



Update on the Ministry of Health Promotion and Sport

Presentation to
The Association of Local Public Health Agencies (ALPHA)

June 14th, 2011

Ministry of Health Promotion and Sport

VISION

Healthy communities working together
and Ontarians leading healthy and active lives.



MISSION

Champion health promotion across Ontario and inspire partners
to create a culture of health and wellbeing for all.



The Ontario Context

- Tobacco use is the largest preventable cause of death and disease in Ontario. It kills 13,000 Ontarians every year.
- In 2004, almost 60% of adults and 28% of children were overweight or obese.
- In 2010, an estimated 1.2 M people in Ontario had type 1 or type 2 diabetes - or about 8.3% of the population.
- Slightly less than half of Ontario adults accumulate 30 minutes of physical activity daily.

Presentation Overview

- Our Focus
 - Smoke-Free Ontario
 - Public Health Performance
 - Pan and ParaPan-Am Games
 - Valuing Sport and Recreation
 - Access to Defibrillators
 - Ontario's Recreation and Trails Framework
 - Social Marketing
 - Healthy Eating
- Moving Forward



Smoke-Free Ontario

- The 2005 Smoke-Free Ontario (SFO) Strategy successfully positioned Ontario as a leading jurisdiction in tobacco control.
- Ontario has developed a new 5-year plan that focuses on continuing to build an integrated cessation system, preventing youth from using tobacco and reducing the supply of contraband.
- Government, existing partners and new partners will need to work together to implement the components of the plan.
- As these priorities are implemented, we will engage with our partners, including public health, on how to work together on moving forward.
- Public health units have been instrumental in the delivery of the Smoke-Free Ontario Strategy and will continue to play a key role.



Smoke-Free Ontario

- A comprehensive strategy to eliminate tobacco-related illness and death. The three pillars of the strategy are:
 - **Prevention** - Prevent children, youth and young adults from starting to smoke
 - **Cessation** - Motivate and support people to quit
 - **Protection** - Eliminate exposure to second-hand smoke
- Comprehensive, evidence-based policies and programs decrease tobacco use and chronic disease to reduce health care costs and boost productivity.



Smoke-Free Ontario

- Youth Engagement and Tobacco
 - Support through SFO funding to each public health unit for a youth engagement coordinator (YEC), who focuses on fostering alignment of health unit efforts with youth engagement best practices and principles
 - Youth programming through Tobacco Control Area Networks
 - On-going support to existing youth-focussed programs



Public Health Performance

- New Performance Management Approach:
 - Reflects a shift away from measuring compliance to monitoring the outcomes of public health efforts
 - Provides an opportunity to demonstrate how the public health system impacts the health of Ontarians
- First year of Accountability Agreements (AAs) is a transitional year.
- The learning identified throughout the AA development process will help inform the next phase of work.
- Developmental work to address gaps in current performance indicators will be a focus for the ministry over the next few years in conjunction with public health.

2015 Pan and Parapan American Games

- A globally recognized major international sporting event:
 - Pan Am Games: July 10 - 26, 2015
 - Parapan Am Games: August 7-14, 2015
- An estimated 10,000 athletes, para-athletes and team officials participating in 48 sports from 42 countries from South, Central, North America and the Caribbean.
- A regional Games hosted by 17 municipalities in the Greater Golden Horseshoe, with Toronto as the geographic hub.
- The Ministry of Health and Long-Term Care (MOHLTC) will work with MHPS, Toronto 2015 and other partners to ensure that the appropriate level of medical services are available for athletes, officials and visitors during the Games.
- We look forward to exploring health promotion opportunities related to an event of this stature.

Valuing Sport and Recreation

Sport and Recreation

- Staging the Pan and Parapan American Games in 2015 enables us to leverage/maximize opportunities for athletes and sport development.
- Bringing a new focus to sports excellence, sport hosting and athlete development so that in five years when we host the Pan Am Games, we will be competing at our best.
- Ontario is currently undertaking province-wide community consultations to support the development of a new Canadian Sport Policy scheduled to be released in 2012.

Access to Defibrillators

- On June 3, 2011 the Ontario Government announced a \$10 million investment that will increase access to Automated External Defibrillators (AED).
 - Training for the public for CPR and making defibrillators easily accessible has the potential to save thousands of lives.
- The AED initiative includes:
 - Needs assessment to identify the state of the current inventory of AEDs at public facilities
 - Providing funding to increasing the number of AEDs and trained individuals at publicly funded community, recreation and schools with high recreation use to ensure a more cardiac safe environment for Ontarians
 - Supporting the development of an Ontario AED registry that facilitates AED planning, prioritization and tracking and provides local EMS workers and the public with information on AED locations.

Ontario Recreation and Trails Framework

- In partnership with Parks and Recreation Ontario (PRO) and the Ontario Trails Council (OTC), the Ministry of Health Promotion and Sport (MHPS) is developing an Ontario Recreation and Trails Framework.
- The Framework will provide an opportunity to further promote and profile recreation and trails and their contribution to the health and well-being of Ontarians
- It will provide strategic direction (support collaboration, alignment of initiatives/investments, support common goals) to all levels of government, non-profit groups, the community and other stakeholders, to develop opportunities for Ontarians to participate in and continue to enjoy trails and recreation.
- MHSP recognizes Public Health's role as a key partner in trails development. Trails play a key role in connecting communities and improving the built environment.

Social Marketing

- MHPS is working with partners to spread a culture of health and well-being through social marketing.
- MHPS' goal is to become a centre of excellence for social marketing related to health promotion.
- Learning from best practices in other jurisdictions, conducting original research to better reach youth audiences, and working with our partners – including public health – we will develop and implement a long-term social marketing plan.
- MHPS is in the process of developing a best practice environment and a formal mechanism for implementing Social Marketing in the development and delivery of more effective health promotion strategies.

Healthy Eating

- Ontario supports the recommendations of the National Sodium Working Group (July 2010) calling for the implementation of voluntary sodium reduction targets immediately.
- MHPS continues to work with Federal, Provincial and Territorial (FPT) partners and we look forward to working with public health, food service and others on this important initiative.
- Through the Declaration on Prevention and Promotion that was signed by Ministers of Health/Health Promotion in September 2010, governments agreed to work together and with private, non-profit, municipal, academic and community sectors, and with First Nations, Inuit and Métis peoples, to improve health and reduce health disparities and to build and influence the physical, social and economic conditions that will promote health and wellness.



Healthy Eating

- The ministry has a number of programs and strategies that address healthy eating. With recent transformation of many of these programs, there is increasing alignment of goals and efforts to ensure initiatives are creating efficiencies and focusing on common goals to enhance the value and impact of ministry funds.
- The ministry needs to ensure any new strategy or initiative development works in complement with existing strategies, programs and partners to create maximum value and impact.
- Some emerging trends from Healthy Communities work include a continued focus on increasing access to healthy food either through changes to the built environment or by increasing availability of healthy food in communities.

Moving Forward

- We are committed to enhancing our relationships with current health promotion partners.
- Continued alignment with Public Health Units is important. We will continue to:
 - Work with Public Health Units to ensure the delivery of Ontario's Public Health Standards.
 - Move forward on implementing a performance management framework for public health in Ontario, along with accountability agreements for 2011.
 - Work on joint priorities aligned with Ontario Public Health Standards.
 - Build on and formalize engagement and communication mechanisms with public health.

Moving Forward

Continued work and partnerships:

- Chief Medical Officer of Health
- Partner Ministries - MOHLTC & MCYS
- Ontario Agency for Health Protection and Promotion (OAHPP)

Moving Forward

- Improving the health of Ontarians is a shared, long-term goal which will require us to work together to develop creative solutions.
- MHPS recognizes the need for a guiding framework to inform the ministry's priorities. This framework would deliver results and demonstrate the value of health promotion to Ontarians.
- Over the coming months, the ministry is reviewing its existing strategic direction and making revisions based on the current health promotion context. We want to ensure that a public health perspective is included in the refinement process.