



Healthy Public Policy: Ministry of Health Promotion

March 2nd, 2010
Alcohol Policy Network Symposium

Overview

- Outline of MHP's new structure
- MHP's Integrated Risk Factor Approach
- Key MHP Initiatives
 - Ontario Public Health Standards
 - Guidance Documents
 - Healthy Communities Ontario

Ontario Ministry of Health Promotion: Strategic Directions

Influence Integration of Healthy Public Policy Lens Across Government



Influence & Oversight of Public Health



Lead Government's Health Promotion Directions, Policies and Initiatives



Oversight of Sports Organizations & High Performance Athletes Development



Strategic Partnerships to Support Provincial & Community Capacity Building



MHP Structure



MHP Strategic Policy, Partnerships and Research Branch



• MANDATE

- Develop provincial health promotion and prevention policies, plans, strategies and partnerships to promote health and wellness.
- Build and enhance partnerships and relationships by collaborating with and engaging other ministries, agencies, private sector and other groups.
- Provide research and evaluation support and advice.

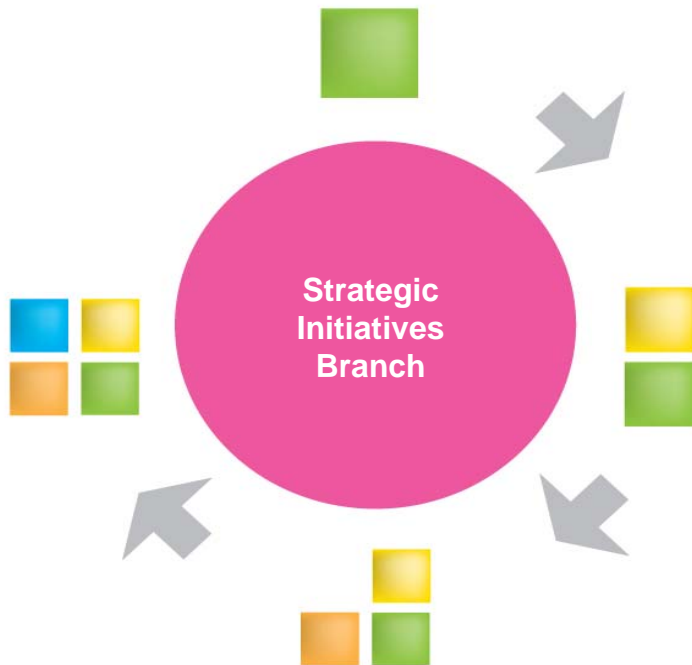
CORE FUNCTIONS

- Strategic Policy, Population Health
- Policy Development and Liaison
- Research and Evaluation Linkages

BUSINESS OBJECTIVES

- Policy development supports Ministry priorities including:
 - Healthy Public Policy and Related Legislation
 - Nutrition & Agri-Food Policy
 - Mental Health & Addictions
 - Ontario Trails
 - Sports Excellence
- Cabinet and Inter-Ministry Policy Liaison
- Inter-Governmental Policy and Liaison

MHP Strategic Initiatives Branch



- **MANDATE**

- Serve as project management office for ministry activities and provide training to develop project capacity across the ministry.
- Design, manage and incubate provincial health promotion and prevention projects, programs, initiatives, tools and resources.
- Bridge policy development and program implementation from project / program design through to incubation and transfer.

- **CORE FUNCTIONS**

- Strategic Design
- Strategic Projects
- Program Evaluation
- Project Management

- **BUSINESS PRIORITIES**

- Branch Design: Project Management Model/Approach
- Branch Projects: 100 Day Plan - Defined Priority Projects
- First Project – New Directions in Tobacco Control

MHP Sport, Recreation and Community Programs Branch



MANDATE

- Value sport and recreation by providing support and oversight and implementing programs.
- Monitor and coordinate accountability requirements for program areas.
- Work with communities to implement health promotion programs and strategies.

CORE FUNCTIONS

- Program design and delivery
- Fiscal oversight
- Sector development

BUSINESS PRIORITIES

- Implement Sport and Recreation funding programs: Base, Sport Priority and Quest For Gold
- Implement Community Based programs such as the Healthy Communities Fund, After School Program and initiatives delivered in and for the Aboriginal community
- Manage relationships with key stakeholders in the sport, recreation and health promotion sector

MHP Standards, Programs and Community Development Branch



• MANDATE

- Develop and direct accountability relationships and provide consultative advice on public health standards.
- Develop community capacity.
- Ensure effective relationships and accountability with provincial organizations and groups delivering health promotion programs.

CORE FUNCTIONS

- Public Health Units and Standards
- Community Programs and Development

BUSINESS PRIORITIES

- Implement Ministry of Health Promotion initiatives such as Eat Right Ontario, CINOT Expansion, Health Check, Diabetes strategies
- Strengthen the resource system
- Provide Health Promotion expertise to the field

MHP Communications Branch



- **MANDATE**
- Develop and implement ministry communications strategies / products including public education and social marketing programs.
- Inform the public about government policies, programs and services to help people lead healthy active lives.

CORE FUNCTIONS

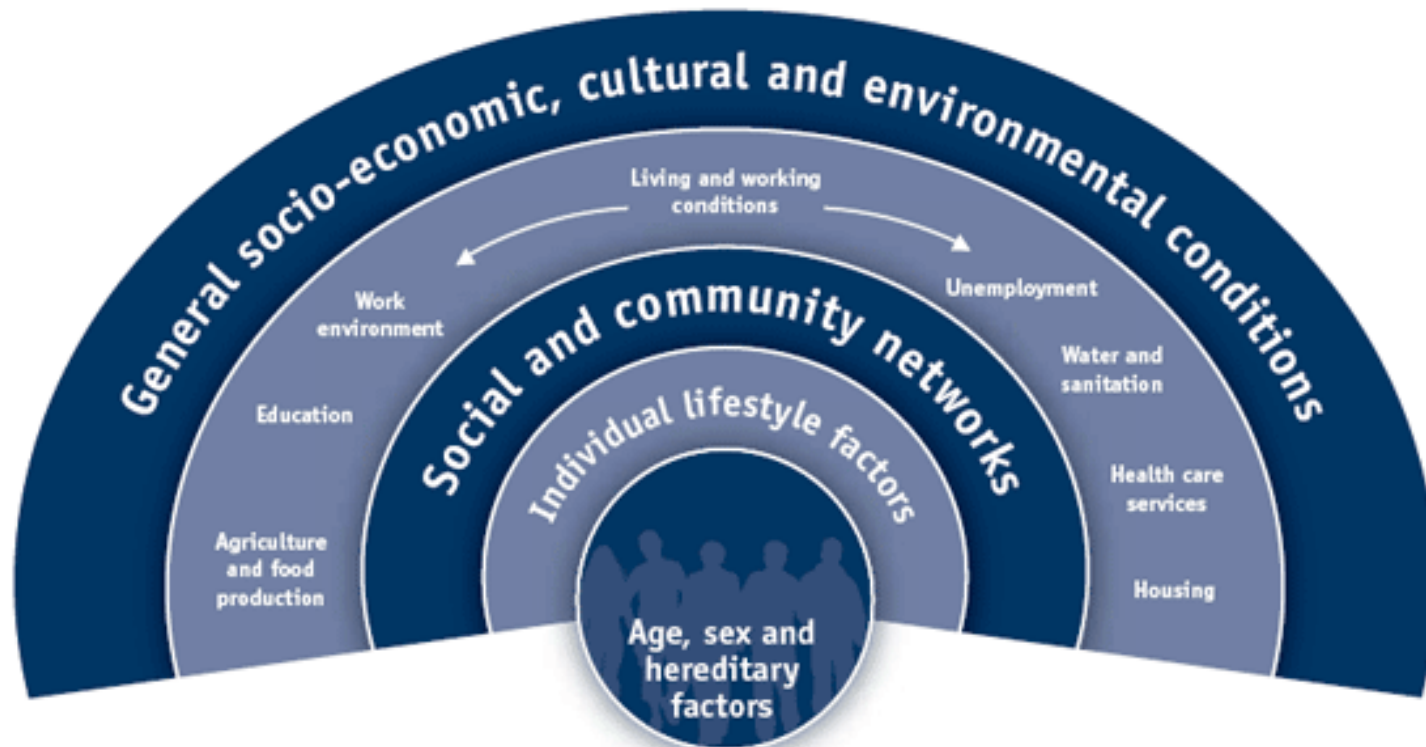
- Strategic Communications Planning
- Public Education/Social Marketing/Advertising
- Media Relations/Issues Management
- Stakeholder Relations including Correspondence
- Editorial and Creative Services
- New Media, Website Development and Coordination
- Internal Communications

BUSINESS PRIORITIES

- Meet/plan with directors/managers to ensure communications functions and priorities are aligned with new structure and individual branch priorities
- Continue to support key priorities such as SFO, Ontario Diabetes Strategy, Healthy Communities and RInC

Working Together to Improve Health

- MHP recognizes that health is determined by complex interactions between social and economic factors, the physical environment and individual behavior.



Healthy Public Policy Across Government

- There are many opportunities to impact the social determinants of health across the Provincial Government.
- To this end, MHP is actively involved in promoting healthy public policy through cross-ministry collaboration.
- Recent areas of influence include:
 - Poverty agenda
 - Privatization of the LCBO
 - Review of the Graduated Licensing system

Mental Health and Addictions

- The Ontario Government, in 2008, began development of a new Mental Health and Addictions Strategy.
- The goals of the Strategy are to:
 - Improve the health and well-being of Ontarians;
 - Reduce the incidence of mental illness and addictions;
 - Identify mental illness and addiction early and intervene appropriately; and
 - Provide high-quality, effective, integrated, culturally competent person-directed services and supports.

Ontario Public Health Standards (OPHS) 2008

- MHP is responsible for the supporting the implementation for four Ontario Public Health Standards which are:
 - Child Health
 - Chronic Disease Prevention
 - Prevention of Injury and Substance Misuse
 - Reproductive Health

Ontario Public Health Standards (OPHS) 2008 cont'd

- OPHS incorporates the determinants of health to address underlying causes of health inequities, the “cause of the causes”, through:
 - identification of priority populations,
 - adaptation of programs and services to meet local health needs,
 - raising community partner/decision maker awareness, and;
 - assessing health inequities within their jurisdiction and sharing that information.

Ontario Public Health Standards (OPHS) 2008 cont'd

- Alcohol is a key consideration across all four MHP-led program standards, through:
 - preconception health;
 - healthy pregnancies;
 - healthy growth and development in children;
 - prevention of drink driving and underage and binge drinking in youth to;
 - chronic disease prevention through the promotion of the *Low Risk Drinking Guidelines* and other evidence-based policies and practices.

MHP Guidance Documents

- The following seven Guidance Documents have been developed to support the implementation of the MHP-led program standards implemented by public health.
- They are:
 - Child Health
 - Comprehensive Tobacco Control
 - Healthy Eating/Physical Activity/Healthy Weights
 - Prevention of Injury
 - Prevention of Substance Misuse
 - Reproductive Health
 - School Health

MHP Guidance Documents Cont'd.

- The Prevention of Substance Misuse Guidance Document includes a specific focus on alcohol, and identifies key concepts and practical resources that public health staff may use in health promotion planning.
- Crossover areas with other programs are identified, including
 - identification of opportunities for multi-level partnerships,
 - suggested roles at each level (provincial, municipal/board of health, community agencies and others); and
 - identification of collaborative opportunities with other strategies and programs such as the *Smoke-Free Ontario Strategy* and *Healthy Babies Healthy Children*.
- Alcohol will also be considered as a specific focus for future Guidance Documents, outlining additional evidence-informed policy and program options.

Healthy Communities Ontario

The Ministry of Health Promotion created Healthy Communities Ontario (HCO) to:

- promote greater cross-sectoral collaboration to improve health and wellbeing, focus on key risks to health and underlying causes as well reduce health care costs;
- promote stronger alignment of efforts and investments between provincial and local organizations and networks;
- integrate and transform long standing Ministry of Healthy Promotion programs in order to better support ministry goals and new directions; and
- make it easier for communities to access services from MHP through a one window approach.

Priorities

Physical Activity, Sport and Recreation

- Access to recreation and physical activity
- Support active transportation & improve the built environment

Injury Prevention

- Promote safe environments that prevent injury

Healthy Eating

- Access to healthier food
- Educate and develop food skills

Tobacco Use/ Exposure

- Access to tobacco free environments and smoking cessation services
- Educate the public about the risks of tobacco use

Substance & Alcohol Misuse

- Engage youth in alcohol misuse prevention strategies

Mental Health

- Increase resiliency in youth

Key Components

Healthy Communities Fund

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

Healthy Communities Partnerships

- Provide coordination and support at the local, regional and provincial levels that bring people together to identify key priorities, network, develop partnerships and activate communities to create healthy public policy

Healthy Communities Resource Centre

- Provides training, best practices and other supports that increase the capacity of communities to work together to build healthy communities.

Healthy Communities Ontario Components: Healthy Communities Fund

Provides opportunities for local and provincial organizations to address multiple risk factors related to health promotion. Projects must address at least two of the risk factors below:

