

# Change4Life<sup>®</sup>







## TALKING ABOUT HYPERTENSION

When someone has hypertension, or high blood pressure, it means their heart has to work harder to pump blood through their blood vessels which causes damage to the heart and blood vessels.<sup>1</sup>

Blood pressure is the force of the blood pushing against the walls of our arteries. It's measured with two numbers:

the systolic (the top or larger number)  
the diastolic (the bottom or smaller number)

### MANAGE HYPERTENSION BY...

-  **CHECKING** blood pressure regularly
-  **EATING** a balanced diet that's lower in fat and salt
-  **GETTING** regular exercise
-  **QUITTING** smoking and avoiding second-hand smoke
-  **LIMITING** alcohol
-  **TAKING** medication exactly the way the doctor prescribes – in other words, every day and on a set schedule<sup>2</sup>

### SURPRISING FACTS

LESS THAN  $\frac{1}{3}$  OF CANADIANS WITH HYPERTENSION HAVE IT UNDER CONTROL 

In GSC's data,  
**64%** OF PEOPLE WITH HYPERTENSION ARE ADHERENT TO THEIR MEDICATIONS. 

That means,  
**36%** DON'T TAKE THEIR MEDICATION AS PRESCRIBED.

**TAKING 50% OF YOUR MEDICATION IS 0% EFFECTIVE** (Drugs don't work if you don't take them! )

### CHANGE IS HAPPENING

We know it's hard to change. But with education and support, people with high blood pressure can make the changes needed to manage their condition. Resources are available:



**MANY GROCERY STORES EMPLOY IN-HOUSE DIETICIANS WHO CAN PROVIDE ADVICE FOR HEALTHY EATING, LIKE THE DASH (DIETARY APPROACHES TO STOP HYPERTENSION) DIET.<sup>5</sup>**

*If it's not managed, bad things can happen...*

**HEART ATTACK** **STROKE** **KIDNEY DISEASE** **DEMENTIA**  
**ERECTILE DYSFUNCTION** **HEART FAILURE** **VISION PROBLEMS<sup>3</sup>**

<sup>1</sup> [www.heartandstroke.com/site/c.ikiQLcMWJtE/b.3484023/k.2174/Heart\\_disease\\_\\_High\\_blood\\_pressure.htm](http://www.heartandstroke.com/site/c.ikiQLcMWJtE/b.3484023/k.2174/Heart_disease__High_blood_pressure.htm)

<sup>2</sup> [hypertension.ca/en/public](http://hypertension.ca/en/public)

<sup>3</sup> [hypertension.ca/en/hypertension/what-do-i-need-to-know/health-risks-associated-with-high-blood-pressure](http://hypertension.ca/en/hypertension/what-do-i-need-to-know/health-risks-associated-with-high-blood-pressure)

<sup>4</sup> The Impact on Community Pharmacist Interventions in Hypertension Management on Patient Outcomes: A Randomized Controlled Trial, [www.opatoday.com/Media/Default/Reports/Hypertension%20-Study%20-%20Final%20Report%20\(January%208%202014\).pdf](http://www.opatoday.com/Media/Default/Reports/Hypertension%20-Study%20-%20Final%20Report%20(January%208%202014).pdf)

<sup>5</sup> [www.heartandstroke.com/site/c.ikiQLcMWJtE/b.3862329/k.4F4/Healthy\\_living\\_\\_The\\_DASH\\_Diet\\_to\\_lower\\_blood\\_pressure.htm](http://www.heartandstroke.com/site/c.ikiQLcMWJtE/b.3862329/k.4F4/Healthy_living__The_DASH_Diet_to_lower_blood_pressure.htm)

Check out GSC's Change4Life health portal at [greenshield.ca](http://greenshield.ca)

Complete healthy activities and earn points that you can redeem for rewards. And guess what?

You've just earned 50 points for reading this! Just enter this bonus code on the portal: **GDZV3EL783MQ**

**WANT MORE INFORMATION?  
CHECK OUT THESE WEBSITES:**

Hypertension Canada  
[www.hypertension.ca](http://www.hypertension.ca)

Heart & Stroke Foundation  
[www.heartandstroke.ca](http://www.heartandstroke.ca)

Public Health Agency of Canada  
[www.phac-aspc.gc.ca/cd-mc/cvd-mcv/hypertension-eng.php](http://www.phac-aspc.gc.ca/cd-mc/cvd-mcv/hypertension-eng.php)

