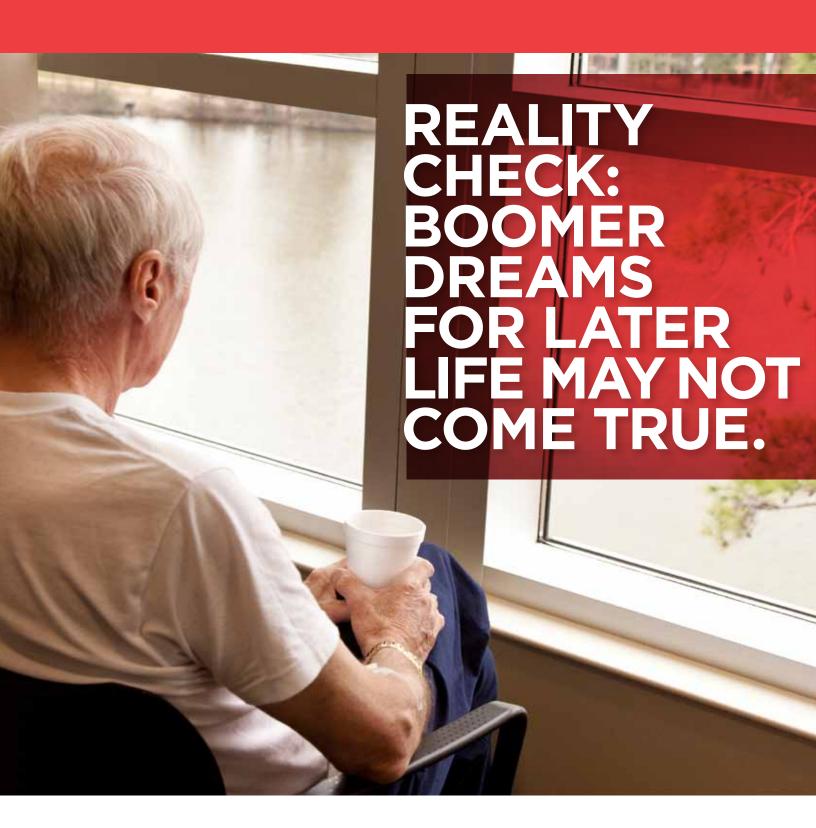
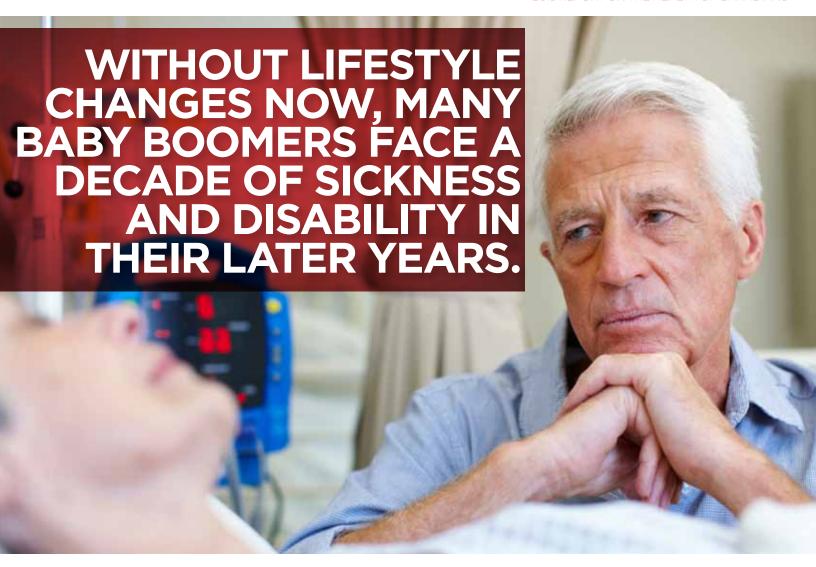


2013 REPORT ON THE HEALTH OF CANADIANS





A new Heart and Stroke Foundation poll* reveals that Canadian baby boomers plan to grow old with vitality, living full lives. But the reality is many of these boomers may not be healthy enough to see these plans through.

Heart disease, stroke and other chronic conditions will cause the average Canadian to live a decade in sickness, disability and immobility later in life. Research shows that there's a 10-year gap between how long Canadians are living and how long they live in good health. Research also shows that through lifestyle choices, we can add health to our years and shrink that 10-year gap.

The 2013 Heart and Stroke Foundation's Report on the Health of Canadians looks at what Canadian baby boomers are doing in terms of their health and lifestyle habits, how that may be impacting their 10-year gap, and what they can do about it.

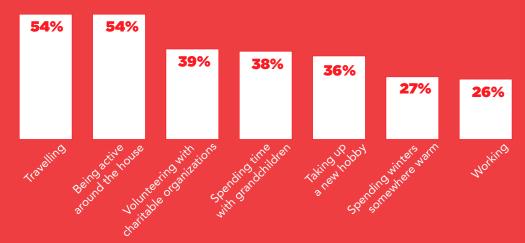
The Foundation is launching **Make Health Last** to motivate and support Canadians to live longer, healthier lives. Tips and tools on how to Make Health Last, along with a personalized risk assessment, can be found at MakeHealthLast.ca.

The Foundation poll tells us that baby boomers are concerned about their health but it also shows this concern is not translating into action, even though they say they are looking for quality time in their later years.

FOR CANADIAN BOOMERS, QUALITY WINS OVER QUANTITY

- More than 60 per cent of Canadian boomers said the quality of the time they spend living is more important than the length of time
- From travel, to being active, to hobbies and volunteering, baby boomers plan to do it all

HOW CANADIAN BOOMERS SAY THEY <u>PLAN</u> TO SPEND TIME IN THEIR LATER YEARS OF LIFE



A REALITY CHECK IS NEEDED TO GET OFF THE PATH LEADING TO SICKNESS AND DISABILITY

While boomers have big plans, they need to realize they may not get the quality time they so desire unless they make lifestyle changes now. Unfortunately, the poll showed that Canadian baby boomers are not in touch with reality and think they are living healthier lives than they actually are.

Almost 80 per cent said they think their doctors would rate them as healthy, yet when looking at five key risk behaviours—physical inactivity, poor diet, smoking, stress and excessive alcohol consumption—the numbers don't add up:

The majority maintain a poor diet

 Eighty-five per cent don't eat enough vegetables and fruit each day and 19 per cent consume far too much sodium

Too many are sedentary

 More than 40 per cent said they are not moderately active for 30 to 60 minutes at least three times a week

They are too stressed

 The large majority of boomers report being stressed at times, and close to 30 per cent say they are often or always stressed

Too many that smoke

• One in five (21 per cent) smoke

Too many drink excessively

• 1 in 20 boomers (5 per cent) drink excessively, while 12 per cent are heavy drinkers

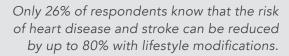
REGIONAL BREAKDOWN: UNHEALTHY BEHAVIOURS OF BABY BOOMERS

Consume less than 5 servings of vegetables and fruit/day
Moderately active for 30-60 minutes less than 3 times/week
Always/often stressed
Eat food high in salt or add salt to food 3 or more times/week

Smoke, at least on occasion
Excessive alcohol consumption
(women: 11+ drinks/week; men: 16+ drinks/week)

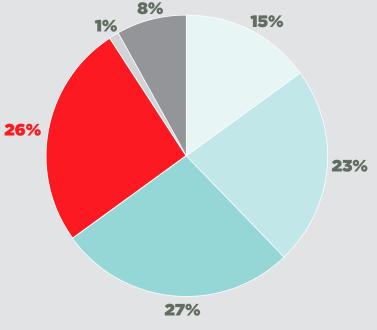
ВС	AB	MB/SK	ON	QC	ATL	
83%	87%	92%	85%	83%	87%	
35%	38%	45%	41%	48%	37%	
25%	30%	32%	31%	27%	9%	
17%	12%	21%	23%	18%	9%	
25%	23%	20%	21%	19%	22%	
4%	8%	1%	4%	6%	11%	

Q: HOW MUCH DO YOU THINK YOU CAN REDUCE YOUR RISK OF HEART DISEASE AND STROKE?



Up to 25%
Up to 45%
Up to 60%
Up to 80%

None of the above Don't know



EVIDENCE SHOWS THESE UNHEALTHY LIFESTYLE CHOICES ARE CATCHING UP WITH CANADIANS AND LEADING TO HEART DISEASE AND STROKE

Nine in 10 Canadians have at least one risk factor for heart disease and stroke and nearly four in 10 have three or more risk factors. Approximately 1.3 million Canadians are currently living with the effects of heart disease, and 315,000 are living with the effects of stroke, including increased hospitalization and decreased mobility. In fact, heart disease and stroke is the leading cause of hospitalization in Canada, resulting in 1,000 hospital visits each day.

BABY BOOMERS SAY THEY'RE CONCERNED ABOUT THEIR HEALTH IN THEIR LATER YEARS, BUT THEIR LIFESTYLE HABITS NOW DON'T SHOW IT

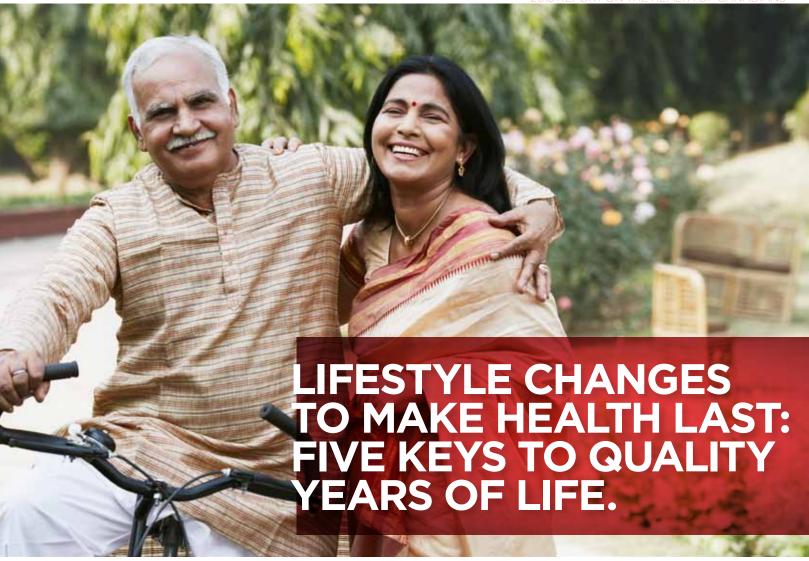
While some boomers are preparing to make healthy changes, according to the Foundation's

eTools, less than 30 per cent are willing to take action now:

- Only 27 per cent are preparing to get active
- Only 29 per cent are preparing to maintain a healthier weight
- Only 29 per cent are preparing to eat a healthier diet

WHAT CANADIAN BABY BOOMERS NEED TO KNOW IS THAT MAKING LIFESTYLE CHANGES CAN ACTUALLY MAKE A BIG IMPACT AND REDUCE THEIR RISK OF HEART DISEASE AND STROKE

- Three quarters (74 per cent) don't know that they can reduce their risk of heart disease and stroke by up to 80 per cent with lifestyle modifications.
- The reality is that by making lifestyle changes in five key risk behaviours, Canadians can change their futures and be healthier in their later years, so they can live the lives they aspire to live.



The good news is that Canadians don't have to accept the decade of disease. Canadians have the power to Make Health Last and shrink the 10-year gap by addressing five controllable behaviours that can affect heart disease and stroke risk: physical inactivity, poor diet, smoking, stress and excessive alcohol consumption.

PHYSICAL INACTIVITY

Physical inactivity results in nearly four quality years of life lost **

Active living helps to maintain good heart health throughout your life, however only 15 per cent of Canadian adults meet the recommended 150 minutes of moderate- to vigorous-intensity physical activity per week, in bouts as short as 10 minutes. And it doesn't have to mean hitting the gym—any activity can have a positive impact on your heart health, including walking, dancing and more. The Heart and Stroke Foundation website has tips to help you get active as well as a link to Canada's Physical Activity Guidelines.

POOR DIET

Eating a poor diet results in nearly three quality years of life lost**

Maintaining a nutritious and balanced diet has numerous positive health benefits, by helping to manage your weight, blood pressure, blood sugar and cholesterol levels. In addition, eating properly can help boost your overall feeling of well-being, providing more energy and vitality in your daily life. Despite these benefits, only 40 per cent of Canadians report eating vegetables and fruit five or more times per day. In fact, Canada's Food Guide recommends that female adults aged 19-50 years should eat seven to eight servings of vegetables and fruit per day, while men in the same age group should eat eight to 10. The Heart and Stroke Foundation's Eat Well Live Longer brochure can help, and includes recommendations from Canada's Food Guide.



HIGH STRESS

Excessive stress costs nearly two quality years of life**

Stress can hit as a result of major life events (experiencing a loss, changing jobs or leaving school) or creep up due to daily hassles (dealing with conflicts, work deadlines or financial hardships). Too much stress can negatively impact your health by elevating blood cholesterol or blood pressure and making it difficult to lead a healthy lifestyle—especially since many people respond to stress with physical inactivity, poor diet, smoking and excessive alcohol consumption. This is why in times of high and/or prolonged stress, it's important to care for your physical and mental health. Check out the Heart and Stroke Foundation's *Coping with Stress* brochure.

SMOKING

Smoking costs Canadians 2½ quality years of life**

Both smoking and exposure to second-hand smoke can have serious effects on your health by increasing your risk for heart disease and stroke. Becoming smoke-free and avoiding exposure to smoke has tremendous health benefits. The sooner you do it, the sooner your body recovers. There is help available—tips and supportive resources can be found on the Foundation's website.

- Within 48 hours your chances of having a heart attack decrease, within one year of becoming smoke-free, the risk of dying from smokingrelated heart disease is cut in half
- Within 10 years of becoming smoke-free, the risk of dying from lung cancer is cut in half
- After 15 years of being smoke-free, the risk of dying will be nearly that of a non-smoker

UNHEALTHY ALCOHOL CONSUMPTION

Excessive drinking cuts two quality years from Canadians' lives**

Excessive alcohol consumption increases blood pressure and contributes to the development of heart disease and stroke. In 2011, approximately 19 per cent of Canadians aged 12 years and older were considered "heavy drinkers" (someone who consumes five or more drinks on one occasion, at least once a month). If you do drink alcohol, then moderation is key—women should limit themselves to a maximum of two drinks a day or 10 drinks a week, and men should limit themselves to a maximum of three drinks a day or 15 drinks a week. More information about alcohol consumption guidelines can be found at heartandstroke.ca.



Through its programs and initiatives, the Foundation seeks to assist Canadians in leading longer and healthier lives. Here are some of the ways the Foundation continues to help make

health last.

Research: The Foundation supports world class research from leading experts in the fields of heart disease and stroke. Funding new and innovative research enhances our knowledge of how Canadians can increase their healthy lifespan and reduce the risk of heart disease and stroke. Just some of this work includes obesity research at McMaster Health Sciences Centre, hypertension research at University of Calgary, smoking cessation research at University of Ottawa Heart Institute, and genetics research at University of Montreal.

Advocacy: The Foundation works with governments across Canada to influence the development of legislation, regulations, program spending, public awareness initiatives and guidelines to address heart disease and stroke risk factors (such as weight, nutrition, physical activity, tobacco use and more)—all with the aim of promoting a healthier Canada.

Health Promotion and Education: As a trusted resource on heart disease and stroke prevention, the Foundation provides a range of tools, both online and in communities across the country. Community grants fund programs that encourage physical activity and healthy eating on a local level. Print materials, awareness campaigns and other information help make Canadians aware of the signs and symptoms



of heart disease and stroke, while helping Canadians lead healthier lives. The Foundation also supports the professional development of Canadian doctors, nurses and other healthcare practitioners through conferences and other resources such as the development of treatment guidelines, so they remain up to date with best practices and provide better care to patients.

eTools: Online information continues to grow as a primary source of health information. The Foundation is committed to creating tools and resources that help Canadians achieve their healthy living goals. Tools such as the <30 Days™ app, the online My Heart&Stroke Risk Assessment™, the My Heart&Stroke Blood Pressure Action Plan™ and the My Heart&Stroke Healthy Weight Action Plan™ help you to find out

what is putting you at risk of heart disease and stroke and how you can take action to live a longer and fuller life.

The Heart and Stroke Foundation urges Canadians to visit MakeHealthLast.ca. Check out the Foundation's resources including the eTools to identify risk behaviours and useful information to help you live healthy, quality years of life.

The Heart and Stroke Foundation, a volunteer-based health charity, leads in eliminating heart disease and stroke, reducing their impact through the advancement of research and its application, the promotion of healthy living and advocacy.

^{*} The Heart and Stroke Foundation poll was conducted online by Leger Marketing among 800 Canadian baby boomers (born between 1947 and 1966) in November 2012. A probability sample of the same size would yield a margin of error of +/- 3.5%, 19 times out of 20.

^{**} Seven more years: The impact of smoking, alcohol, diet, physical activity, and stress on health and life expectancy in Ontario. ICES/PHO report. April 2012.