for the rest of Canada.”

Pfizer Canada Inc. has a long history of investments in chronic disease management programs around the world, in Canada and locally within the Champlain District. As a Founding Industry Partner and sole industry project sponsor for two of the six priority initiatives, Pfizer Canada Inc. has contributed \$2.5 million over five years to the CCPN.

Heart disease and stroke are the leading causes of death, disability, and hospitalization in Ontario and in the Champlain District, particularly in the counties of Renfrew, Eastern Ontario (Prescott and Russell), and Leeds, Grenville and Lanark, which are known as CVD hot spots. These areas have higher rates of disease and death than in the City of Ottawa and the provincial average. They also report higher levels of heart disease and stroke risk factors. (See Table 1)

Table 1
Cardiovascular Disease (CVD) mortality counts and rates per 100,000 population and self-reported prevalence of risk factors in persons aged 12 years and older in Canada, Ontario, and Champlain District and its Health Regions.

Region	CVD Mortality Counts (rate per 100,000 population)	Hypertension n (%)	Diabetes n (%)	Over-weight n (%)	Obesity n (%)	Daily Smoking n (%)	Physical Inactivity n (%)	<5 servings fruits & veg/day n (%)
Canada	63542 (201)	4,530,842 (15)	1,490,008 (5)	8,256,350 (33)	3,831,540 (16)	5,777,584 (19)	14,200,692 (47)	16,815,809 (55)
Ontario	24929 (205)	1,681,611 (15)	531,034 (5)	3,152,950 (33)	1,425,435 (15)	2,290,088 (15)	5,066,958 (46)	5,907,764 (53)
Champlain	2375 (207)	147,785 (14)	52,707 (5)	292,249 (34)	121,409 (14)	161,220 (16)	435,087 (42)	550,835 (53)
City of Ottawa	1519 (187)	98,461 (14)	33,550 (4)	204,934 (32)	78,282 (12)	91,168 (13)	301,948 (41)	380,718 (52)
Eastern Counties	473 (248)	27,320 (16)	12,181 (7)	56,904 (39)	27,568 (19)	36,195 (21)	79,176 (46)	101,102 (58)
Renfrew County	251 (257)	15,723 (18)	5,412 (6)	24,823 (32)	15,476 (20)	19,245 (22)	37,975 (44)	44,590 (52)
Leeds, Grenville & Lanark	367 (225)	24,846 (17)	9,034 (6)	47,416 (37)	23,039 (15)	19,607 (23)	61,437 (41)	79,206 (53)

Sources: CVD Mortality: Vital Statistics 2004, Provincial Health Planning Database (PBPDB), Health Data and Decision Support Unit, Ontario, MOHLTC.

Risk Factor Prevalence: Statistics Canada's health indicators data and Statistics Canada, Canadian Community Health Survey (CCHS 3.1), 2005; Population Estimates from Statistics Canada, 2006 Census of Population.

Prevalence based on the population aged 18 and over.

While the data suggests the residents of the City of Ottawa are healthier than residents in the surrounding areas, a large percentage still of Ottawa residents are smoking, are overweight, are not active enough and as such are at risk of developing heart disease, stroke and diabetes.

“The advantage of a model like the CCPN is that it brings people together as a community and builds on each other’s expertise and strengths to meet the needs of our citizens,” says Dr. David Salisbury, Medical Officer of Health, Ottawa Public Health. “This way we stand a much better chance of helping our residents prevent and manage heart disease and stroke for the long term.”

Launch of Priority Initiatives

As outlined in its strategic plan, the CCPN is intervening in six key areas: primary care, specialty care, hospitals, schools, workplaces and communities.

It has six priority initiatives:

- *Improved Delivery of Cardiovascular Care (IDOCC) through Outreach Facilitation*: to improve how family physicians work with their patients to prevent and manage CVD risk factors.
- *Champlain Hospital CVD Prevention Network (Get with the Guidelines)*: to ensure that heart attack patients are sent home from hospital with appropriate medication and information on lifestyle modification, and that they can manage their condition effectively.
- *Champlain Hospital-based Smoking Cessation Network*: to identify and offer cessation treatment to all hospitalized smokers.
- *Champlain Healthy Living and Risk Factor Management Program*: to help residents gain the knowledge and skills to better understand and manage their risk factors for CVD.
- *Champlain Healthy School-aged Children Initiative*: to address the rising trend in childhood obesity and enable school-aged children to live a healthy and active lifestyle.
- *Champlain Sentinel CVD Surveillance Program*: to ensure relevant, timely, and ongoing data in support of CVD prevention and management activities in the Champlain District.

Collectively, these initiatives will address the prevention continuum from healthy persons to those with diagnosed heart disease and stroke. They will form the basis for a system of excellence in CVD prevention that can act as a model for other communities in Ontario and Canada.

One of the common driving forces behind each CCPN initiative is the application of evidence-based strategies that are effective in preventing and managing CVD.

“The Champlain Hospital-Based Smoking Cessation Network is the perfect example of an action that is having immediate results on the health of many of our residents,” says Dr. Pipe.

Hospitals in the Champlain District have partnered to address the smoking habits of patients. Since April 1, 2007, hospitals have provided smoking cessation treatment to 3,000 smokers. Currently, the program is operating in 19 Champlain hospitals.

The contribution of partners and sponsors

The CCPN is committed to creating sustainable change and a positive impact on the health of citizens in the region using the principles of integration, collaboration, and strategic partnerships.

“We’re very proud to be a partner of the CCPN,” says Dr. Renée Arnold, Family Physician with the Family Health Group in Hawkesbury and President of the Ontario College of Family Physicians. “By being part of a system of excellence, we can fight cardiovascular disease together. We are particularly proud that our residents are part of collective effort where prevention is a priority.”

The success of the CCPN is based on the collaboration of 14 partners who bring a variety of resources to bear:

- 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
- Pfizer Canada Inc. (Founding Industry Partner)
- 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

“Our partners have been very generous with their contribution of time and resources,” says Dr. Pipe. “We have also benefited greatly from the early support of Pfizer Canada and the financial support from the Ministry of Health Promotion. To achieve our vision, the CCPN will require a significant investment from the provincial government.”

The provincial government has rightly identified chronic disease prevention and management as a priority. The Prevention Network is an example of how these services can be organized on a regional basis.

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More information about the CCPN is available at www.ccpnetwork.ca. To arrange an interview, please contact:

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