

Tuesday, October 14, 2014

MEDIA ADVISORY

Beyond the Salt Debate: Shaking up Canada's Approach to Hypertension

Expert panel to discuss whether or not Canada is doing enough – or too much – to control a silent killer

MARKHAM, ON – Recently published controversial studies have ignited debate about whether or not recommendations for dietary sodium limits for Canadians are too high or too low. The ensuing discussion in the media, however, raised other important questions:

- *Are research findings being put into their proper context for the public and healthcare professionals alike?*
- *Are our health system resources properly aligned to maximize our ability to prevent, identify and treat hypertension?*
- *What responsibility (and capability) does the private sector have to help tackle significant public health crises?*
- *Are we doing enough with what we know to help Canadians at risk for, or living with, hypertension?*

WHO: Editors/journalists covering the health beat with an interest in: hypertension, cardiovascular health, stroke, heart attack, diabetes, prevention, treatment, health economics, policy, food and diet, health systems, the food industry and more.

WHAT: Opening panel discussion at the 4th Annual Canadian Hypertension Congress, with support from Servier Canada: *System Change for the Prevention and Control of Hypertension – Are we doing enough, are we doing too much?*

Moderator: **Glen Doucet**, Government Relations & Public Affairs Expert

Panellists: **Marie-Dominique Beaulieu**, Past-President, College of Family Physicians of Canada; **Carlo Berardi**, Board Member, Canadian Pharmacists Association and Past-President, Ontario Pharmacists Association; **Rodney Ghali**, Director General, Chronic Disease Prevention, Public Health Agency of Canada; **Jeff Leger**, Senior Vice-President, Loblaw Pharmacy.

WHERE: DoubleTree by Hilton, 1170 Chemin Aylmer, Gatineau, Quebec

WHEN: October 16, 2014, 4:00 pm – 5:00 pm (Canadian Hypertension Congress runs October 16-18)

Media accreditation and interviews with select panelists can be arranged by contacting:

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Sur demande, information et quelques entrevues sont disponibles en français.

Hypertension Canada is a volunteer-based, not-for-profit organization representing over 50 years of expertise in the field of hypertension (high blood pressure). Our mission is to enhance hypertension research in Canada, disseminate evidence-based recommendations and improve awareness, prevention and treatment of hypertension and its complications. www.hypertension.ca