



Ontario Health Study Étude sur la santé Ontario

OAHPP Grand Round

**The Ontario Health Study
February 2011**

Lyle Palmer, Executive Scientific Director



www.ontariohealthstudy.ca

What is the OHS?

- A large population-based, longitudinal cohort study
- Prospective collection of data from individual volunteers
- Adults and families in the general population
- Social, environmental and genetic determinants of health and disease
- Genes and environment

An integrated platform for:

- Prevention, diagnosis, and treatment of illness
- Health promotion and intervention
- Better, more efficient health systems
- Empower communities and individuals to take responsibility for health
- Education of clinical, academic, government, business, and general society
- Community engagement



The national context...

The Study is one of five similar regional initiatives being conducted across Canada for the

Canadian Partnership for Tomorrow Project

- Alberta Tomorrow Project
- CartaGene Quebec
- Atlantic Partnership for Tomorrow's Health
- BC Generations project



Funders and Supporters

Funders



Ontario Institute
for Cancer Research
Institut ontarien de
recherche sur le cancer

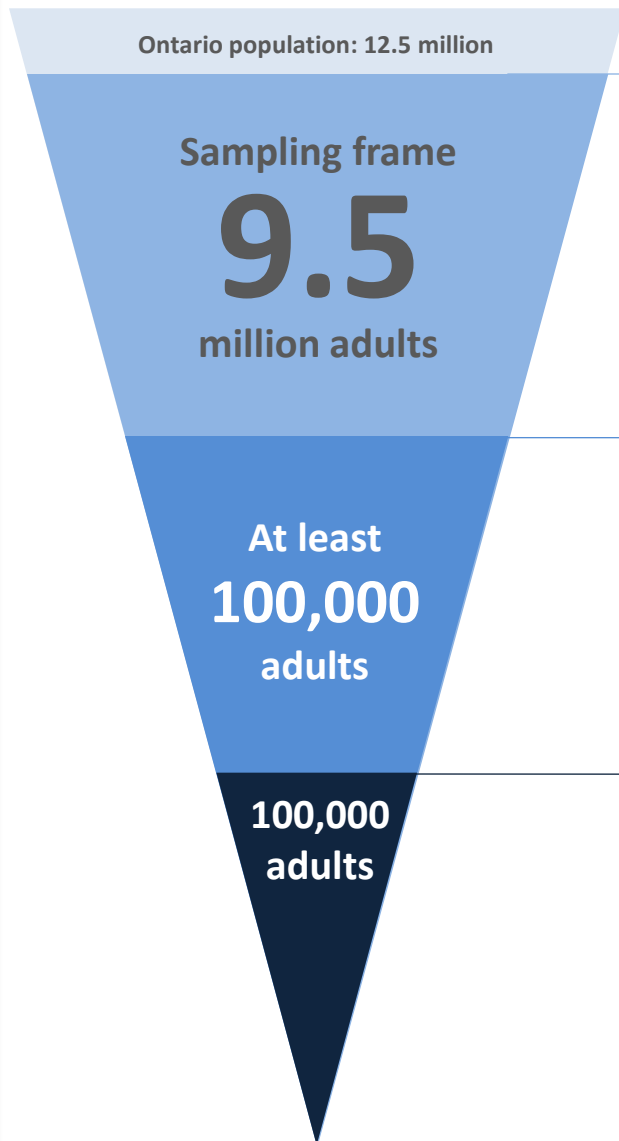


Supporters

Supporters

Arthritis Society of Canada • Asthma Society of Canada • Canadian Cancer Society • Canadian Celiac Association • Canadian Diabetes Association • Canadian Liver Foundation • Canadian National Institute for the Blind • Centre for Addiction and Mental Health • College of Physicians and Surgeons of Ontario • College of Dietitians of Ontario • Crohn's and Colitis Foundation of Canada • Heart and Stroke Foundation of Ontario • The Kidney Foundation of Canada • Ontario Lung Association • College of Physicians and Surgeons of Ontario • Ontario Medical Association • Ontario Physiotherapy Association • Ontario Society of Occupational Therapists • Institute for Clinical Evaluative Sciences • Ottawa Hospital Research Institute • Samuel Lunenfeld Research Institute • Toronto Rehabilitation Institute • University of Toronto Joint Centre for Bioethics • Bluewater Health • Dryden Regional Health Centre • Grand River Hospital • Hamilton Health Sciences • Hotel-Dieu Grace Hospital • Kingston General Hospital • London Health Sciences Centre • Mount Sinai Hospital • Ottawa Hospital • Peterborough Regional Health Centre • Queensway Carleton Hospital • Rouge Valley Health System • St. Joseph's Health Centre • St. Joseph's Healthcare Hamilton • St. Michael's Hospital • Southlake Regional Health Centre • Sunnybrook Health Sciences Centre • Thunder Bay Regional Health Sciences Centre • Timmins and District Hospital • Toronto East General Hospital • Trillium Health Centre • University Health Network • Windsor Regional Hospital • Women's College Hospital • Algoma University • Brock University • Carleton University • Dalla Lana School of Public Health at the University of Toronto • McMaster University • Nipissing University • Queen's University • Ryerson University • University of Guelph • University of Ontario Institute of Technology • University of Ottawa • University of Waterloo • University of Western Ontario • University of Windsor • Wilfrid Laurier University • York University

Main Phase of Study: A big vision project...



'Thin' data collection on all adult volunteers in Ontario

Province-wide invitation to participate of **all volunteering adults** from September 2010

- Core health questionnaire (online)
- Additional online questionnaires (e.g., nutrition, physical activity)

'Thin+' data collection focussing on workplaces

- Core questionnaire (online)
- Additional online questionnaires
- Limited physical measures
- Bio sample: Blood/Saliva & urine

'Thick' data collection

- Assessment centres in major population centres
- Very dense physical measures, (~2,000 per person) e.g., DEXA, spirometry, C-IMT, cognition, mental health, eyes, hearing, home sleep study, etc.... Substudies e.g., MRI of brain and neck on 5,000
- Blood and urine

Follow-up both passively via linked health data and actively through additional questionnaires.

Online surveys



"Help build the healthy communities of tomorrow by joining the Ontario Health Study today"

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This is your study. You can make a difference.

The overwhelming majority of Ontarians believe that projects like the Ontario Health Study could provide important health benefits.

On average it takes 17 minutes to complete our online questionnaire.

Your 17 minutes can change the world.

[Click here to TAKE PART](#) 



www.ontariohealthstudy.ca

Online surveys



Questions? Call
1-866-606-0686



GILDA'S HOME PAGE

Your Questionnaire is in progress.

Resources

- [Consent](#)
- [Privacy](#)

Questionnaire Completion

- | | | |
|----------|-----------------------------------------|-------------|
| Step1 -> | Consent | Completed |
| Step2 -> | Participant Information | Completed |
| Step3 -> | Questionnaire | In progress |

Account

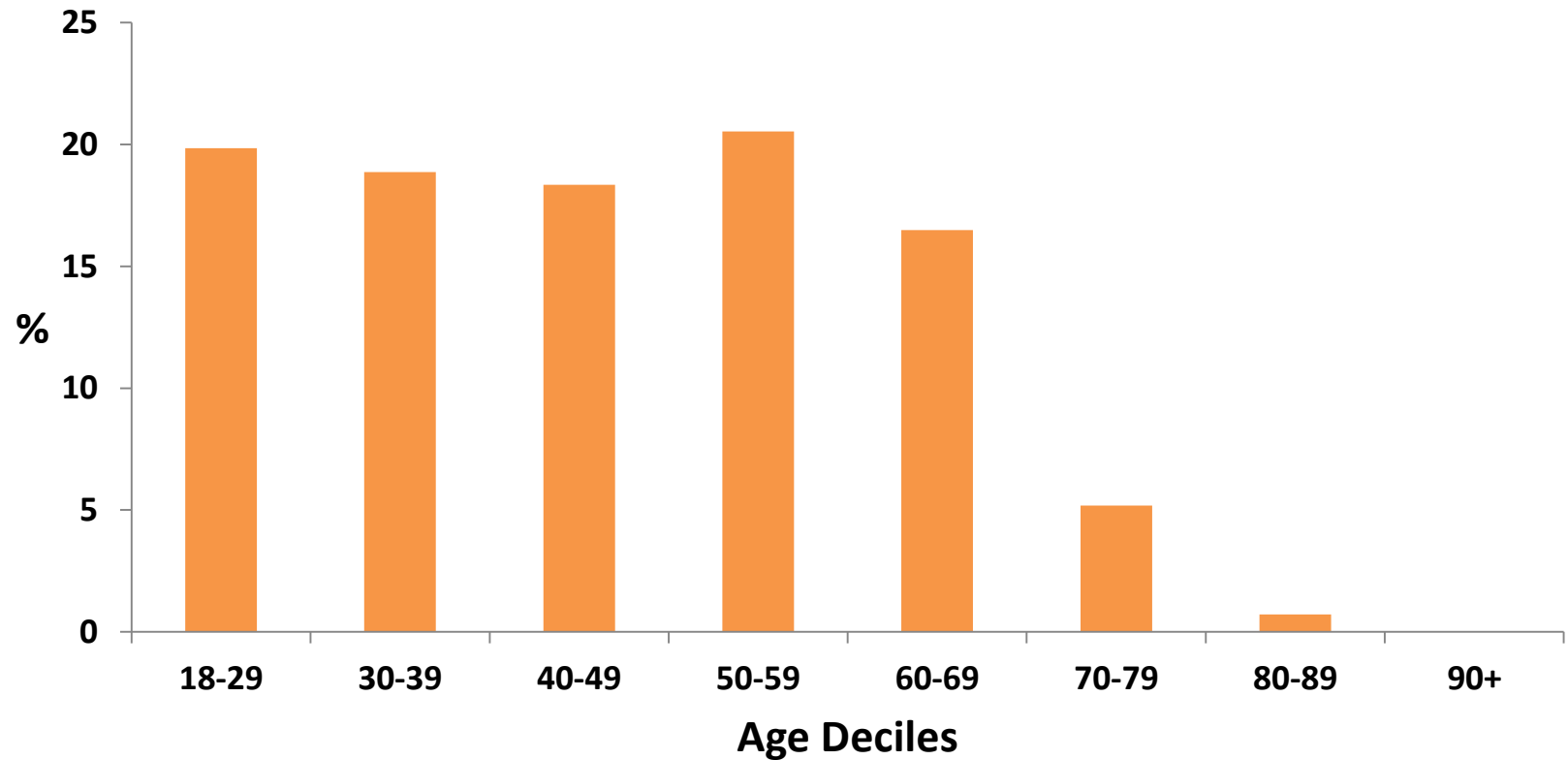
- [Change Password](#)
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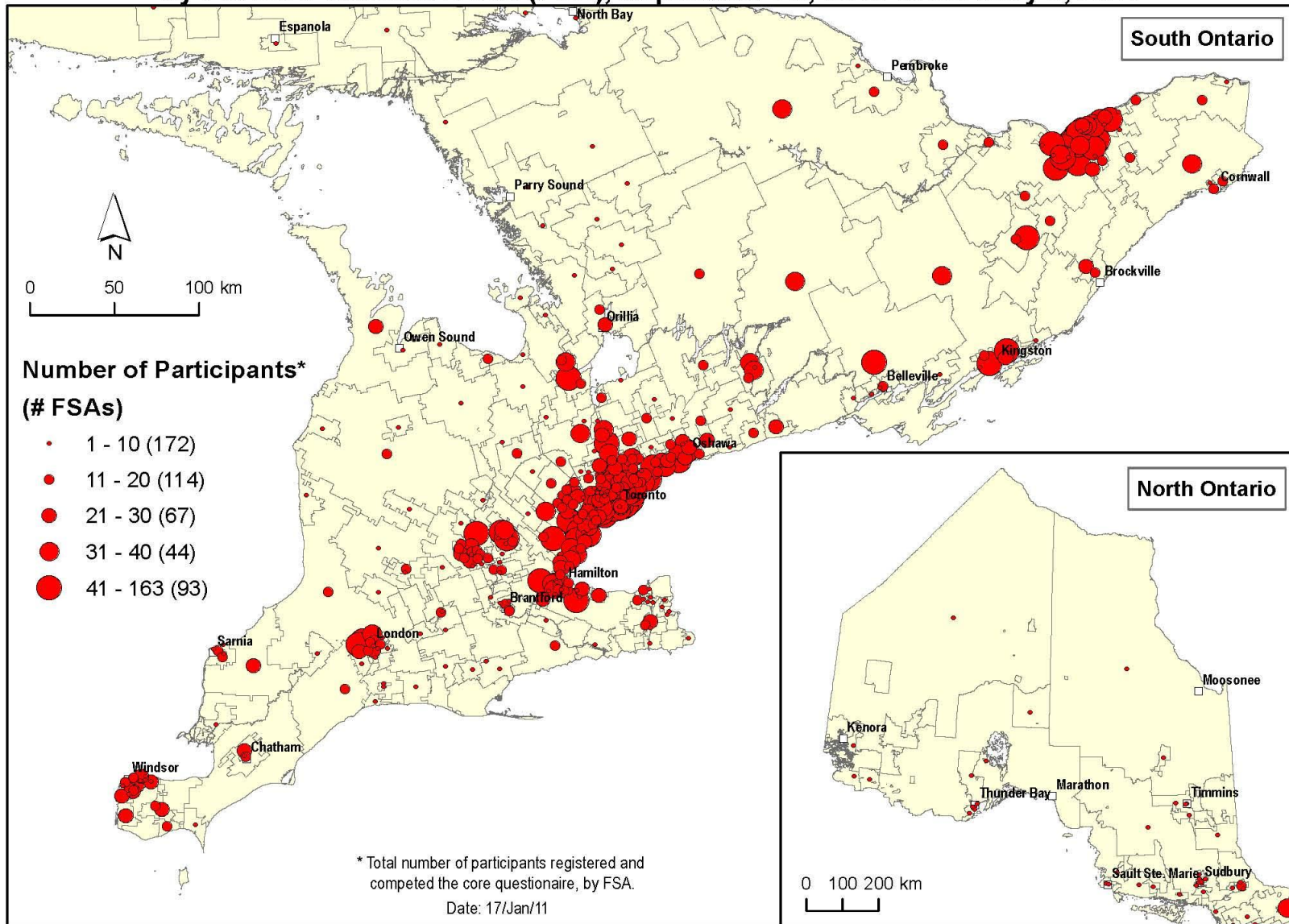
www.ontariohealthstudy.ca

OHS Recruitment Update

OHS Recruitment, by Age Sept. 29/10 - Jan 26/11



Geographic Distribution of Ontario Health Study Participants by Forward Sortation Area (FSA), September 29, 2010 to January 5, 2011



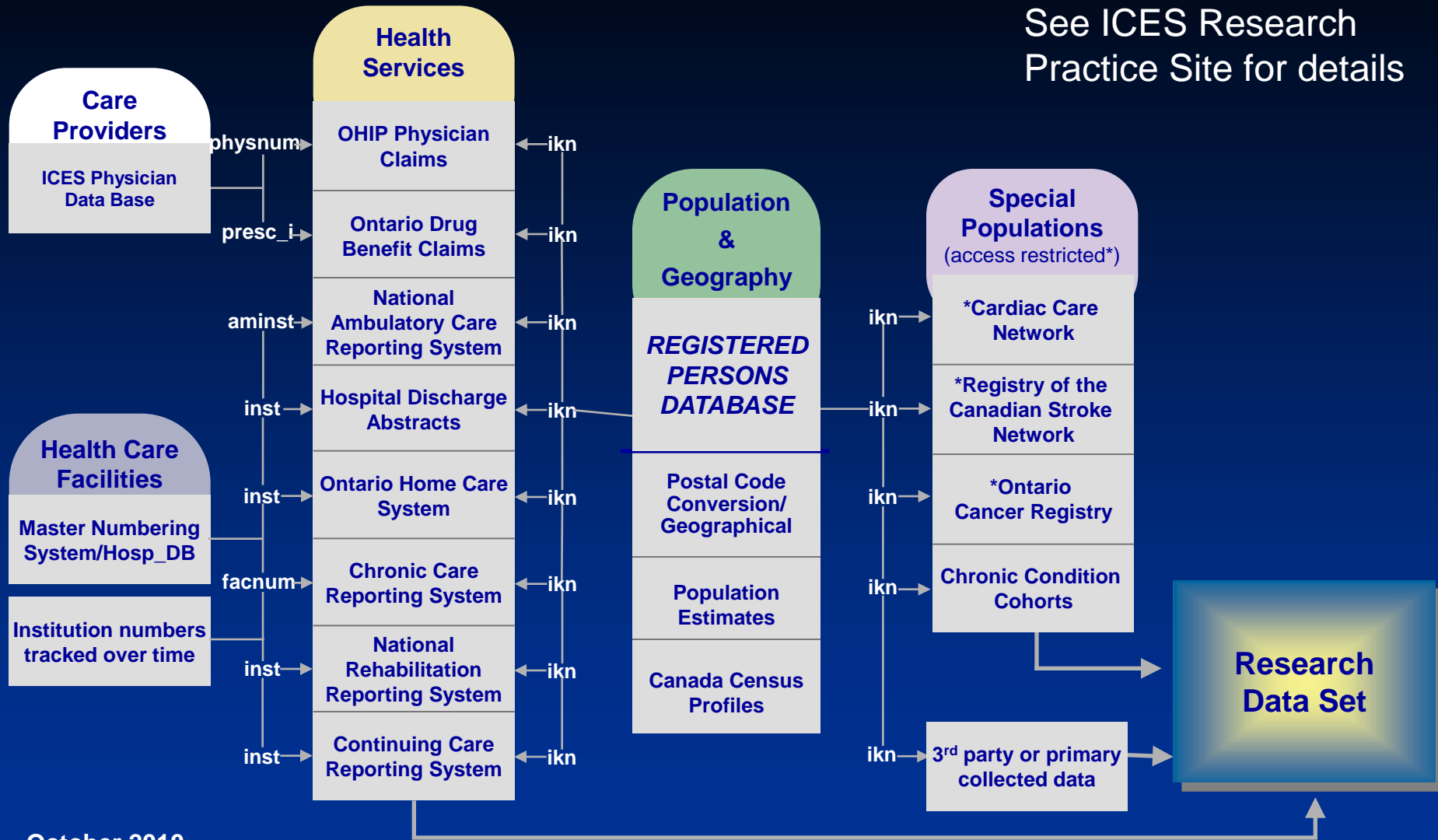
Why Ontario and Canada?



- 1. We can do this effectively, quickly and cheaply.**
- 2. We have a long history of population-based research.**
- 3. Extensive intellectual capital; world-leading medical research**
e.g., International centre of excellence in genomics
e.g., International centre of excellence in medical imaging
- 4. Unusually close integration of government, hospitals, and academia.**
- 5. Building upon 45+ years of population-based health data - the best linked medical databases in the world.**
- 6. Ethnically diverse population of ~13 million people.**

ICES: World-class linked health data

See ICES Research Practice Site for details



October 2010

Enhancing the effectiveness of health care for Ontarians through research

Baseline recruitment: Online questionnaire

A Sample of Planned Recruitment Activities

- Transit Advertising (Major cities in Ontario)

Began September 2010 and ongoing

- Media Stories

Began September 2010 and ongoing

- Email Blasts (Partners, Supporters, Unions, Professional Associations, Large Employers, Universities, Health Advocacy Groups)

Began November 2010 and ongoing

- Radio Advertising (Major cities in Ontario)

Begins December 2010

- Newspaper Advertising (In large dailies and community papers)

Begins December 2010 and ongoing

- Online Advertising (Google AdWords, Facebook Ads, Banner Ads etc.)

Begins December 2010 and ongoing

- RPDB Invitation Letter (Pilot 250,000 to various communities in Ontario)

Begins January 2011 and ongoing

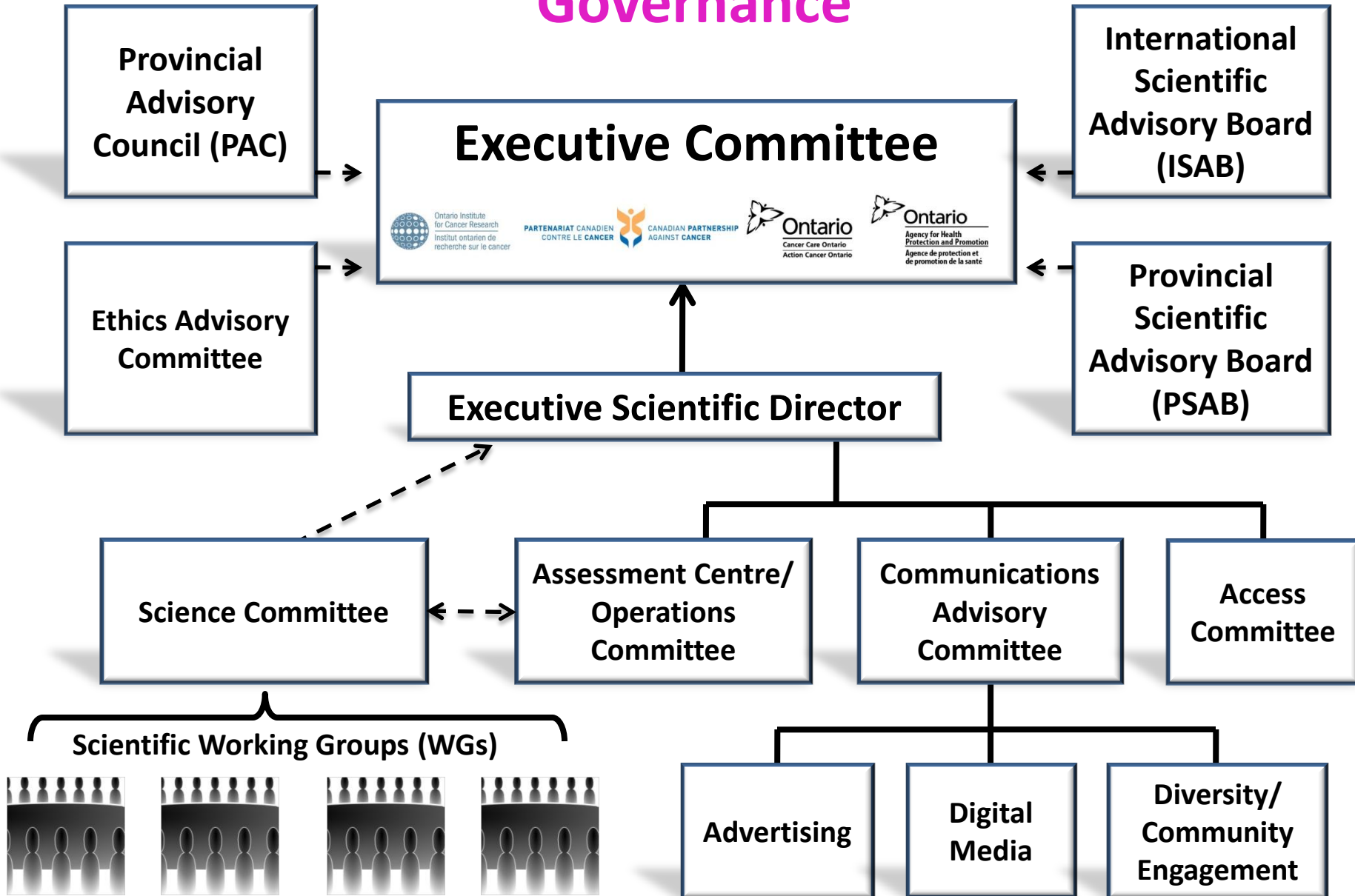
- Magazine Advertising (Will be used to target less-reached demographics as tracking indicates gaps)

Begins March 2011 and ongoing

- Kiosk Recruitment (Street Festivals, University Campuses etc.)

Begins May 2011 and ongoing

Governance



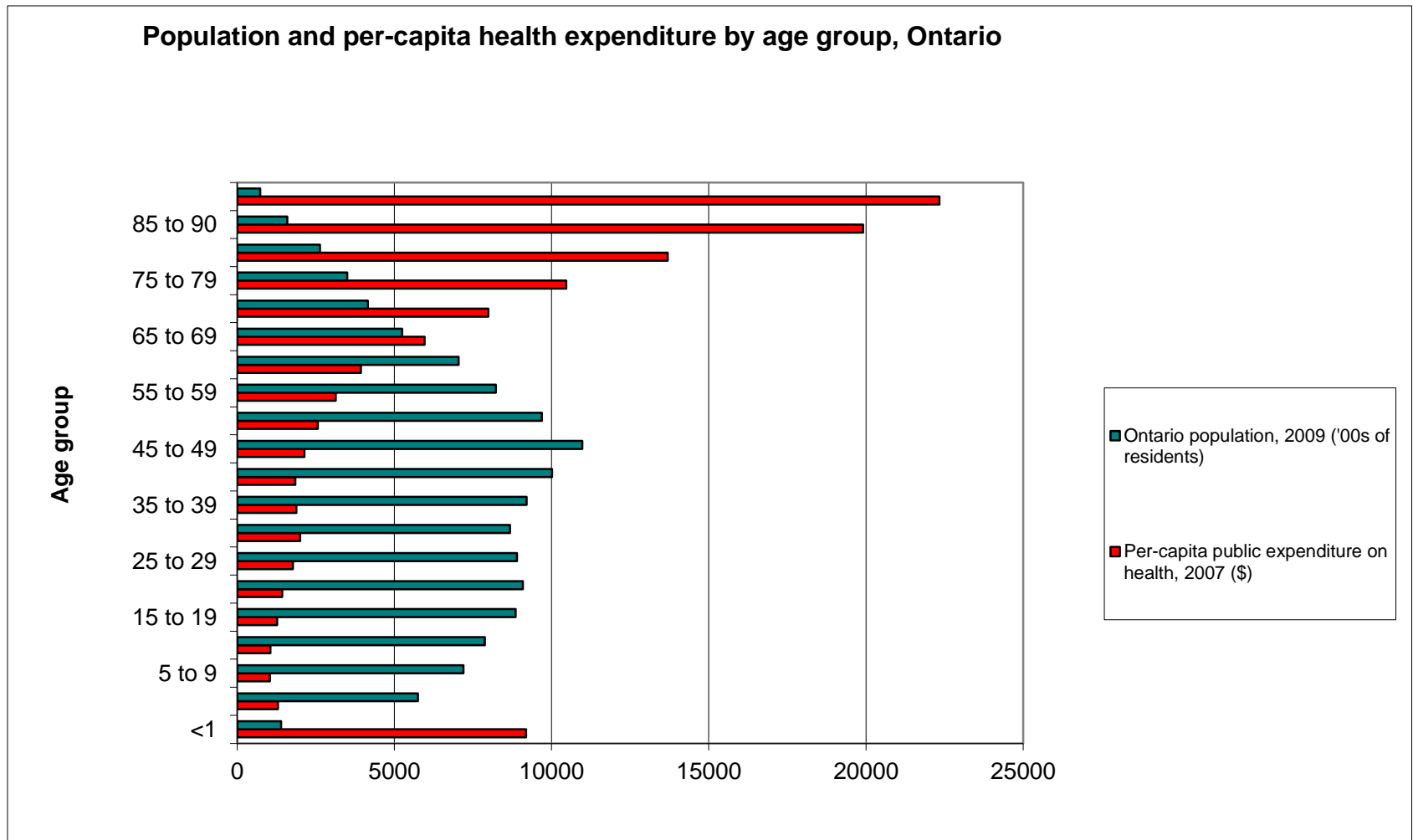
30 working groups; over 175 researchers

The OHS needs you!

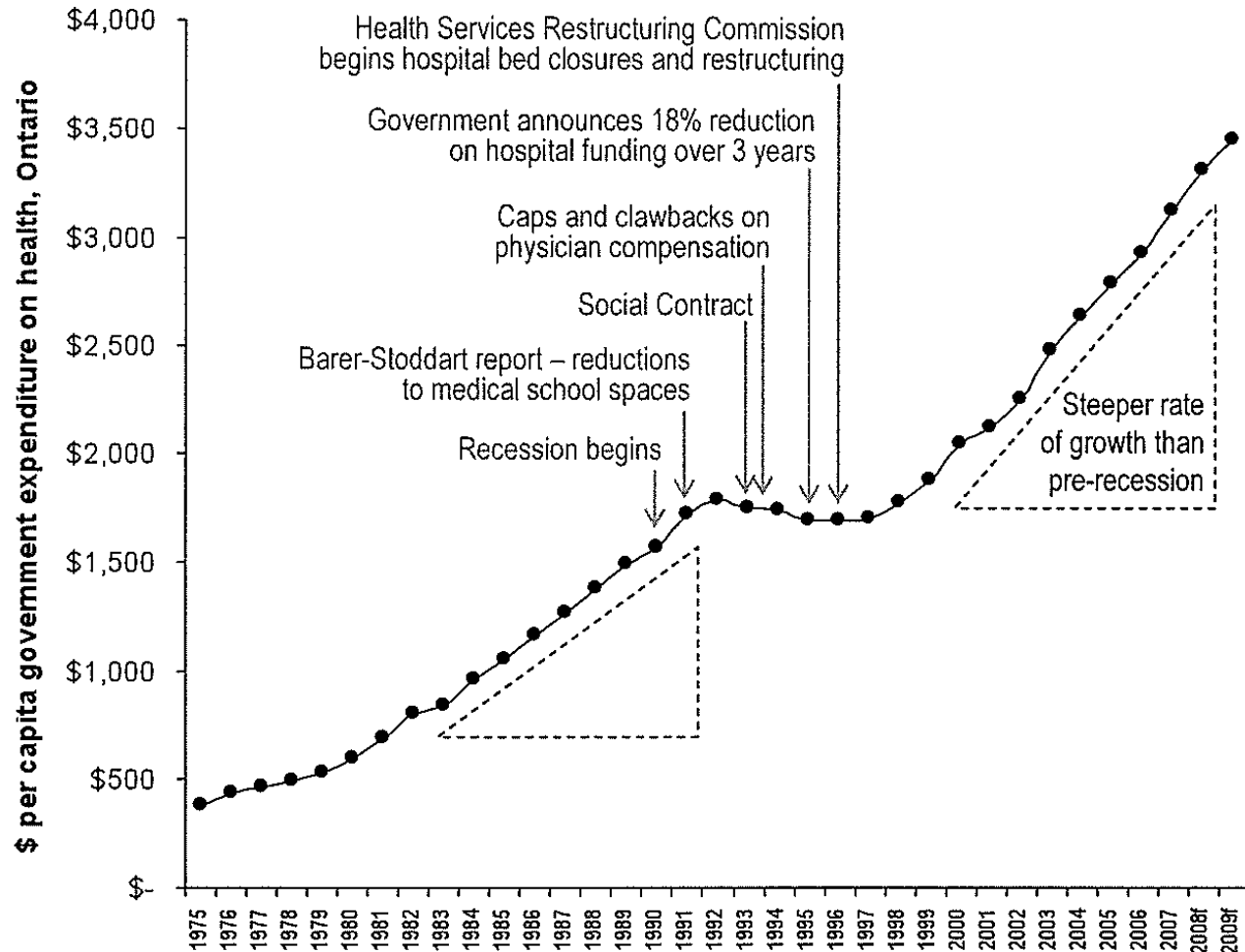
Our ask from partner organizations

- **Organizational engagement: endorsement, interaction, building strategic relationships**
- **Engagement of clinical and academic staff by the OHS team**
 - Online survey of all academics and hospital-based researchers in Ontario (Jan 2011)
 - Online survey of all GPs in Ontario (Jan 2011)
- **Assisted recruitment of staff and students into OHS**
 - Email from institutions, recruitment material in institutions, newsletters, etc.
- **Workplace-based further studies**
 - Biospecimen, physical measures
- **Energize networks within each institution**
 - Engaging cultural diversity of Ontario
 - Institution-specific resources
 - Engaging non-academic partners
- **Concurrent research activities**
 - Paradigm shift: Research embedded into routine clinical care

OHS important because of aging populations...



... and increasingly expensive health systems



CHANGE AND HOPE

“Change will not come if we wait for some other person or some other time. We are the ones we’ve been waiting for. We are the change we seek.”

- Barack Obama

