

# Health Promotion Developments in Ontario and the *Ottawa Charter for Health Promotion*

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**WATERLOO**  
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Sheela Basrur Symposium  
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# Ottawa Charter for Health Promotion

- Health promotion is the process of enabling people to increase control over, and to improve, their health
- Health promotion action means:
  - Build healthy public policy
  - Create supportive environments
  - Strengthen community action
  - Develop personal skills
  - Reorient health services

# Health promotion

- Health promotion represents a comprehensive social and political process.
- It not only embraces actions directed at strengthening the skills and capabilities of individuals, but also action directed towards changing social, environmental and economic conditions so as to alleviate their impact on public and individual health.
- Participation is essential to sustain health promotion action.

Ottawa Charter of Health Promotion, 1986  
Source: WHO Glossary of Health Promotion, Geneva, 1998



World Health Organization  
Organisation mondiale de la Santé



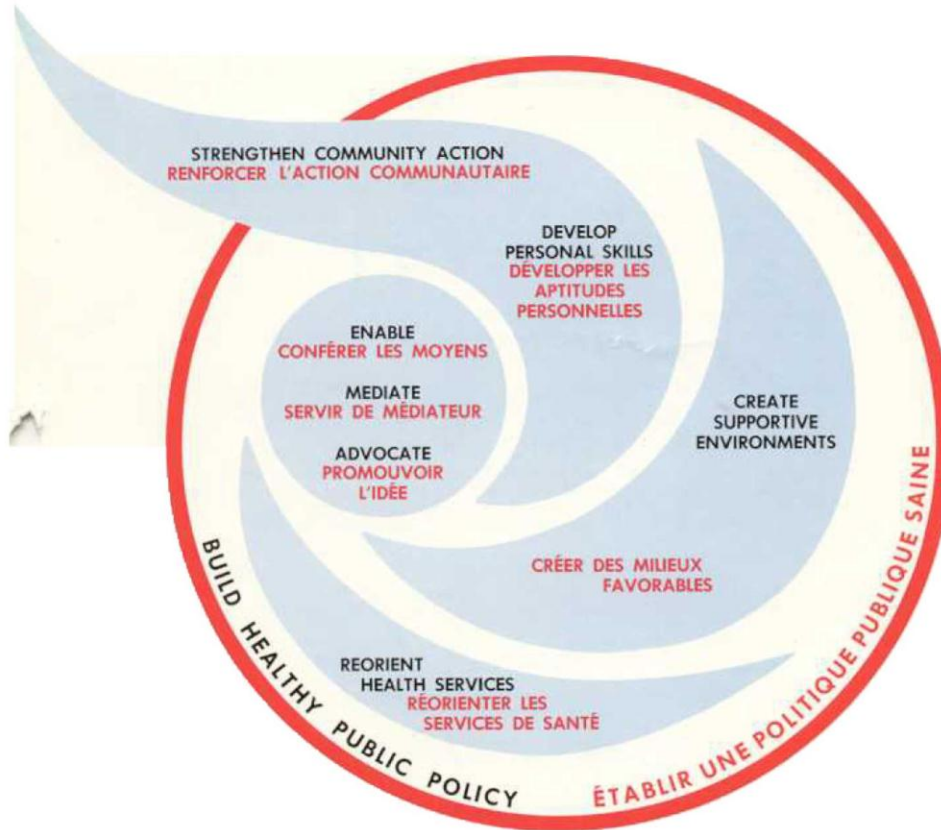
Health and Welfare  
Canada  
Santé et Bien-être social  
Canada



Canadian Public  
Health Association  
Association canadienne  
de santé publique

# OTTAWA CHARTER FOR HEALTH PROMOTION

## CHARTRE D'OTTAWA POUR LA PROMOTION DE LA SANTÉ



AN INTERNATIONAL CONFERENCE  
ON HEALTH PROMOTION  
The move towards a new public health

November 17-21, 1986 Ottawa, Ontario, Canada

UNE CONFÉRENCE INTERNATIONALE  
POUR LA PROMOTION DE LA SANTÉ  
Vers une nouvelle santé publique

17-21 novembre 1986 Ottawa (Ontario), Canada

# Health promotion in Canada

## – national strategies and other initiatives

- Federal Tobacco Control Strategy, and previous strategies
- Canadian Heart Health Initiative
- Canada's Drug Strategy
- Canadian Diabetes Strategy
- Canadian Strategy for Cancer Control
- Canadian Healthy Living Strategy
- Canadian Stroke Strategy
- Canadian Cardiovascular Disease Strategy
- Community Action Program For Children (CAPC)
- Aboriginal Head Start
- Canadian Guidelines for Healthy Eating, Food Guides
- Comprehensive School Health
- Etc.

SKILLS / AMÉLIORATION  
ENHANCEMENT / DES COMPÉTENCES  
FOR PUBLIC / EN SANTÉ  
HEALTH / PUBLIQUE

# CORE COMPETENCIES FOR PUBLIC HEALTH IN CANADA

Release 1.0



Public Health  
Agency of Canada

Agence de la santé  
publique du Canada

Canada

# Health Promotion in Ontario

- Public Health in the 1980s
  - City of Toronto Public Health (Toronto 1978)
  - Health Promotion and Advocacy Unit – health equity and socio-behavioural risk factors
  - Shapiro, Caplan, Hancock, McPhedran, Labonte, Fay, Lee, Bowers, Shannon, Perkins, Clement
- Healthy Cities meeting – Toronto Public Health Department, 1986
  - Hancock, Duhl, Draper

# Health Promotion in Ontario

- Ontario Council of Health/District Health Council planning exercise – *Health Care: The '80's and Beyond*
  - Siler Wells, Jackson, Carlson, Hancock
- OCH Task Force on Smoking or Health, 1982
  - Implementation analysis regarding feasibility of 12 recommendations ~ Not entirely scientific, political
  - Feasibility related to time and number of steps
  - Roadmap for the next 20 years
  - Provide justification for broader change

# Health Promotion in Ontario

- Office of Health Promotion – health promotion grants program, administrative flexibility, direct reporting to the DM of health
- Podborski Committee – *Health Promotion Matters (1987)*
- Spasoff Task Force – *Health for All Ontario (1987)*
- Premier’s Council on Health Strategy (1987), subsequent council on Health, Well-Being and Social Justice
  - A Vision of Health
  - Health goals, objectives and targets

# Premier's Council on Health Strategy – Health Goals for Ontario

1. Shift the emphasis to health promotion and disease prevention
2. Foster strong and supportive families and communities
3. Ensure a safe, high quality physical environment
4. Increase the number of years of good health for the citizens of Ontario by reducing illness, disability, and premature death
5. Provide accessible, affordable, appropriate health services for all

# ***Health Protection and Promotion Act***

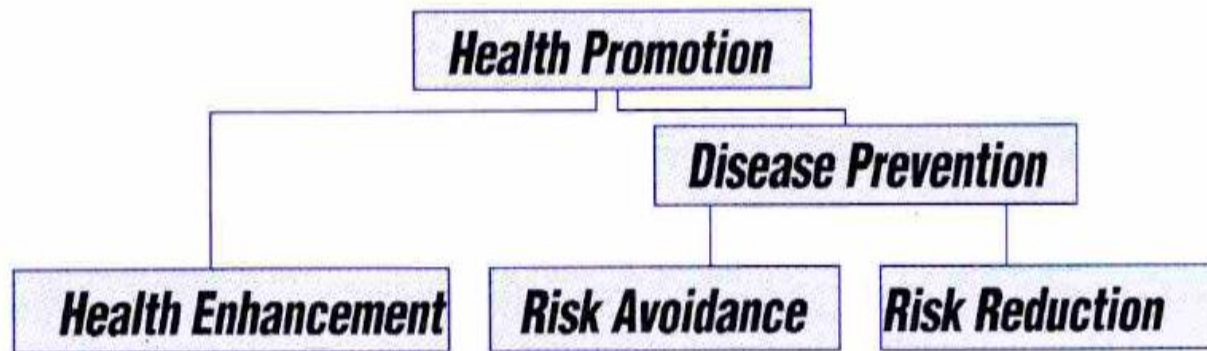
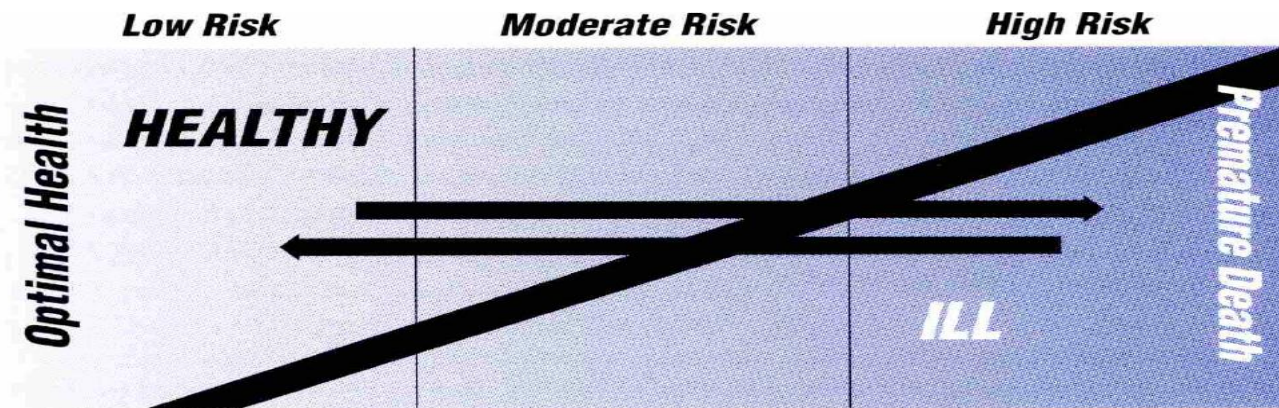
- Mandatory Health Programs and Services
  - 1984, 1989, 1997, failed attempt in 2000
- Ontario Public Health Standards and Protocols (2008)
- HP Guidance Documents (2010)

# Academic and practice-linked research

- University based applied research centres
  - McMaster – Effective Public Health Practice Project, NCCMT
  - UW – PHR and Propel
  - UT/UW – OTRU
  - UT – Centre for Health Promotion
- PHREDS – Hamilton, KFL&A, Middlesex-London, Ottawa, Sudbury & District
- Health system linked research units – North York, Ottawa Community Health Research Unit
- Others?

# Health Promotion Branch – within the Ministry of “Sickness Care”

- Two general roles
  - Catalyse, facilitate, and coordinate efforts to advance HP
  - Specific initiatives to prevent disease
- *A Guide for Community Health Promotion Planning* – prepared for local DHCs, PHAs, etc.
  - Adopted WHO definition of HP based on Ottawa Charter
  - HP focuses on good health, rather than health problems
  - HP includes – health enhancement, risk avoidance and risk reduction (HP includes DP)
  - HP is broader than health education
  - HP manifest as healthy public policy, community action, programs and services



# Three aspects of HPB strategy

- Enabling system
  - including community grants, resource centres (TAT), and networks
- Demonstration projects
  - local funding, central resources, evaluation
- Comprehensive health promotion strategies

# Enabling System



- Education & skill development
- Information & knowledge exchange
- Networking
- Consultation & advice
- Funding

- Leadership/personal skills
- Organizational capabilities
- Community organization & partnerships for action
- Health promotion

- Stages of community problem solving and organization
- Specific interventions
- Media advocacy
- Policy development
- Health communications
- Group/site specific tactics
- Evaluation & research

# Community Health Promotion in Action – community problem-solving

1. Getting started
2. Involving your community
3. Assessing your community
4. Making some decisions
5. Setting desired changes
6. Finding your challenges and opportunities
7. Choosing your activities
8. Making your plans
9. Carrying out your plans
10. Following up and evaluating your project
11. Returning to the path

# Health Promotion Branch – enabling

- Health promotion grants
  - seed, project, community gardens
  - community responsive, district health councils
- Resource centres
  - Ontario Prevention Clearinghouse
    - co-funded with COMSOC
    - Children’s agenda – Prevention Congresses, retreats, social assistance reviews, Transitions Corporate strategy
    - Francophone services leadership pursuant to *FLSA*
  - Ontario Healthy Communities Coalition
  - Other Health Promotion Resource Centres (and system)

# Health Promotion Branch – Demonstrations

- Healthy Lifestyle Promotion Program
  - community organization, ‘active intervention’, organized resources, media component, broad “ideas for action”
- Heart Health Promotion Program
  - Federal/provincial strategy – NHRDP applied research
  - Documentation, demonstration, dissemination, deployment
- Maternal and Newborn Health Promotion Program
  - Best Start
- 4 aspects – community-organized comprehensive approach, central resources, evaluation, and a view to learning and dissemination (networks)

# Health Promotion Branch – Comprehensive Strategies

- Ontario Tobacco Strategy
  - including Ontario *Tobacco Control Act*
- Substance Abuse Strategy
  - Black Report ~ comprehensive approach
  - Focus Community Projects
  - Addiction Research Foundation
  - Support for alcohol policy advocacy
- Planning for healthy eating and active living

# Leadership from the CMOH

- Health Protection and Promotion Act,
  - Mandatory Health Programs and Services (1984) and Initial guidelines
  - Healthy lifestyles – tobacco, nutrition etc. (1989)
  - Chronic disease prevention (1997)
  - Draft standards (~1999) for CDP, Injury Prevention, Reproductive Health, Child Health
  - Ontario Public Health Standards & Protocols (2008), Guidance Documents
- Chief Medical Officer of Health Reports
  - Communication, agenda setting tools, US SGR-like
  - Tobacco ~ Schabas
  - Predictable and Preventable Injuries ~ D’Cunha
  - Healthy Weights, Healthy Lives ~ Basrur
  - “Public Health – Everybody’s Business” ~ King

# Health promotion – facing challenges (late 1990s), yet making progress

- Early Year's Study
  - Advocacy by Mustard and McCain & Premier's personal interest
  - Ontario Children's Secretariat
- Ministry of Children's and Youth Services, COMSOC
  - Better Beginnings, Better Futures
  - Early Years Plan
- Heart Health Promotion Program
  - Evaluation and expansion
- Cancer control
  - Cancer Care Ontario, Prevention Unit
  - Regional cancer prevention and screening networks, breast and cervical cancer screening program growth
- Ontario Tobacco Strategy
  - Expansion in 1999

# Renewed interest and momentum for public health

- Sheela Basrur Chief Medical Officer of Health
- Public health system reform
  - Operation Health Protection
  - Agency Implementation Task Force, *From Vision to Action – A Plan for the Ontario Agency for Health Protection and Promotion*, March 2006
  - Capacity Review Committee, *Revitalizing Ontario's Public Health Capacity*, May 2006
- Structural changes – Public Health System Transformation

# Interest and momentum for public health

(continued)

- Legislative and regulatory reform
  - Bill 171: *Health System Improvements Act*, Schedule K – *Ontario Agency for Health Protection and Promotion Act*, 2006
  - Ontario Public Health Standards
- Other initiatives (selected examples only)
  - Screening for newborns, vaccinations (chicken pox, meningococcal, pneumococcal diseases), West Nile, flu shots
  - Lakeview power generator closed

# Interest and momentum for public health

## (continued)

- New Minister and Ministry of Health Promotion (and Sport), cabinet level discussions on health promotion matters
- Provincial strategies
  - Smoke-free Ontario Strategy
    - *Smoke-Free Ontario Act*
    - Unprecedented investment in CDP, still under developed
  - Healthy Eating, Active Living Strategy
    - CMOH Report – Healthy Weights, Healthy Lives
    - Active2010, Communities in action fund
    - Junk food restrictions, healthy schools initiatives
    - Miscellaneous – conferences, pilot projects, dial-a-dietitian
  - Others coming?
    - Injury?
    - Mental health and addiction?
    - Chronic disease prevention?

# Ontario Ministry of Health Promotion and Sport Healthy Communities Framework 2010/11

**Vision** Healthy Communities working together and Ontarians leading healthy and active lives.

**Goals**

- Create a culture of health and well-being
- Build healthy communities through coordinated action
- Create policies and programs that make it easier for Ontarians to be healthy
- Enhance the capacity of community leaders to work together on healthy living

## Healthy Communities Fund Components

### Grants Project Stream

Provides funding to local and provincial organizations for projects in priority risk factor areas.

### Partnership Stream

Promote coordinated planning and action among community partners to create policies that make it easier for Ontarians to be healthy.

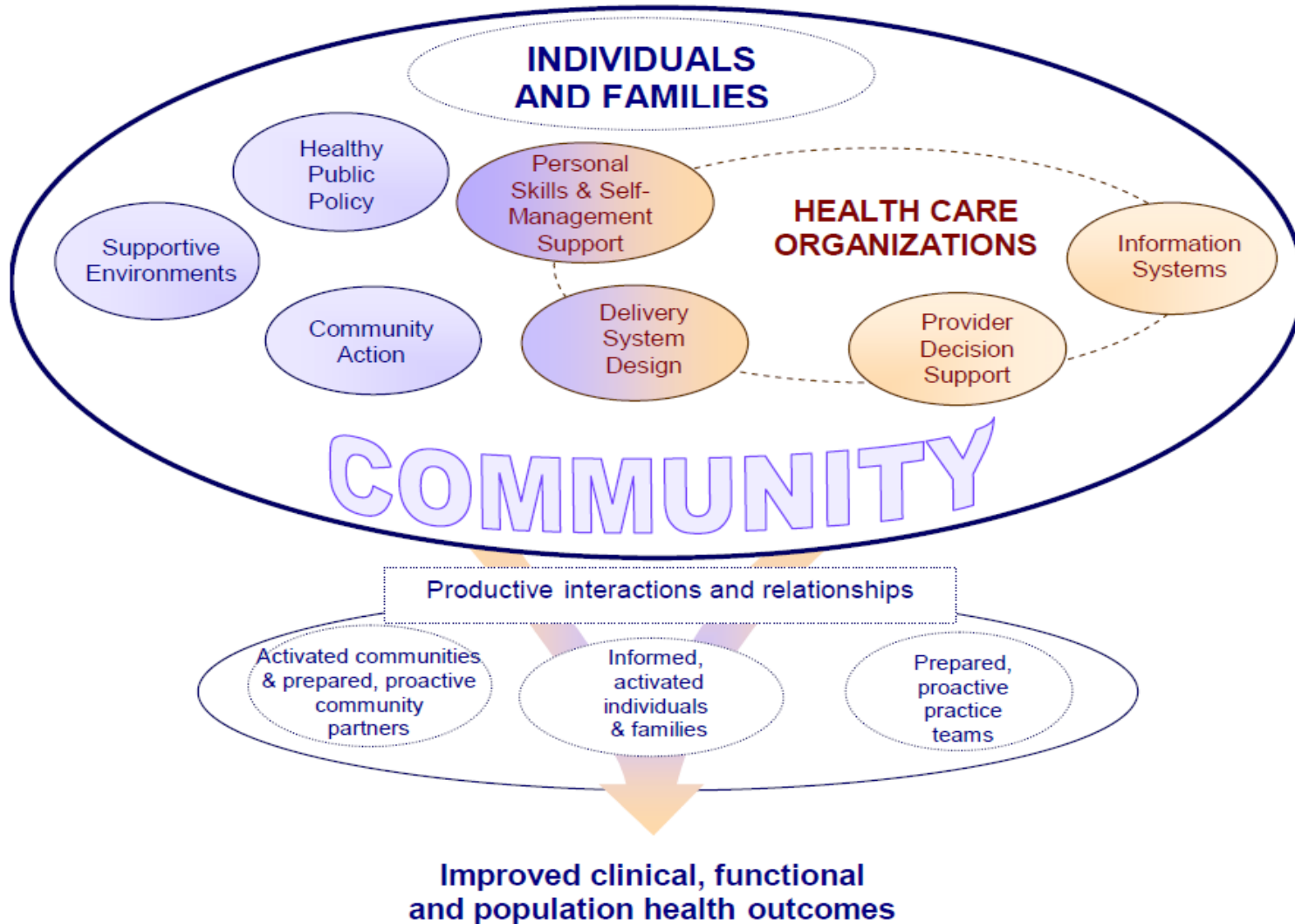
### Resource Centre

Build capacity of partnerships and communities by providing training and support to build healthy communities.

## Guiding Principles

- Empower communities using a shared decision-making model
- Strengthen partnerships within and between communities and between local and provincial partners
- Mobilize a variety of community partners and sectors for change
- Focus on those at-risk for poor health to reduce disparities
- Build on research, evidence and experience
- Accountable to communities and the ministry through measurable outcomes
- Work toward sustainable programs and strategies

# Ontario's Chronic Disease Prevention and Management Framework



# Macro-intervention – a systems approach

1. Population health goals setting system
2. Policy development system
3. Communication system
4. Financial transfer system
5. Human resources system
6. Enabling system
7. Innovation system
8. Monitoring, accountability, and evaluation system
9. Planning and management system

# Influence of the charter

- Undeniably shaped understanding
  - Positive concept – health improvements
  - Prerequisites for health, health equity, social determinants
  - Social action – advocate, enable, mediate
  - Action means: building healthy public policy, creating supportive environments, strengthening community actions, developing personal skills
  - Multi-faceted approach
- Has been used to affected policy, including resource allocation

# Lessons learned

- Importance of vision
  - Common lexicon
  - Conceptual frameworks, mental maps
  - Broadens thinking – beyond health education
  - No going back
- Specific action-oriented, problem-directed models are also necessary
- Focus on “process of enabling” aspect of HP definition
  - Enabling system orientation was productive, but may have been too narrowly interpreted
  - Systems approach/systems thinking

# Implications (continued)

- Leadership is critical
  - Federal, provincial, local
  - Political, public service, voluntary agency
- Approach
  - Social and political action, social movement building
    - coalitions, media advocacy, policy advocacy
  - Coherent, well-funded health community initiatives
  - Provincial public health strategy or strategies (CMOH priorities great place to start)
  - Robust demonstrations and evaluations of complex interventions

# Implications (continued)

- Learning systems for health promotion
  - Action/interventions and solution-oriented approach
  - Practice-based learning, learn as we go
  - Planning, capacity building, and evaluative inquiry