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Canyon Ranch Institute To Present Award-winning Time to Talk CARDIO Program At American Public Health Association Annual Meeting

TUCSON, Ariz., Nov, 8, 2010 – Time to Talk CARDIO (Creating A Real Dialogue In the Office) will be the focus of two presentations during the American Public Health Association (APHA) 138th Annual Meeting and Exposition in Denver, Colo., November 6-10, 2010. In addition, information about Time to Talk CARDIO will be available at Booth #1742 throughout the APHA conference, which is the world's largest convening of public health professionals. It attracts more than 13,000 health experts to address current and emerging health science, policy, and practice issues in an effort to prevent disease and promote health.

Canyon Ranch Institute® (CRI) is a founding member of the Time to Talk CARDIO partnership to help patients and health care professionals make the most of their conversations about heart health. All CRI partnerships share a commitment to advancing health literacy about the prevention of chronic disease.

Cardiovascular disease causes more than 870,000 deaths in the United States each year, making it the number one cause of death. While great progress has been made in the prevention and management of cardiovascular disease, many patients fail to experience the full benefit from their treatment plans for a variety of factors. The Time to Talk CARDIO program aims to advance health literacy through the strategic use of targeted communication approaches. By advancing health literacy, Time to Talk CARDIO can foster effective working partnerships between patients and health care professionals that may help improve prevention, management, and control of cardiovascular disease.

Monday, November 8, at 4:30 p.m. in the APHA Exhibit Hall, CRI Health Literacy and Research Director Andrew Pleasant, Ph.D. will present results from CRI's independent in-clinic evaluation of the Time to Talk CARDIO program conducted with patients and health care professionals in collaboration with the Richmond Clinic of the Oregon Health & Science University in Portland, Oregon. Research findings indicate that overall Time to Talk CARDIO produced statistically significant positive change for patients in several of the communication and health literacy domains targeted by the tool. The Time to Talk CARDIO website and tools performed well in many, but not all, of the intended aspects. The research also produced several recommendations for improving the effectiveness of Time to Talk CARDIO as the program continues to develop and expand.

Tuesday, November 9, at 10:00 a.m. in the APHA Exhibit Theater, Dr. Pleasant and colleagues from the Time to Talk CARDIO team will provide a comprehensive look at the program, including the need to address the dialogue between patients and health care professionals, how the online tool works, supporting data, and expected outcomes.

CRI President Richard H. Carmona, M.D., M.P.H., FACS, 17th U.S. Surgeon General (2002-2006), and chair of the Time to Talk CARDIO Advisory Board said, “As both a physician and a patient, I’ve experienced the power of good communication in improving heart health. The research findings my colleague Dr. Andrew Pleasant is presenting at the APHA Annual Meeting and other global venues show that Time to Talk CARDIO can improve communication between patients and health care professionals. This is good news for all of us who are working to reduce the burden of heart disease through culturally sensitive, sustainable approaches.”

Dr. Pleasant said, “Thanks to the patients and staff of the Oregon Health & Science University Richmond Clinic, led by Clifford Coleman, M.D., M.P.H., CRI was able to add to the evidence about the effectiveness of Time to Talk CARDIO in a clinical setting. This kind of rigorous approach to advancing health literacy is vital to reducing the negative impacts of heart disease.”

Time to Talk CARDIO is an educational program paid for by Merck and developed in partnership with the American Academy of Family Physicians (AAFP) Foundation, Canyon Ranch Institute (CRI), and RIASWorks. More than 60 organizations and individuals are members of the Time to Talk CARDIO network, generating awareness and feedback about the tool.

The Time to Talk CARDIO program offers many cardiovascular-focused educational resources, including patient and health care professional brochures, posters, and goal-setting work sheets. Materials are available free to download or order from the Time to Talk CARDIO website at www.timetotalkcardio.com. The tool will be available in Spanish starting in December at www.horadehablarcario.com.

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About Canyon Ranch Institute®

Canyon Ranch Institute (CRI) is a non-profit organization that catalyzes the possibility of optimal health for all people by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower *every person* to prevent disease and embrace a life of wellness. Canyon Ranch Institute and our partners believe in the power and possibility of a healthy world. More information is available at www.canyonranchinstitute.org.