

Prospective Urban and Rural Epidemiological Study (PURE)

Department: Community Health Sciences

Project Sponsors: Hamilton Health Science Corp, McMaster University, Canada

Duration: Oct 2008 – Sep 2014

Principal Investigator: Dr. Romaina Iqbal

Co-Investigator: Dr Asad Afridi

PURE is a 15 year research study that will track changing life style, risk factors and chronic diseases using periodic standardized data collection in urban and rural areas. The research explores a range of factors to understand whether and how they influence the development of cardiovascular disease.

These include:

- Environment per se which includes the physical environment (building, land use, transport system) as well as the perception of the environment (how conducive a community is for walking and physical activity).
- Nutrition policy and environment which includes issues such as food affordability and availability.
- Psychosocial and Socioeconomic factors which include issues such as income inequality, literacy, level of perceived stress and social networks, and tobacco use, including policies on tobacco products and tobacco exposure.

The information will be gathered in about 15 years. During the first three years, participants will be asked to join the study. Information will be collected through interviews and basic medical measurements (such as weight, height, blood pressure, spirometer, electrocardiograph, blood and urine analysis). The same individuals will then be contacted every three years to be interviewed and have the medical measurements repeated.

PURE Pakistan:

PURE study in Pakistan is led by Dr Romaina Iqbal from the Department of Community Health Sciences. It is a community based study in which data is being collected from several rural and urban communities. The baseline work has been completed and the first follow-up has been initiated. The PURE team Pakistan comprises Drs Asad Afridi and Khawar Kazmi, Mr Rehman Khawaja, Ali Raza, , and Shahzad Ali,.

External Resources:

Population Health Research Institute

Population Health Research Institute is now the largest and most cited academic cardiovascular research group in Canada.

Prospective Urban-Rural Epidemiologic Study

Prospective Urban-Rural Epidemiologic Study is the largest global study examining the environmental, societal and biological determinants of obesity and other chronic health problems in developing societies.

Canadian Institutes of Health Research

Canadian Institutes of Health Research is the Government of Canada's agency responsible for funding health research in Canada.