

# growing RISK OF HEART DISEASE

A “PERFECT STORM” IN HEART AND stroke health is emerging that will create an unprecedented burden on Canada’s health care system, according to the Heart and Stroke Foundation’s annual report on the health of Canadians, released in February.

While the death rate from heart disease and stroke has decreased by 70 per cent since the Foundation’s establishment over 50 years ago, the current combination of new groups at risk of heart disease and the explosion of unhealthy habits is converging and will erase this progress. No Canadian will be unaffected.

The signs of the impending crisis are clear. Between 1994 and 2005, high blood pressure rates among Canadians skyrocketed by 77 per cent, diabetes by 45 per cent and obesity by 18 per cent, affecting both the young and old. In fact, the Foundation is declaring young adults as the new “at risk” group. Over 250,000 Canadians in their 20s and 30s have high blood pressure, something experts could have never imagined a decade ago.

The report states:

- Baby Boomers are entering a stage where they are at higher risk for heart disease and stroke.
- Aboriginals are experiencing a full-blown cardiovascular crisis.
- More women are entering their young adult years at higher risk for heart disease.
- Some of Canada’s fastest growing ethno-cultural communities (particularly South Asian and African-Canadian) are pre-disposed to a heavier burden of risk factors and heart disease.

The Heart and Stroke Foundation of BC & Yukon is implementing a number of key priorities:

- It is working with the provincial government to prohibit food establishments from serving foods with trans fats.
- Along with the provincial governments, the Foundation is developing a model to improve access to fresh and affordable fruits and vegetables, particularly for remote and aboriginal communities.
- The Foundation’s signature programs, SipSmart BC, HealthCheck™ BC Dining, HealthCheck™, and HeartSmart Kids™ help children and families make healthy choices.

Many companies in B.C., including Boston



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Pizza, IBM, Pfizer, Scotiabank, Safeway, sanofi aventis, Sears, Telus, as well as employee groups and community organizations are valued supporters of the Heart and Stroke Foundation of BC & Yukon. Their generous contribution and participation play a significant role in helping the Foundation continue its efforts to eliminate and reduce the impact of heart disease and stroke.

To learn how your organization can get involved, contact Diana Pozza, director, corporate relations, Heart and Stroke Foundation of BC & Yukon at 604-730-7352 ■

*This promotional feature was prepared by BCBusiness magazine’s Special Advertising Features Dept. Writer: Robin Brunet. For information contact BCBusiness VP of corporate features John Cochrane at 604-299-7311. Email: jcochrane@canadawide.com*

**OUR OPERATIONS GO BEYOND FIXING CARS.**

We think it’s important to be a good corporate citizen, too. Which is why the Heart and Stroke Foundation continues to be a major part of our giving program.

**craftsman collision**



Supporting the Heart and Stroke Foundation helps ensure everyone’s future health. Davis LLP is proud to have been legal advisor to the Heart and Stroke Foundation of B.C. & Yukon for over thirty years.

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