

A Prescription for Nature

Leveraging the Health Voice

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May 2, 2019

2019 Healthy Parks,
Healthy People
Forum
1-2 MAY 2019
OTTAWA | SHAW CENTRE

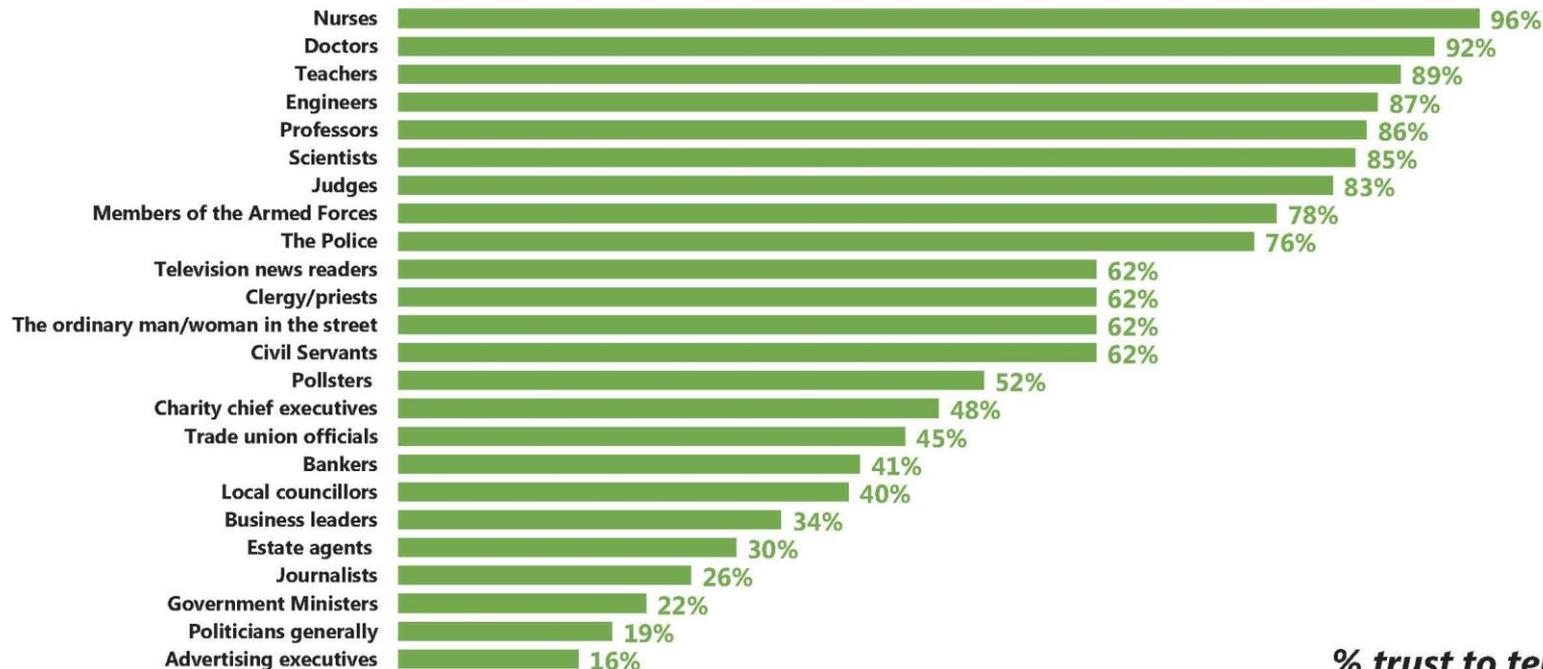
Forum sur la santé
des parcs santé
des populations
DU 1 AU 2 MAI 2019
OTTAWA | CENTRE SHAW

Disclosure Statement

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

Veracity Index 2018 – all professions

“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”



% trust to tell the truth

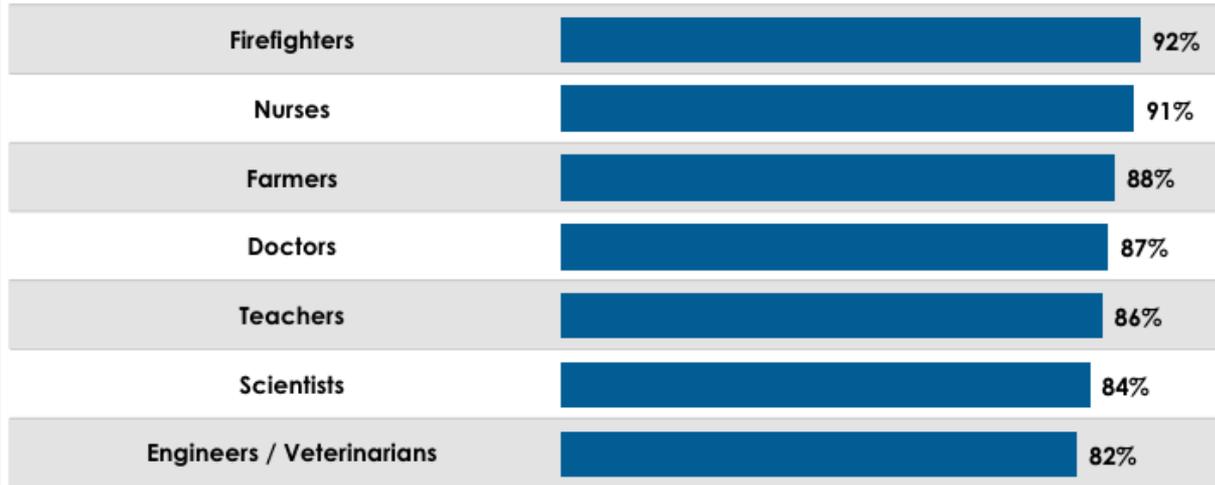


Base: 1,001 British adults aged 15+, fieldwork 12 - 21 October 2018



All things considered, do you have a positive or negative opinion of each of the following professions? – “Positive” listed

CANADA



Simplified Understanding

Insights
West

Health as an Effective Message

- Lessons from climate change research:
 - 342 US parents questioned about their greatest concerns re: global environmental issues
 - 3 different forms of environmental concern:
 - Biospheric (concern for nature, eg. marine life)
 - Social-altruistic (concern for other people, eg. my kids)
 - Egoistic (concern for oneself, eg. my lifestyle)
 - Social-altruistic and Egoistic people weren't swayed by polar bears and coral reefs
 - Focusing on personal and family health impacts in public policy messaging = more motivating to change behaviour



Credit: wwf.org.uk

How to Maximize Your Message

- Be the change (or pretend)
 - Apple and bike helmet study
- Physicians who demonstrate healthy behaviours themselves increase rates of prevention counselling and effectiveness



[Arch Fam Med. 2000 Mar;9\(3\):287-90](#)
[Teach Learn Med. 2006 Summer;18\(3\):215-21](#)

How to Maximize Your Message

- Think about your audience
- General public responds better to “gain-framed”, positive messages for preventative behaviour
- Health experts prefer “loss-based”, fear-based, negative messages



How to Maximize Your Message

- Interdisciplinary collaboration





CAPE
Canadian Association
of Physicians
for the Environment
Association Canadienne
des Médecins
pour l'Environnement
ACME

Healthy People

Healthy Planet

CAPE works to better human
health by protecting the planet



CAPE community engagement

The Nature Prescription
Why Green Time is Good for You.



Sunday, May 13, 2018 - 1 PM
Stanley Park Nature House

Join us on Mother's Day for a discussion about the health benefits of nature and a guided Indigenous plant walk through Stanley Park. Moms, dads, kids and adults of all ages welcome!

 **Dr. Melissa Lem** is a Vancouver-based family physician who writes about nature and health for local and national media and non-profit environmental organizations. A senior writer for the CBC, she was the resident medical expert on CBC TV's *Steven and Chris* for four seasons and continues to educate diverse audiences on air.

 **Kushi Opi Mani Wi / Starla Bob** is West Coast Salish of the Cowichan Tribes, Snuneymuxw First Nation peoples. She studied Environmental Protection at Kwantlen Polytechnic University and is a core educator for the Stanley Park Ecology Society. Starla is eager to share the wealth of traditional, medicinal and spiritual plant-use knowledge she has learned from her elders.

Space is limited. Book your free tickets at www.eventbrite.ca.

Sponsored by the Canadian Association of Physicians for the Environment and the BC Parks Foundation



PRESENTS



The Nature Prescription
Healing Ourselves With Green Time

Sunday September 23 2018, 1 to 3:30 pm
STANLEY PARK, VANCOUVER BC

Join us for a discussion about the health benefits of nature, followed by a guided forest therapy walk through the coastal temperate rainforest.

 **Dr. Melissa Lem** is a Vancouver family physician who writes about nature and health for local and national media and environmental organizations. A senior writer for the CBC, she was the resident medical expert on CBC TV's *Steven and Chris* for four seasons and continues to educate diverse audiences on air.

 **Ken Ouendag** completed training in California in Fall 2017 to become Vancouver's first Certified Forest Therapy Guide. A kayak guide, recreational therapist and the founder of Nature Connected Forest Therapy Walks, he offers public and private walks in the Lower Mainland inspired by the Japanese tradition of *shinrin-yoku*.

Register for free tickets at eventbrite.ca. Donations welcome.

Co-sponsored by HEALTHY BY NATURE and the BC PARKS FOUNDATION



Nature Walks & Talks

Docs tout more nature time for kids

Event to share benefits of time spent in green spaces

StarMetro Vancouver
20 Oct 2017 David P. Ball

Ambling through a grove of towering Douglas-fir in the middle of the University of B.C., Willow Thickson pauses by a decaying red cedar stump, sprouting green shoots towards the sky above.

“Not only is nature time good for anxiety, children’s devel-

opment, cortisol, it’s also good for family development,” the 32-year-old UBC



Willow Thickson wants people to learn the benefits of green spaces.

medical student told Metro, as we took turns to throw an increasingly shredded stick for her dog Kisik. “As parents become more acutely aware of how good this is for their kids and how happy it makes them, then they can hopefully advocate for our green spaces.”

The UBC kinesiology and health sciences grad also heads up Indigenous health for the Canadian Federation of Medical Students and is of mixed Cree, Ojibway and Métis ancestry. Having grown up “in the bush” of the Prairies, she explained, she



VANCOUVER IS AWESOME

Photo: Vancouver House / 3 serene spots in Metro Vancouver to go forest bathing

5 serene spots in Metro Vancouver to go forest bathing

by Elena Sheperd - September 19, 2016

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Despite being named the **unhappiest city in the country**, Vancouver offers some of the most scenic places to enjoy forest bathing.

Most working Vancouverites experience a great deal of stress, and spending too much of their time in the city’s streets isn’t helping.

What does help, however, is taking some time to relax in the forest. In fact, sitting in a forest for just 15 minutes can significantly drop your blood pressure, heart rate and stress-hormone levels compared to spending the same time in a city.



Photo: woman in the forest / Shutterstock

Vancouver Is Awesome spoke to Ken Ouerdin, who is leading a walk based on the Japanese practice of *shinrin-yoku*, or forest bathing, through Stanley Park.

“We often take to the trails with a goal of increasing our fitness, but few people truly notice what is in the environment around them. By slowing down, calming our minds and increasing our sensory awareness, forest therapy walks open the door to the healing power of the woods,” he said.

He described a number of places that are ideal for enjoying time out of the concrete jungle.

BLACK FRIDAY WORLDWIDE SEAT SALE

Don't be left in the dark!
Save on flights until
November 25, 2016.

SAVE NOW X

AIR CANADA

TOP POSTS OF ALL TIME

6 FREE campsites you should check out this summer
March 8, 2017

13 day trips to take this weekend
July 26, 2016

10 of the BEST Road Trips to Take From Vancouver
January 6, 2015

Cheap Parking in Vancouver
July 26, 2016

First Day Hikes



Take a First Day Hike this January 1!

First Day Hikes encourage you to start the New Year off on the right foot. The concept is simple: visitors are encouraged to get outside on January 1 and start 2019 off with a healthy hike. First Day Hikes promote the health benefits of getting active and spending time in nature.

Ontario Parks is inviting physicians from the CAPE community to lead group hikes in provincial parks on January 1. By hosting a hike, you are endorsing the health benefits of active time in nature.

Hikes will be advertised on OntarioParks.com and social media.



www.ontarioparks.ca/hphp | #HHPH



cape.ca

Lunar New Year Hike



