

HEALTHY COMMUNITIES INITIATIVE: ACTIVATING PARTNERSHIPS TO ACHIEVE HEALTHY CHANGE

Public Health 2019 (CPHA)

May 1, 2019

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Disclosure Statement

- I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

HCI ORIGINS & OVERVIEW

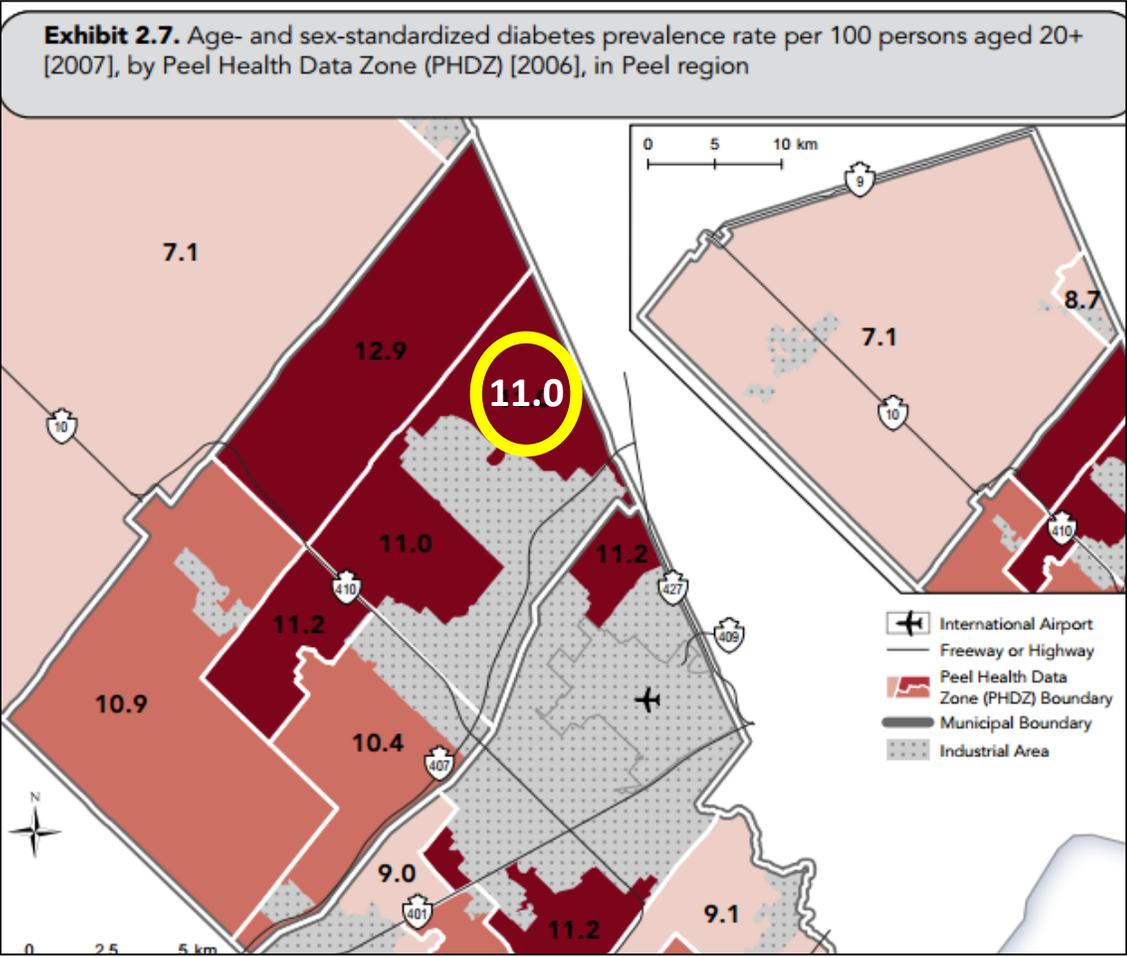
OUR ORIGINS

- Initiated in 2015 as a joint undertaking between **Central West LHIN, William Osler Health System, and the Region of Peel (Public Health)**
- Establishment of **HCI Steering Committee**: key community stakeholders (including school boards, conservation authorities)



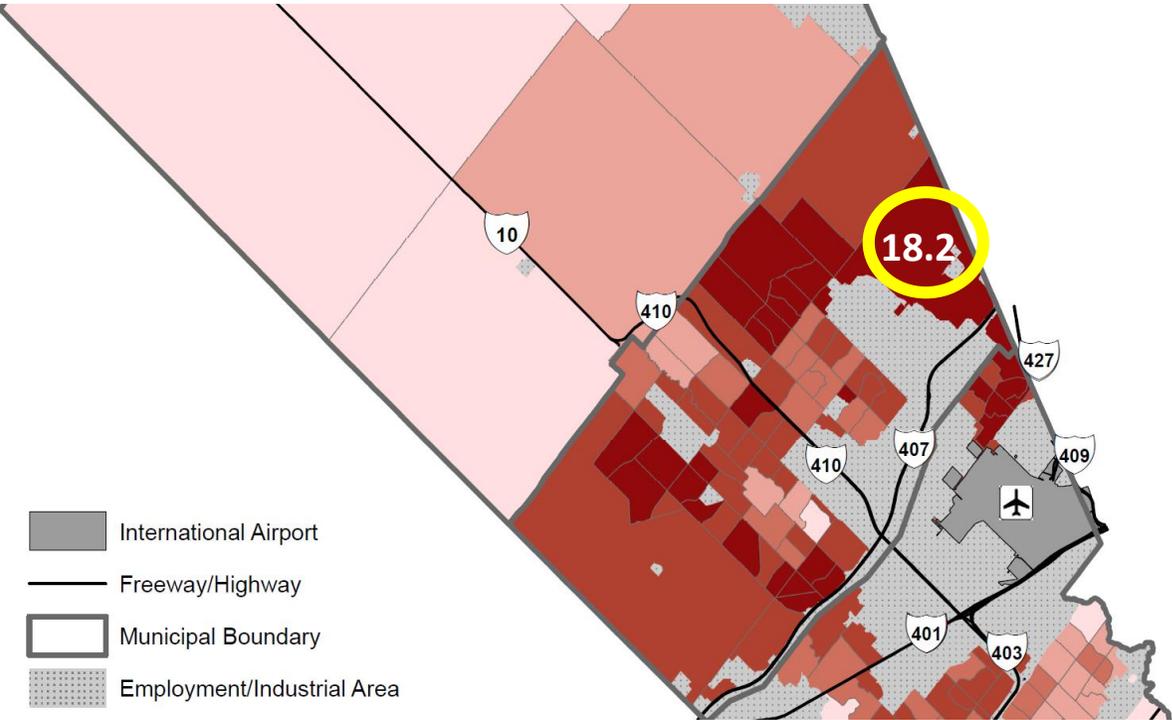
Peel Memorial Centre for Integrated Health and Wellness

OUR CALL TO ACTION: DIABETES RATES IN BRAMPTON



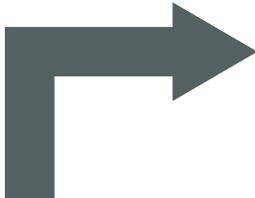
2006

Age-sex standardized Diabetes prevalence rate per 100 persons aged 20 years and older, by census tract (CT) [2006], in Peel Region, January 1, 2014 to March 31, 2015

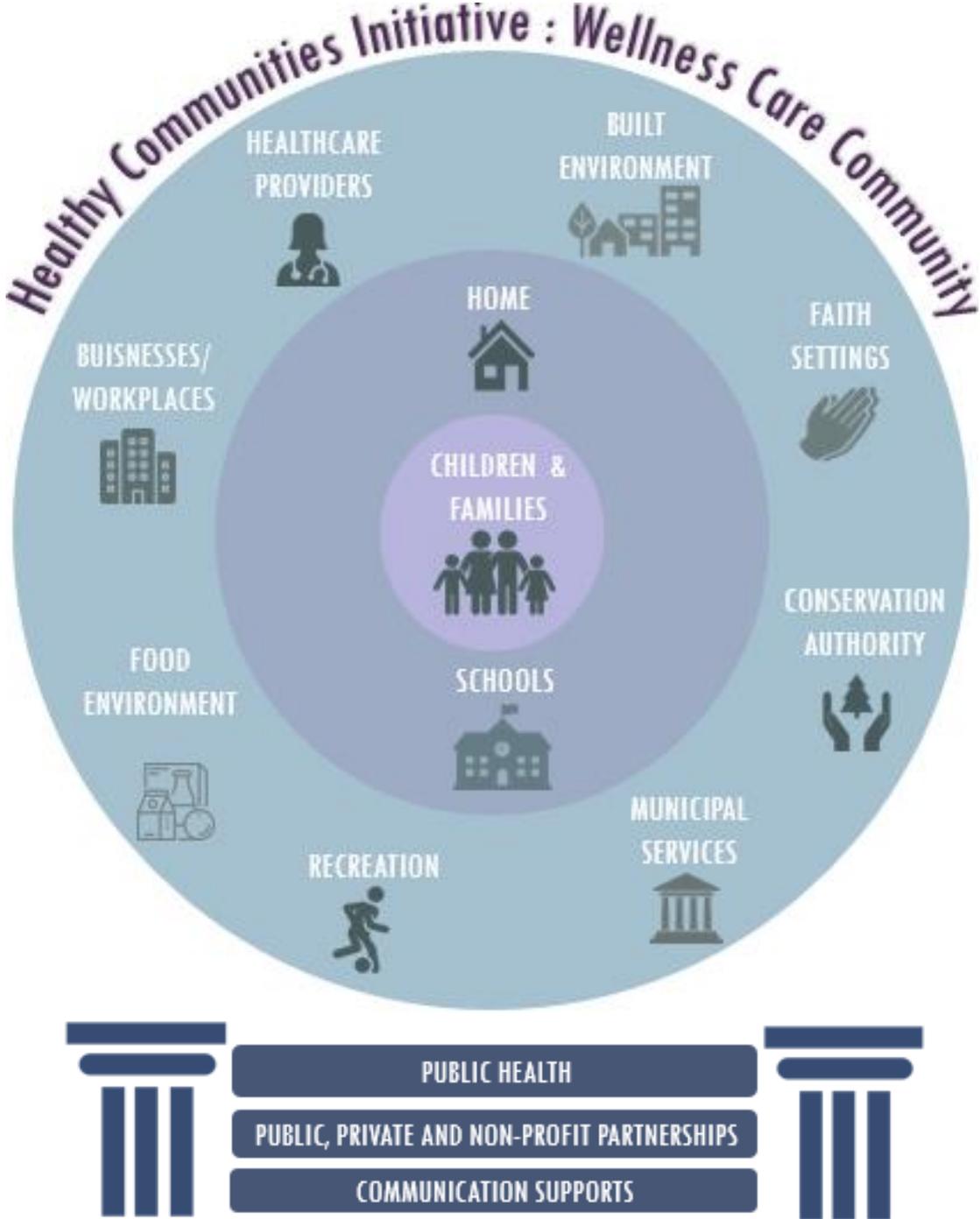


2014

OUR COMMUNITY



The conceptual model defines *who* our initiative is directed towards and identifies our key settings and opportunities for impact (i.e. *where*)



OUR PARTNERS



OUR APPROACH

Demonstrate system leadership through policy and programs that address causes of unhealthy behaviours and promote healthy behaviours

Create supportive environments that facilitate healthy choices

Support individuals to make healthy choices

Leveraging **community partnerships** to improve population health

OUR “PRESCRIPTION FOR CHANGE”



5 or more servings of fruits and vegetables per day.

2 hours or less screen time per day.

1 hour or more of physical activity per day.

Zero sugar-sweetened beverages.

OUR SETTINGS



SCHOOLS

WORKPLACES

FAITH SETTINGS

HEALTHCARE PROVIDERS

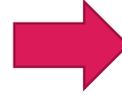
COMMUNITY (RECREATION)

BUILT ENVIRONMENT

OUR SETTINGS & INITIATIVES (2018/19)

SCHOOLS

Healthy beverage intervention
Active transportation school travel planning
Intervention supporting daily physical activity
Youth mental health review



HEALTHCARE PROVIDERS

Medical resident quality improvement projects
Development of healthcare provider specific supports
Patient education & engagement

FAITH SETTINGS

Healthy Communities Interfaith Council
Menu labelling in faith settings
Leveraging faith-based celebrations and messaging



WORKPLACES

Engage healthy workplaces/champions
Industry-specific supports
Corporate engagement and support

BUILT ENVIRONMENT

Sustainable Neighbourhood Retrofit Action Plan (SNAP)
Nurturing Neighbourhoods

COMMUNITY (RECREATION)

Enhancing food offerings in recreation facilities
Expansion of programming to community sites
Active building design

OUR SUPPORTS

Communications & marketing
Corporate partnerships
Public health: programming & implementation supports





HCI PROJECT HIGHLIGHTS

WHAT'S IN YOUR THALI: MENU LABELLING INITIATIVE



- Launched at Ontario Khalsa Darbar: a major Sikh gurdwara which serves approximately **3000 free meals every day**
- Permanent “menu board” fixtures installed which provide congregants with caloric information regarding langar, tea & snack items
- Complementary education and programming supports provided by community partners including Stop Diabetes Foundation & William Osler HS

HEALTH PROMOTION SUPPORTS FOR HEALTHCARE PROVIDERS

- **Quality Improvement (QI) Research Project:**
Developing and testing health promotion supports for primary care through a formal **QI project** – led by Family Medicine residents (McMaster University, William Osler Health System)
- **Innovative Partnerships:**
Brokering relationships between health care providers and non-traditional health partners (i.e. municipal departments, conservation authorities)
- **Tailored Health Promotion Resources and Supports:**
Developing health promotion capacity and champions amongst a network of local health providers (i.e. primary care, pharmacists, dentists)

HEALTH PROMOTION SUPPORTS FOR HEALTHCARE PROVIDERS

For: _____

Date: _____

R_x for Prevention

Diet:

- 1 At least 5 servings of fruits or vegetables per day (One serving = ½ cup of fresh fruit or vegetables or 1 cup of raw leafy green vegetables)
- 2 Meals should have ½ plate of vegetables, ¼ plate of lean protein, ¼ plate of grains/starches
- 3 Avoid processed and fried foods (ie. pizza, burgers, fried chicken) and sugary snacks (ie. chocolate, candy)
- 4 Avoid sweetened beverages (e.g. juice or pop)
- 5 Minimum of eight 8-oz glasses of water per day

Physician Signature: _____



- 5 or more servings of fruits and vegetables per day.
- 2 hours or less screen time per day.
- 1 hour or more of physical activity per day.
- Zero sugar-sweetened beverages.

Physical Activity Disclaimer:

If you are currently not exercising, start with 10 minutes daily, then increase until you reach the recommended level or as tolerated.

- AEROBIC ACTIVITY: Target of 30 minutes/day, 5 days/week**
 - Brisk walking, jogging on treadmill, elliptical, stair climbing
 - Cycling, ice skating
 - Swimming, aquafit programs
 - Soccer, basketball, tennis, badminton, squash, hockey
- RESISTANCE TRAINING: Target of 30 minutes/day, 3 days/week**
 - Strength training with free weights or machine support
 - Resistance band exercises
 - Body weight exercises (e.g. push ups, chin-up bar, plank)
- LIFESTYLE CHANGES: Everyday**
 - Limit sedentary/screen time to maximum 2 hours/day
 - Take the stairs instead of elevator
 - Walk or cycle instead of driving
 - 10K steps / day

As your healthcare provider, I recommend that you follow the diet and physical activity prescription selected above.
If you have a medical condition that limits your diet or physical activity, please discuss with your physician prior to starting

HCI MARKETING CAMPAIGN

- Health promotion marketing campaign that consistently pushes one message: live 5210 everyday!
- Full suite of marketing deliverables (posters) that were divided into four broad categories:
 - Generic
 - Clinical
 - Seasonal
 - Faith



EVERYDAY

5 or more servings of fruits and vegetables per day.

2 hours or less screen time per day.

1 hour or more of physical activity per day.

Zero sugar-sweetened beverages.

HCI MARKETING CAMPAIGN: GENERIC POSTERS

5
OR MORE
SERVINGS OF
FRUITS AND
VEGGIES
PER DAY

5 or more servings of fruits and vegetables per day.
2 hours or less screen time per day.
1 hour or more of physical activity per day.
Zero sugar-sweetened beverages.

HCI HEALTHY COMMUNITIES INITIATIVE

Logos for: Peel Health Services, Brampton, Peel, Hamilton Health Sciences, and other partners.

2
HOURS OR LESS
SCREEN TIME
PER DAY

5 or more servings of fruits and vegetables per day.
2 hours or less screen time per day.
1 hour or more of physical activity per day.
Zero sugar-sweetened beverages.

HCI HEALTHY COMMUNITIES INITIATIVE

Logos for: Peel Health Services, Brampton, Peel, Hamilton Health Sciences, and other partners.

1+
HOURS OF
PHYSICAL
ACTIVITY
PER DAY

5 or more servings of fruits and vegetables per day.
2 hours or less screen time per day.
1 hour or more of physical activity per day.
Zero sugar-sweetened beverages.

HCI HEALTHY COMMUNITIES INITIATIVE

Logos for: Peel Health Services, Brampton, Peel, Hamilton Health Sciences, and other partners.

0
SUGAR
SWEETENED
BEVERAGES

5 or more servings of fruits and vegetables per day.
2 hours or less screen time per day.
1 hour or more of physical activity per day.
Zero sugar-sweetened beverages.

HCI HEALTHY COMMUNITIES INITIATIVE

Logos for: Peel Health Services, Brampton, Peel, Hamilton Health Sciences, and other partners.

HCI MARKETING CAMPAIGN: CLINICAL POSTERS



Let's not *sugarcoat* the onset of diabetes

Type 2 diabetes is associated with a number of health complications, including nerve damage and vascular disease. These problems can lead to serious complications, including amputation.

Help prevent the onset of type 2 diabetes by living 5-2-1-0 everyday.

5 2 1 0
EVERYDAY

- 5 or more servings of fruits and vegetables per day.
- 2 hours or less screen time per day.
- 1 hour or more of physical activity per day.
- Zero sugar-sweetened beverages.

Ontario Region of Peel Health Systems William Osler Health System City of Brampton
HCI HEALTHY COMPANIES INITIATIVE



Let's not *sugarcoat* the onset of diabetes

Type 2 diabetes is associated with a number of oral health complications, including gum disease.

Help prevent the onset of type 2 diabetes by living 5-2-1-0 everyday.

5 2 1 0
EVERYDAY

- 5 or more servings of fruits and vegetables per day.
- 2 hours or less screen time per day.
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Ontario Region of Peel Health Systems William Osler Health System City of Brampton
HCI HEALTHY COMPANIES INITIATIVE

HCI MARKETING CAMPAIGN: SEASONAL POSTERS

Spring into action

Let this season be the start of a new routine.



- 5 or more servings of fruits and vegetables per day.
- 2 hours or less screen time per day.
- 1 hour or more of physical activity per day.
- Zero sugar-sweetened beverages.



Let today be the start of something new!

Make 5-2-1-0 a part of this school year.



- 5 or more servings of fruits and vegetables per day.
- 2 hours or less screen time per day.
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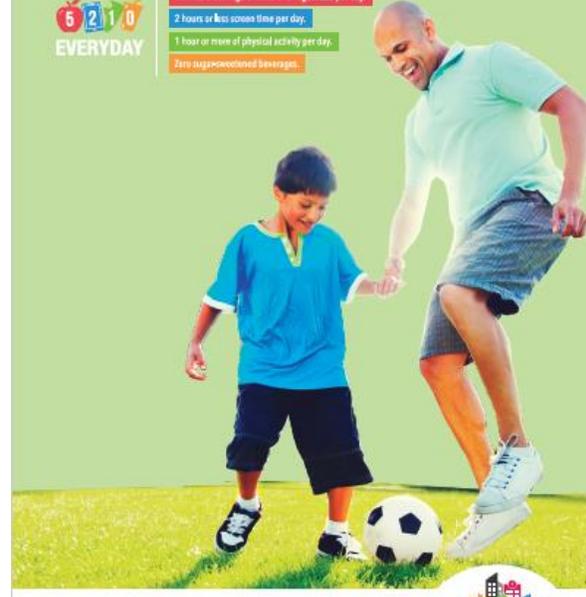
Outdoor fun

is the best exercise!

Eat Healthy. Be Active.



- 5 or more servings of fruits and vegetables per day.
- 2 hours or less screen time per day.
- 1 hour or more of physical activity per day.
- Zero sugar-sweetened beverages.



Use this fall to turn over a new leaf!

Choose family time over screen time.



- 5 or more servings of fruits and vegetables per day.
- 2 hours or less screen time per day.
- 1 hour or more of physical activity per day.
- Zero sugar-sweetened beverages.



HCI MARKETING CAMPAIGN: FAITH POSTERS

Happy Holi!

Paint your life with the colours of prosperity, happiness and health.



5 2 1 0
EVERYDAY

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- 2 hours or less screen time per day.
- 1 hour or more of physical activity per day.
- Zero sugar sweetened beverages.

Logos: Ontario, Region of Peel, William Osler Health System, BRAMPTON, HCI HEALTHY COMMUNITIES INITIATIVE

Harvest a healthy habit this Vaisakhi

Eat Healthy. Be Active. Stay Blessed.

5 2 1 0
EVERYDAY

- 5 or more servings of fruits and vegetables per day.
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- 1 hour or more of physical activity per day.
- Zero sugar sweetened beverages.



Logos: Ontario, Region of Peel, William Osler Health System, BRAMPTON, HCI HEALTHY COMMUNITIES INITIATIVE

Sacrifice your cravings this Eid-UI-Adha

Eat Healthy. Be Active. Stay Blessed.



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EVERYDAY

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'Tis the season to make healthy choices

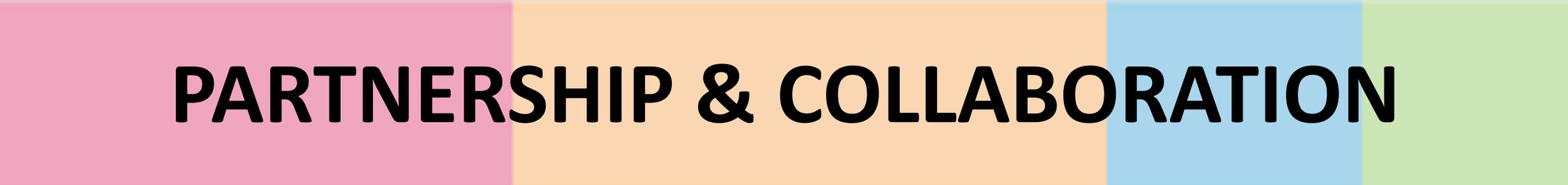
Eat Healthy. Be Active. Stay Blessed.



5 2 1 0
EVERYDAY

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PARTNERSHIP & COLLABORATION

PARTNERSHIP & COLLABORATION

BUZZWORD BINGO				
innovative	leading	ground breaking	actionable	takeaways
dynamic	cutting-edge	synergy	leverage	cirde-back
solution	influencer	 integrate	giving it legs	offline
award-winning	thought leader	strategic partnership	interactive	seasoned
unique	optimize	revolutionary	expert	robust

THE *REAL* PRINCIPLES OF COLLABORATION

- Be accountable
 - Value proposition: what value is your project adding to someone else's organizational or departmental mandate?
- Be open, but strategic
 - Terms of engagement: consider the potential of “possibilities”, balanced with a laser focus on your key objectives
- Be confident
 - Take a position and be prepared to defend it – you will never please everyone

THANK YOU!

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