

Appendix 2.4

Media Release

Do You Have High Blood Pressure?

For Immediate Release

Date:

The Cardiovascular Health Awareness Program (CHAP) is made available free of charge to all older adults. CHAP invites older adults to measure their blood pressure using an automated blood pressure measuring device with the help of a trained volunteer, and complete a checklist of their heart and stroke risk factors. CHAP participants can take home a copy of these results. Their blood pressure readings are shared with their family physician and pharmacist with their permission and this allows physicians and pharmacists to follow-up with their patients if necessary. In addition, older adults can learn about blood pressure, diseases related to high blood pressure, and local resources for healthy eating, physical activity and smoking cessation to lower their risk of heart disease and stroke

Family physicians will be inviting their older adult patients to attend CHAP sessions, while others will hear about CHAP through media and community advertising. The session schedule for each month is posted in the community and printed in the local newspapers. Residents are encouraged to attend more than one session.

Participant feedback from CHAP sessions has been very positive. Stuart McConkey attended a CHAP session at the Shoppers Drug Mart in Cornwall Square in Cornwall, Ontario said, "Excellent program! Gives you a chance to stay in touch with your blood pressure. More people should be using this program. More seniors should take part - it doesn't take a lot of time. It also takes some pressure off of our doctors."

Nine out of 10 Canadians will develop hypertension during their lifetime. High blood pressure has no warning signs or symptoms – which is why it is often called a 'silent killer.'

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.