Health in all policies as a health promotion strategy

October 23, 2018  1:00 – 2:30 pm ET

This webinar is being recorded

Health Promotion Canada

Webinar Series 2018

If you do not have computer audio please dial: 1-866-830-9434

Use code: 630-2793#

Please mute your phone using *6
Today’s facilitators

Dianne Oickle
Knowledge Translation Specialist
doickle@stfx.ca

Jaime Stief
Communications Assistant
jstief@stfx.ca
The NCCDH is in Mi’kma’ki, the ancestral and unceded territory of the Mi’kmaq People.

This territory is covered by the “Treaties of Peace and Friendship” which Mi’kmaq and Wolastoqiyik (Maliseet) peoples first signed with the British Crown in 1725. The treaties did not deal with surrender of lands and resources but in fact recognized Mi’kmaq and Wolastoqiyik (Maliseet) title and established the rules for what was to be an ongoing relationship between nations.
Our focus: Social conditions that influence health & narrowing the gap between the least and most healthy

Our audience: Canadian public health organizations & practitioners.

Our work: Explain and share what’s known to help public health positively influence health for EVERYone through their work.
Your feedback is important!

Please complete the online evaluation survey

WEBINAR EVALUATION
Health in all policies as a health promotion strategy
Today’s speakers

Ketan Shankardass
Chair, Department of Health Sciences
Wilfrid Laurier University

Victoria Barr
Program Manager
BC Healthy Communities
Health Promotion in Canada

Webinar Series 2018
HPC volunteers:

Irv Rootman
Retired professor, University of Victoria and University of Toronto
Member of HPC Executive Committee

Josée Lapalme
Doctoral candidate
School of Public Health, University of Montreal
Executive Committee member, HPC

Lesley Dyck
Health Promotion Consultant
Executive Committee member, HPC
Health Promotion Canada

**Mission** - to advance the practice of health promotion in Canada.

HPC seeks to advance the practice of health promotion by supporting and uniting: students, researchers, practitioners and employers from across Canada in their efforts to collectively enhance health and create healthy and supportive settings.
Structure

• Executive Committee

• Working Groups

• Committees

• Provincial Chapters/Networks
Resources

• Website www.healthpromotioncanada.ca

• Newsletter

• Competencies Toolkit

• Member Contact List
Health Promoter Competencies
34 Statements in 9 Domains

- Leadership & Building Organizational Capacity
- Health Promotion Knowledge & Skills
- Situational Assessments
- Plan & Evaluate Health Promotion Action
- Policy Development & Advocacy
- Community Mobilization & Building Community Capacity
- Partnership & Collaboration
- Diversity & Inclusiveness
- Communication

Health Promoter Competencies
Current Activities

• Quality assurance survey

• Awards program

• Webinar series
Webinar Series 2018

• Based on the 4\textsuperscript{th} edition of Health Promotion in Canada

What’s new?

– New editor
– Fifteen new chapters and new “Afterword”
– Instructors Manual
Chapters Covered in this Webinar Series

Ch. 6 - Contrasting Entry Points for Intervention in Health Promotion Practice (*Katherine L. Frohlich, Blake Poland and Martine Shareck*)

Ch. 10 - Indigenous Community Health Promotion (*Charlotte Loppie*)

Ch. 21 - Participatory Practice and Health Promotion (*Jane Springett & Jeff Masuda*)

Ch. 18 - Health in All Policies (*Ketan Shankardass, Lorraine Greaves & Natalie Hemsing*)
Some other Chapters of Possible Interest

• Ch.8- Implications of Inequities for Health Promotion (*Dennis Raphael*)

• Ch.11-Identifying Appropriate Health Promotion Practices for Immigrants (*Mashira Khan and Karen Kobayashi*)

• Ch. 16 – Digital Media and Health Promotion Practice (*Laura Struik, Rebecca Haines-Saah and Jean Bottorff*)
Sponsors thank you!

To the National Collaborating Centre on the Determinants of Health for sponsoring and organizing and conducting this series of webinars.

Canadian Scholars’ Press for their donation of copies of *Health Promotion in Canada, 4th Edition* to each of the practitioner presenters in this webinar series.
Ketan Shankardass
Chair, Department of Health Sciences
Wilfrid Laurier University
The Health Gradient

Individually oriented preventive action

Health hazards

Environmental health hazards
Lack of education
Inadequate food and nutrition
Unemployment
Poor Housing
Poverty

The Health Gradient

Individually oriented preventive action

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Environmental health hazards
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in All Policies

1. Intersectoral action for health and health equity that is durable and possibly systematic
2. Policy coordination within and, ideally, across government levels
3. Focus beyond the healthcare sector
4. Evidence-informed policy-making
Health in All Policies addresses the structural determinants of health (Solar and Irwin, 2007).
HiAP as integrated governance

**Policy “silos”**
- Unique budgets
- Unique mandates

**“Integrated governance”**
- Shared budgets
- Overlapping mandates
Some HiAP health governance approaches

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Implementation challenges

• Technical
• Political
• Evaluation
Technical challenges of using HiAP

• How to structure and support the civil service?
• “Supportive architecture” for sustained intersectoral action
  • Long-term mandates
  • Dedicated staffing and resources
  • Awareness raising
  • Policy- and decision-making processes
  • Governance tools, e.g., HEIA
Evaluation of HiAP

• Health equity and economic evaluation
• Impacts on health equity are mid- to long-term
  • What changes in social, health and economic outcomes in the short-term?
  • Logic models are your friend
• Untangling the web of causation given multiple interventions
  • E.g., Collective impact models
Political challenges of using HiAP (I)

- HiAP implies an ideological commitment to collective responsibility for social determinants of health and social justice.

- *What if a conflicting ideology is the norm in some sectors?*
  - E.g., economic growth
  - E.g., healthcare, genetics and lifestyle choices as the key determinants of health
Political challenges of using HiAP (II)

• HiAP challenges traditional jurisdictional boundaries of a sector (i.e., allocation of responsibility, authority, funding).

• What if a sector is protective of their resources and their power over certain interests?
  • E.g., growth of industry partners
  • E.g., control of process and budgets
Looking for dual outcomes in HiAP

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<td>Having schools participate in building parenting and family capacity improve well-being in children, while improving school attendance, retention and graduation.</td>
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<th>Transport</th>
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<td>Building public transport and cycling infrastructure improve opportunities for physical activity, while easing traffic congestion and pollution</td>
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<th>Treasury</th>
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<td>Investing in housing for the homeless will reduce hospitalizations, while reducing the demand on other social services</td>
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Community participation?
Victoria Barr
Program Manager
BC Healthy Communities
Healthy Communities Work in B.C.: Health in All Policies on the Ground

Victoria Barr, MHSc, PhD (Planning)

National Collaborating Centre on Determinants of Health Webinar
October 23, 2018
TODAY’S AGENDA

1. Who Are We?
2. HiAP in Action: Examples from B.C. Communities
   • Healthy City Strategies
   • Housing Needs Assessments
3. Challenges & Potential Solutions
4. Resources & Follow-up
BC HEALTHY COMMUNITIES SOCIETY

• Launched in 2005
• Not-for-profit society serving the province of British Columbia
• We provide services, programs, and resources to create healthy, thriving and resilient communities
• Collaborative team, working across sectors

NCCDH Health in All Policies Webinar | October 23, 2018
PlanH PROGRAM

PlanH (provincial initiative) implemented by BC Healthy Communities Society, facilitates local government learning, partnership development and planning for healthier communities where we live, learn, work and play.

5 Grant Rounds
195 Diverse Communities
BRITISH COLUMBIA: TOWNS, VILLAGES, & CITIES

Gold River, BC

Tofino, BC

Terrace, BC

Vancouver, BC

NCCDH Health in All Policies Webinar | October 23, 2018
HiAP IN ACTION: EXAMPLES FROM B.C. COMMUNITIES
1. HEALTHY CITY/COMMUNITY STRATEGIES
WHAT IS A HEALTHY CITY STRATEGY?

A healthy city strategy:

• Is a comprehensive, integrative plan

• Puts health at the top of agenda

• Shows a commitment to health & well-being

• Ensures that all policies are healthy policies!
FOUR PRE-CONDITIONS FOR CHANGE

- Political commitment at the highest level;
- Shared vision, understanding and commitment;
- Organizational structures and processes to coordinate, manage and support change; and
- Opportunities for partnership-building and networking with statutory and non-statutory bodies and community groups.
10 KEY COMPONENTS OF A HEALTHY CITIES PROCESS

1. Create a compelling vision based on shared values.
2. Embrace a broad definition of health and well-being.
3. Address quality of life for everyone.
4. Engage diverse citizen participation and be citizen-driven.
5. Multi-sectoral membership and widespread community ownership.
6. Acknowledge the social determinants of health and the interrelationship of health with other issues (housing, education, peace, equity, social justice).
7. Address issues through collaborative problem-solving.
8. Focus on systems change.
9. Build capacity using local assets and resources.
10. Measure and benchmark progress and outcomes.

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HEALTHY CITY STRATEGIES: COMPREHENSIVE & INTEGRATIVE

NCCDH Health in All Policies Webinar | October 23, 2018
HEALTHY CITY STRATEGIES: CITY OF VANCOUVER

NCCDH Health in All Policies Webinar | October 23, 2018
HEALTHY CITY STRATEGIES: CITY OF KELOWNA

- Community for All
- Healthy Neighbourhood Design
- Healthy Housing
- Healthy Natural Environments
- Healthy Food Systems
- Healthy Transportation Networks
For 2018/19, one of the PlanH Healthy Communities Fund special focuses is on **Community Wellness Strategies**. These strategies, also known as Healthy Community/City Strategies, are long-term plans that integrate a number of areas of local public policy, which might include transportation, land use, recreation, and housing.
2. HOUSING NEEDS ASSESSMENTS
WHAT IS A HOUSING NEEDS ASSESSMENT?

Housing needs reports are a means for communities to better understand current and future housing needs.

- Identify existing and projected gaps in housing supply by collecting and analyzing quantitative and qualitative information about
  - local demographics
  - economics,
  - housing stock and,
  - other factors

- Sometimes part of a larger housing action plan or strategy.
STRATHCONA REGIONAL DISTRICT HOUSING NEEDS ASSESSMENT

Goals

- To take stock of housing needs across the region
- To position communities and housing stakeholders to implement collaborative projects and leverage funding opportunities
EQUITY ACROSS THE HOUSING SPECTRUM

Desired Health/Social Gradient

Amount of Support/Resources

Health & Wellbeing

Emergency Shelter
Transitional & Supportive
Independent Social Housing & Rent Assistance
Below-Market Homeownership
Affordable Rental & Homeownership

Non-Market, Temporary
Non-Market, Permanent
Market, Permanent

NCCDH Health in All Policies Webinar | October 23, 2018
INTEGRATING HEALTH/EQUITY: COMMUNITY

• Localized information for actors in communities
• Visuals and quotes
• Accessible language

RENTS HAVE BEEN RISING SIGNIFICANTLY IN CAMPBELL RIVER BETWEEN 2007 AND 2017

FOR RENT

7%

1.3%

VERY LOW VACANCY RATES PUT THE MOST PRESSURE ON THE LOWEST INCOME HOUSEHOLDS, AND CREATE OPPORTUNITIES FOR DISCRIMINATION

LONE PARENT AFFORDABLE RENT = $1,100

1 BED $900

2 BED $1,200

3 BED $1,700

ESTIMATED AVERAGE MONTHLY RENT (ROUNDED)

LONE PARENTS AND INDIVIDUALS FACE THE MOST SIGNIFICANT AFFORDABILITY CHALLENGES
CHALLENGES & (POTENTIAL) SOLUTIONS TO IMPLEMENTING HiAP
1. CHALLENGES
Different partners (especially from different sectors) often have very different takes on a project + a different set of values & principles.

We need to understand how politics works and how we can use political processes to our advantage.

Bringing partners together can be very difficult – but it’s worth the effort.

There are a number of other approaches or visions people have for communities, which might or might not be consistent with a HiAP approach & our emphasis on health equity.

As a field, we are still working out how to work with other sectors to make it happen on the ground.

It is really difficult to figure out the ways in which these types of HiAP are having an impact on people’s lives.
2. POTENTIAL SOLUTIONS
TACKLING THE CHALLENGES: POTENTIAL SOLUTIONS

• Be cognizant of every community’s unique context, needs, & priorities
• Be political!
• Spend significant time and energy building and nurturing relationships
• Identify community champions who can act as on the ground leaders
• Be flexible!
• Practise patience and perseverance
• Scope – its OK to take small steps
ONE WAY TO INTEGRATE HiAP: THE HEALTHY COMMUNITIES APPROACH

- POLITICAL COMMITMENT
- MULTI-SECTORAL COLLABORATION
- COMMUNITY ENGAGEMENT
- ASSET-BASED COMMUNITY DEVELOPMENT
- HEALTHY PUBLIC POLICY

NCCDH Health in All Policies Webinar | October 23, 2018
Let’s Connect!

We’d love to hear from you & share ideas

Victoria Barr, MHSc, PhD

victoria@bchealthycommunities.ca | 250-590-1845
Thank you.
www.bchealthycommunities.ca
www.planh.ca
DISCUSSION

Your feedback is important!

Please complete the online evaluation survey

WEBINAR EVALUATION
Health in all policies as a health promotion strategy
Upcoming webinars in this series.....

**Health in all Policies** (Chapter 18)
October 23, 2018
1:00–2:30 p.m. (ET)

Check our workshops & events page for future webinars
http://nccdh.ca/connect/workshops-events/

Recordings available on our YouTube channel
https://www.youtube.com/user/TheNCCDH

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Email: nccdh@stfx.ca and ccnds@stfx.ca
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www.nccdh.ca and www.ccnds.ca

@NCCDH_CCNDS
Health Equity Clicks: Organizations
Visit [www.healthequityclicks.ca](http://www.healthequityclicks.ca) for a growing list of organizations taking action on the social determinants of health.

Resource Library
Your one-stop-shop for public health resources on the social determinants of health & health equity! [http://nccdh.ca/resources/library/](http://nccdh.ca/resources/library/)

Workshops & events
Visit our website to find out about the next knowledge exchange opportunity! [http://nccdh.ca/connect/workshops-events/](http://nccdh.ca/connect/workshops-events/)

Health Equity Clicks: Community
Share what works to advance health equity - join in online conversations, networking events, and more! [www.nccdh.ca/community](http://www.nccdh.ca/community)

Sign up for our monthly e-news