



Welcome





Healthy Living Strategy
to
Vibrant Communities: A Plan for Action





Summit Participants

- Addictions Agencies Network
- Advancing Age: Promoting Older Manitobans
- Agencies for School Health
- Alliance for the Prevention of Chronic Disease
- Assembly of Manitoba Chiefs
- Beyond Kyoto
- Canadian Cancer Society Knowledge Exchange Network
- Chronic Disease Prevention Initiative
- Coalition for Safer Waters
- Community Health Assessment Network





Summit Participants

- Diabetes: A Manitoba Strategy
- Environmental Health Guide (Health Canada)
- Envisioning the Future: Manitoba Health Research Strategy
- Fall Prevention Strategy
- FASD Strategy
- First Nations Community Wellness Working Group
- GLBTTQ Coalition
- GO Teams: Manitoba Agriculture Food and Rural Initiatives
- Health Promotion Network
- Healthy Child Manitoba





Summit Participants

- Healthy Kids Healthy Futures
- Healthy Living and Populations
- Healthy Sexuality Action Plan
- Health Programs and Services Executives' Network
- Injury Free Manitoba: A Provincial Injury Prevention Strategy
- Lighthouses
- Manitoba Alliance for Mental Health and Mental Illness
- Manitoba Association of Community Health Centres
- Manitoba Association of School Trustees
- Manitoba Centre for Health Policy





Summit Participants

- Manitoba Eco–Network
- Manitoba Harm Reduction Network
- Manitoba Health and Healthy Living
- Manitoba Phys Ed Supervisors Association
- Manitoba Public Health Association
- Manitoba Suicide Prevention Network
- Manitoba Tobacco Reduction Alliance
- Manitoba Water Safety and Drowning Prevention Strategy
- Manitoba Women’s Health Strategy
- Mental Health Managers Network





Summit Participants

- Mental Health Promotion Champions Network
- Parent Child Coalitions
- Partners in Planning for Healthy Living
- Partners Seeking Solutions with Seniors
- Primary Health Care Network
- Provincial AIDS Strategy
- Provincial Spiritual Care Network
- Provincial STD Control Strategy
- Public Health Agency of Canada
- Public Health Managers Network





Summit Participants

- Public Health Network of Manitoba
- Recreation Connections
- Regional Diabetes Program Framework
- Rewarding Work
- Rural Development Institute
- Safe Environments (Health Canada)
- Sport Manitoba
- Strategic Framework to Fight Cancer
- Strengthening Families
- Suicide Prevention Framework
- Teen Services Network
- Tobacco Control Strategy
- Youth Addictions Agency Network





Stakeholder Input

“healthy living lens is off individual and onto the system and structures that prevent access”

“Communities leading the way to address inequities”

“Intersectoral body to develop & coordinate policies that promote health & decrease disparity”

“Champions at community, program, bureaucratic, and political levels, with common messages, visions and actions”





Stakeholder Input

“Influence healthy policy across sectors & jurisdictions”

“Ask the fairness question of all policies, laws, actions, etc.”

“Engage communities in broad concept – let them choose focus”

“Centralized ability to identify need and move partnerships toward the need”





Stakeholder Input

“A culture of sharing: communication, collective advocacy, knowledge transfer”

“More awareness equals less duplication”

“Develop a common ‘lens’ or framework”

“Let’s play in the sandbox together”





Stakeholder Input

“Centralize small pockets of funding into community development funding”

“Advocate for funding to follow a more integrated approach”

“Pool funding”

“Sharing resources & knowledge between organizations & groups”





Stakeholder Input

“Community coalitions direct the creation (sustaining) of healthy communities”

“Initiatives are community driven”

“Increase multi-sectoral involvement in initiatives”

“Develop a forum to have ongoing networking & collaboration”

“Only fund that which can demonstrate value and effectiveness”





Stakeholder Input

“Create ‘healthy community coalitions’ that do community development”

“Develop a social marketing campaign”

“Have courage to stop doing what doesn’t work”

“Draft a charter and invite the stakeholder group to refine and sign”

“Realize this is long term”





VISION

Thriving People - Vibrant Communities





MISSION

Create sustainable environments
that advance the right to wellbeing
for all Manitobans



GUIDING PRINCIPLES



- Collaboration
- Community Involvement
- Informed Decisions
- Fairness
- Inclusion



Promoting Healthy Living

Lifting the Burden of Chronic Disease



Most Impact	Potential Impact	Less Impact
<p>Target Environments</p> <ul style="list-style-type: none"> • policies that make healthy choices easier • restrict unhealthy products <p>Target the Public</p> <ul style="list-style-type: none"> • community development (residents set priorities) <p>Target Broader Determinants of Health</p> <ul style="list-style-type: none"> • healthy economic, social & environmental policy 	<p>Target Environments</p> <ul style="list-style-type: none"> • tangible changes in schools, workplaces <p>Target the Public</p> <ul style="list-style-type: none"> • well-designed social marketing <p>Target Individuals</p> <ul style="list-style-type: none"> • individual counseling • group programs 	<p>Target Environments</p> <ul style="list-style-type: none"> • workplace promotional events, contests, etc. • school-based with little environmental change <p>Target the Public</p> <ul style="list-style-type: none"> • mass media appeals • professionally-initiated campaigns to promote healthy lifestyle



The key determinants of health
lie outside the direct control of
the health sector.



Integrated Pan-Canadian Healthy Living Strategy



- a conceptual framework, based on a population health approach
- Vision: a healthy nation in which all Canadians experience the conditions that support the attainment of good health, its goals are to:
 - improve overall health outcomes; and
 - reduce health disparities.
- an integrated approach involving many sectors working together towards common goals



Healthy People, Healthy Performance, Healthy Profits

The Case for Business Action on the Socio-Economic Determinants of Health 2008
(Conference Board of Canada)



- Makes the case that businesses and employers should take action on the socio-economic determinants of health, this report identifies actions business can take to achieve positive health outcomes and benefit the bottom line.
- Many of the most successful initiatives identified rely on strong partnerships and collaboration with other organizations in the public and non-profit sectors.



Sustainable Development Strategy 2007 – 2010 (Public Health Agency of Canada)



- growing consensus that the well-being of populations and sustainable development are interrelated and long-term objectives must be addressed in an integrated manner.
- Sustainable development cannot occur in the midst of persistent socio-economic inequalities, large-scale environmental degradation or widespread disease. Similarly, the promotion of well-being requires sound physical and built environments, a prosperous economy and a just society.



The Chief Public Health Officer's Report on the State of Public Health in Canada 2008



- The Chief Public Health Officer of Canada's first annual report identifies the following priorities:
 - social investments;
 - community capacity;
 - inter-sectoral collaboration;
 - knowledge infrastructure through a better understanding of sub-populations; and
 - leadership in public health, health and cross-sectoral levels.



One World One Health: From Ideas to Action



- recognizes the linkages between animal, human and ecosystem health
- key recommendations of the report include:
 - foster political will;
 - support partnerships and collaborations;
 - encourage data sharing and integration;
 - build capacity especially at the local level;
 - develop communication strategies/plans; and
 - encourage stakeholder and community engagement.



Senate Subcommittee on Population Health



Recommendations include:

- Whole of government approach
- Health Impact Assessment
- Community Accounts





WHO Closing the gap in a generation:
Health equity through action on the social determinants of health

“unequal living conditions are the consequence of poor social policies and programmes, unfair economic arrangements, and bad politics. Action on the social determinants of health must involve the whole of government, civil society and local communities, business, global fora, and international agencies. Policies and programmes must embrace all the key sectors of society not just the health sector.”





A Communities Agenda

Canadian Community Economic Development Network (CCEDNET)

- Building on the collective input of CED community leaders from across Canada, the Communities Agenda Policy Framework focuses on:
 - building fairer and stronger local economies;
 - tackling poverty and homelessness; and
 - securing investment in sustainable communities.

- CCEDNET recognizes that healthy community development requires an integrated approach to complex community problems; defining community development as local action that creates economic opportunities and enhances social and environmental conditions.



Sustainable Development Strategy 2007–2009:
Making Progress Together
Agriculture and Agri-Food Canada



- The strategy focuses on enhancing integration of the three pillars of sustainable development – environmental, economic and social.
- Collaboration is identified as a priority as the next generation of Canadian Agriculture and Agri-Food policy is developed.



How are Canadians Really Doing? The First Report of the Canadian Institute of Wellbeing



- The CIW is a new way of measuring wellbeing based on shared Canadian values of: fairness; diversity; equity; inclusion; health; safety; economic security; democracy and sustainability.
- The report emphasizes the need for inter-sectoral collaboration and the important role of public policy to enhance Canadians sense of well being and overall health.



Vibrant Communities: A Plan for Action



Priority Focus Areas:

- Community Development
- Healthy Public Policy



A Plan for Action Framework



Vision

Thriving People, Vibrant Communities

Mission

Create sustainable environments that advance the right to wellbeing for all Manitobans

Guiding Principles

Collaboration

Community Involvement

Informed Decisions

Fairness

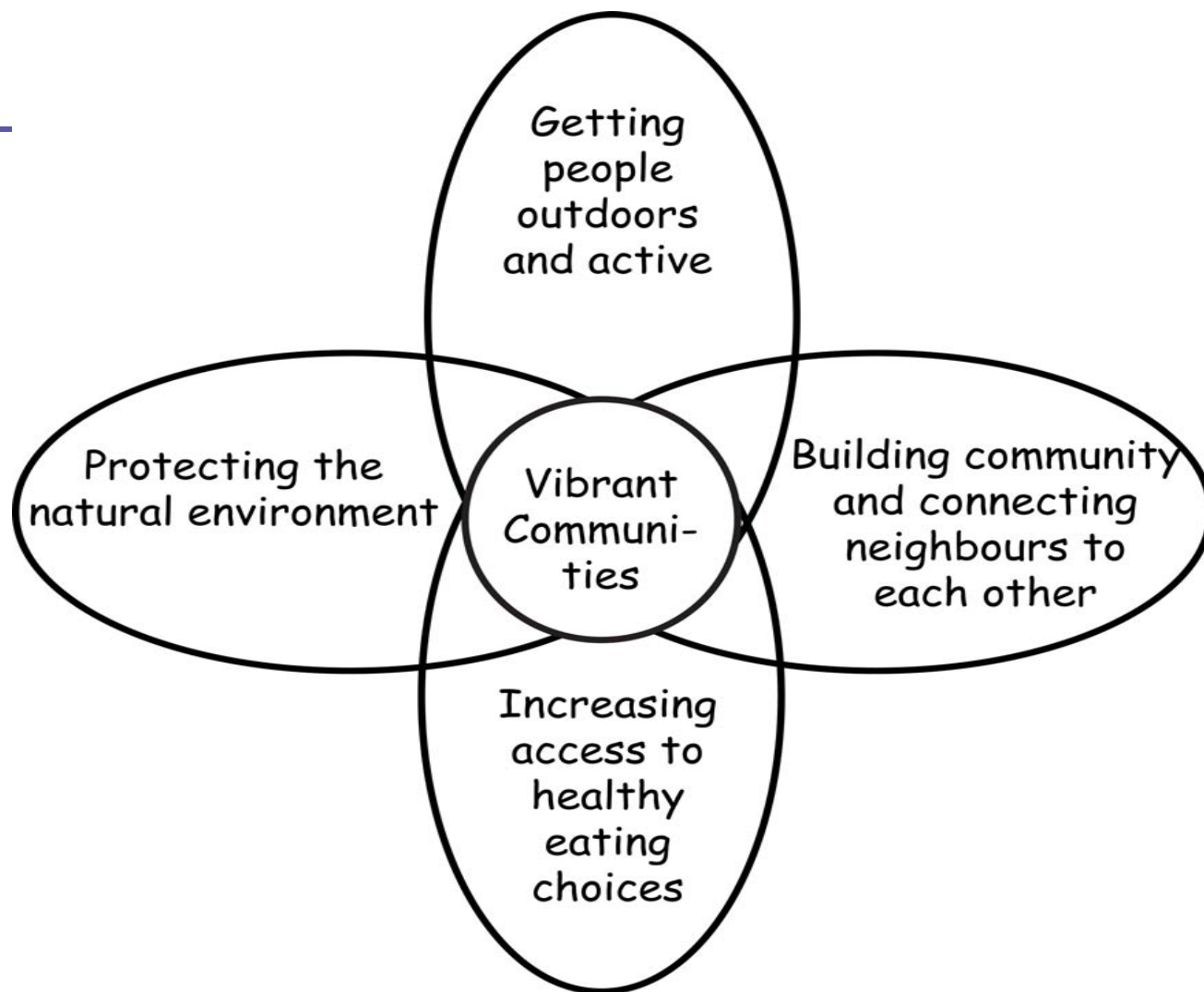
Inclusion

Priority Focus Areas

Community Development

Healthy Public Policy







Panels

- Considering and Creating Equity
- Increasing Access to Healthy Eating Choices
- Protecting the Natural Environment
- Getting People Outdoors and Active
- Building Community and Connecting Neighbours to Each Other





As we move forward...

Collaborative not Confrontational

Perspectives not Positions

Dialogue not Debate





The choices we make
are shaped by the
choices we have.



The Vibrant Communities Symposium is intended to be an opportunity to:



-
- discuss the social, economic, environmental and cultural perspectives of a Vibrant Community, and
 - develop a Vibrant Communities Charter reflecting these different perspectives and a shared-vision for the future of communities in Manitoba.

