



Our Approach

We will work from a *population health* approach to help improve the health of individuals and communities. To achieve our goals, we must promote healthy and active living for all Ontarians, including those who are most at risk.

Our programs and services will be evidence-based and build on best practices from research, community experience and cultural knowledge. We will invest in programs that have the greatest impact on health and wellness.

Endnotes

- 1 Statistics Canada. Health status indicators – Disability-free life expectancy, by provinces and territories. 2005.
- 2 Canadian Cancer Society. Cancer Care Ontario. Cancer 2020: Targeting Cancer: An Action Plan for Cancer Prevention and Detection. Background Report. 2003.
- 3 Miller A. Recommendations for the primary prevention of cancer. Ontario Task Force on the Primary Prevention of Cancer. 1995.
Siemiatycki J, Krewski D, Franco E & Kaiserman M. Associations between cigarette smoking and each of 21 types of cancer: a multi-site case-control study. *International Journal of Epidemiology*. 1995; 24 (3): 504-14.
- 4 The World Health Organization. Fact Sheet: The Global Strategy on Diet, Physical Activity and Health. 2003.
- 5 Statistics Canada. Canadian Community Health Survey. 2004.
- 6 Jha, P., Chaloupka, F.J. The World Bank. Curbing the epidemic: Governments and the economics of tobacco control. 1999.
Xie, X., Rehm, J., Single, E., Robson. Addiction Research Foundation. The Economic Costs of Alcohol, Tobacco and Illicit Drug Use in Ontario: 1992. 1996.
- 7 Katzmarzyk P, and Janssen I. The economic costs associated with physical inactivity and obesity in Canada: An update. *Canadian Journal of Applied Physiology*. 2004; 29(1): 90-115.
- 8 Institute for Clinical Evaluative Sciences. Injuries in Ontario: ICES Atlas. September 2005.

Our Priorities

Smoke-Free Ontario was highlighted by the Smoke-Free Ontario Act, which will prohibit smoking in all enclosed public places and workplaces as of May 31, 2006. The Strategy includes prevention programs designed to help youth remain smoke free, cessation programs to help people who smoke quit and protection initiatives designed to help Ontarians avoid second-hand smoke.

Healthy and Active Living will include comprehensive initiatives that target two of the primary risk factors for chronic disease – physical inactivity and unhealthy eating. Our goals include working collaboratively with our partners to make healthy eating choices easier and increasing physical activity participation to 55% by 2010.

Injury Prevention will include programs to prevent and reduce injuries and to enable Ontarians to safely enjoy healthy and active lives where they live, work, learn and play.

Mental Health and Addictions

initiatives will focus on mental wellness, including the prevention of addictions and problem gambling, in an overall approach to wellbeing.

Our first priority will be our children and youth. Behaviours and attitudes developed in childhood last the rest of our lives. Healthy, active children become healthy, active adults. We will build a generation of healthier Ontarians.

Our Call to Action

We know that nutrition and physical activity are two key factors that impact our health.

We have an opportunity to develop strategies that will help stop or reverse some of the threats to our health, by combining our efforts to support healthy eating with physical activity and sport participation.

We need your energy, ideas and commitment.

Contact Us

Tell us what you think about our strategic framework and any suggestions for how we can work together to achieve our goals.

You can contact us through our website at www.mhp.gov.on.ca or by writing to us at 250 Yonge Street, 35th Floor, Toronto, Ontario M5B 2N5



Healthy Ontarians, Healthy Ontario

**The Ministry
of Health
Promotion's
Strategic
Framework**



The Ministry of Health Promotion's Strategic Framework



WHAT IS HEALTH PROMOTION?

Working together to provide opportunities for healthy, active living is the most effective way to improve health for all Ontarians.

Health promotion is a worldwide movement that has been gaining momentum since the World Health Organization developed the historic **Ottawa Charter** 20 years ago. In 2005, the 6th Global Conference on Health Promotion in Thailand developed the **Bangkok Charter**, which reconfirmed the commitment to health promotion and the need for global and local action.

The Ottawa Charter defines health promotion as the process of enabling people to increase control over, and to improve their health. It involves the population as a whole in the context of their everyday lives, rather than focusing on people at risk for specific diseases, and is directed towards action on the determinants of health.

(World Health Organization)

WHY A MINISTRY OF HEALTH PROMOTION?

Ontarians may be living longer, but we are not spending all those years in good health. Most of us will live, on average, between nine and twelve years with an illness or disability.¹ Many of the diseases and injuries that burden our lives can be prevented or avoided.

Good health gives us the energy to enjoy life. It is a life-long commitment that includes a combination of good nutrition, exercise, healthy living, avoiding tobacco, preventing injuries and reducing stress. Good health leads to a healthier society and a stronger economy. Health promotion is an investment in ourselves, our communities, our province, and our future.

The Ministry of Health Promotion has a unique opportunity, as a newly established ministry, to develop comprehensive strategies that include chronic disease prevention, physical activity, sport participation, injury prevention and mental wellness initiatives in an integrated approach to overall good health.

PREVENTION IS KEY

- About half of all cancer deaths could be prevented by not smoking, eating healthy foods and being more physically active²
- Smoking is responsible for 90% of all lung cancer deaths in men and 80% in women³
- 90% of Type 2 diabetes and 80% of coronary heart disease could be avoided by exercising regularly, eating healthy foods, avoiding smoking and managing stress⁴
- In Ontario, almost 60% of adults and 28% of children and youth are overweight or obese⁵
- Smoking costs Ontario \$4.3 billion: \$1.7 billion in health care costs and \$2.6 billion in lost productivity⁶
- Obesity costs Ontario \$1.6 billion: \$647 million in direct costs and \$905 million in indirect costs, or 2.2% of the total healthcare costs in 2001⁷
- On average, someone in Ontario visits an emergency department every 30 seconds and someone is hospitalized every 10 minutes as a result of injury⁸

CHALLENGES TO GOOD HEALTH

Many complex factors affect our health.

Social and economic determinants such as education, housing, social support and the environment play an important role in our health. It takes partners working together to overcome some of the barriers to good health.

Good health is a lifelong commitment.

An individual can improve his or her health just by increasing their physical activity, participating in sports, eating healthy foods and not smoking. It takes time to improve the health of an entire community.

There is a growing health gap in Ontario.

While many Ontarians are getting healthier, others are being left behind. Certain higher risk communities, for example, Aboriginal peoples, face urgent health challenges such as high rates of diabetes and increased risk of heart disease.

Teamwork is required to create a culture of health and wellbeing.

To inspire people and to create a culture of health and wellbeing, we must work with organizations, communities and government to coordinate our messages and efforts in order to have a sustained impact.

The Ministry of Health Promotion's Strategic Framework



THE MINISTRY OF HEALTH PROMOTION'S STRATEGIC APPROACH

Healthy Ontarians,
Healthy Ontario

EMPOWERMENT
ENGAGEMENT
EDUCATION

PROMOTE
HEALTHY ACTIVE
LIVING
FOR ALL

ENGAGE
PARTNERS

INFLUENCE
FACTORS THAT
SHAPE
OUR HEALTH

IMPROVE
HEALTH
OF PEOPLE
MOST AT RISK

INTEGRATION

SMOKE-FREE ONTARIO

HEALTHY &
ACTIVE LIVING

INJURY PREVENTION

MENTAL HEALTH
AND ADDICTIONS

PRIORITIES APPROACHES PRINCIPLES

Our Mission:

- To champion health promotion in Ontario, and inspire individuals, organizations, communities and governments to create a culture of health and wellbeing.
- To provide programs, services, tools and incentives that will enhance health and wellbeing.
- To make healthy choices easier.
- To harness the energy and commitment of other ministries, other levels of government, community partners, the private sector, the media and the public to promote health and wellbeing for all Ontarians.
- To make Ontario a leader in health promotion within Canada and internationally.

Our Principles

Empowerment

We will focus on education, healthy public policy and supportive strategies to enable individuals and communities to improve their health.

Engagement

We will harness the energy and enthusiasm of individuals, organizations, communities, other ministries, and the private sector to create a culture of health and wellbeing for all.

Education

The more people, organizations and communities understand about factors that affect their health, the more likely they are to take steps to improve health.