

Appendix 2.5

Media Release

What is CHAP Doing For You?

For Immediate Release

Date:

Over the last 12 months, over XXXX older adults of name of community have attended CHAP sessions. In total, number of family physicians and number of local pharmacies have participated in CHAP.

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. Additional information is also available on blood pressure, disease related to high blood pressure, and local resources for healthy eating, physical activity and smoking cessation to lower the risk of heart disease and stroke.

High blood pressure has no warning signs or symptoms – which is why it is often called a ‘silent killer.’ It is important to have your blood pressure taken regularly. Regular monitoring can help ensure that high blood pressure is diagnosed before it leads to other health problems. For those adults who have already been diagnosed with high blood pressure, going to CHAP sessions and having additional blood pressure readings done helps their family physician treat them better.

Heart disease and stroke are the leading causes of death in Canada. Despite efforts to overcome barriers to blood pressure prevention and control, high blood pressure remains one of the most significant health problems facing adult men and women in name of community.

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.

-30-

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