



*"Canadians will have the healthiest and best managed blood pressure in the world."*

## **Dedicated public health activist recognized for national advocacy leadership in sodium reduction**

October 1, 2014

Toronto – Hypertension Canada is very pleased to announce Bill Jeffery, LLB, National Coordinator of the Centre for Science in the Public Interest (CSPI) as the 2014 George Fodor Award recipient. The award recognizes Bill Jeffery as the single most effective voice in keeping healthy eating, especially sodium reduction, on the national agenda. "It is imperative that governments take action to prevent nutrition-related chronic disease including hypertension," says Mr. Jeffery. "Simple actions such as improving nutrition labelling, especially on the fronts of packages, can save lives and money, and extend healthy life expectancy if designed purposefully with public health as the priority."

Since 1997, Mr. Jeffery has directly helped to draft, inform or influence seven federal and provincial private member's bills, three sets of framework regulations, and two global food labeling standards, among [other accomplishments](#). "Bill Jeffery and CSPI have an unrivalled ability to mobilize national and international support for making science-based improvements to the way that governments safeguard the food supply and educate Canadians well beyond the 100,000 Canadian subscribers to CSPI's advertisement-free Nutrition Action Healthletter," says Angelique Berg, CEO of Hypertension Canada. "We are grateful to Bill for his tireless efforts to reduce sodium intake in Canada, where the average person still consumes more than twice the amount of sodium needed every day."

We celebrate Mr. Jeffery's record of effective advocacy for public health issues directly impacting on blood pressure for all Canadians. The award will be presented on Saturday, October 18, 2014 as part of our Canadian Hypertension Congress at the DoubleTree by Hilton, Gatineau, QC. For more information on the George Fodor Award or any of our other awards, please visit [Hypertension Canada Awards](#).

### **About Hypertension**

High blood pressure, also called hypertension, affects more than seven million Canadians and is the leading cause of death and disability around the world. Although hypertension is highly preventable and treatable, one in three people living with hypertension have uncontrolled blood pressure and nearly one in five are not even aware of their condition.

### **About Hypertension Canada:**

[Hypertension Canada](#) is the only national charity dedicated solely to the prevention and control of hypertension and its complications, serving the nation's health care professionals in hypertension prevention, control, research, education and advocacy. Our mission is to advance health through the prevention and control of high blood pressure and its complications. Our vision is that Canadians will have the healthiest and best managed blood pressure in the world.

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