

2014 Certificates of Excellence

Awarded in recognition of outstanding efforts and contributions in Canada to increase public awareness, prevention and control of hypertension



Charlotte Jones, PhD, MD, FRCPC

Associate Professor of Medicine
Director of student research
Southern Medical Program
University of British Columbia,
Okanagan Campus

The 2014 Certificate of Excellence recognizes Dr. Jones' substantial contributions to clinical care and research in the area of hypertension. We applaud her work in developing and implementing CHAMPs (Cardiovascular Health, Awareness and Management Program), which target identification and management of uncontrolled cardiovascular risk factors in the community, including hypertension. Her efforts in developing a collaborative inter-professional program uniting nursing, pharmacy and medical students from the Universities of Alberta and Calgary to plan and implement CHAMP programs are commendable. The dissemination of the programs to rural, urban, multicultural and worksite communities in Alberta and beyond brings hypertension identification and control to truly high risk and difficult-to-access populations.

We appreciate that Dr. Jones has been an active member of the CHEP program and hypertension guideline development, as well as a leader in the "train-the-trainer" programs offered as part of the KT strategies for dissemination and uptake of the guidelines.

Dr. Jones is a true leader in the field of hypertension, and is most deserving of recognition for her efforts and contributions.

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Hude Quan, MD

Professor, Department of Community Health Services
University of Calgary
Calgary, Alberta

The 2014 Certificate of Excellence recognizes Dr. Quan's substantial contributions to research in the area of hypertension. We applaud the key study he led, funded by CIHR, to validate an algorithm to define hypertension using administrative data. This work enabled the study of hypertension using administrative data from across Canada.

As the Principal Investigator for the Hypertension Outcomes Surveillance Team (HOST), Dr. Quan's work has greatly enhanced our understanding of the outcomes associated with hypertension, and informed intervention strategies to improve hypertension management and outcomes. His research has been published in major journals and has placed Canada as a leader in the field of health services research in hypertension.

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Carly Weeks
Health Reporter
The Globe and Mail
Toronto, Ontario

The 2014 Certificate of Excellence recognizes Ms. Weeks' substantial contributions to the people of Canada as a health reporter. She has written more than 300 articles that focus mainly on health and consumer issues, shining a light on important concerns that impact the health and well-being of Canadians. Specifically, the following articles have increased knowledge of healthy eating and lifestyle choices that can promote healthy behavior changes, in turn improving cardiovascular health.

- [Reality check: All you think you know about fat is wrong](#)
- [Men with heart attack symptoms treated faster than women, study shows](#)
- [Belly size beats BMI for assessing fully health picture, Mayo Clinic study shows](#)
- [Experts blast Health Canada's approach to sodium reduction](#)
- [Healthy food policies at risk, scientists say](#)
- [Is your toddler eating too much salt?](#)
- [Canadians – and lots of them – want to lower sodium in food, survey finds](#)

We salute Ms. Weeks and thank her for her exceptional commitment to improving the health of Canadians.

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Loblaw Companies Limited

The 2014 Certificate of Excellence recognizes the Blood Pressure Awareness Program launched by Loblaw in February 2014.

We salute this year round pharmacist-led intervention on blood pressure that includes:

- An in-store blood pressure reading;
- A blood pressure tracker card;
- A personalized assessment using a brief questionnaire and recommendations for current and future blood pressure management;
- A phone follow-up eight weeks following the initial consultation to see if the person saw their physician, had a change or increased adherence to their medications, modified lifestyle, etc.;
- A booklet containing information on managing blood pressure, healthy eating for maintaining healthy blood pressure, shopping tips for reducing sodium, low-sodium recipes and a sodium tracker tool;
- A referral to an in-store dietitian, where available.

The pharmacist interventions will have a significant impact on Canadians by creating awareness and understanding of an individual's blood pressure targets and the importance of monitoring it on a regular basis. They also increase knowledge of healthy eating and lifestyle choices that can promote healthy behavior changes in order to improve and help control high blood pressure.

We commend Loblaw for their efforts and their positive approach to health management and chronic disease. This program supports Hypertension Canada's mission of advancing health through the prevention and control of high blood pressure and its complications.

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Rogers Communications Inc.

The Certificate of Excellence awarded to Rogers Communications Inc. recognizes the excellent, well-conceived and -implemented bWell, Employee Wellness Program. This program undertook blood pressure measurement and control outreach to an estimated 100,000 Canadians (Rogers' employees and their families across Canada). This aligns directly with Hypertension Canada's mission of advancing health through the prevention and control of high blood pressure and its complications.

We are impressed by:

- the bWell website content;
- the annual national online health challenge to Rogers' employees;
- the annual bWell Health, Safety & Wellness Fair;
- the availability of free, on-site 20 minute cardiovascular screening assessments.

These initiatives will have a significant impact on Canadians by creating awareness and understanding of an individual's blood pressure targets and the importance of monitoring it on a regular basis. It also increases knowledge of healthy eating and lifestyle choices that can promote healthy behavior changes, in turn helping to control high blood pressure. We commend Rogers for its efforts and positive approach to health management and chronic disease.