



Blood Pressure Canada/ Pression Artérielle Canada

Blood Pressure Canada
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Brief Description of BPC Activities:

Blood Pressure Canada has focused its mandate in two specific areas (i) Improving public and patient awareness and knowledge about hypertension, and (ii) reducing dietary sodium intake. Some of the education efforts have focused on improving the uptake and quality of home measurement of blood pressure, developing community based hypertension programs and improving blood pressure control in people with diabetes or in specific high risk populations. Most of Blood Pressure Canada activities are integrated with the Canadian Hypertension Education Program (CHEP) that focuses on health care provider needs.

Improving the self efficacy of Canadians to prevent and control hypertension is critical to sustaining the health care system and to have optimum health in the population. Blood Pressure Canada is focused on developing resources and tools to aid this effort. Resources are reviewed annually and as they are developed to maintain the accuracy of content and concepts. Each year BPC also develops new resources and to assist member organizations develop and disseminate hypertension resources and information.

Blood Pressure Canada members helped populate an expert committee to work with PHAC and Statistics Canada to develop and analyze a survey of the knowledge attitudes and behaviors of hypertensive Canadians. The survey will provide data representative of the Canadian Hypertensive population and is a module of the Canadian Community Health Survey. The first survey that has been conducted is currently being analyzed and results are expected throughout 2010. These results will be critical to identifying the educational needs of hypertensive Canadians and will greatly aid the development and revision of existing hypertension resources.

Blood Pressure Canada develops, maintains, and sponsors training sessions where health care professionals learn how to train others to be community leaders in treatment and control of hypertension (Train the Trainer (TTT) program).

Through the efforts of the Blood Pressure Canada Sodium Sub-Group, we have produced dietary sodium specific material, advocacy and communications in support of reducing dietary sodium intake in Canada. The targets of these efforts are health care professionals, patients with hypertension, people of all ages, the food sector and public health policymakers.

In the effort to educate health care professionals and Canadians of all ages in becoming more sodium aware in terms of understanding the impact of sodium on health and increasing sodium-healthy behaviours, a new a new website was launched (www.lowersodium.ca) to house educational resources, updated BPC and CHEP educational resources on sodium and developed new educational resources.

Annual Scientific meeting information – N/A

(We have an Annual General Meeting of the members of Blood Pressure Canada x1 a year, usually corresponding with the Canadian Cardiovascular Congress (CCC)).

World Hypertension Day 2009 Report:

Background:

Hypertension or high blood pressure is a chronic disease that can damage a person's organs and lead to heart disease, stroke and kidney disease. Globally over 1.5 billion people are affected by this silent killer. In Canada over 5 million people are having hypertension.

The World Hypertension Day (WHD) is celebrated every year on May 17 and was initiated by World Hypertension League. It has been celebrated in many countries throughout the week with various activities related to hypertension. The main goal of WHD is to bring heart disease awareness to public.

This is the sixth year of celebrating WHD. A specific theme is selected every year. This year's theme is "**Sodium and High Blood Pressure: Two Silent Killers**". The theme is to encourage people to eat food with less salt. When come to awareness, people do not even know that salt is the one of the major issue for hypertension. It is very important to check the food label before you buy and also reduce salt in day today cooking. Make sure to check blood pressure regularly and take prevention steps if it is needed.

Partnership:

In Canada, "World Hypertension Day Canada (WHDC)" coordinated the events. WHDC is in partnership with the following stakeholders: Blood Pressure Canada (BPC), Canadian Cardiovascular Society (CCS), Canadian Institute of Health Research (CIHR), Canadian Hypertension Society (CHS), Canadian Obesity Network (CON), Canadian Pharmacists Association (CPA), Canadian Public Health Association (CPHA), Canadian Stroke Network (CSN), Heart and Stroke Foundation of Canada (HSFC), Heart and Stroke Foundation of Ontario (HSFO), Public Health Agency of Canada (PHAC) and Quebec Hypertension Society (QHS).

Conclusion:

It was a great week for hypertension awareness in Canada. With the education material and activities, WHD was a successful is conveying the message to the public. The message reached over 25 million people. We plan to build on this success and continue the drive in raising the public awareness of hypertension in Canada.