



Services de santé du

**TIMISKAMING**

Health Unit

# A Call to Action

Proposed Model for Working Toward  
OPHS Societal Outcomes

Amanda Mongeon, Program Evaluator

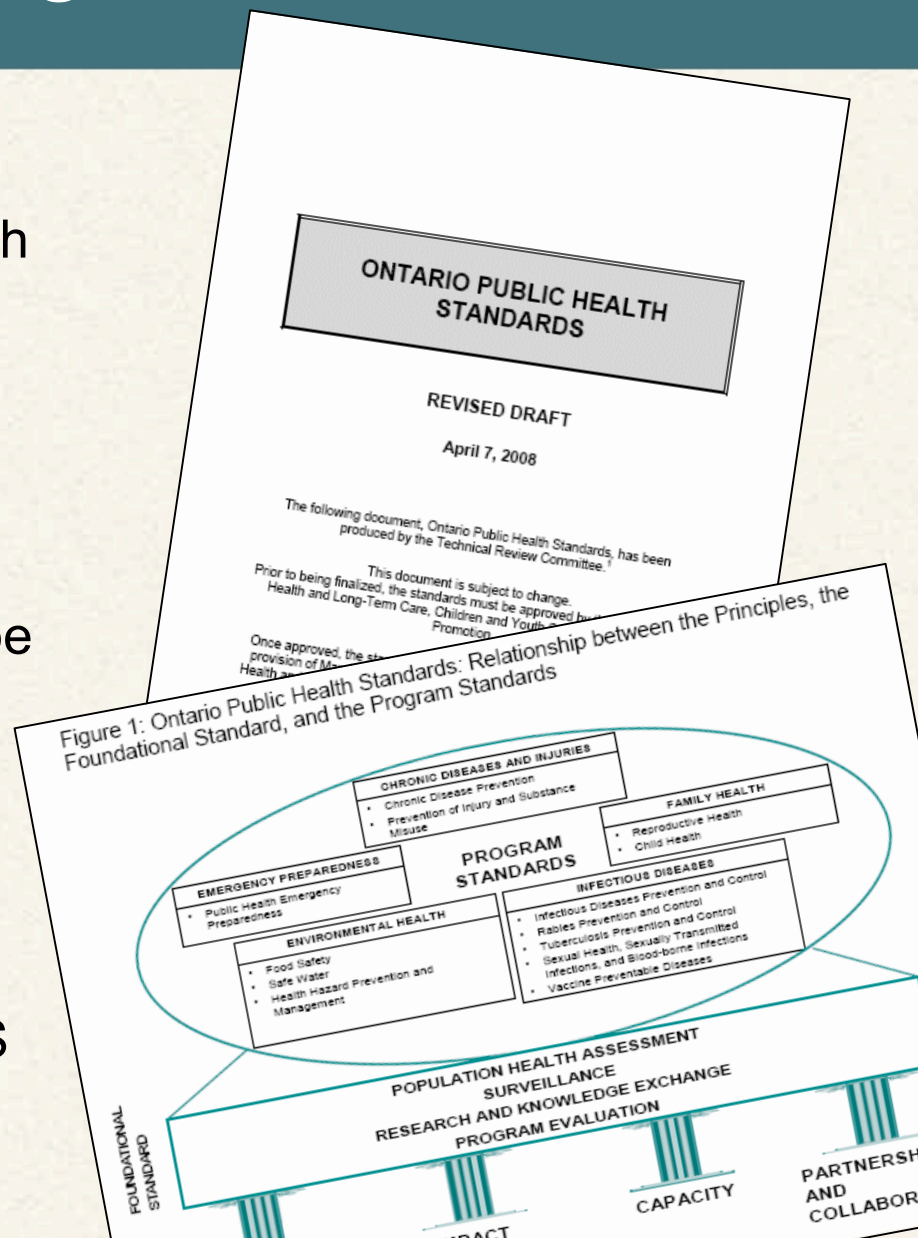


# I hope that in 20 minutes, we'll...

1. Know more about the THU and its healthy weights strategy
2. Share some thoughts about the new OPHS & expected outcomes
3. Consider whether the THU's Healthy Weights-Healthy Lives might be a good model for working toward these outcomes

# A Changing Context

- New! Ontario Public Health Standards
- Emphasis on partnership
- “The quality and scope of **local partnerships** shall be an **essential indicator of success** for boards of health in achieving and maintaining the leadership role required to create the conditions necessary **for effective change.**” (OPHS p.20; emphasis added)



# Determinants of Health

- Factors that impact health
- Addressed in OPHS Introduction
- Woven throughout the OPHS



# Societal Outcomes

## GOAL

Public health practice responds effectively to changes in health status, and contributes to the public's health and well-being.

## SOCIETAL OUTCOMES

- Population health needs are anticipated, identified, and addressed.
- Emerging threats to the public's health are prevented.
- Community-based planning and delivery of public health services incorporate new public health knowledge.

## BOARD OF HEALTH OUTCOMES

- Public health programs and services are planned to meet local population health needs.
- The public, community partners, and health care providers have access to current population health information.
- The board of health identifies public health priorities and emerging public health issues.
- The board of health allocates resources to meet priorities and reallocates resources, as feasible, to reflect changes in priorities.
- Relevant audiences have available information to take appropriate action.
- Public health practitioners, policy-makers, community partners, providers, and the public are aware of the board's role and responsibilities.

- “Societal outcomes entail changes in health status, organizations, systems, norms, policies, environments, and practices.
- Societal outcomes **result from the work of many sectors of society**, including boards of health, for the improvement of the overall health of the population.” (OPHS, April 7, 2008. Emphasis added).

# Questions: how do we...

- Interpret link between board of health outcomes & societal outcomes
  - Interpret non-direct emphasis on determinants of health
- ➔ THU's Healthy Weights-Healthy Lives strategy as a model for working towards Societal Outcomes?

# A Call to Action (CTA)

- THU's Healthy Weights Strategy
- CTA Document
- Strategy Framework
- Internal team including HPs, Program Evaluator, Epidemiologist, Manager of HP
- Evaluation Project

**CALL TO ACTION:**

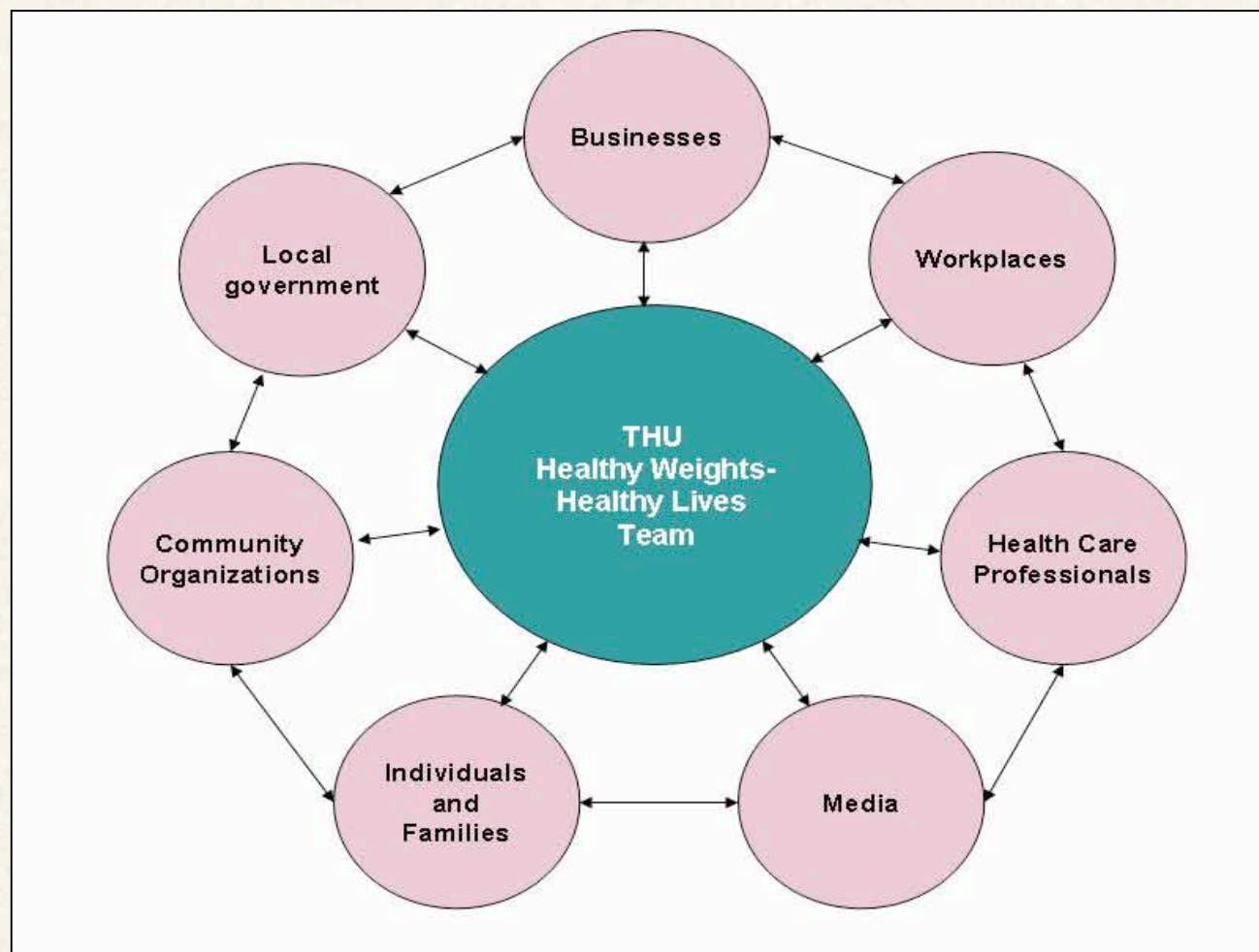
**Healthy Weights –  
Healthy Lives  
in Timiskaming!**

A resource to help local government, community organizations, businesses, workplaces, health care professionals, media, individuals and families work together to support and create environments in which we live, work, learn, and play that promote healthy weights and make the healthy choice the easy choice for all residents in Timiskaming.

***Be Aware. Make it Easy. Be Involved. Speak Out!***  
We are all a part of the solution!

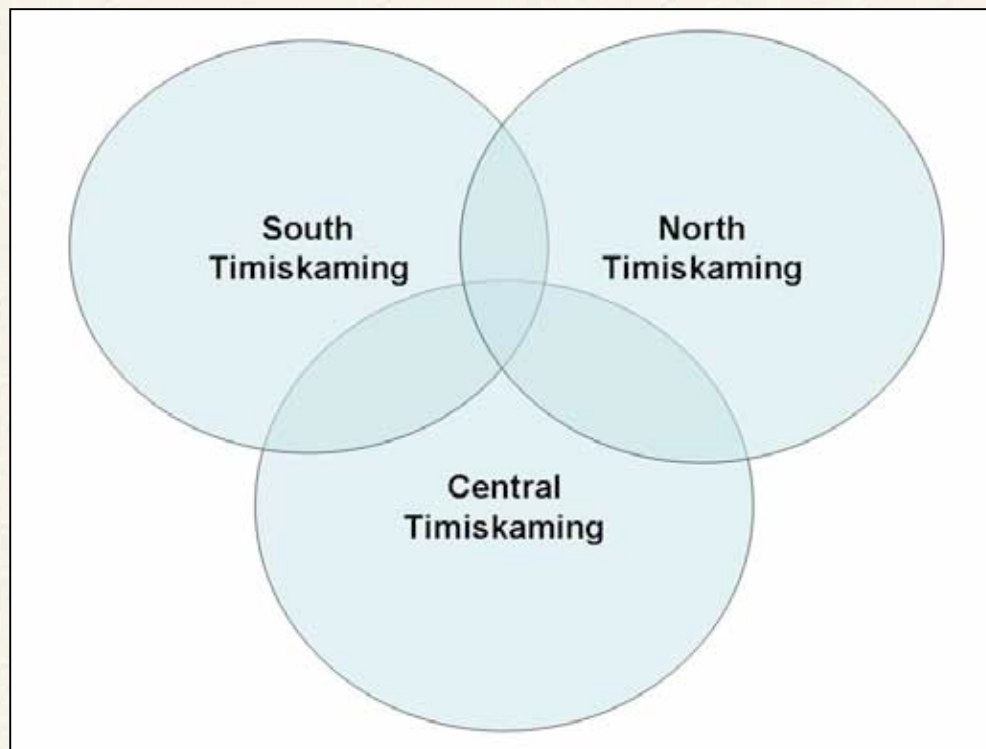
# Current: HW-HL Community Engagement

- THU as leaders (for now)



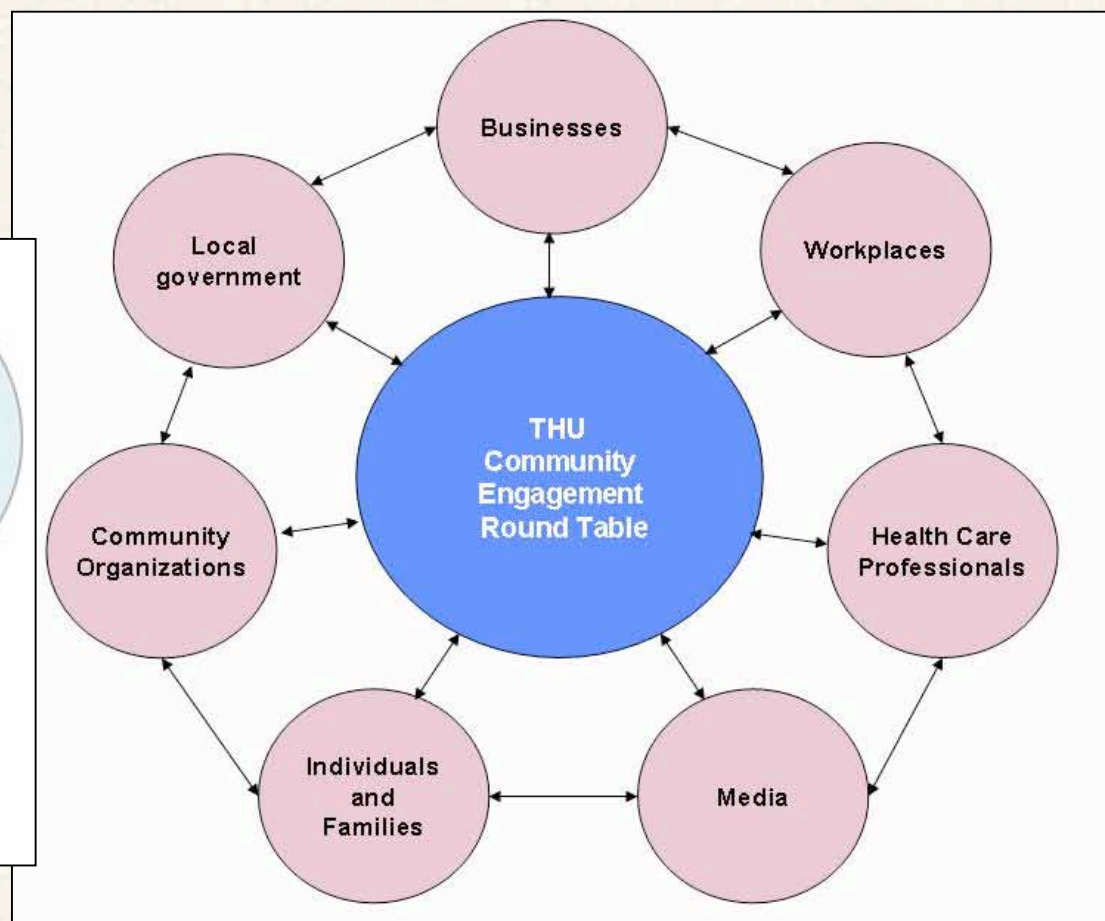
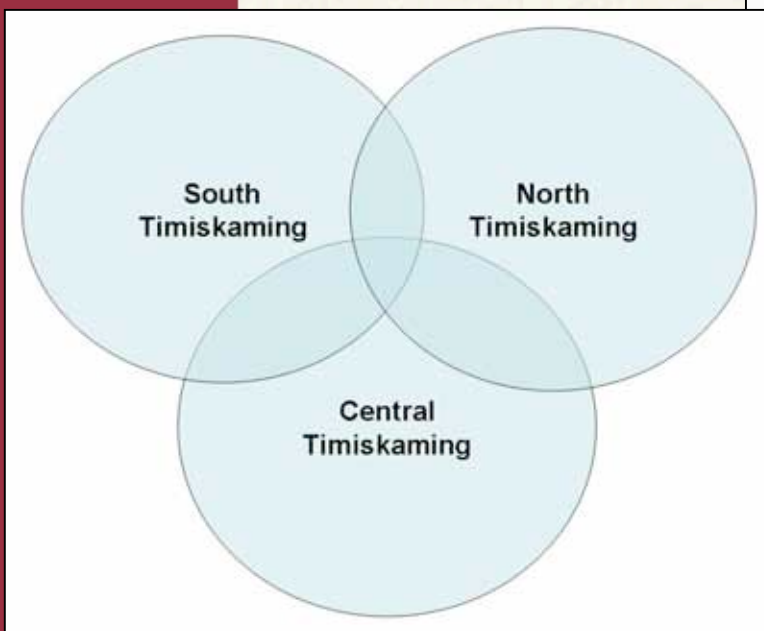
# District-Wide, Community-Specific

- Balancing district-wide opportunities & discussion with community-specific networking and action groups



# Proposed: THU-Wide Community Engagement

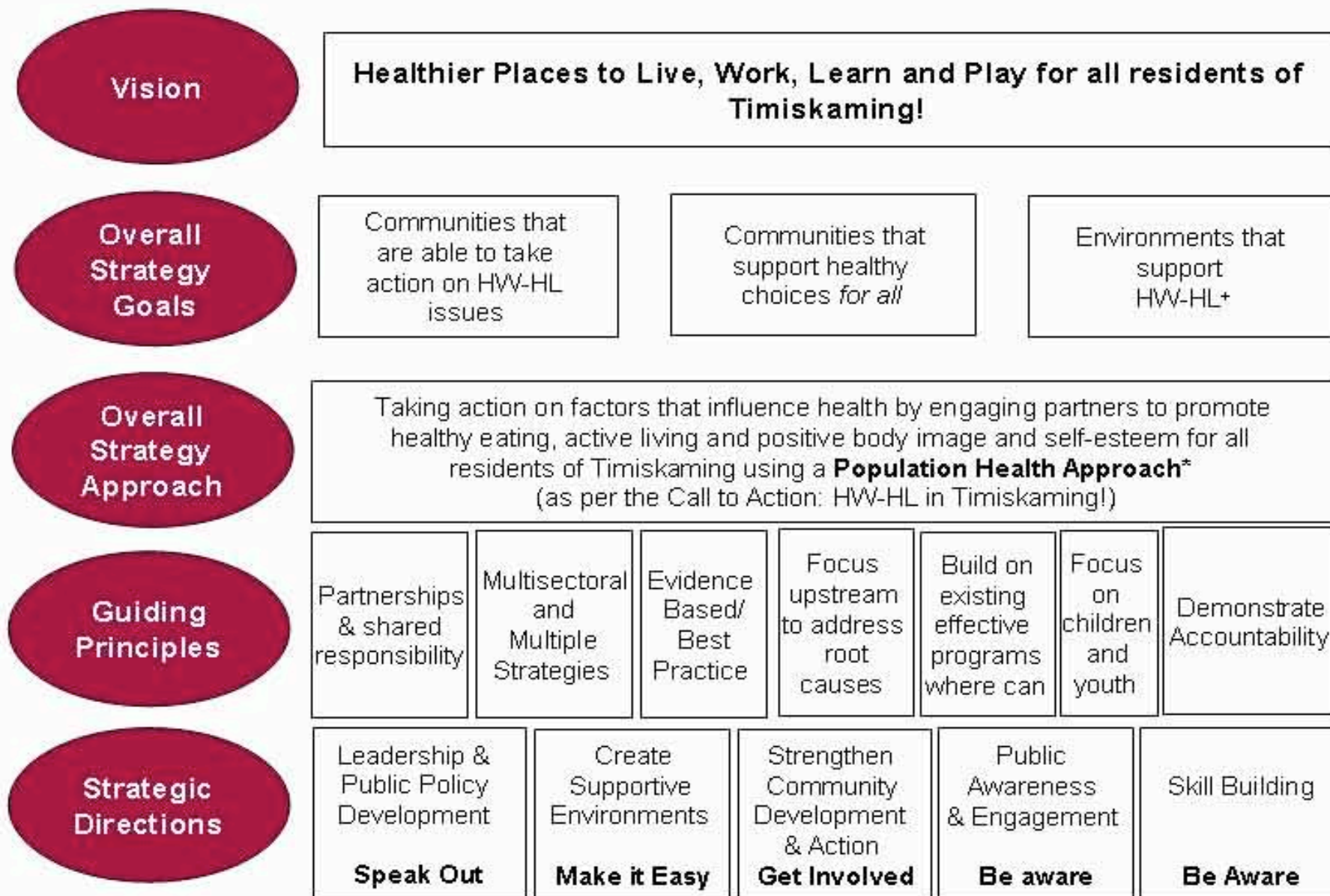
- Using the HW-HL model across the agency



# How might it work?

- Build community advice into agency's planning/priority-setting process
- Reference HW-HL Strategy Framework's *Strategic Directions*:
  - *Mobilize and consult for:* policy development, supportive environments, strengthened community development & action
  - *Provide opportunities for:* public awareness & engagement, skill-building

## Timiskaming Health Unit Healthy Weights-Healthy Lives Strategy Framework



# Challenges/Barriers

- Small health unit with little staffing
- Organizational shift



# Opportunities

- Strong team of staff, very dedicated
- Small communities
- Opportune time for change



# Next Steps

- Continue with Healthy Weights-Healthy Lives evaluation project
- Further develop proposal to management team
- Monitor impacts, organizationally & within the community



Photo credit: Martha McSherry, 2007

# Thank You

- Questions/Discussion?

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# CTA Framework

Topics

Self-esteem & positive body image

Physical Activity

Healthy Eating

Expected Outcomes

**CALL TO ACTION:**

**Healthy Weights – Healthy Lives in Timiskaming!**

En partenariat de santé, les gouvernements, les universités, les entreprises, les organismes communautaires, les médias, les professionnels de la santé et les citoyens ont travaillé ensemble pour développer ce plan d'action. Ensemble, nous pouvons améliorer la santé et le bien-être de tous les résidents de Timiskaming.

**Be Active. Make it Easy. Be Involved. Speak Out!**  
We are all a part of the solution!

**APPEL À L'ACTION**

**Poids santé, vie saine au Timiskaming!**

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### Short Term (1-2 years)

- Increased awareness by all sectors of the existence and content of the *CTA: HW-HL in Timiskaming!* messages
- Community participation in HW-HL population health promotion
- Active strategic and intersectoral partnerships to promote *CTA: HW-HL in Timiskaming!* messages and initiatives
- Increased development, dissemination and uptake of programs and policies identified in the *CTA: HW-HL in Timiskaming!* in program planning, implementation and evaluation by sectors
- Increased capacity of sectors to plan, implement, evaluate and sustain *CTA: HW-HL in Timiskaming!* population health promotion initiatives

### Medium Term (3-5 years)

- Reduced barriers (real and/or perceived) and increased opportunities for active living and healthy food choices and access to affordable and locally produced food for all residents in Timiskaming
- Increased number of policies that support and/or promote active living, healthy eating and self-esteem and positive body image for all in Timiskaming
- Increased knowledge, attitudes and capacity to create healthy environments and improved access for priority populations and sub populations

### Long Term (> 5 years)

- Increased percentage of Timiskaming residents undertaking health enhancing physical activity and making healthy food choices
- Increased percentage of Timiskaming residents with positive body image and self-esteem
- Increased percentage of Timiskaming residents with a healthy weight
- Improved overall health status for residents of Timiskaming
- Reduced health disparities in Timiskaming

\*Environments – are settings such as school, workplaces, recreation centres, primary health care, media, home, business and organizations such as food establishments

\*See population Health Approach Definition attached.