

**Statement of Support:**

**Heart and Stroke Foundation Position Statement on Sugar, Heart Disease and Stroke**

May 20, 2015

Calgary, AB – Dr. Norm Campbell, Canada’s Chair of Hypertension Prevention and Control (the Chair), is pleased to support the Heart and Stroke Foundation (HSF) in its [efforts to see fruit juice go down the drain](#). Sugary drinks including 100 per cent fruit juice are the leading source of sugar in our diets, so it is important for all Canadians to support HSF and Government of Canada efforts to remove sugary drinks like fruit juice from nutrition messaging in Canada’s Food Guide.

The [HSF Position Statement on Sugar, Heart Disease and Stroke](#) has helped to inform a much needed cross-sectoral discussion about how to address the dangers of added/free sugars that are linked to heart disease, stroke, obesity and other chronic conditions. Providing clear messages about this issue for Canadians is a significant first step.

The positive influence of HSF in the area of sugars will help to bolster [the Chair’s efforts to make nutrition a priority in Canada](#). Launched on May 19, 2015, the campaign aims to bring Canadians together with their elected officials in a joint call for action to help improve diets in Canada.

The Chair’s mission is to align government and non-governmental organizations in appropriate action to prevent and control high blood pressure.

Dr. Campbell applauds HSF for its leadership on the issue of free/added sugars and encourages the Government of Canada to continue its important work on improving Canada’s Food Guide.

**About Dr. Norman Campbell, C.M., HSFC/CIHR Chair in Hypertension Prevention and Control**

Dr. Campbell is a General Internist, Professor of Medicine, Community Health Sciences and Physiology and Pharmacology at the University of Calgary and a member of the O’Brien Institute of Public Health and Libin Cardiovascular Institute of Alberta at the University of Calgary.

Dr. Campbell is currently:

- President of the World Hypertension League,
- HSFC/CIHR Chair in Hypertension Prevention and Control (2011-2016),
- Chair of the Canadian Hypertension Advisory Committee (2012-2016),
- Co-Chair of the Pan American Health Organization / World Health Organization Technical Advisory Group on Cardiovascular Disease Prevention through Dietary Salt Reduction,
- Member of the World Health Organization Nutrition Advisory Group, Non Communicable Disease, (NutNCD group) (2012-2016), and

- Co-chair of the vascular risk reduction program for the Alberta Health Services Strategic Clinical Networks.

In the past, Dr. Campbell has been:

- President of Blood Pressure Canada, (1996-1999 and 2006-2010),
- President of the Canadian Hypertension Society (1999-2000),
- Chair of the Steering Committee of the Canadian Hypertension Education Program (CHEP) (2000-2002, 2005-2010),
- President of the Canadian Society for Clinical Pharmacology (2002-2004), and
- Chair of the Pan American Health Organization / World Health Organization Regional Expert Group on Cardiovascular Disease Prevention through Dietary Salt Reduction (2009-2011).

**For further information, contact:**

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