

# Community Hypertension Prevention Initiative: Program Background

## PROGRAM OVERVIEW

**The Heart and Stroke Foundation is excited to launch Canada's first health-related pay-for-success model (PFS), or social impact bond, to support a new health program aimed at preventing hypertension: the Community Hypertension Prevention Initiative (CHPI).**

- Heart & Stroke is partnering with the Public Health Agency of Canada (PHAC) and private investors through the MaRS Centre for Impact Investing (MCII) to address hypertension prevention.
- Pay-for-success (PFS) is a new kind of funding model in which the government pays based on outcomes achieved in social programs.
- The \$4 million CHPI will be only the second PFS project in Canada, and the first time the model has been used on a large scale preventative health program.

## Why Hypertension?

- Hypertension — or high blood pressure — affects roughly six million Canadians between the ages of 20–79, and is the single most important risk factor for stroke, as well as a key risk factor for heart disease. Heart disease and stroke kill approximately 66,000 Canadians every year.
- Pre-hypertension is a precursor to clinical hypertension and to cardio and cerebrovascular disease (CCVD) risks associated with high blood pressure.
- Research shows 50% of pre-hypertensive seniors are likely to progress to full onset of hypertension within a four-year period.
- Pre-hypertension is modifiable by effective management of health behaviours and common cardiovascular risk factors such as increased physical activity, improved diet, and smoking cessation.
- Success of the CHPI is focused on maximizing health improvements for pre-hypertensive participants — that is, preventing the normal trajectory of rising blood pressure to full hypertension.

## CHPI Implementation

- The CHPI is free — screening and enrolment will be available at select locations in Toronto starting in 2018, and Vancouver starting in 2020.
- The CHPI will invite pre-hypertensive Canadians to learn about the risks of becoming hypertensive and will provide healthy behavior support to control their blood pressure. The program is six months long and incorporates technology, coaching and community resources.
- There will be three cohorts over the course of three years.
- Rollout of this program is to be considered phase one, and if successful, it may expand across other provinces in Canada.

## Pay-for-Success Funding Model

- Heart & Stroke has entered into a PFS with PHAC. The amount that PHAC will pay Heart & Stroke is dependent on achieving predefined health outcomes. To fund the upfront costs of the program, Heart & Stroke has raised capital from investors and will repay them based on the payments it receives from PHAC.

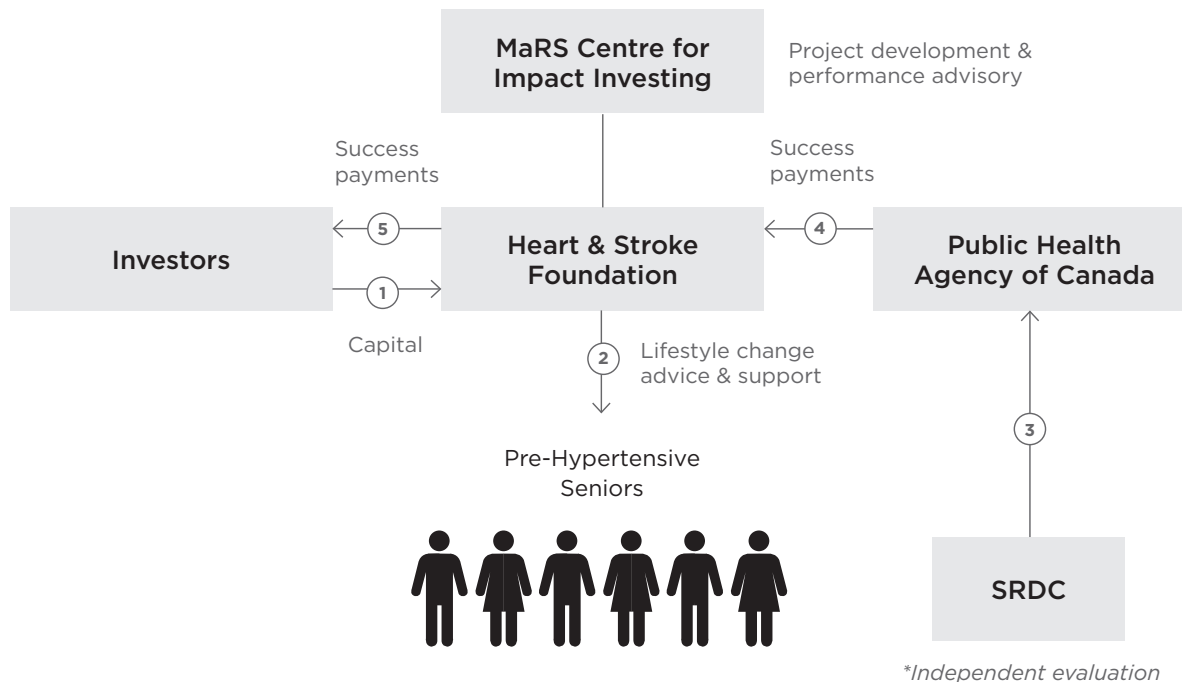


Public Health  
Agency of Canada

Agence de la santé  
publique du Canada



- The MaRS Centre for Impact Investing has close links with organizations working in the social finance field overseas and integrated their best practices into the structuring of this PFS.
- Investors include foundations, high-net-worth individuals, and companies.
- Investors are expected to earn a 6.7% return on their investment if the CHPI achieves its program targets.



*\*Independent evaluation*

## Program Targets

- Enroll 7,000 pre-hypertensive adults (60 years +) in Toronto and Vancouver.
- Halt the increase in their blood pressure.

## Social Innovation

- Most government spending on social issues goes towards mitigating urgent problems, leaving relatively little money left to fund preventive measures. PFS models help governments support preventive projects by using investment dollars to fund the upfront costs, while the pay-for-success component ensures value for public money.
- PFS targets are set around measurable real-life changes, and emphasize the end result rather than how it is achieved. This encourages innovation in service delivery and a focus on creating impactful change.
- Many high-impact non-profits do not have access to the level of funding they need to scale up their services and reach. PFSs enable non-profits to raise private capital to pay for interventions that otherwise would not exist and bring together parties that otherwise would not collaborate.

## Other Pay-for-Success Projects

- This will be the second PFS initiative to be launched in Canada (although several others are in development), and the first to focus on health prevention.
- Since the first PFS was created in 2010, the model has rapidly gained traction, with more than 50 projects in countries around the world including the U.K., United States and Israel.
- This will be one of the largest PFS projects in the world in terms of number of participants.