




## HISTORY

Started in Early 90's  
 Shift toward Strategic Thinking  
 New Resource Alignment Needed  
 Independence of Mandatory Programs  
 Greater focus on Healthy Public Policy




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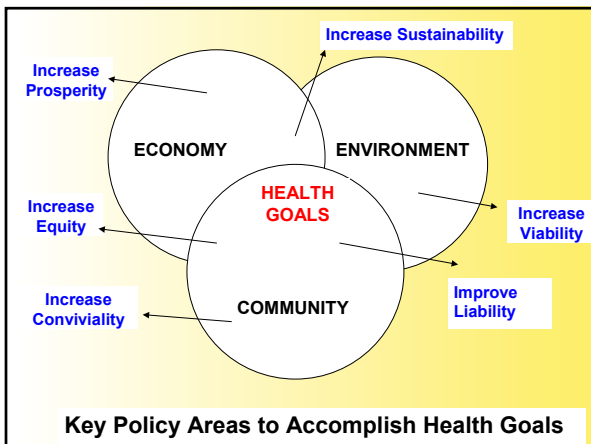


## FOCUS QUESTION

How do we channel policy change  
 directed activity toward social,  
 economic or environmental issues  
 where impacts of the policies will be felt  
 by more people?



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## THE CHANGE STRATEGIES

- Building Skills of Change Agents
- Citizen Engagement
- Evidence-Based Planning
- Organizational Supports



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## CHALLENGES

- Greater Complexity
- Accountability Structures
- Channeling Our Energy
- Integration Across Programs



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## HOPES

- Contribute to Policy Advocacy Literature
- “Join Up” Policy Initiatives
- Learning Different Planning Approaches
- Clarify Our Language
- Integrate into Mainstream Activities



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## POVERTY PREVENTION- FOODSYSTEM LINKS

- Peer Approaches
- Rural Health
- Food and Economy Study
- Buy Local Brochure
- Food Box Feasibility Study



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## RESEARCH/DATA GATHERING ROLES

- Poverty Consortium
- Neighbourhood Census Mapping
- Fridge is Bare



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## COMMUNITY PARTNERSHIP/ COMMUNITY BASED PROJECTS

- Social and Economic Inclusion Initiative
- Child Poverty Video
- Housing Statement
- RENT



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## Forming Incorporated Organizations

- OP 2000



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## OP 2000

- Youth & Poverty Prevention
- Living Wage & Business
- Marketing



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## What is Healthy Public Policy?

- Public policy translates a "government's or organization's political priorities and principles into programmes and courses of action to deliver desired changes."  
(Adapted from UK National Audit Office, 2001.)
- These priorities and principles are translated into action through "legislation, fiscal measures, taxation, and organizational change."  
(Adapted from Ottawa Charter for Health Promotion, 1986.)
- Healthy public policy places a government's priorities and principles on the environmental, economic and social conditions that affect health.



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## Levels of Jurisdiction

Level	Area	Policy Instrument
Organization (School Board)	Healthy food choices	Internal policy re: vending machines
Municipal	Community Gardens	Community Gardens Policy
Regional	Growth Management	Official Plan
Provincial (Ontario Ministry of Agriculture & Food)	Agricultural run-off	Nutrient Management Act
Federal (Health Canada)	Food Biotechnology	Food & Drugs Act



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## HDPE Supports Healthy Public Policy Development by:

- Working within Regional government
- Collaborating with external organizations to advocate to higher levels of government
- Supporting citizen involvement



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## Stages in Policy Development

- Problem Identification
- Priority Setting
- Policy formulation & design
- Passage of policy instruments
- Implementation
- Evaluation

(Adapted from Canadian Policy Research Network)



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## Working Within Regional Government

- Cross-departmental healthy food strategy
- Guidelines re: internal food availability
- Fish consumption policy
- Collaboration on housing and homelessness



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## Collaboration with External Organizations

### Ontario Public Health Association Position Papers on:

- Food biotechnology
- Community food security



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## Encouraging Citizen Involvement in Policy Development

- Neighbourhood Consultation
- Renters Educating & Networking Together
- Community Coalition on Immigrants & Refugees Concerns
- Waterloo Region Healthy Communities Coalition
- Foodlink Waterloo Region



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## Types of Citizen Involvement in Policy Development

- Public Consultation
- Policy Advocacy
- Healthy Communities Coalitions or groups



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## Public Consultation

- Public Consultation is state-centred
- Focused on particular issue and framed as a specific event or series of events that occur in a relatively short time frame
- Government maintains control of agenda



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Policy advocacy is  
*“the process of influencing the policy decisions of governments and other authorities that exert control over the factors influencing health”*

(Hyndman, 1998)



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## Healthy Communities Framework

- 1) Involves citizens from all walks of life and many sectors.
- 2) Defines health broadly to include social, environmental & economic concerns.
- 3) Encourages citizens to ask local government to address these concerns. Local government involvement is often ad-hoc at first through support to specific projects.
- 4) Encourages citizens to ask local government to enact healthy public policy. This means local government considers the broad range of factors that affect health in all policy development and in the allocation of financial and human resources.

(Framework adapted from OHCC)



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## Tools & Resources to Support Policy Development

- Data gathering & analysis
- Research effectiveness of strategies
- Media strategies (in collaboration with communications coordinator)
- Training
- Evaluation



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## Foodlink Waterloo Region

*Foodlink Waterloo Region links farmers & citizens to work together to create a sustainable food system in Waterloo Region.*

- Initial meeting (summer 2000)
- 63 key informant interviews
- Foodlink Forum
- Steering Committee format
- 3 working groups formed
- Incorporation
- First Board meeting (September 2002)
- Currently hiring Project Developer



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## Healthy Food Systems Umbrella

### Rationale:

Public health needs to help communities increase access to safe, nutritious food grown in a sustainable way so that citizens can make healthy food choices.

This will contribute to the prevention of obesity, diabetes, and cancer, and heart disease as targeted by mandatory program standards.



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## Ottawa Charter Strategies

- Strengthening Community Action
- Developing personal skills
- Creating supportive environments
- Re-orienting health services
- Building Healthy Public Policy



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## Healthy Food Systems Umbrella

### Strengthening Community Action

- Co-ordinate Community Nutrition Worker program
- Offer support to:
  - Foodlink Waterloo Region
  - Urban Agriculture Working Group
  - Community Garden Network
  - Good Food Boxes
  - Buy Local Buy Fresh Map



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## Healthy Food Systems Umbrella

### Developing Personal Skills

- Community Nutrition Worker certification
- Public Health Staff training



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## Healthy Food Systems Umbrella

### Re-orienting Health Services

- Food & Economy Study
- Food Access (cost & mapping)
- Institutional & Ethnic Retailers food buying



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## Healthy Food Systems Umbrella

### Building Healthy Public Policy

- Fish Consumption position paper
- "Fridge is Bare" response
- OPHA Food Security working group
- OPHA Food Biotechnology working group
- Health Canada Food Biotechnology Acceptability Spectrum Committee
- Cross-Departmental healthy food strategy



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