



Press release – International Chair on Cardiometabolic Risk
Hôpital Laval– Université Laval
October 25th, 2007

Press release

**INTERNATIONAL CHAIR ON CARDIOMETABOLIC RISK
LAUNCHES NEW VIDEO SERIES ON thenewsmarket.com PLATFORM
TO GARNER INTEREST IN THEIR RECENTLY LAUNCHED WEBSITE**

www.cardiometabolic-risk.org

Québec, October 25th, 2007 – The International Chair on Cardiometabolic Risk takes the opportunity of its presence at the AHA (American Heart Association) 2007 congress in Orlando, Florida (USA) to highlight the launch of new video series, available on the thenewsmarket.com platform, to publicize around cardiometabolic risk factors. With the current soaring rates of cardiovascular disease and diabetes worldwide, it has become obvious that more needs to be done to focus attention of all concerned around the core problems behind this pandemic. The Chair has developed a new series of video clips, presented at the Chair booth at the AHA 2007 congress, to illustrate the type of knowledge that can be obtained on their website.

However, gathering this attention on a subject which is widely discussed and for which most people now believe they have all the facts, is not an easy task. “We were looking for a non-traditional and less boring way to attract people to our very comprehensive website on cardiometabolic risk factors, announced Pr Jean-Pierre Després – Scientific Director of the Chair. We wanted to do this in a way which would be both enjoyable and informative”. The proposed solution lies in the choice of characters and in the touch of humour built into this innovative representation of potentially serious medical situations which are rolled out in the new videos.



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Viewers will get to meet Professor Meatball, Doctor Cheese, nurse Carrot and the entire Potato family. Professor Meatball is the Chief of staff of a cardiology department in a major teaching institution. He enjoys good meals and has a hard time following the advice he knows he must give to patients. Dr Cheese is a conscientious cardiologist who works in the same department as Professor Meatball and likes to play guitar during his leisure time. Miss Carrot is a young nurse with a healthy lifestyle and great skill in getting patients to understand what is important for them.

The Potato family is a sort of run of the mill family of four. The father, Albert, is a salesman with a potbelly and a clear candidate for cardiovascular disease, the mother Olivia is a house-wife who tries to do the best for the family, Candysweet is a typical 21st Century teenager who alternates between being anorexic and bulimic and finally Chips, a 12 year old pre-teenager, loves computers, video games and chips.

“Not only do these clips help viewers better understand global cardiometabolic risk factors seen in everyday life, mentioned Jean-Claude Coubard, Executive Director of the Chair, they are also quite entertaining”. Indeed, the sketches in which the video clip characters interact concern scenes that are close to real life. They show how people who follow doctors orders but still have difficulties in loosing weight do not need to be extremely worried if they have lost a significant number of inches around their waist.

These clips can be downloaded on www.thenewsmarket.com/cardiometabolic-risk which allows broadcast journalists to have ready to go broadcast quality material.

This is a major step in helping physicians re-think their strategies for managing patients at risk and a new original approach to providing patients with useful and concrete prevention tips.

About the International Chair on Cardiometabolic Risk

Based at Université Laval, Québec, Canada, the International Chair on Cardiometabolic Risk is made up of 25 world-renowned international scientists. Their goal is to develop awareness and knowledge around cardiometabolic risk factors in order to improve international patient management. Each year, this group organizes a series of conferences and debates. The Chair also intends to provide physicians and patients with various educational materials, many of which are available on their website:

www.cardiometabolic-risk.org

You may also visit our booth #560 at AHA from Sunday the 4th to Tuesday the 6th of November 2007.

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