



Ministry of Health and Long-Term Care Health Promotion Priorities:
Building Healthy Communities

Laura Pisko, Director
Health Promotion Implementation Branch

Ontario Library Association Superconference /
Provincial Inter-ministerial Public Library Discussion Forum

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Purpose

- Discuss the importance of community cohesion for the MOHLTC
- To provide an overview of the Ministry of Health and Long-Term Care's strategic priorities for health promotion and prevention of chronic disease and injury
- To identify linkages between these priorities and the theme of Community Cohesion

Why is the MOHLTC at the OLA Superconference?

- Government and libraries have a shared role to play in supporting the information, resource and awareness needs of Ontarians across a wide range of subject areas.
- Building healthy communities is a priority for the ministry; libraries are a vital component of healthy, vibrant, and sustainable communities.
- There is a growing need for more linkages and partnerships at the local level between the government and local service providers and community hubs such as libraries.
- We share connections at the municipal level with Public Health Units, Health Promotion Resource Centres, Community Health Centres and Aboriginal Health Access Centres.
- The government is seeking further opportunities for collaboration at the community level that will support the health and wellbeing of Ontarians.

Community Cohesion

- The program development phase for health policies and programs relies on effective consultation with stakeholders including community partners, academia, health care and physical activity professionals as well as private sector partners.
- Most MOHLTC promotion/prevention programs are delivered by funded service provider organizations at the local and regional level – to reflect and address the unique health and health promotion needs of specific populations and communities across Ontario.
- In most cases, these programs are founded on the development of meaningful partnerships with other local and regional groups and sectors to ensure program impact and sustainability.
- The government has moved to a population health based approach to health promotion intended to address broad socio-economic determinants of health that impact common risk factors such as unhealthy eating and lack of physical activity. This requires cross-government collaboration and engagement with community stakeholders across all sectors.

Making Healthy Change Happen – *Ontario's Action Plan for Health Care*

- In 2012, the Government announced *Ontario's Action Plan for Health Care* to build a quality system that is more responsive to patients and delivers better value for taxpayers
- *Keeping Ontario Healthy* is the first pillar and a key component of *Ontario's Action Plan for Health Care*
- **Key focus: Childhood Obesity Reduction Strategy**
- Reduce childhood obesity by 20 per cent over five years.
- Bring together a panel of advocates, health care leaders, non-profit organizations and industry partners to help develop the strategy
- **Key focus: Smoke Free Ontario**
 - Ontario will have the lowest smoking prevalence rate in Canada.
 - Increase fines for those who sell Tobacco to minors



Key Health Promotion Priorities for the Action Plan for Health Care

Healthy Living



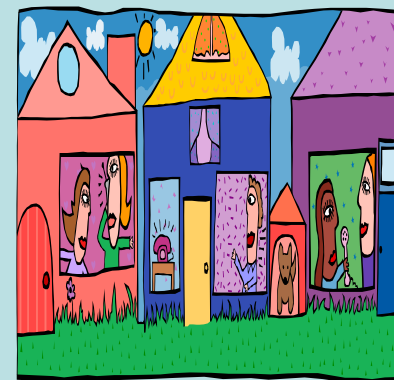
Tobacco Control



Public Health Accountability



Promoting Wellness



PRIORITY: The Healthy Kids Strategy

- Ontario has set an ambitious goal to reduce childhood obesity by 20 per cent over the next five years. Achieving this goal will have an impact to long-term health outcomes for Ontarians and is part of the government's Action Plan for Health Care.
- In May 2012, Ontario created the Healthy Kids Panel, to provide the government with expert advice and recommendations on how to tackle the issue of childhood obesity. The Panel was composed of leaders and experts from the health, education, community service and physical activity sectors, Aboriginal organizations and the private sector.
- The Healthy Kids Panel submitted its report, *No Time to Wait: The Healthy Kids Strategy*, to the Minister of Health and Long-Term Care in March 2013.
- In June 2013 Ontario launched a cross-government Healthy Kids Strategy that will take on the challenge of childhood obesity and act on the recommendations of the Healthy Kids Panel to give kids a healthy start, promote healthy food, and build healthy, active communities.

PRIORITY: Healthy Eating/Active Living & the Healthy Kids Strategy

Pillars	Achievements to Date
A Healthy Start	<p>Breastfeeding (MOHLTC): \$2.5M investment to enhance breastfeeding supports and to ensure that every woman who wants breastfeeding support can get it.</p> <p><u>Libraries could support awareness and access to breastfeeding supports and potentially provide locations for delivery of programs to women and families.</u></p>
Healthy Food	<p>Menu Labelling and Restricting Marketing to Children (MOHLTC): The ministry is carrying out consultations to inform legislation requiring restaurants to include calories and other nutritional information on menus and is taking steps to restrict the marketing of unhealthy food and beverages to children.</p> <p><u>Libraries could play a role in raising awareness of new legislation and initiatives.</u></p> <p>Student Nutrition Program (MCYS): \$3M for Ontario's Student Nutrition Program, adding 200 new breakfast and morning meal programs for approximately 33,000 kids in higher-needs communities.</p> <p><u>Libraries could partner with local schools to raise awareness of the importance of healthy eating and healthy food choices.</u></p>

PRIORITY: Healthy Eating/Active Living & the Healthy Kids Strategy

Pillars	Achievements to Date
Healthy Active Communities	<p>After School Program (MTCS): Additional 650 children and youth will have access to Ontario's After School Program.</p> <p>Pan Am/Parapan Am Trails (MTCS): \$3.5 million investment in a continuous trail of more than 2,000 kilometres connecting four venues from the Games while promoting healthy lifestyles.</p> <p>Pan Am/Parapan Am Kids (MTCS and EDU): will provide opportunities for kids to participate in a variety of Games-related sports and parasports activities.</p> <p>Expansion of the Northern Fruit and Vegetable Program (NFVP) to additional communities with a high representation of Aboriginal people, bringing the benefits of fresh fruit and vegetables to an additional 18,000 school-aged children in the Porcupine, Algoma and Sudbury regions, doubling the reach of the current program.</p> <p><i><u>Libraries are well positioned to support community awareness of these initiatives.</u></i></p>

PRIORITY: The Healthy Kids Community Challenge



- The Healthy Kids Community Challenge is a community program where partners from different sectors (e.g. public health, education, recreation, local business) are encouraged to work together to implement activities to promote healthy behaviours for children and youth.
- 30 communities will be selected to receive up to \$1.5M over four years and other supports from MOHTLC to implement local programs and policies based on specific healthy behaviour themes.
- Themes will address the risk or protective factors that are known to lead to or prevent childhood overweight and obesity (e.g. healthy eating, physical activity and adequate sleep)
- The community will form a multi-sectoral partnerships comprised of local government, schools, public health unit, recreation department, libraries along with interested non-governmental organizations, local businesses and others.
- Community partnerships will adapt the healthy living themes to address the **unique needs of the families and children** in their communities.
- For more information, please go to ontario.ca/healthykids

As hubs for community activities, libraries would add considerable value to community partnerships under the Challenge.



PRIORITY: Smoke Free Ontario (SFO)



- The Smoke-Free Ontario (SFO) Strategy aims to improve the health of Ontarians by reducing smoking rates to the lowest in the country.
- Using social marketing, programs, policies and legislation (Smoke-Free Ontario Act, 2006), the SFO Strategy focuses on three key pillars for tobacco control:
 - Prevention: preventing young people from starting to use tobacco;
 - Cessation: motivating and helping people quit using tobacco; and
 - Protection: protecting people from exposure to tobacco.
- In November 2013, the government announced ~~new regulations~~ and proposed new measures that would, if passed, create healthier environments for young people. They would protect young people from the harmful effects of second-hand, make smoking less visible, make tobacco less appealing and make it harder to access tobacco.

Libraries could support the SFO Strategy as locations for community awareness and engagement activities and by disseminating information and resources to raise awareness of SFO initiatives and services.

PRIORITY: The Ontario Public Health Standards

- The Ministry funds and oversees the work of Ontario's 36 Public Health Units (PHUs) that implement programs and services related to health promotion (e.g. healthy eating; active living; cancer screening; injury prevention; healthy growth and development, etc.).
- \$258.3M is provided to public health units for delivery of four health promotion Standards:
 - Chronic Disease Prevention
 - Prevention of Injury and Substance Misuse
 - Reproductive Health
 - Child Health
- PHUs are local agencies that deliver health-related programs and services for their communities.
- The Ministry sets minimum program/service requirements as identified in the Ontario Public Health Standards 2008 (OPHS) that public health units are legally required to implement.

Libraries could leverage existing and new partnerships with municipal PHUs to help provide access to, and awareness of, health promotion and disease prevention information and services.

Ontario's Health Promotion Resource Centres

- Since they were established in the late 1990's, the Health Promotion Resource Centres (HPRCs) have been building health promotion capacity for health intermediaries, primarily those working in public health providing health promotion and prevention services in Ontario's communities.
- They provide services such as knowledge exchange/translation, consultation, training and resource development to health intermediaries working in communities across Ontario.
- The Resource Centres are hubs for best practices in a broad spectrum of content areas including:
 - Nutrition and healthy eating
 - Physical activity
 - Tobacco control
 - Alcohol and injury prevention
 - Mental health and substance misuse
 - Maternal, child and reproductive health

Libraries could link with HPRCs to enhance community access to, and awareness of, health promotion and disease prevention information and services.

PRIORITY: Promoting Wellness

Aboriginal Programs

Culturally appropriate programs in the areas of smoking prevention and cessation, physical activity, healthy eating, and diabetes prevention.

Healthy Eating Programs

Promote nutrition and healthy eating choices (i.e. EatRight Ontario and the Northern Fruit and Vegetable Program).

Diabetes Prevention

Targeted health agencies deliver primary prevention to address risk factors for type 2 diabetes in high risk individuals and communities.

Health Promotion: Promoting Wellness



Problem Gambling Prevention

Reducing the prevalence of problem gambling among high-risk populations through increased knowledge/awareness and risk identification.

Healthy Communities Fund

Programs and policies that support marginalized communities in making healthier choices by addressing multiple risk factors.

Injury Prevention

Reduce the frequency, severity and impact of preventable injury through the implementation of the Ontario Public Health Standards and projects like the Concussion Portal and the Ontario Defibrillator Access Initiative.

Questions/Comments

