



# INFORMATION SESSION



CHIP



HEART &  
STROKE  
FOUNDATION  
OF CANADA

Change Your  
Future





Why **CHIP**?

CHIP



The  
Silent  
**Killer**





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Professor of Medicine,  
University of California, Irvine

# The Common Denominator

CHIP



Who is  
in Charge of  
**Your** Health?



CHIP

What is  
**CHIP?**





# Overview





CHIP

# A Typical **CHIP** Session

- ~25 minutes of content delivery
- ~25 minutes of facilitated group discussion, based on these recurring questions:
  - What was new to me?
  - What did I like?
  - What did I not like?
  - What will I change from now on?







CHIP





# Participant Materials

- Access to CHIP **HUB**
- Access to CHIP videos
- Access to CHIP eBooks
- Health Risk Assessment
- Quizzes

The CHIP logo is a red circle with the word "CHIP" in white, sans-serif capital letters. A small leaf icon is positioned between the 'I' and 'P'.

CHIP

## What is your health worth?

More than a new smart phone?

More than a set of tires for your car?

More than what you spend on cable?

More than a weekend away?



## What Does CHIP Cost?



CHIP



The  
Challenge

CHIP



What is  
Your **Next**  
Step?



CHIP



CHIP  
Research



# CHIP RESEARCH

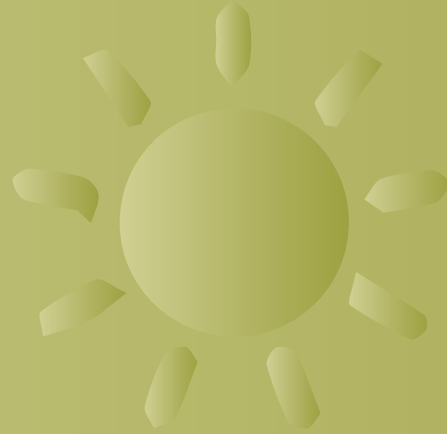


Effectiveness of a  
Volunteer-Delivered  
Lifestyle Modification  
Program for Reducing  
Cardiovascular  
Disease Risk Factors





CHIP RESEARCH



The present study examined the results achieved by a 30-day lifestyle modification program (Coronary Health Improvement Project) delivered by volunteers in a community setting.



CHIP RESEARCH

Stratification of the data revealed more dramatic responses in those presenting with the greatest risk factor levels.

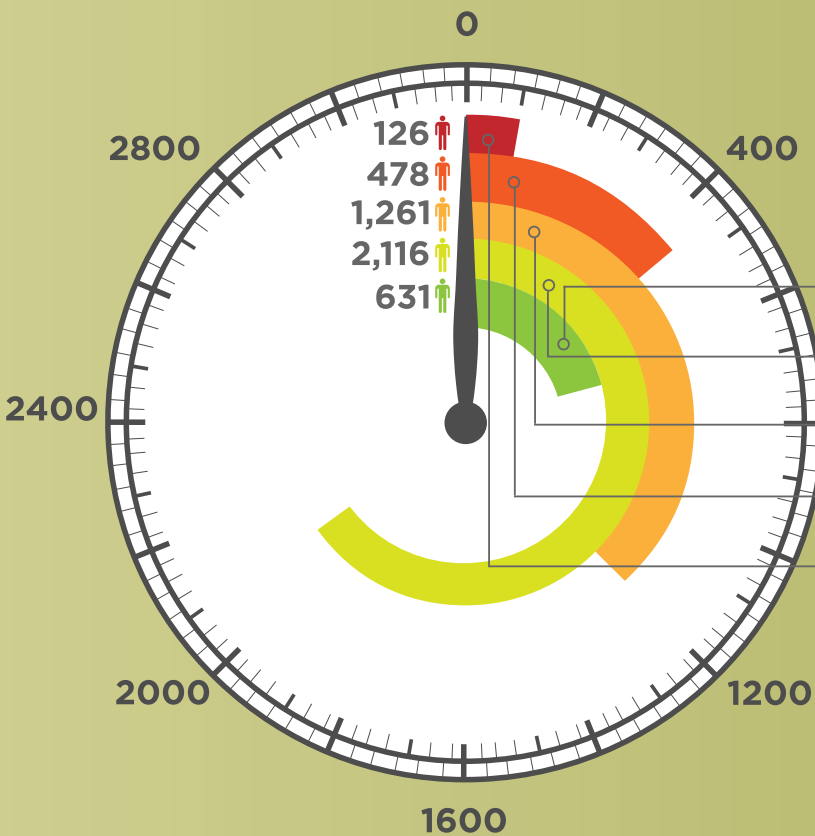




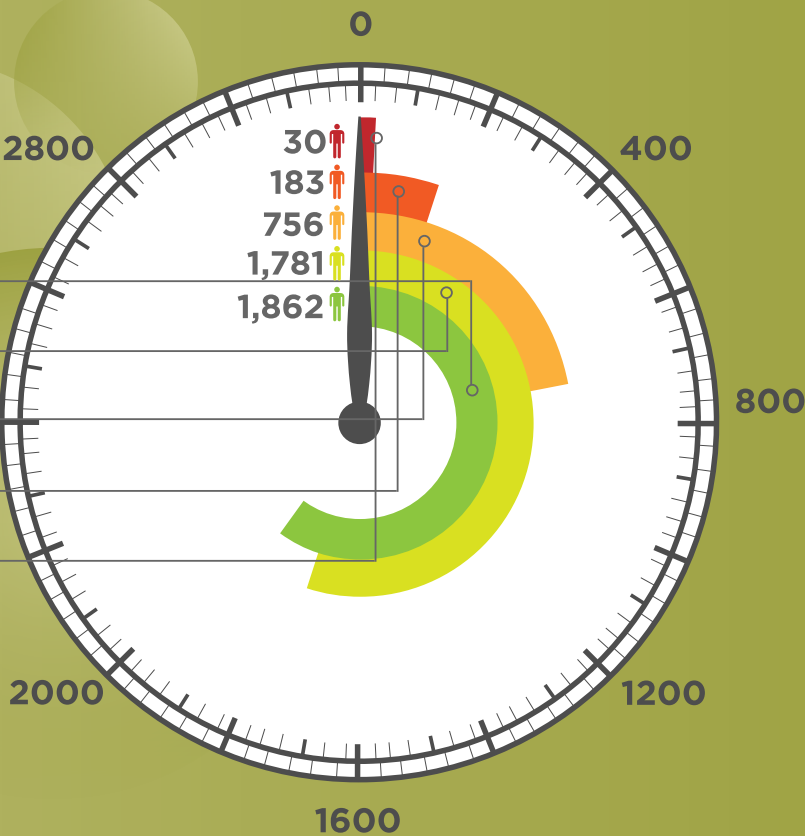
Those presenting with cholesterol levels → 280 mg/dl recorded an average reduction of 19.8%.

CHIP RESEARCH

CHANGE OF CHOLESTEROL RISK FACTOR WITHIN A 30 DAY PERIOD.  
DATA FROM THE AMERICAN JOURNAL OF CARDIOLOGY



NUMBER OF CANDIDATES  
PRE-INTERVENTION



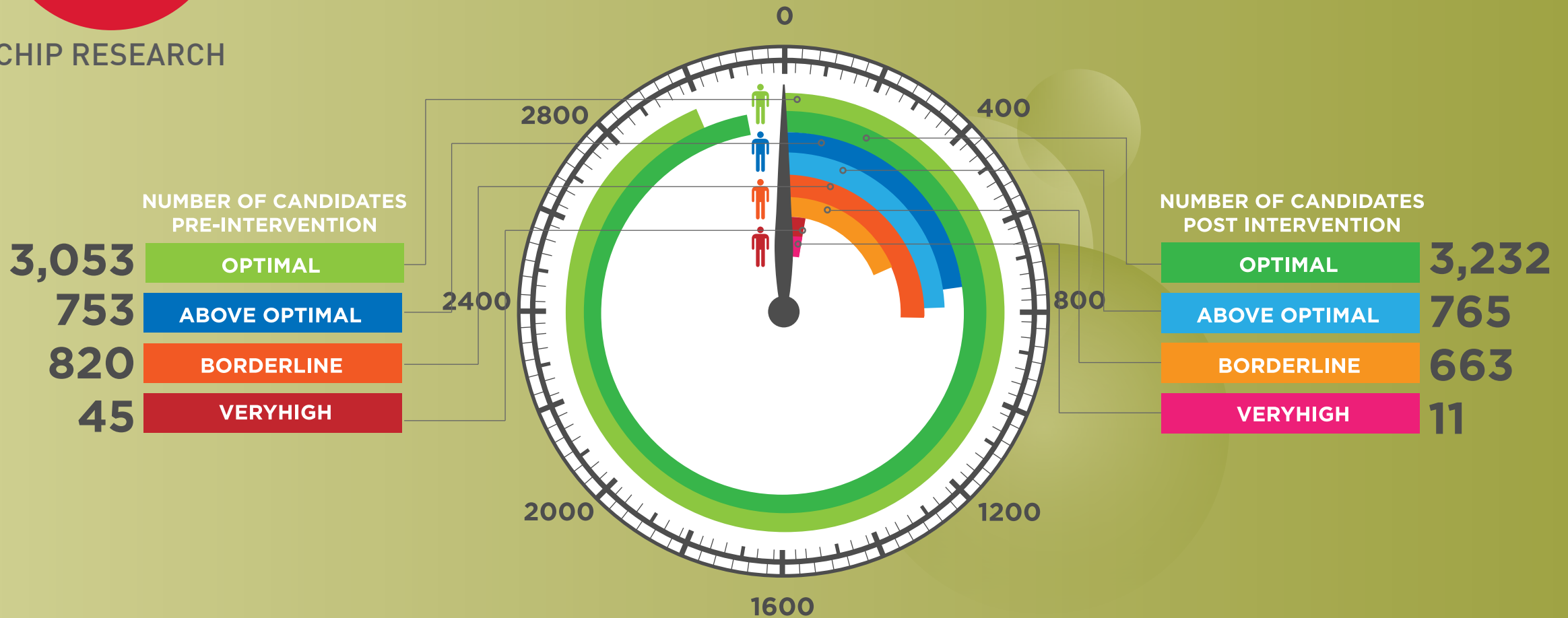
NUMBER OF CANDIDATES  
POST INTERVENTION



CHIP RESEARCH

# Change in Triglyceride risk levels within a 30 day period.

Data from the American Journal of Cardiology.



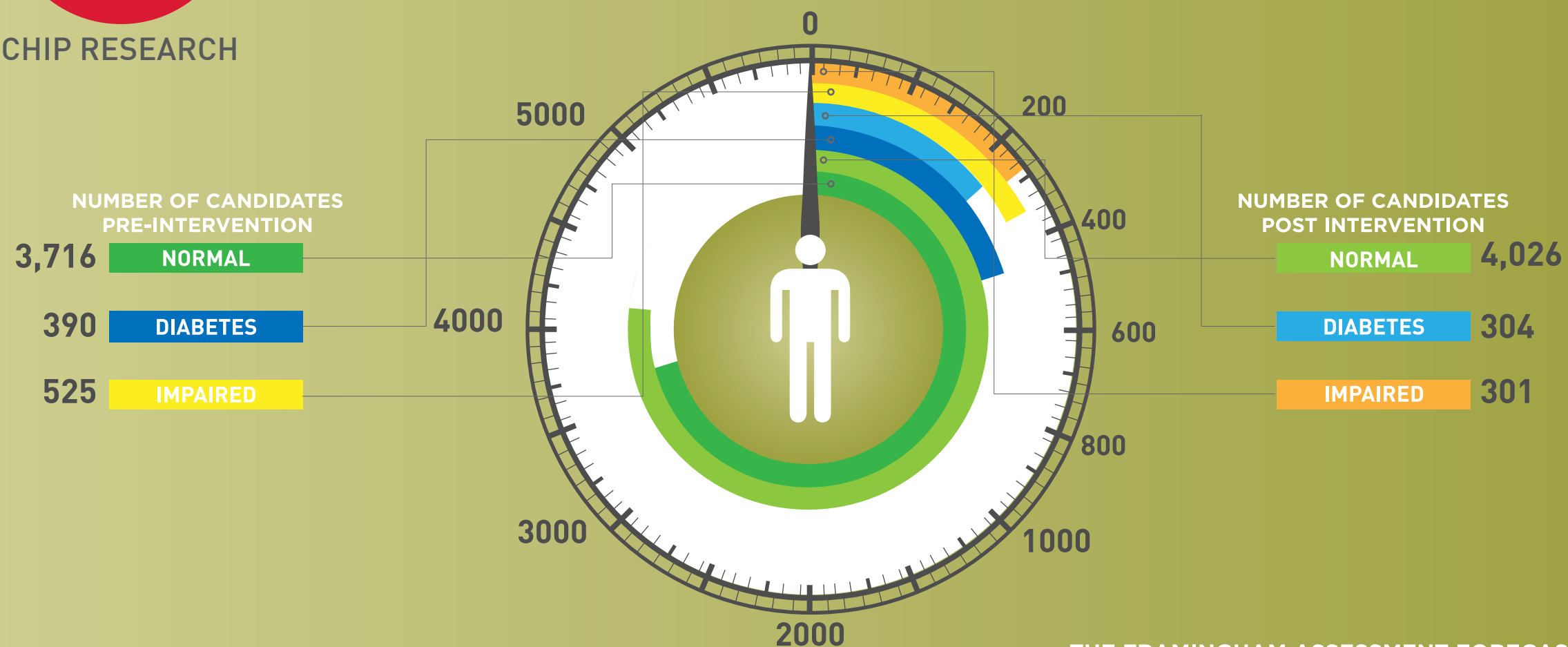




# Change in Type 2 Diabetes Risk Levels Within a 30 day period.

Data from the American Journal of Cardiology.

CHIP RESEARCH

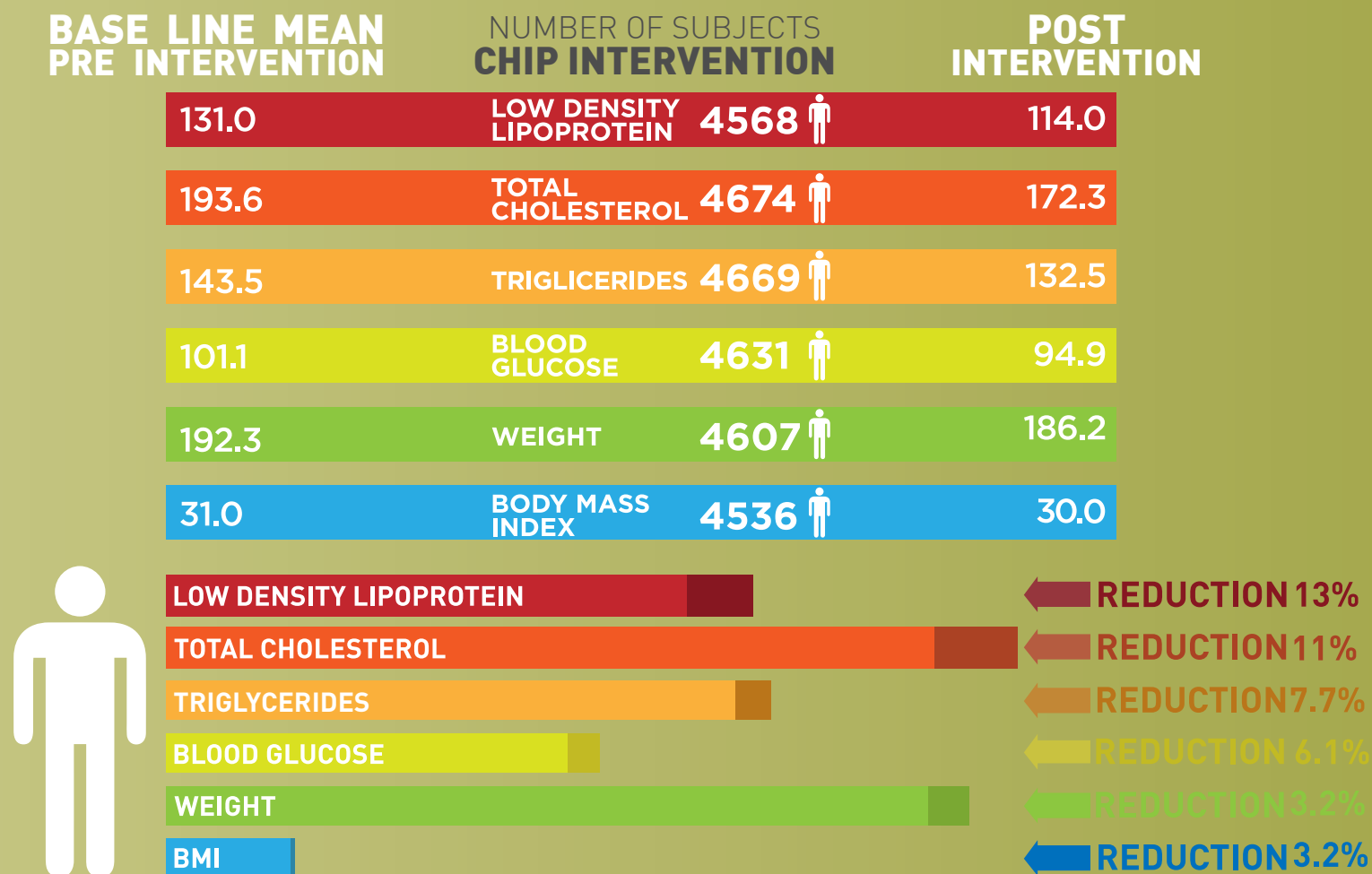


THE FRAMINGHAM ASSESSMENT FORECAST THAT APPROXIMATELY 70 CARDIAC EVENTS WOULD BE AVERTED DURING THE SUBSEQUENT DECADE IN THE COHORT BECAUSE OF THE PROGRAM.



CHIP RESEARCH

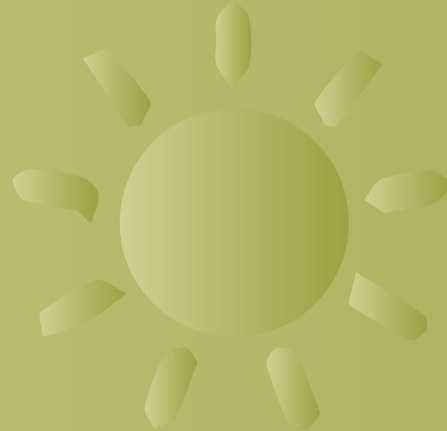
Subjects were tested and data was collected showing the mean change in selected risk factors from baseline to post intervention for the various risk factors shown below.







CHIP RESEARCH



OVERALL, SIGNIFICANT REDUCTIONS WERE  
RECORDED ON BODY MASS (3.2%)

SYSTOLIC AND DIASTOLIC BLOOD PRESSURE  
(4.9% & 5.3%, RESPECTIVELY)

TOTAL CHOLESTEROL (11%)

LDL (13%)

TRIGLYCERIDES (7.7%)

FASTING PLASMA GLUCOSE (6.1%)

The CHIP logo is a red circle with the word "CHIP" in white, sans-serif capital letters. The letter "P" has a small, stylized leaf-like shape integrated into its right side.

CHIP

# What We Teach







# WHAT WE TEACH

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Effectiveness of a  
Volunteer-Delivered  
Lifestyle Modification  
Program for Reducing  
Cardiovascular  
Disease Risk Factors

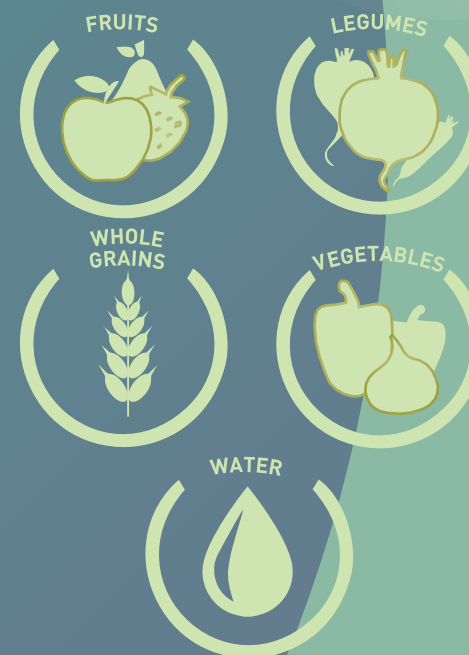


# CHOOSING YOUR FOODS FOR THE BEST RESULTS

## THE WORST HEALTH OUTCOMES



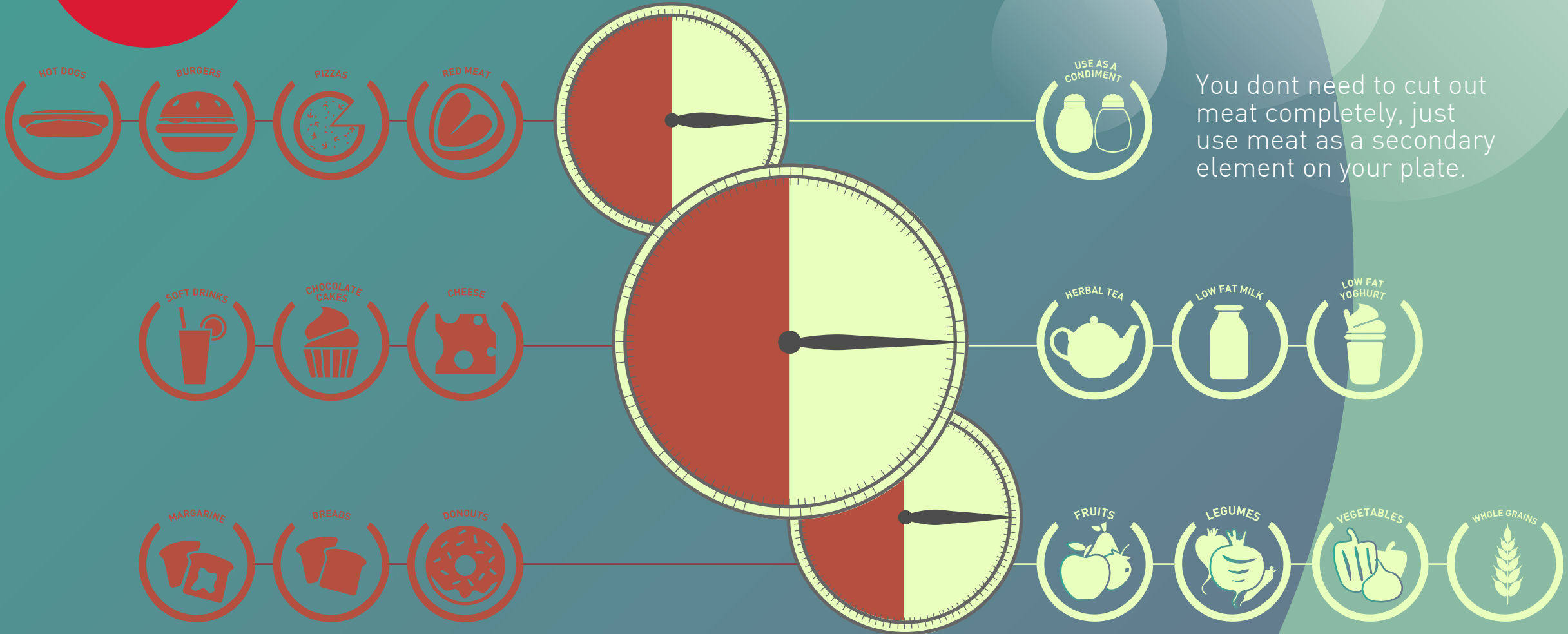
## THE BEST HEALTH OUTCOMES







# AN EASY, SIMPLE CHANGE FOR A HEALTHIER YOU



You don't need to cut out meat completely, just use meat as a secondary element on your plate.



## CHIP'S POSITION ON



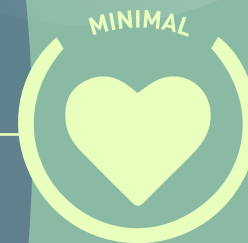
**WORST POSSIBLE  
HEALTH  
OUTCOMES**



We believe that abstinence produces the best possible health outcomes.

We promote and advocate “less is more,” with the ideal being “none at all.”

Our role is to help people on their journey to better health.



**BEST POSSIBLE  
HEALTH  
OUTCOMES**



Endorsements





# ENDORSEMENTS



National Cancer  
Institute

The American College  
of Lifestyle Medicine



The first to receive  
the "certified lifestyle  
medicine solution"  
certification from  
ACLM.





CHIP

## National Cancer Institute

The efficacy of the Complete Health Improvement Program (CHIP) as a research-tested intervention in reducing lifestyle diseases has been proven in a recent independent review for Research-tested Intervention Programs, by the National Cancer Institute (NCI) and the Substance Abuse Mental Health Services Administration (SAMHSA). This rigorous assessment and evaluation confirms that CHIP delivers the proven results and priceless benefits it promises.

## ENDORSEMENTS

NATIONAL<sup>®</sup>  
CANCER  
INSTITUTE

National  
Cancer  
Institute



CHIP

## National Cancer Institute

After the National Cancer Institute's independent review of the health benefit results participants are gaining from CHIP, they have given the program a rating of 100% effectiveness in reducing the effects of lifestyle diseases, improving quality of life and improving economic outcomes.

Other key take outs from the National Cancer Institute's review include the high research integrity of CHIP and the high dissemination capability of CHIP.

## ENDORSEMENTS

NATIONAL<sup>®</sup>  
CANCER  
INSTITUTE

National  
Cancer  
Institute





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## American College of Lifestyle Medicine

The ACLM is impressed by the effectiveness of CHIP. They reported that the paper “Effectiveness of a Volunteer-Delivered Lifestyle Modification Program for Reducing Cardiovascular Disease Risk Factors” reporting on the results of a large 5,070 free-living cohort in North America yielded “some of the most impressive recorded clinical changes ever in the literature.”

Particularly impressive was that “the results were achieved by volunteers, making this a most cost effective model for combating chronic disease.”

# ENDORSEMENTS



American College of  
Lifestyle Medicine

American College  
of Lifestyle  
Medicine