

Building a Healthy Canadian Ecosystem, Together.



Session Date: Saturday, August 11, 2018

Time: 9:30 – 11:15am

Presenters:

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The Evidence: The Impact & the Potential for Addressing Chronic Diseases

Key Messages:

- ✓ Chronic disease is the cause of one death every five minutes; 67% of which will be from cancer, cardiovascular disease, type 2 diabetes (T2D), or chronic respiratory disease.¹
- ✓ Chronic diseases share the same behavioural risk factors: inactivity, suboptimal nutrition, smoking, and alcohol in excess.¹
- ✓ Upwards of 80% of all chronic diseases can be prevented through the adoption of healthy lifestyle habits.²
- ✓ 4 out of 5 Canadian adults believe they are responsible for their health care needs.³
- ✓ Canadian adults: 3 out of 5 have a chronic disease; 4 out of 5 are at-risk.¹

Table 1.0: Summary

| Risk Factor | Best Practice Guideline | Prevalence | Benefits of Adherence |
|-----------------------------|--|--|--|
| Physical Inactivity | 150-minutes of moderate to vigorous physical activity | 80% of Canadian adults are not active enough. ¹ | <ul style="list-style-type: none"> • Reduced incidence of T2D by 58% and the relapse of breast cancer by 50%⁴ • Reduced risk of developing Alzheimer’s by 40%⁴ • Reduces depression as well as Prozac⁴ |
| Suboptimal Nutrition | 5 servings of fruits and vegetables per day | 60% do not consume enough fruits and veg. ² | <ul style="list-style-type: none"> • Averaging 8 or more servings a day are 30 percent less likely to have had a heart attack or stroke⁵ • Each serving increment is related with a 4% reduction in risk of coronary events⁶ |
| Smoking | Smoke-free | 20% of Canadians smoke ² | <ul style="list-style-type: none"> • Within one year of quitting, your risk of experiencing a heart attack is reduced by 50%⁷ • Within 15 years of quitting, your risk of having a heart attack is the same as someone who never smoked⁷ |
| Alcohol | Men: <15 servings per week Women: <10 servings per week | 1 in 7 Canadians aged 15 years and older ² | <ul style="list-style-type: none"> • Ethanol, causally related to lower risk of CHD through changes in HDL-levels⁸ • Genetic factors modify the effect of alcohol consumption on risk of CHD⁸ |

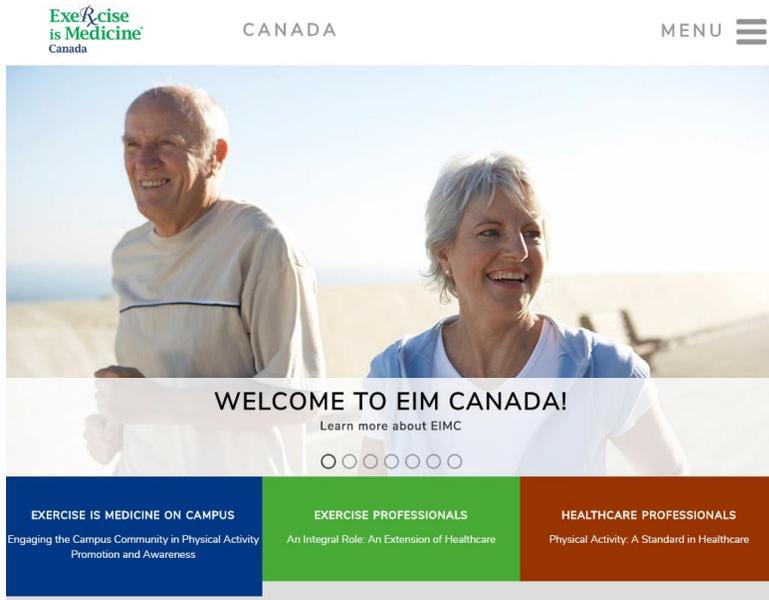
Economic Impact: Overview of Expenditures and Potential Savings in Canada

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|--|---|
| <ul style="list-style-type: none"> • \$190 million per day is currently spent treating chronic disease⁹ • \$52 billion per year spent on loss of production & income⁹ • Health care costs of physical inactivity related to chronic disease is \$6.8 billion per year⁴ | <ul style="list-style-type: none"> • Estimated cost savings when increasing PA rates by 1% per year is \$2.1 billion⁴ • Impact of risk reducing therapies on disease prevention: <ul style="list-style-type: none"> - 88% reduction cardiovascular disease; - 80% reduction T2D diabetes; and - 50% reduction in cancers |
|--|---|

Educate

Activate

Accelerate



The Gap: Prevention needs are usually perceived as non-urgent and as such, are often not addressed and left un-treated. The lack of relevant education, training, and coherence in our billing structure to support the uptake and application of preventive activities has resulted in a care paradigm centered on managing symptoms. Reduced exposure to preventive activities (i.e. lifestyle screening, behavioral counselling, and community linkages) has resulted in distinct gaps in clinician knowledge on behaviour change guidelines and consequently, reduced confidence

to counsel patients on the adoption of health behaviours as a first line of treatment.

The Opportunity: Exercise is Medicine Canada (EIMC) The EIMC movement advocates for the integration of health behaviours, specifically exercise, as part of routine clinical practice. As part of their core offerings, EIMC offers a workshop built on the five As model (Ask-Advise-Assess-Assist-Arrange), emphasizing the core limitations faced by many healthcare providers (HCPs) including: knowledge on behaviour change guidelines and upskilling of communication patterns. EIMC also supports *HCPs* through the linkage of patients to evidence-based community resources and the transmission of tailored health prescriptions. By way of incentivizing the adoption and sustainability of teachings into routine practice, EIMC offers CME credits and annual reviews.

Core Activities: Workshop series

Impact: The completion of a one-day EIMC workshop led to advancements in:

- Provided information on PA: 55% to 79%
- Assessed patient level of PA: 44% to 69%
- Improved confidence in addressing PA-related questions: 54% to 78%
- Referred to exercise expert: 20% to 74%

83% of Canadian adults saw their GP in 2014.¹⁰

13% of GPs and 7% of NPs can recite health guidelines.¹¹

60% of HCPs: Insufficient training on health behaviours.¹¹

For additional details, please visit the EIMC website: <http://exerciseismedicine.org/canada/>

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The Gap: In medicine, a typical first-line of defense to managing health is through the administration of medication. In contrast, research suggests that a patient’s preference to improving health outcomes is through the receipt of lifestyle-based guidance and/or interventions. The effects of a prescription and brief advice given by a HCP has proven efficacious in improving PA rates in the short-term; long-term, changes were seen in individuals who were referred to an exercise program in the community.



The Opportunity: Prescription to Get Active (RXTGA) Founded in 2011, the RxTGA team recognized the potential for a healthier, more active Alberta, a task achieved through the synchronized efforts of primary care providers and recreation/ health promotion specialists. First, physicians and allied health identify patients who are below the *Canadian PA and Sedentary Behaviour Guidelines*. Second, the HCP and patient discuss an activity plan and administers a prescription. Third, patients record their prescription on the RXTGA website. Fourth, patients get active in the community where they would receive free trial access (participating recreation facilities only), or at home.

Core Activities & Tools: Prescription and access to network of recreation facilities

Impact:

- Reach: 3.5 million patients
- 4,000+ prescribers
- 165+ partnered recreation location
- 14,200 prescriptions written
- 82% noticed health benefits
- 80% said gaining access to a recreational facility increased activity levels

Advising on health led to a 33-55% uptake vs education alone¹

RXTGA: 73% are more active due to effects of the prescription.

Barriers: lack of time, financial incentives, and knowledge.¹²

For additional details, please visit the RxTGA website: <https://www.prescriptiontogetactive.com/>

Educate

Activate

Accelerate

The Gap: A growing number of Canadians are proactively seeking fast and convenient ways to prevent and/or treat health problems. The traditional approach to health care delivery has proven inadequate in reaching vulnerable populations; those at a predisposed risk of developing chronic disease. The lack in equal access and utilization of care has widened the gap in health disparities leading to complex cases and less equitable outcomes. In an effort to address service barriers, research supports the augmentation of service delivery mechanisms through a virtual medium. With only 3% of direct-to-consumer eHealth solutions rooted in the evidence, physician- verified products are needed.



The Opportunity: ACCELERATION Program In 2013, our pan-Canadian coalition (BC, ON, QC, and NS) were the recipients of a \$2.4 million endowment backed by the Canadian Partnership Against Cancer, Heart & Stroke, and Health Canada to design, implement, and evaluate a health promotion program rooted in primary prevention. The ACCELERATION (ACTivity, smoking Cessation, healthy Eating, and aLcohol intervention & motivATION) program is an evidence-based, theory inspired innovation that empowers Canadian adults with known behavioural and/or inherent risk factors to take charge of their prevention needs. The systemic and timely application of behavioural change constructs, tailored education, and high touch points with a certified health coach along the 12-week interventional trajectory proved efficacious in reducing one’s risk of developing chronic disease.



Core Activities & Tools: 12-week structured intervention guided by a health coach, community outreach, evidence-based resources/education, exercise videos, etc.

Impact: Proportion of participants who achieved target guidelines:

- 67% consumed five servings of fruits & vegetables per day
- 47% achieved 150 minutes of MVPA per week
- 26% of individuals who smoked, quit
- 7% reduction in depressive symptoms
- An extra 1.25 years in life expectancy

Opportunities for Engagement: If you would like to be a referral partner and/or be an active stakeholder in any of the above pillars (Educate, Activate, Accelerate), please contact: Jessica Nooyen, Jessica.nooyen@uhn.ca or 647-248-7138.

References:

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