

Appendix 2.3

Media Release

CHAP Needs You!

For Immediate Release

Date:

Name of local lead organization is introducing CHAP, the Cardiovascular Health Awareness Program to name of community.

What is CHAP?

The Cardiovascular Health Awareness Program (CHAP) is a community-based program that brings together local family physicians, pharmacies, public health representatives, volunteers, and community organizations to work as partners to promote and actively participate in the prevention and control of heart disease and stroke.

CHAP is made available, free of charge, to all older adults in name of community. CHAP offers opportunities for multiple blood pressure readings, as well as health promotion and education on healthy eating, physical activity and smoking cessation to prevent heart disease and stroke. Sessions are run in local pharmacies and other community settings.

What do Volunteers do?

CHAP sessions are run by Volunteer Peer Health Educators who are trained by a community health nurse. The name of local lead organization will provide support and recognition to volunteers. During the sessions, volunteer peer health educators help participants to measure their blood pressure, using an automated blood pressure measuring device and record blood pressure readings and other heart disease and stroke risk information.

How Can You Get Involved?

Volunteering to help with CHAP is a short-term commitment of a few hours a month. No medical background is necessary. A community health nurse will provide all the necessary training. You will learn about blood pressure and heart health, and help to educate others. Plus, you will have the opportunity to learn more about your own heart health and how to prevent heart disease and stroke. The time you give to CHAP will help other people in name of community and is very important.

The Cardiovascular Health Awareness Program (CHAP) is an initiative of the Department of Family Medicine, McMaster University; the Élisabeth Bruyère Research Institute, a University of Ottawa and Bruyère Continuing Care Partnership; the Department of Family Medicine, University of British Columbia; and the Team for Individualizing Pharmacotherapy in Primary Care for Seniors.

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For more information, call: Name, Local CHAP Coordinator, at XXX-XXXX.