

ADVOCACY AWARENESS COORDINATION

A COLLABORATIVE APPROACH TO HEART HEALTH PROMOTION + DISEASE PREVENTION



CALGARY CARDIOVASCULAR NETWORK

Greetings from the Calgary Cardiovascular Network Co-Chairs

Cardiovascular diseases (heart disease and stroke) have touched virtually all Canadians in some way - as individuals, family members, friends or colleagues. Cardiovascular diseases are the leading causes of death, disability and health-care costs in our society. A large proportion of cardiovascular diseases and related morbidity and mortality is preventable through prevention of the development of risk factors, comprehensive treatment of risk factors in those who develop them, and effective management of the disease for those who are living with it.

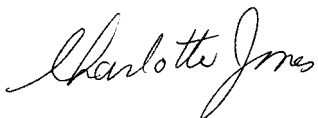
It is well recognized that the individual cannot be the only focus for positive heart healthy change. Individual efforts must be supported and enhanced by various strategies implemented at a community level. In the Calgary area, there was widespread interest and scientific evidence to support the engagement and involvement of interested organizations and individuals in the development of a cardiovascular network.

The planning phase of the Calgary Cardiovascular Network included

- Formation of an ad-hoc group (Spring 2000) to discuss the need for a coordinated community approach to the prevention and control of hypertension and other cardiovascular disease risk factors
- Feasibility study (conducted June 2000) which concluded there was support for the concept of a coalition to support cardiovascular disease prevention
- Planning workshop (November 2000) out of which the Calgary Cardiovascular Network was formed.

Guided by population health promotion principles and a number of heart health policy and strategy documents, the mandate of the CCN includes awareness, coordination and advocacy for the prevention, detection and control of risk factors such as hypertension, obesity, diabetes, dyslipidemia, and chronic non-communicable diseases. It also encompasses a focus on creating community-based support for healthy eating, physical activity, stress reduction and smoking prevention. Utilizing a collaborative network approach, our passionate group envisions the creation of a community where healthy living is the routine way of life.

On behalf of the Calgary Cardiovascular Network Steering Committee, CCN committees, work groups and members, we are pleased to present this report of who we are, our vision, mission and strategic priorities, and our actions and activities as a network for the past year.



Charlotte Jones, MD, FRCPC
Co-Chair, Calgary Cardiovascular Network



Mr. Ron Newman
Co-Chair, Calgary Cardiovascular Network

The Calgary Cardiovascular Network is governed by a Steering Committee. Steering Committee members are representative of the multi-disciplinary, multi-sectoral membership of the network.

Steering Committee (2001 – 2002)

Co-Chairs

Dr. Charlotte Jones	Director, Hypertension and Cholesterol Centre
Mr. Ron Newman	President, O'Regan Resources Ltd.

Members

Dr. Norm Campbell	Professor of Medicine, Pharmacology and Metabolism, University of Calgary
Mr. Paul Jeffery	Blood Pressure Program Coordinator, Calgary Fire Department
Mr. Martin Law	Health, Safety & Wellness, The City of Calgary
Ms. Ellen Murphy	Division of Epidemiology, Prevention and Screening, Alberta Cancer Board
Dr. Richard Musto	Medical Director, Healthy Communities, Calgary Health Region
Ms. Janice Stewart	Director, Heart Health Program, Calgary Health Region
Dr. Karen Then	Faculty of Nursing, University of Calgary
Mr. Lyle Walton	Director, Public Information and Communications, Heart and Stroke Foundation of Alberta, NWT & Nunavut

Ex-Officio Members (Receiving Minutes)

Dr. Penny Hawe	Markin Chair in Health, Wellness and Society, Professor, Department of Community Health Sciences, University of Calgary
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Support

Suzanne Galesloot	Coordinator, Calgary Cardiovascular Network Healthy Communities, Calgary Health Region
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CCN Contact Information

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Calgary, Alberta T2T 5T1
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E-mail: info@hearthealthcalgary.com

Who We Are

The Calgary Cardiovascular Network (CCN) is a local not-for-profit group whose mandate is to work together with all interested parties to prevent and control both heart disease and stroke in our communities. The network is a multidisciplinary and multisectoral group made up of representatives of the medical, nursing, nutrition, psychological and fitness professions, community and volunteer agencies, commodity groups, retailers and educators.

Vision

"Communities where healthy living is the routine way of life."

Mission

"Working together to prevent and control cardiovascular disease in our communities through active coordination, awareness, and advocacy."

Guiding Principles

Optimal Health for our citizens and the general public

Mutual respect so that we trust one another to work together cooperatively for the good of our communities

Community focus through the input and involvement of our citizens, interested groups and organizations

Equity in the interests of fairness and justice for our citizens

Credibility through research-based approaches to best practices for the prevention and control of cardiovascular disease

Integrity through our commitment to follow through on plans

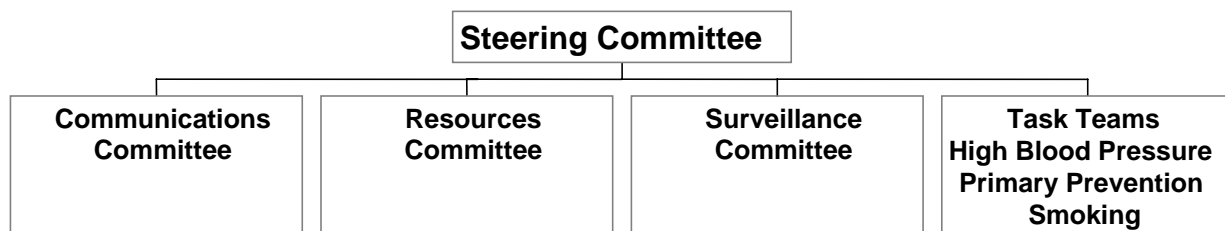
Active communications transparency with frequent reporting to the public and healthcare providers

Key Strategic Priorities

The work of the Calgary Cardiovascular Network focuses around the strategic priorities of:

- ♥ Awareness
- ♥ Advocacy
- ♥ Coordination
- ♥ Action

Organizational Structure



The Calgary Cardiovascular Network – In a Heart Beat

Cardiovascular disease (including heart disease and stroke) is the major leading cause of death and suffering in Canada and, as a result, is the major source of health care spending. Cardiovascular disease is largely preventable by adopting a healthy lifestyle to lower risk factors, and by identifying and providing treatment to high-risk persons.

Preventing cardiovascular disease and identifying people who are at risk requires a team effort at the community level. In the Calgary area, this includes the CCN – a network of dedicated and interested individuals and organizations working together to create an environment where healthy living is a routine way of life.

What We've Done – Current Year Activities

Building a Strong, Active Network

- ♥ Creating the *infrastructure* to support the work of the CCN including the development and adoption of the CCN structure, and establishment of CCN committees and work groups
- ♥ Developing *alliances* and *procuring financial resources* to support the network and through the formation of a strategic alliance with Calgary Health Trust, and submission of funding proposals to national funding bodies such as Population Health Fund and Canadian Stroke Network
- ♥ *Securing funding* for a local surveillance study of cardiovascular risk factor trends and for future comparison to other jurisdictions
- ♥ Production of CCN *promotional materials*: bookmarks and information sheets

Enhancing Coordination & Linkages

- ♥ *Engaging other groups* - Identification and formation of strategic alliances with a broad network of stakeholders in chronic disease prevention
- ♥ *Representation* at a number of local and provincial initiatives as the CCN, i.e. participant / moderator of a discussion session at the Toward Healthy Living provincial forum on chronic disease
- ♥ *Coordination* of the *promotion* and *distribution* of Heart Health Information e.g. facilitated local awareness, distribution and increased professional use of the Healthy Heart Kits, coordinated delivery of CVD health information and screening at Senior's wellness fair, coordination of Calgary Fire Department and City of Calgary worksite blood pressure screening venues
- ♥ Development of a "community mapping" process *to identify and link key stakeholders* involved in senior's health

Increasing Access to Information

- ♥ Increasing *public awareness* of existing cardiovascular disease promotion and prevention resources i.e. Healthy Heart Kits, CFD Blood Pressure and Cholesterol Screening Program
- ♥ *Promoting* and *launching* the Calgary Cardiovascular Network *website* on September 30, 2001 to coincide with World Heart Day
- ♥ Developing and increasing *access* to *professional education resource materials* i.e. development of a professional slide presentation on hypertension information, prevention and control
- ♥ Providing *educational sessions* to professional groups i.e. Alberta Occupational Nurses Association who represent Calgary's corporate workplace
- ♥ Organizing *public forums* i.e. Hypertension and Cholesterol Centre and Calgary Fire Department

Advocacy for Healthy Communities

- ♥ *Promoting new policies* (i.e. support for CTRAC activities for a municipal non-smoking bylaw through endorsement of the non-smoking bylaw campaign to Calgary City Council, communication with CCN membership of the issues and need for action, participation in the public forum held on this issue on September 25, 2001
- ♥ *Promoting new services* and *approaches* (i.e. Advocacy for a health promotion and chronic disease prevention focus in the Southern Alberta Cardiovascular Institute, advocacy support for the Alberta Wellness Committee initiatives, advocacy and support for implementation of the Calgary Fire Department Cholesterol Screening Program.

- Educate and share information with different health care and educational organizations
- Educate/in-service staff in locations/organizations offering blood pressure reading through use of automated blood pressure machines
- Provide continuing medical education to health care providers in the community (e.g. physicians, nurses, dietitians, pharmacists, etc.)
- Assist with the establishment of the Calgary Fire Department Blood Pressure Measurement Training Center

3. Advocacy

Facilitate the development of partnerships with the goals of reducing the cost and increasing overall public access to appropriate treatments and other therapies

Primary Prevention (Nutrition & Physical Activity) Task Team

Ellen Murphy (Chair)	Division of Epidemiology, Prevention and Screening, Alberta Cancer Board
Donna Anderson	Alberta Heart Health Project
Aundrea Dersch	Community & Neighbourhood Services, City of Calgary
Mary Flynn	Healthy Communities, Calgary Health Region
Richard Hovey	Faculty of Continuing Education, University of Calgary
Lea Norris	Be Fit for Life Centre, University of Calgary
Corinne Parker	Canadian Cancer Society, Alberta/NWT Division
Carey Shore	Alberta Cancer Board, Division of EPS
Jayne Thirsk	Dietitians of Canada, Alberta/NWT

Support

Suzanne Galesloot	Calgary Cardiovascular Network, Calgary Health Region
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Ex-officio Members (receiving minutes)

Roxanne Felix	Health Canada
Neil MacDonald	Alberta Health & Wellness
Martin Law	Health, Safety & Wellness, The City of Calgary
Darlene Cavanaugh	Canadian Diabetes Association, Alberta & NWT Division

Purpose

To determine areas for collaboration in promoting good nutrition and physical activity and to coordinate collective action on messages, approaches or interventions

Key Activities

1. Reporting the messages and activities in nutrition and physical activity currently being undertaken by organizations and determining areas for consistent messaging
2. Determining potential opportunities for collective action and readiness of organizations to participate
3. Participating in review of the CCN web site links and content
4. Linking with chronic disease prevention initiatives taking place at the provincial level

Accomplishments

- Brought together a diverse group of new partners for valuable information sharing, planning and collaboration on initiatives focusing on nutrition and physical activity
- Developed linkages to a broader network of stakeholders in chronic disease prevention projects both locally and provincially, including Alberta Leadership Partners in Nutrition Education, Calgary Pathways and Bikeways Advisory Council, Beyond An Apple A Day

school policy initiative, Toward Healthy Living provincial forum on chronic disease prevention, and *SummerActive* physical activity campaign

- Provided leadership in planning an Alberta Active Living Challenge on June 19 in which health regions will compete to get as many people as possible participating in physical activity
- Created a subgroup to address diversity issues in making information from the web site accessible to all Calgarians (e.g. an initial project involves working with Collective Kitchens)
- Submitted a letter of intent for a Health Canada Population Health Fund grant to promote physical activity and nutrition among school-aged youth

Resources Committee

Ms. Janice Stewart (Chair)	Heart Health Program, Calgary Health Region
Ms. Karen Foudy	Heart Health Program, Calgary Health Region
Ms. Cathy Pryce	Health Promotion & Disease Prevention, Healthy Communities, Calgary Health Region
Mr. Jake Longmore	Alberta Tobacco Reduction Alliance

Support

Suzanne Galesloot	Calgary Cardiovascular Network, Calgary Health Region
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Purpose

1. To provide the budgeting activities for the CCN business plan
2. To provide membership planning functions for the CCN (e.g. succession planning, AGM, membership review)

Key Activities

1. Financial accounts set up and financial reporting processes developed
2. Development of processes and priorities related to funding
3. Development of CCN annual operating budget

Smoking Task Team

Dr. Karen Then
Faculty of Nursing, University of Calgary
(Co-Chair & CCN Contact with Calgary Tobacco
Reduction Action Committee - CTRAC)

Purpose

To support local, provincial and national initiatives aimed at smoking prevention

Key Activities

1. Endorsement of the non-smoking bylaw campaign to Calgary City Council
2. Electronic communication with CCN membership of the issues and need for action
3. CCN Steering Committee support for the efforts of CTRAC
4. Participation in the public forum held on this issue on September 25, 2001

CTRAC Members Include

Action on Smoking & Health, Alberta Lung Association, Alberta Pharmacy Association, Calgary Health Region, Canadian Cancer Society, Canadian Council of Cardiovascular Nurses, Faculty of Nursing - University of Calgary, Heart and Stroke Foundation, Individual Members

Key CTRAC Activities

1. Ongoing participation in City of Calgary Bylaw Committee to develop new smoking bylaw. In January all restaurants not allowed to seat or serve individuals under the age of 18 in a smoking section. More comprehensive bylaw recommendation to Council at present has been tabled until further discussion and industry input.
 2. CTRAC conducted a random city wide survey of 729 Calgarians this spring and reported the following:
 - Shows Calgarians back smoking bylaw changes
 - 73% strongly agree or agree that restaurants should be smoke free
 - 27% said they would go out more often to restaurants, cafes, pubs, bars, lounges and night-spots if they were smoke-freeThe study also showed that Calgarians have changed their opinion in the past year since the discussion on this issue started.
 - 94% were aware that there has been discussion about changing the bylaw
 - 27% support smoking restrictions more than they did previously
 - 42% have become more concerned about their exposure to second-hand smoke over the past year
 - 69% have become more concerned about children's exposure to second-hand smoke over the past year.
 3. Development of a video that includes interviews with smoke-free restaurants who have decided to go smoke free. Interviews included outcomes of going smoke free – one restaurant reported a 20% increase in business since going smoke free.
 4. Provincially, CTRAC has continued to take an active role in working on Provincial Initiatives, including being a participating member of Alberta Tobacco Reduction Alliance (ATRA). More recently the Alberta Tobacco Reduction Strategy has been announced and will be implemented by AADAC. The strategy is a comprehensive action framework that includes leadership and coordination, taxation as a prevention strategy, prevention and education, reduction and cessation, research and evaluation, and legislation to restrict access and exposure.
 5. CTRAC will continue to focus on public education regarding the effects of tobacco, bylaw and legislative changes, creating supportive environments for change, and local, provincial and national tobacco reduction initiatives.
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Surveillance Committee

Dr Brent Friesen (co chair)	Chief Medical Office, Calgary Health Region
Dr. Richard Musto (co chair)	Healthy Communities, Calgary Health Region
Dr. Norm Campbell	Faculty of Medicine, University of Calgary
Mr. Paul Jeffery	Blood Pressure Program, Calgary Fire Department
Dr. Charlotte Jones	Hypertension & Cholesterol Centre
Mr. Tim Cooke	Quality Improvement Health Information, Calgary Health Region

Support

Suzanne Galesloot	Calgary Cardiovascular Network, Calgary Health Region
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Purpose

To identify and support surveillance activities designed to measure changes in cardiovascular risk factors in the Calgary region

Key Activities

1. Review of existing surveillance information – committee members have established contact with Alberta Health and Wellness and Health Canada to identify what existing data is available as well as what is planned in the near future - recognizing that there is limited information available locally
2. Funding for a local surveillance study has been obtained
3. Design is underway for a study of cardiovascular risk factors in persons over age 65 for the fall of 2002. Study methodology will be based on methodology planned for the national community health survey to allow future comparison to other jurisdictions as well as trend information

Financial Reports
CCN BALANCE SHEET**DEC. 31, 2001****ASSETS**

CASH ON HAND		7,016.93
GST RECEIVABLE		59.99
GLAXOSMITH KLINE RECEIVABLE		<u>5,000.00</u>

TOTAL ASSETS**12,076.92****LIABILITIES AND EQUITY****LIABILITIES**

SPEAKER FEES		4,000.00
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EQUITY

OPENING BALANCE	4,684.36	
2001 SURPLUS	<u>3,392.56</u>	
TOTAL EQUITY		<u>8,076.92</u>

TOTAL**12,076.92**

CCN OPERATING STATEMENT
12 MONTHS**DEC. 31, 2001****REVENUES**

HEALTH CANADA	7,000.00
CITY OF CALGARY	200.00
GST RECOVERY	59.99
GLAXOSMITH KLINE	<u>5,000.00</u>

TOTAL REVENUES

12,259.99

EXPENSES

SPEAKER FEES	4,000.00
HEALTHY HEART KITS	1,963.50
MEETINGS	463.25
OFFICE EXPENSE	102.60
PLANNING WORKSHOP	1,273.43
PROMOTION-PRINTING	<u>1,064.65</u>

TOTAL EXPENSES**8,867.43****SURPLUS****3,392.56**

CCN Contributors and Sponsors

In Kind Contributions

Alberta Barley Commission
Alberta Cancer Board
Alberta College of Pharmacists
Alberta Heart Health Project, University of Alberta
Alberta Pork Producers
Alberta Stroke Program
Alberta Tobacco Reduction Alliance
Be Fit for Life Centre
Calgary Cardiac Dietitians Interest Group
Calgary Fire Department, City of Calgary
Calgary Health Region
 Healthy Communities
 Heart Health Program
 Hypertension & Cholesterol Centre
 Foothills Medical Centre
Canadian Cancer Society
Canadian Diabetes Association
City of Calgary
Dietitians of Canada
Endowed Chair, Dr. W. Giles
 (sponsored by Heart & Stroke Found of AB, NWT & Nunavut)
Heart & Stroke Foundation of Alberta, NWT & Nunavut
IDEAhamster Designs
O'Regan Resources Ltd.
Talisman Centre (formerly Lindsay Park Centre)
The University of Calgary
 Faculty of Kinesiology
 Faculty of Medicine, Community Health Sciences
 Faculty of Medicine, Medicine
 Faculty of Nursing
 Hypertension Research Clinic

Financial Support

Calgary Health Region
City of Calgary
Astra Zeneca
GlaxoSmithKline
Merck Frosst Canada
Pfizer Canada Inc.
Servier Canada Inc.
Solvay Pharma
University of Calgary

Appendix: Key Documents

Key Calgary Cardiovascular Network Documents

Calgary Cardiovascular Network Feasibility Study, June 2000

Report of the Calgary Cardiovascular Network Planning Workshop, November 3-4, 2000

Report of the Calgary Cardiovascular Network (CCN): November 2000 – March 2001

Calgary Cardiovascular Network Website – www.hearthealthcalgary.com

*To view these and additional reports visit Calgary Cardiovascular Network website
<http://www.hearthealthcalgary.com>*

Key Heart Health and Cardiovascular Disease Prevention Documents

The Victoria Declaration on Heart Health. Declaration of the Advisory Board International Heart Health Conference. Health Canada. Victoria, Canada. May 28, 1992

The Catalonia Declaration: Investing in Heart Health. Health Canada. April 8, 1998

The Singapore Declaration: Forging the Will for Heart Health. Singapore 1988

*To view these and additional reports visit The Health Canada website
<http://www.hc-sc.gc.ca/hppb/ahi/hearthealth/publications.htm>*

Key Health Promotion and Population Health Documents

A new Perspective on the Health of Canadians. (The Lalonde Report). Health and Welfare Canada, 1974

Achieving Health for All: A Framework for Health Promotion. Health and Welfare Canada, 1986

Ottawa Charter of Health Promotion. World Health Organization, 1986

Population Health Promotion: An Integrated Model of Population Health and Health Promotion, Hamilton and Bhatti, 2000

To view these and additional health promotion development resources visit the Health Canada website: <http://www.hc-sc.gc.ca/hppb/healthpromotiondevelopment/resources.htm>