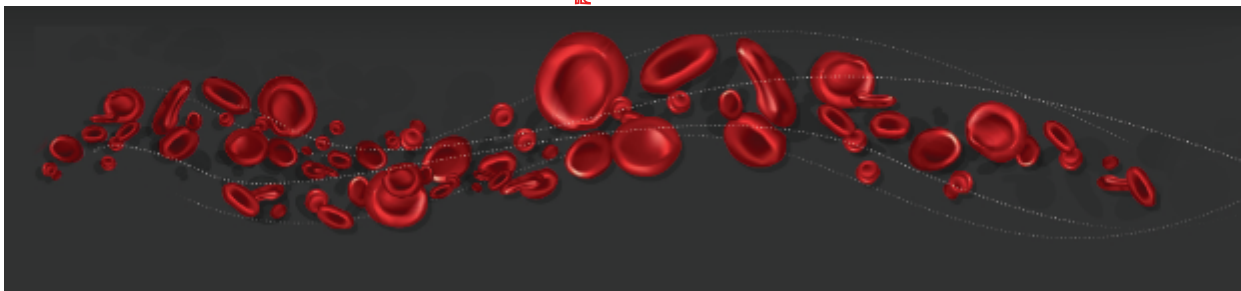


BLOOD PRESSURE
CANADAPRESSION ARTÉRIELLE
CANADA

VOLUME 1, ISSUE 4

FALL 2007

THE NEW www.hypertension.ca

Blood Pressure Canada is pleased to announce the launch of its new website as a part of the new www.hypertension.ca!

In October of 2006 the Canadian Hypertension Society began discussing the possibility of overhauling their website. As discussions progressed, it became apparent that there was great desire amongst Blood Pressure Canada, the Canadian Hypertension Society and the Canadian Hypertension Education Program to have all three organizations hosted at a single URL. It was felt that this would enhance the work done by each of the organizations and would provide Canadians and health care professionals with a single destination for high-quality information about hypertension in Canada.

STEM Limited, a graphic design firm with a specialty in web design was contracted to produce a site for all three organizations. The new site launched in October 2007 to coincide with the Canadian Cardiovascular Congress.

The new Blood Pressure Canada site features a large section of public-oriented information about the treatment and prevention of high blood pressure. This area can be accessed by the public directly from the hypertension.ca gateway. Blood Pressure Canada's home page features direct access to educational tools, including the Public Recommendations, the Newsletter, and the latest news about hypertension in Canada. The homepage also features some video elements designed to improve knowledge about hypertension.

Other features include a history of Blood Pressure Canada, a list of members, and complete information about the Blood Pressure Canada Awards including descriptions of previous winners and downloadable nomination forms.

We encourage everyone to visit the new site! Let us know if there's something you'd like to see on the site in the future!



EXECUTIVE NOTES...

Blood Pressure Canada Annual General Meeting

The Annual General Meeting was held on Tuesday October 23, 2007 in Quebec City at La Musée des Beaux Arts du Québec. The meeting was well attended with 17 member organizations represented and 33 guests total. As part of the ongoing operation of Blood Pressure Canada the membership voted on several key issues including some bylaw revisions, the official name change, a change of Head Office, and the Directors' elections. We are pleased to announce that overwhelming support was received for all of these initiatives. The Directors elected at the Annual General Meeting were:

Dr. Norman Campbell - Canadian Society of Internal Medicine

Dr. Ross Feldman - Canadian Hypertension Society

Dr. Debra Reid - Dietitians of Canada

Mr. Blair Jarvis - Canadian Pharmacists' Association

Mr. Stephen Samis - Heart and Stroke Foundation of Canada

Dr. Campbell was also re-elected as President for the upcoming year.

Other highlights from the meeting included a report from the Canada Chair in Hypertension Prevention and Control on the progress made on initiatives to date; a screening of the new Public Education DVD created by the Public Education Task Force; and the presentation of the Blood Pressure Canada awards.

Minutes of the meeting may be obtained by contacting Megan Smith at hyperten@ucalgary.ca.





EXECUTIVE NOTES...

**Blood Pressure Canada Awards**

Blood Pressure Canada presented several awards at the Annual General Meeting this year. The **George Fodor Award** was given to the **Heart and Stroke Foundation of Ontario** for research that provides detailed insight into the prevalence and control of hypertension in Canada. The results of this study will be of great interest to policy makers, researchers and clinicians. The Heart and Stroke Foundation, a volunteer-based health charity, is a leader in eliminating heart disease and stroke and reducing their impact through the advancement of research and its application, the promotion of healthy living and advocacy. Margaret Moy Lum Kwong & Terry Coote accepted the award on behalf of the Foundation.

Five **Certificates of Excellence** were awarded this year to a diverse group for their unique contributions to improving the control of blood pressure in Canada.

Dr. Ross Tsuyuki, a pharmacist and researcher with the Division of Cardiology at the University of Alberta, received a Certificate of Excellence for a range of activities that include:

- developing an education program that pharmacists must complete before being certified to prescribe antihypertensive medications
- contributing to the CHEP implementation task force
- leading a remarkably productive research program

Health Canada's Office of Nutrition Policy and Promotion received a Certificate of Excellence for the recently revised *Canada's Food Guide*, which includes clear messages and practical tips that help consumers reduce their sodium intake.

The **Impact Project Team** received a Certificate of Excellence for their ongoing work in the community to improve cardiovascular outcomes related to hypertension. The Impact project integrated specially trained pharmacists into family practices in Ontario. Kathryn Gaebel from McMaster University accepted the award on behalf of the Impact team.

Boehringer Ingelheim Canada received a Certificate of Excellence for their ongoing efforts around World Hypertension Day. Susanne Cookson accepted the award on behalf of Boehringer Ingelheim.

The **Campbell Company of Canada** received a Certificate of Excellence for their success in lowering the sodium content of several product lines that now carry the *Health Check™* symbol. Jacki Nelson and Jan Ouwehand accepted the award on behalf of the company.



TASK FORCE NEWS

Blood Pressure Canada Sodium Policy

After many months of labour and extensive review by many partners, the Blood Pressure Canada Sodium Policy was formally released on October 25, 2007 in Ottawa.

In total, 16 health organizations and partners endorsed the policy statement which called for the reduction of dietary sodium intake in Canada to healthy levels by January 1, 2020.

The policy urged the federal government to:

- set graduated targets for sodium levels according to food categories
- monitor and report on progress by 2012 and 2016
- establish effective monitoring systems to track sodium levels in the diets of Canadians
- educate Canadians on the health risks of high dietary sodium and how to reduce consumption
- provide incentives to the food industry
- ensure health professionals understand the need to reduce dietary sodium and educate their membership about health risks and how to reduce intake

The same day Blood Pressure Canada welcomed an announcement by federal Minister of Health Tony Clement to establish an expert Sodium Working Group as a first step towards the development of a long-term national strategy to reduce dietary sodium levels.

The policy statement is available for download from the Blood Pressure Canada website News Items at www.hypertension.ca/bpc.

Symposium on Salt

The Sodium Task Force had a very busy month with the Sodium Policy Statement and a scientific symposium on Salt & Hypertension presented jointly by Blood Pressure Canada and the Canadian Hypertension Society with financial support from Novartis Pharmaceuticals.

The symposium, organized by Dr. Brian Penner, was very well attended and featured Dr. Michael Sharma, Dr. Arun Chockalingam and Dr. Norman Campbell as speakers.

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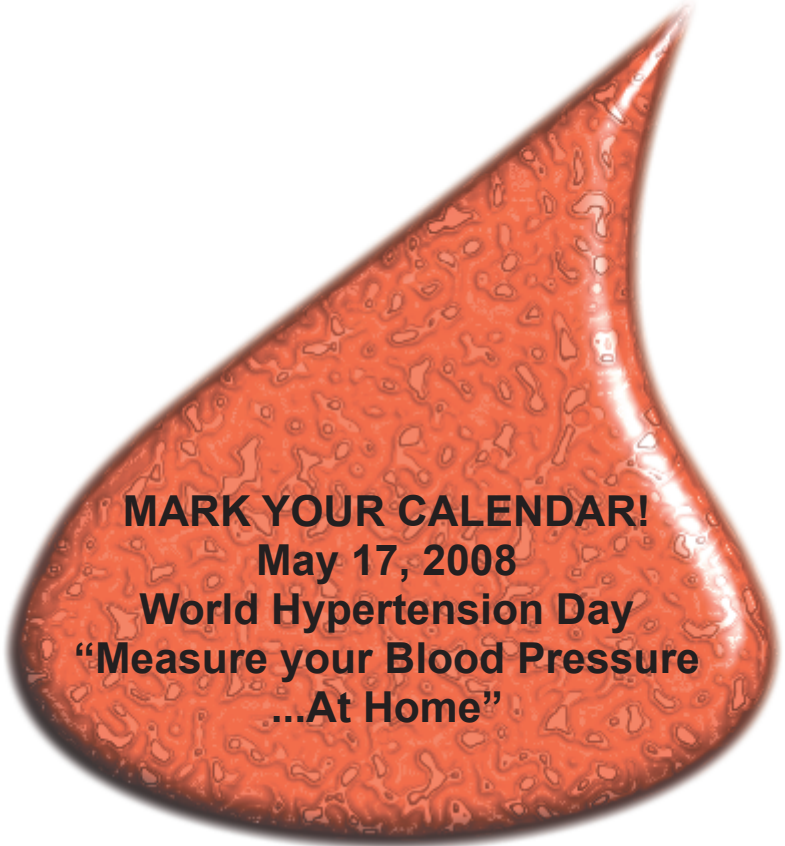
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OTHER NEWS...

NOMINATE A HYPERTENSION STAR!

Consider nominating deserving programs, organizations, or individuals for Blood Pressure Canada's annual awards. The awards are presented at the Annual General Meeting which will be held in Toronto in conjunction with the Canadian Cardiovascular Congress in October 2008. This year, **the deadline for nominations will be moving to March 31, 2008**. Watch for 2008 nomination forms and criteria on the Blood Pressure Canada website at www.hypertension.ca/bpc in early January.



MARK YOUR CALENDAR!
May 17, 2008
World Hypertension Day
"Measure your Blood Pressure
...At Home"