

CARDIO approach – Access

Highlights from recommended interventions

Ensure access



Goal

Bringing health and care closer to where people live and work involves engaging with non-health players to optimize blood pressure (BP) measurements within and outside health facilities, assuring early detection is followed by prompt and adequate cardiovascular (CV) risk management, and guaranteeing a regular and affordable supply of medicines

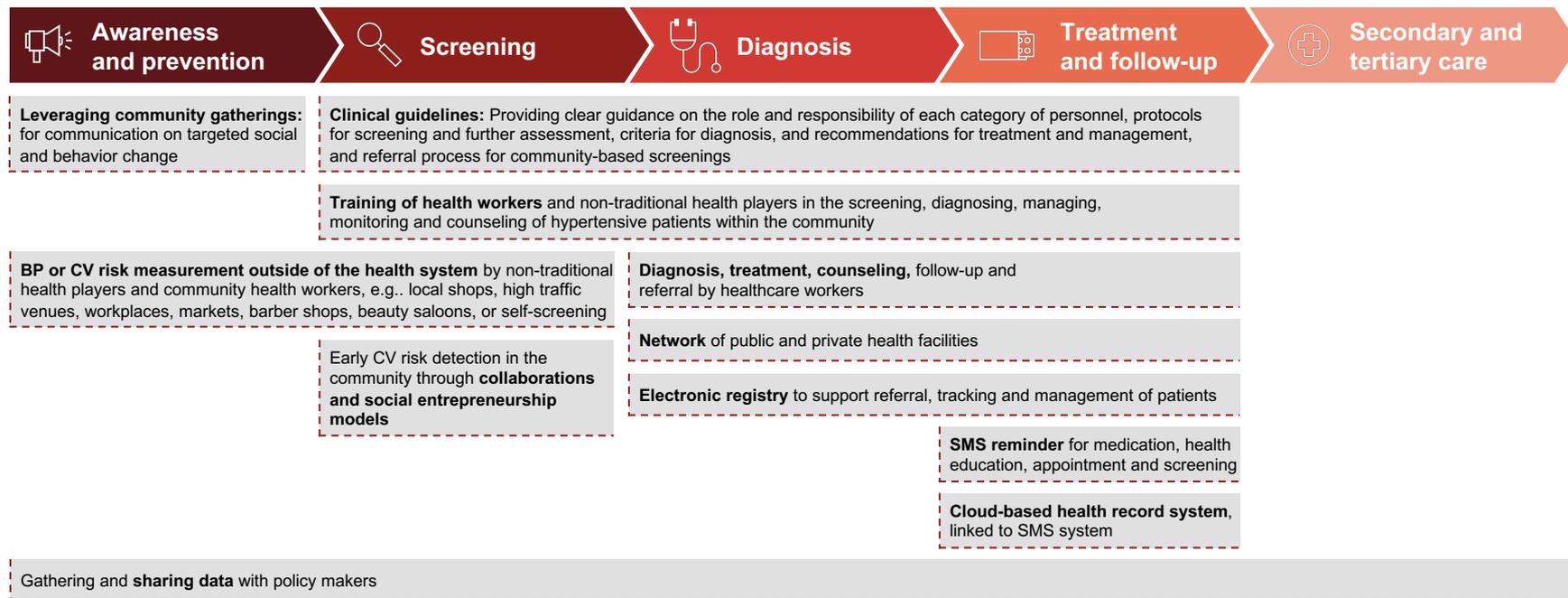


Contents

Key interventions to improve access (slides 3-11)



Pallet of interventions that can improve access to early CV risk management



Install CV risk screening corners in all primary health centers

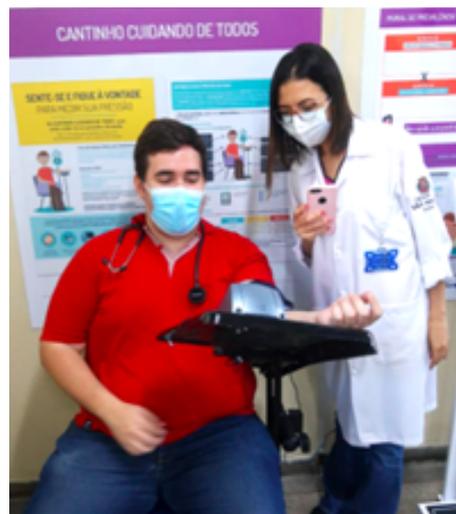


In São Paulo, screening corners were implemented in 70 primary healthcare centers to **systematically track CV risk factors in all people visiting the facility** – increasing BP measurement and **stimulating selfcare**. This screening is targeting all visitors to the health center, regardless their reason (as a patient, caregiver or parent), with direct referral to the consultation where necessary.

Download reference manual (in Portuguese):



Manual Cantinho Cuidando de Todos (PDF)



Maximize BP measurement opportunities at high traffic venues



In Ho Chi Minh City, Vietnam, the Communities for Healthy Hearts program **trained and equipped community collaborators** with tools to conduct BP screenings during their routine outreach activities



Motivated volunteers and non-traditional outlets were identified to offer free BP measurements, counselling and referrals through BP checkpoints in shops



Leverage existing community gatherings to offer BP measurements and assess CV risk



Improve accessibility to screenings by training and equipping community **collaborators in the community** during their routine **outreach activities**, and identify **motivated volunteers and non-traditional outlets** to offer free blood pressure measurements, counseling and referrals through checkpoints



See video on program in Itaquera district in São Paulo (in Portuguese):

 **Projeto Better Hearts Better Cities – Cuidando do seu coração (YouTube)**

Mobilize local champions to optimize early detection



Awareness
and prevention



Screening



Diagnosis



Treatment
and follow-up



Secondary and
tertiary care



Better Hearts Better Cities engaged **local champions such as Football Clubs and Samba Schools** to increase awareness of heart health, with screening campaigns during match day and carnival parades

Ensure optimized detection of hypertension is followed by adequate treatment



Awareness
and prevention



Screening



Diagnosis



Treatment
and follow-up



Secondary and
tertiary care

Canada has an extremely successful hypertension detection and treatment program that demonstrates both the feasibility and benefits of implementing community-based and pharmacy-based interventions:



Hypertension in Canada

Journal of Clinical Hypertension
© 2016 The Authors. Published by Elsevier Inc.
http://dx.doi.org/10.1016/j.jch.2016.07.005

STATE-OF-THE-ART REVIEW

Hypertension in Canada: Past, Present, and Future



Ernesto L. Schifflin, MD, PhD, Norman R.C. Campbell, MD, Rose D. Feldman, MD,
Janusz Kaczorowski, PhD, Richard Lewanczuk, MD, PhD, Raj Palwal, MD, MSc, Sheldon W. Tobe, MD
Quebec, Alberta, Newfoundland, and Ontario, Canada

Abstract

Canada has an extremely successful hypertension detection and treatment program. The aim of this review was to highlight the historic and current infrastructure and initiatives that have led to this success, and the outlook moving forward into the future. We discuss the evolution of hypertension awareness and control in Canada, contributions made by organizations such as the Canadian Hypertension Society, Blood Pressure Canada, and the Canadian Hypertension Education Program; the amalgamation of these organizations into Hypertension Canada; and the impact that Hypertension Canada has had on hypertension care in Canada. The important contribution that public policy and advocacy can have on prevention and control of blood pressure in Canada is discussed. We also highlight the importance of population-based strategies, health care access and organization, and accurate blood pressure measurement (including ambulatory, home, and automated office modalities) in optimizing hypertension prevention and management. We end by discussing how Hypertension Canada will move forward in the near and longer term to address the unmet residual risk attributable to hypertension and associated cardiovascular risk factors. Hypertension Canada will continue to strive to enhance hypertension prevention and control rates, thereby improving the quality of life and cardiovascular outcomes of Canadians, while at the same time creating a hypertension care model that can be emulated across the world.

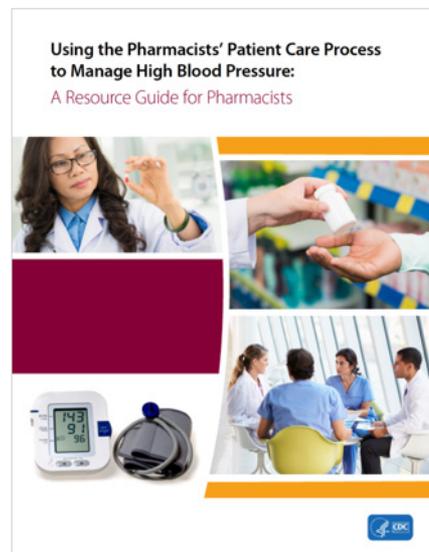
© 2016 The Authors. Published by Elsevier Inc. on behalf of Elsevier School of Medicine at Mount Sinai. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

BLOOD PRESSURE CANADA AND THE CANADIAN HYPERTENSION EDUCATION PROGRAM

Historically, management of chronic conditions such as hypertension (HTN) was left to the discretion and initiative of individual family physicians and specialists. Because specialist access in Canada generally requires a referral from a family physician,

the vast majority of HTN care occurred, and still occurs, at a primary care level. Screening, diagnosis, and control of HTN historically had been carried out in an uncoordinated manner; almost solely by primary care providers (PCPs) with little involvement from secondary and tertiary care providers. The poor outcomes of this laissez faire approach are well known in Canada where HTN control rates were only 13% in the late 1980s.¹

Involve pharmacists in the care pathway



Empowering pharmacists in the management of blood pressure can be an effective approach in improving CV outcomes across settings (i.e. High and Low-income countries)

Centers for Disease Control and Prevention. Using the Pharmacists' Patient Care Process to Manage High Blood Pressure: A Resource Guide for Pharmacists. Atlanta, GA: Centers for Disease Control and Prevention, U.S. Department of Health and Human Services; 2016.

 **Using the Pharmacists' Patient Care Process to Manage High Blood Pressure (PDF)**

Guarantee continuous and affordable medicine supply



Awareness
and prevention



Screening



Diagnosis



Treatment
and follow-up



Secondary and
tertiary care



Medicines delivered in a setting as close as possible to where patients live or work

Leverage workplaces and schools to bring health and care closer to people



Awareness
and prevention



Screening



Diagnosis



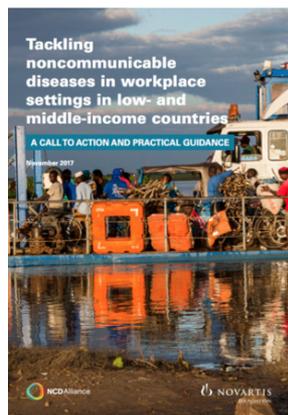
Treatment
and follow-up



Secondary and
tertiary care



Novartis Foundation programs facilitated the implementation of **health workplace initiatives** in several companies and introduced **physical and nutritional education** in schools



This NCD Alliance report (2017) highlights the importance of the workplace in addressing NCDs:



Tackling noncommunicable diseases in workplace settings in LMICs