







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

TALKING ABOUT HYPERTENSION

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

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.¹

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 schedule²

SURPRISING FACTS

LESS THAN 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:

In a GSC-sponsored study,
82% OF PATIENTS RECEIVING COACHING FROM PHARMACISTS GOT THEIR BLOOD PRESSURE UNDER CONTROL.⁴ 

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

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

HEART ATTACK **STROKE** **KIDNEY DISEASE** **DEMENTIA**
ERECTILE DYSFUNCTION **HEART FAILURE** **VISION PROBLEMS**³

¹ www.heartandstroke.com/site/c.iklQLcMWJtE/b.3484023/k.2174/Heart_disease__High_blood_pressure.htm
² hypertension.ca/en/public
³ hypertension.ca/en/hypertension/what-do-i-need-to-know/health-risks-associated-with-high-blood-pressure
⁴ *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)
⁵ www.heartandstroke.com/site/c.iklQLcMWJtE/b.3862329/k.4F4/Healthy_living__The_DASH_Diet_to_lower_blood_pressure.htm

DON'T TAKE IT FROM US...

“ *I was surprised when my doctor told me that my blood pressure was too high and something needed to be done. I didn't know anything was wrong with me. But that's the thing about high blood pressure, you don't necessarily feel sick. So, I made it my goal to get salt out of my diet. Food tasted funny at first, but I began adding different herbs and spices to my cooking. It wasn't that hard!”*

- Mary, age 50, diagnosed with hypertension

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

Hypertension Canada
www.hypertension.ca

Heart & Stroke Foundation
www.heartandstroke.ca

Public Health Agency of Canada
www.phac-aspc.gc.ca/cd-mc/cvd-mcv/hypertension-eng.php

