



The Champlain Cardiovascular Disease Prevention Strategy

Executive Summary

The Champlain Cardiovascular Disease (CVD) Prevention Strategy is a 5-year plan designed to eliminate disparities in CVD health and make the residents of the Champlain District the most heart healthy and stroke-free in Canada. The plan provides a model for a comprehensive and integrated CVD prevention and management system – shaped by active leadership from within the Champlain District – and driven by the needs of our community.

The Champlain CVD Prevention Strategy

The Champlain CVD Prevention Strategy is the product of a comprehensive strategic planning process which began in 2004 and included stakeholder consultation, needs assessment, expert panel deliberations, and identification of priority areas for action.

The Champlain CVD Prevention Network: A Catalyst for Change

The Champlain CVD Prevention Network (CCPN) was formed in November 2005 to provide leadership for the implementation of the Champlain CVD Prevention Strategy. The CCPN is one of the first multi-sectoral partnerships of its kind in Canada and represents partners from public health, specialty (cardiac and stroke) care, primary care, hospitals, community health, academia, and industry who are committed to a common vision and goals.

The Approach

The CCPN has adopted an approach to CVD prevention guided by the following principles:

Community-centered: The CCPN is committed to a community-based strategy developed by stakeholders from the Champlain District and tailored to the needs of the region.

Integrated Multi-sector Action: The CCPN is a model for coordinated action among multiple stakeholders and sectors.

Building the Chronic Disease Prevention & Management System: The CCPN will invest in infrastructure, coordination, and interventions to build a best practice system for CVD prevention and management in the Champlain District.

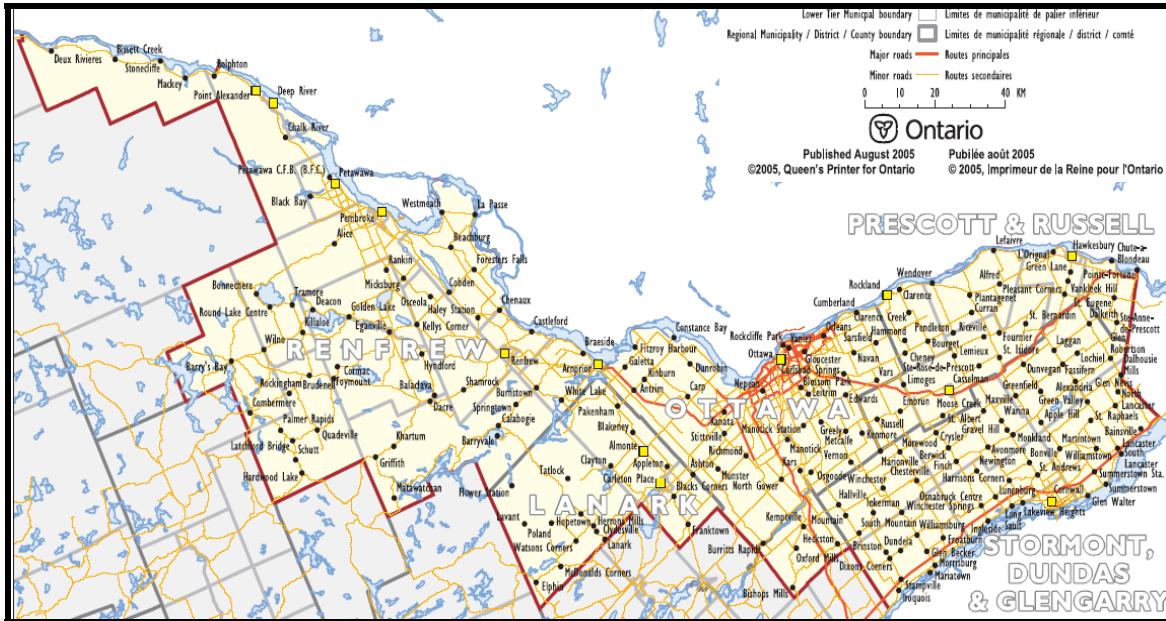
Action-oriented: The CCPN is committed to supporting the delivery and uptake of state-of-the-art programs and services in the Champlain District which have been proven to improve the CVD health of our residents.

Results-based: The CCPN's focus is on creating measurable improvements in the health of Ontarians and the quality of CVD prevention and management services.

The Champlain District of Ontario

The Champlain District of Ontario is in many ways a microcosm of the rest of Canada. Its urban and rural communities are home to almost 1.2 million residents, including 208,055 Francophones (20.7% of Champlain population). Champlain boasts a rich diversity of urban and rural communities, socio-economic, cultural, and linguistic populations.

Geographically it encompasses a significant portion of southeastern Ontario (approximately 15,500 square kilometres) and includes four municipal planning areas: The City of Ottawa, Renfrew County, the Eastern Counties of Prescott & Russell, Stormont, Dundas & Glengarry, and parts of northern Leeds, Grenville and Lanark County.



CCPN Partners

CCPN Partner (Member) 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
- The Ottawa Hospital
- University of Ottawa Heart Institute

CCPN Founding Industry Partner

- Pfizer Canada Inc.

Vision

To develop an integrated system of excellence in cardiovascular disease (CVD) prevention for the Champlain District that acts as a model for Ontario and Canada.

Mission

To develop and implement unified approaches to reduce the burden of cardiovascular disease in the Champlain District, spanning the continuum from healthy persons to those with sub-clinical and known disease.

The collaborative will act to mobilize and integrate partners in community, academia, public health, primary care, and institutional sectors to eliminate disparities in CVD risk and ensure the citizens of the Champlain District are the most heart healthy and stroke-free in Canada.

CCPN Goals

Health Goals

To ensure the citizens of the Champlain District are the most heart healthy and stroke-free in Canada.

1. To decrease the incidence and burden of CVD in the Champlain District.
2. To increase the proportion of Champlain residents with healthy blood pressure, blood cholesterol, blood glucose, and body weight.
3. To increase the proportion of Champlain residents who are smoke-free, physically active, and making healthy food choices.
4. To eliminate inequalities in cardiovascular risk and CVD mortality in the Champlain District

System Goals

To build a system of excellence in integrated CVD prevention.

1. To create a community of practice dedicated to evidence-based CVD prevention and management in the Champlain District.
2. To create proactive health practitioners in health settings across the Champlain District.
3. To increase access to key CVD prevention and management services.
4. To create a regional infrastructure to deliver evidence-informed CVD prevention policies and practices in communities and organizations across the Champlain District.
5. To empower patients, families, and communities to prevent and better manage CVD.
6. To create policies and environments that enhance the CVD health of individuals, families, and communities.
7. To create a sustainable resource and partnership model to support the work of the CCPN.
8. To contain the cost of CVD and other chronic diseases.
9. To support the dissemination of CCPN best practices, technical skills, and knowledge to other Ontario LHINs and Public Health Units.

CCPN Strategic Priorities

The planning process to develop the Champlain CVD Prevention Strategy identified six areas of focus for the strategy:

1. **Strategic Partnership, Infrastructure, & Capacity Building:** To strengthen partnership and integration with regional, provincial, and national initiatives in CVD and other chronic disease prevention activities; and, to develop needed capacity to support the CCPN and its strategy.
2. **Interventions and Health Disparities:** To develop new knowledge, applications, and delivery models to support population health approaches for CVD risk reduction and behaviour change across the prevention continuum; and, to develop appropriate interventions to eliminate cardiovascular health disparities among priority populations in the Champlain District.
3. **Knowledge Translation:** To establish systems to support the effective and timely incorporation of evidence-based information into the practices of health professionals in such a way as to affect optimal cardiovascular health outcomes and maximize the potential of the health system.
4. **Communications & Marketing:** To facilitate the development of coordinated systems to promote awareness and education regarding cardiovascular disease, cardiac risk factors, and risk reduction strategies.
5. **Monitoring, Surveillance & Evaluation:** To support the establishment of prospective systems to monitor trends, modifiable risk factors, and behaviours to support population health planning, case finding, patient management, and research; and to support the development of the infrastructure, teams, and methodologies to support high quality research and evaluation of CVD prevention initiatives.
6. **Public Policy & Environments:** To create environmental and policy changes to support heart health priorities.

Areas of Focus in CVD Prevention:

- **Health Promotion:** Reducing risk factors in the population
- **Primary Prevention:** Preventing the onset of disease in those with CVD risk factors
- **Secondary Prevention:** Preventing recurrent events in persons with established disease

CCPN Priority Initiatives

The CCPN 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

This initiative is creating a network of hospital-based smoking cessation programs in the Champlain District to help hospitalized smokers quit smoking and stay smoke-free. Ultimately, the Champlain Hospital-based Smoking Cessation Network will create an infrastructure to identify and offer treatment to every hospitalized smoker in the Champlain District using best practice guidelines. 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.

Champlain Primary Care CVD Prevention Network: *Improved Delivery of Cardiovascular Care through Outreach Facilitation (The IDOCC Initiative)*

The aim of this initiative is to increase the uptake of evidence-based practice for the secondary prevention and management of patients with CVD and cardiovascular risk factors (hypercholesterolemia, hypertension, diabetes, renal impairment, smoking, obesity, and physical inactivity) in primary care practices throughout the Champlain District. The initiative centres on the use of an Outreach Facilitation Model in which skilled health professionals known as facilitators (or Practice Change Consultants) serve as an expert resource to primary care practices. The facilitators will provide hands-on support to practices to implement tools and processes designed to incorporate evidence-based practices into the routine delivery of care. The Champlain Primary Care CVD Prevention Network will also create the infrastructure to strengthen coordination of services between primary care practices and other health sectors including specialty care and public health. This initiative has the potential to reach more than 500 primary care practices and 700,000 Champlain residents and will transform the delivery of primary care services. The IDOCC Initiative is sponsored by Pfizer Canada Inc., a Founding Industry Partner of the CCPN.

Champlain Hospital CVD Prevention Network (*The Get with the Guidelines Initiative*)

This initiative will develop a regionalized approach for secondary prevention of CVD according to evidence-based practice guidelines for patients admitted to hospital with Acute Coronary Syndrome (ACS). Expert coaching teams will assist Champlain District hospitals to implement the “Guidelines in Practice” discharge tool. The tool ensures all patients receive care at time of discharge according to evidence-based guidelines for pharmacotherapy and lifestyle modification, as well as supporting patient self-management. These guidelines have been proven to improve patient outcomes and reduce re-hospitalization. The Champlain Get with the Guidelines Initiative is proudly sponsored by Pfizer Canada Inc., a Founding Industry Partner of the CCPN.

Champlain Healthy Living & Risk Factor Management Strategy

The Champlain Healthy Living & Risk Factor Management Strategy is designed to enhance personal skills and support self-management in the areas of healthy living and risk factor management. The strategy will: (1) coordinate the development and delivery of a communications campaign to promote healthy living and risk factor self-management; (2) create a network of community-based resources to support self-management and behaviour change; and (3) create links to community providers and existing public health and community resources.

Champlain Healthy School-aged Children Initiative

This initiative aims to address childhood obesity by enabling children 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 initiative will coordinate multiple stakeholders committed to reducing the obesity epidemic in children and youth in the Champlain District. A multi-faceted approach will be adopted which targets school, home, and community environments and uses multiple intervention strategies including policy, social marketing, skills and knowledge training, and environmental supports to achieve its impact.

Champlain Sentinel CVD Surveillance Program

This initiative will develop a state-of-the-art surveillance system capable of providing timely and ongoing information to support evidence-based decisions around CVD prevention and management activities in the Champlain District. The initiative will involve the integration of data housed in existing health databases as well as the collection of supplemental data from a large population survey of Champlain residents. The initiative will result in the establishment a centralized information system to inform health policy, programming, resource allocation, and performance management activities of the CCPN.