



My Blood Pressure Card Initiative

COME ON NOVA SCOTIA

...CHECK IT!

A Collaborative Project between:



over **20** YFS Partnerships, Quality, and Innovation (since 1991)
Diabetes Care Program
of Nova Scotia



And many partners.

My Blood Pressure Card Initiative

- **Tag Line:**

- **COME ON NOVA SCOTIA...CHECK IT!**

- **Key Audience**

- All Nova Scotians:

- At risk of developing hypertension
 - Living with or have a family member with hypertension
 - Individuals wanting to stay healthy

My Blood Pressure Initiative (cont.)

- **Purpose:**

- Increase individual and provider awareness
- Engage individuals in self-care practices
- Promote need for routine, regular monitoring; “know your numbers” & primary prevention
- Reinforce consistent messaging across provider groups

Official Launch

- Took place on Aug. 16, 2011 at Valley Regional Hospital (VRH)
- Kevin McNamara, Deputy Minister of Health and Wellness; Janet Knox, CEO and Lynne Harrigan, VP Medicine, Annapolis Valley Health, participated in the launch

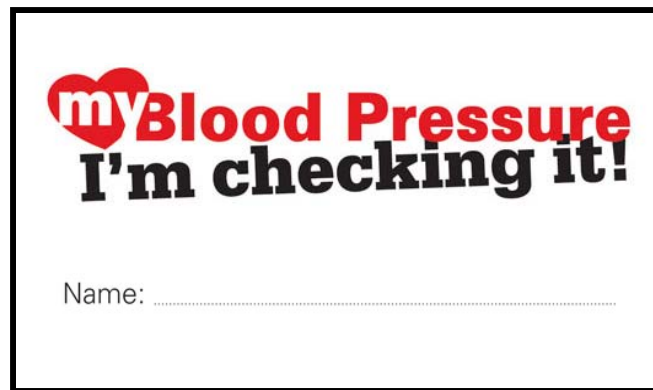


Launched
August 16,
2011

My Blood Pressure Tools Include...

- **Wallet Card**

- a wallet-sized tool designed to track blood pressure and encourage dialogue about blood pressure with family physicians and health care teams.



~~VALLEY REGIONAL~~

www.nova Scotia Health Services.ca

REMEMBER

- 1 Have your blood pressure checked at your medical visits; (for example doctor's office, clinic, or pharmacy) and record it on this card.
- 2 Take medications as directed by your doctor and bring a list of all your current medications to every medical visit.
- 3 Use less salt (sodium) on foods and avoid foods high in sodium.
- 4 If you have questions or concerns about your blood pressure and how to control it, talk to your doctor, health care professional, or call NS HealthLink 811.

**my Blood Pressure
I'm checking it!**

Name:

What should my blood pressure be?

Most people:

- less than 140/90 mm Hg

People with diabetes or kidney disease:

- less than 130/80 mm Hg

My target is _____

Date	BP reading	Where was BP taken?
Feb 10/2011	130 / 80	Dr. office
	/	
	/	
	/	
	/	
	/	
	/	
	/	
	/	
	/	
	/	
	/	
	/	
	/	
	/	
	/	

Modeled after successful project in Valley Regional Hospital Diabetes Centre which...

- Enhanced three-way communication
- Resulted in significant improvements in BP
- 90% of the primary physicians found the “cards” helpful
- 75% changed treatment/management approach

My Blood Pressure Tools Include...

I have my **blood pressure** checked.
Do YOU?



Come on Nova Scotia...

Check it!

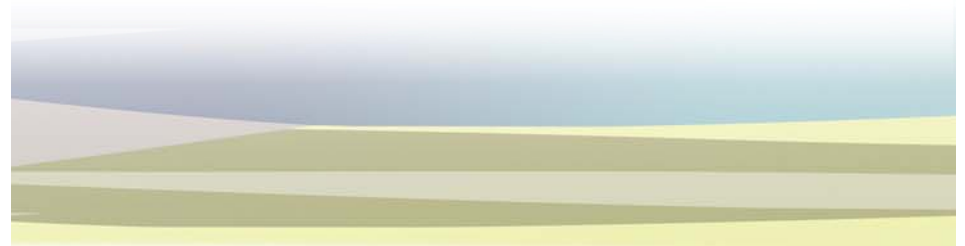
Get your wallet card
from your health care provider today.
www.gov.ns.ca/bloodpressure

NOVA SCOTIA

Date	Location
Nov 18/10	128 / 85 Dr. Office
Feb 11/11	125 / 80 Dr. Office
May 7/11	127 / 81 Dr. Office
	/
	/
	/
	/
	/

- **Poster**

- this 8” x14” poster can be displayed in offices, pharmacies, clinics, schools, gyms, etc. to advertise/promote blood pressure awareness, the card, and website



My Blood Pressure Tools Include...

- Pamphlet

- Nova Scotia specific data and messages
- Tips to reduce risk of high blood pressure
- Label reading advice
- Targets
- Resources

Why measure and record my blood pressure?

Knowing your blood pressure numbers and how they compare to your blood pressure target will help you when you talk to your doctor or health care provider. You are the most important member of your health care team.

What should my blood pressure target be?

Most people	Less than 140/90 mmHg
Most people with Diabetes or Kidney Disease	Less than 130/80 mmHg

Your physician and health care team will advise you on your target blood pressure.

- The only way you will know if you have high blood pressure is to check it regularly.
- Ask your doctor or health care professional for a **My Blood Pressure card** to record your readings.

For more information on...

Activity

- ▶ www.walkaboutns.ca
- ▶ www.phac-aspc.gc.ca
- ▶ www.heartandstrokedirectory.ns.ca

Blood Pressure

- ▶ www.myBPsite.ca
- ▶ www.hypertension.ca
- ▶ www.heartandstroke.ca/actionplan

Diet

- ▶ www.dietitians.ca
- ▶ www.healthcanada.gc.ca/nutrition
- ▶ <http://www.dietitians.ca>
- ▶ www.freshcannedfrozen.com
- ▶ www.dashdiet.org

Coping with Stress

- ▶ www.cmha.ca


Quitting Smoking

- ▶ Smokers Help Line: 1-877-513-5333
- ▶ www.smokershelpline.ca
- ▶ www.addictionservices.ns.ca


If you have questions or concerns about your blood pressure and how to control it, talk to your doctor, health care professional, or call **NS HealthLink 811**.

I have my blood pressure checked.

Do YOU?



Come on Nova Scotia... Check it!



My Blood Pressure Tools Include...

- Tools developed to reflect the cultural diversity of Nova Scotia
 - Aboriginal (poster and pamphlet)
 - African Nova Scotian (poster)
 - French Language (pamphlet and card)
 - New Immigrant Populations (poster)

I have my blood pressure checked
Do YOU?



Come on Nova Scotia
Check it!
Get your health care provider today.

I have my blood pressure checked

Do YOU?



Come on Mi'kmaq

Check it!
Get your health care provider today.

I have my blood pressure checked.
Do YOU?



أحرص على قياس ضغط دمك
Há gase revisar a presión arterial
Проверьте свое кровяное давление
請測量您的血壓
Patingnan ang Presyon ng iyong Dugo

Come on Nova Scotia...

Check it!
Get your wallet card
from your health care provider today.
www.gov.ns.ca/bloodpressure

Pour plus de renseignements voir :

- FactSheet**
- www.novascotia.ca
 - www.gov.ns.ca
 - www.health.novascotia.ca
 - www.medicine.novascotia.ca
 - www.novascotia.ca/health
 - www.novascotia.ca/health
 - www.novascotia.ca/health
 - www.novascotia.ca/health
 - www.novascotia.ca/health
 - www.novascotia.ca/health

Je fais prendre ma tension artérielle.

Et vous?



En Nouvelle-Écosse, **on le fait!**

N'oubliez pas!

1. Faites vérifier votre tension artérielle par un médecin, infirmière ou pharmacien, par exemple, et inscrivez le résultat sur la carte.
2. Prenez vos médicaments en suivant les instructions du médecin et apportez un des médicaments que vous prenez chaque fois que vous allez à un rendez-vous médical.
3. Le manger moins de sel (sodium) avec les aliments que vous consommez et d'autres aliments qui ont une teneur en sel élevée.
4. Si vous avez des questions au sujet de votre tension artérielle ou sur le façon de la contrôler, parlez à votre médecin ou à un professionnel de la santé ou appelez Info-Santé au 811.

ma tension artérielle

Mon objectif :

Quelle est votre cible de tension artérielle?

Pour le plupart des gens :

- inférieure à 140/90 mm Hg

Pour les personnes qui souffrent de diabète ou d'une maladie rénale :

- inférieure à 130/80 mm Hg

Date	Lecture	L'endroit
10 fév. 2011	120 / 80	Bis, du médecin.

How can I reduce my risk of high blood pressure?

- Get outside. Be more active. Get 30 to 60 minutes of physical activity most days of the week.
- Eat more fresh vegetables and fruit. Use low-fat milk products, but whole grain breads and cereals and lean/wild meats, fish and chicken.
- If you are overweight, losing as little as 10 to 20 pounds will make a big difference.
- If you smoke, quit.
- Always take your medications as directed by your doctor.
- Manage or reduce stress in your life.
- Limit your use of alcohol to no more than 1 to 2 drinks a day.
- Use less salt (sodium) on foods. Avoid foods high in sodium such as take out foods and by reading food labels.

In Nova Scotia,

almost 30 percent of adults have hypertension. Higher rates of hypertension are found in older Canadians, persons with diabetes, and persons of First Nations/Absoriginal, African, Hispanic and South Asian descent.



Nutrition Facts
Per 1 burger (100g)

	% Daily Value
Calories 200	
Total Fat 2g	14%
Saturated Fat 2g	15%
Trans Fat 1g	15%
Cholesterol 15g	33%
Sodium 100mg	20%
Total Sugar 1g	1%
Sugars 0g	0%
Total Protein 15g	30%
Total Fat 2g	14%
Calcium 10%	20%

Choose a Daily Value of 5% or less.
Avoid a Daily Value of 15% or more.

www.gov.ns.ca/bloodpressure

My Blood Pressure Tools Include...

- Website

www.gov.ns.ca/bloodpressure

- Download tools
- Learn about Provincial Initiatives
- Visit “Frequently Asked Questions” section
- Learn about additional resources

Government of Nova Scotia | gov.ns.ca

NOVA SCOTIA CANADA

my Blood Pressure

Why worry about my Blood Pressure?

In Nova Scotia, almost 30% of adults have high blood pressure. [Read more...](#)

Because there are often no warning signs or symptoms, high blood pressure is called the Silent Killer...[Learn why...](#)

Blood Pressure I'm checking it!

Learn how to reduce your risk of high blood pressure. [Follow these steps...](#)

HOME

my BLOOD PRESSURE CARD

REDUCE YOUR RISK

PROVINCIAL INITIATIVES

FREQUENTLY ASKED

High blood pressure (hypertension) is the leading cause of death and disability in Canada.

Hypertension is blood pressure that is above the normal range. Once it develops, it usually lasts for life.

A small reduction in blood pressure can have a significant impact on your overall health. A five point drop lowers your risk of death from stroke by 14 per cent.

The my Blood Pressure Initiative encourages all Nova Scotians to have their blood pressure checked whenever they can. It is a simple way to get actively involved in managing your health.

It includes the [my Blood Pressure Card](#), a wallet-sized tool designed to track your blood pressure. Regular and routine monitoring of blood pressure – or “knowing your numbers” is an important way to take care of yourself. With this unique tool, you will have a record of your blood pressure with you at all times. This will make it easier to look for changes over time and to remind you to talk about your blood pressure with your physician or health care team.

Distribution Throughout Province Spring/Fall 2011

- Through DHAs/IWK to:
 - Primary Health Care Practitioners
 - Specialty and Ambulatory Clinics
- Pharmacy Association of Nova Scotia
 - Independent pharmacies
 - Large pharmacy chains (Shoppers, Lawtons, Pharmasave)
- Health Charities (branches)
- First Nations Communities (UNSI and CMM)
- Victorian Order of Nurses (VON)
- Emergency Health Services (EHS)

Advertising/Promotion



I have my **blood pressure** checked.
Do You?
*Come on, Nova Scotia – **Check it!***
Get your wallet card from your health care provider today.
Visit www.gov.ns.ca/bloodpressure to learn more.

NOVA SCOTIA

Blood Pressure
I'm checking it!
Date: *Feb 11*
Time: *12:00 PM*
Pressure: *120/80*
Pulse: *72*
Health Care Provider: *Dr. Smith*

- Healthy Living-*Saltscapes* insert
- Seniors Advocate
- Pharmacy Association of NS Newsletter; District Newsletters
- Dalhousie CME Fall Refreshers
- Day in the Legislature November 25, 2011

Sharing Unique Approaches and Ideas

- Nova Scotia health care professionals were challenged to get their BP checked
- Encouraged:
 - Challenges in the DHAs in May 2012
 - Partnerships within DHAs
 - Sharing of ideas and approaches

Sharing Unique Approaches and Ideas (cont.)

- Attach *My Blood Pressure* card to all pay stubs
- Place material on all units
- Distribute with home/clinic visits
- Provide copy to all new staff during orientation
- Add materials as an inventory “stock item” so staff can order directly

Sharing Unique Approaches and Ideas (cont.)

- Add *My Blood Pressure* website link to healthy workplace site
- Provide a copy to participants in staff education days
- Include tools in community screening toolkit
- Share with community pharmacists and NPs
- Conduct blood pressure checks and distribute materials in conjunction with flu clinics or other local events

Sharing Unique Approaches and Ideas (cont.)

- Set up displays
- Target Senior programs or events
- Target other events (health fairs, primary care days)
- Provide cards and brochures to local churches for distribution to parishioners
- Place a blood pressure card on every patient chart in outpatient setting

Sharing Unique Approaches and Ideas (cont.)

- Use cards in *Your Way to Wellness* sessions
- Place cards in exam room near BP machine
- Place advertisement on Quick Cast TV screen to ask for *My Blood Pressure* card

HELP US SPREAD THE WORD

**COME ON NOVA SCOTIA
...CHECK IT!**

For More Information, Contact

- Cardiovascular Health Nova Scotia
 - (902) 473-7834
- Diabetes Care Program of Nova Scotia
 - (902) 473-3219
- Nova Scotia Renal Program
 - (902) 473-5656

To Obtain My Blood Pressure Tools

- Download copies from My Blood Pressure Website @ www.gov.ns.ca/bloodpressure

OR

- Email info@nsrp.nshealth.ca to receive more copies.