

Health Promotion Practice in the Era of Cannabis Legalization

Health Promotion Ontario - Annual Conference 2018

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Health Promoters

Substance Misuse and Injury Prevention Team

Region of Peel – Public Health

Presentation Outline

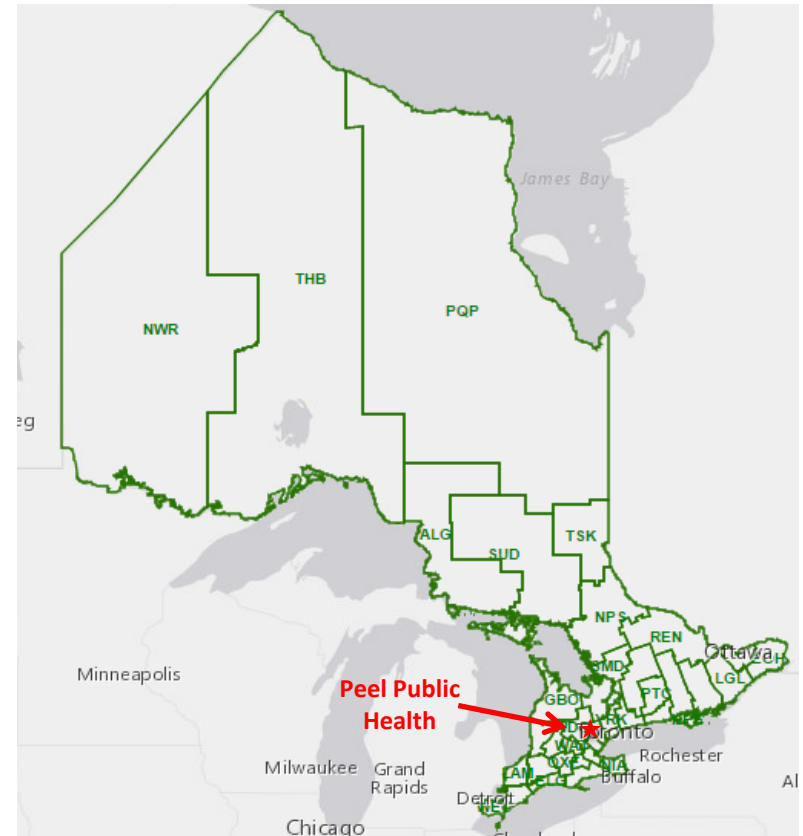
- ✓ Applying Health Promoter Competencies to address the legalization of cannabis for recreational use
- ✓ Achieving the public health mandate
- ✓ Recognizing challenges
- ✓ Lessons for success in Health Promotion
- ✓ Next steps/future work



About Peel Region

- Serves approximately 1.4 million residents and 163,000 businesses in Brampton, Caledon and Mississauga
- 2nd largest municipality in Ontario after Toronto
- We have the highest % of visible minorities in the GTA

Figure: Public Health Units in Ontario



(Health Services Locator Map, Public Health Ontario)

Background: Cannabis Use

After alcohol, cannabis is the most commonly used substance in **Canada**



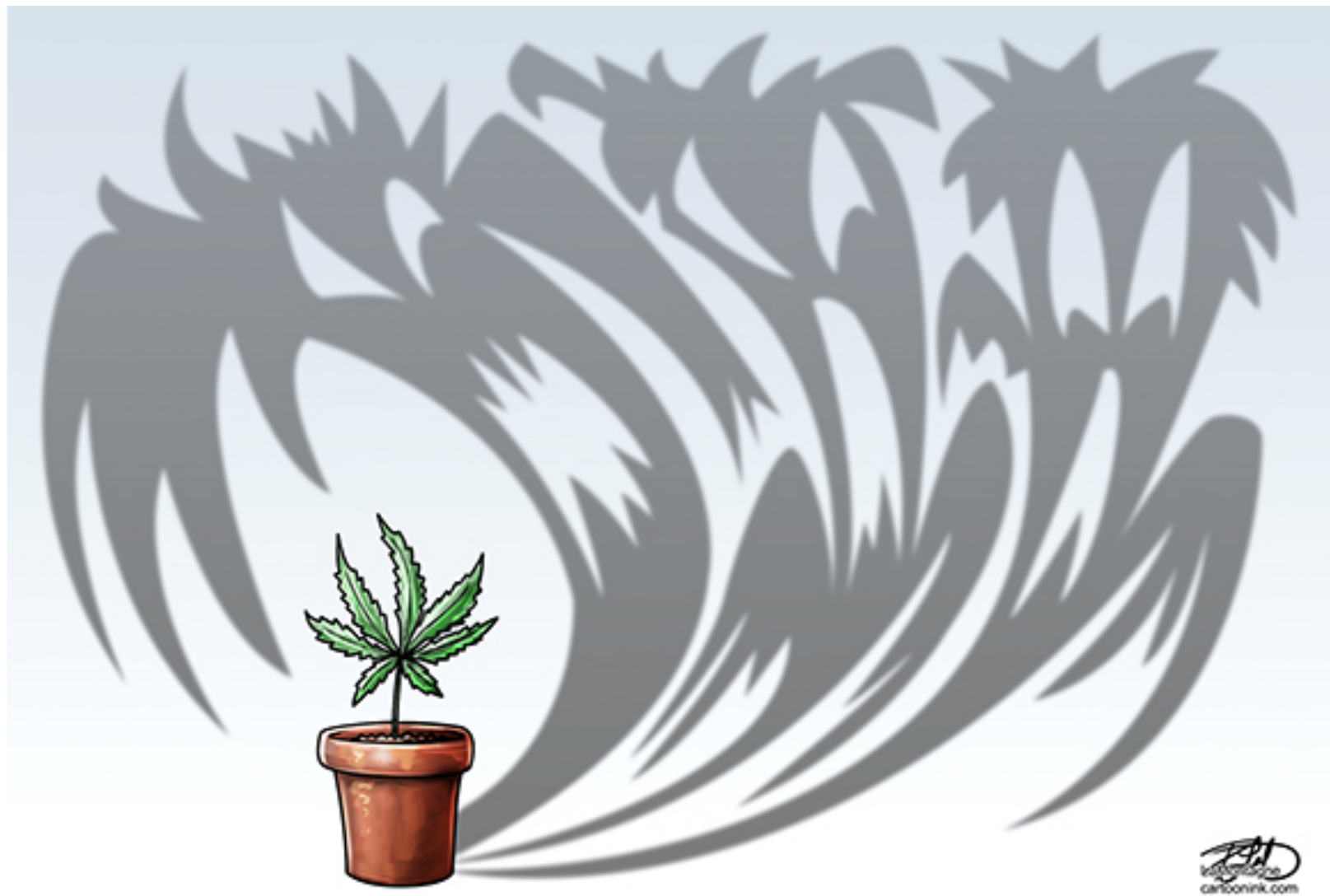
Ontario

- 13% of residents (≥ 15 yrs.) report past-year cannabis use
- 19% of students in grades 7-12 report past-year cannabis use



Peel

- 8% of residents (≥ 12 yrs.) report past-year cannabis use
- 16% of students in grades 7-12 report past-year cannabis use
- Past-year use is higher among:
 - 19 to 29 year olds (23%)
 - Males (11%) vs females (5%)



Protecting and Promoting the Health of Ontarians

Ontario Public Health Standards: Requirements for Programs, Services, and Accountability

The Ontario Public Health Standards: Requirements for Programs, Services, and Accountability are published as the public health standards for the provision of mandatory health programs and services by the Minister of Health and Long-Term Care, pursuant to Section 7 of the *Health Protection and Promotion Act*.

Effective: January 1, 2018
Revised: July 1, 2018



Substance Use and Injury Prevention

Goal

To reduce the burden of preventable injuries and substance¹⁹ use.

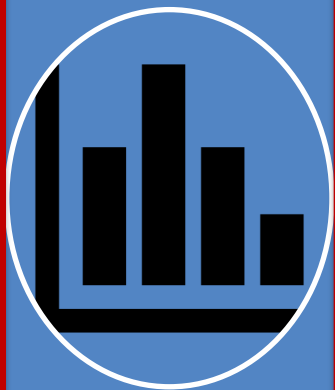
Principles	Need	Impact	Capacity	Partnership, Collaboration and Engagement
	<ul style="list-style-type: none">Assess the distribution of social determinants of health and health statusTailor programs and services to address needs of the health unit population	<ul style="list-style-type: none">Assess, plan, deliver, and manage programs and services by considering evidence, effectiveness, barriers, and performance measures	<ul style="list-style-type: none">Make the best use of available resources to achieve the capacity required to meet the needs of the health unit population	<ul style="list-style-type: none">Engage with multiple sectors, partners, communities, priority populations, and citizensBuild and further develop the relationship with Indigenous communities. These relationships may take many forms and need to be undertaken in a way that is meaningful to the particular community and/or organization



PAN-CANADIAN NETWORK FOR HEALTH PROMOTER COMPETENCIES

Pan-Canadian Health Promoter Competencies

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



Situational
Assessment



Plan &
Evaluate HP
Action



Policy &
Advocacy



Partnership
&
Collaboration



Communi-
cation

Health Promotion Knowledge & Skills

Challenges in the Era of Cannabis Legalization



Lessons for success in Health Promotion

- Learn from others
- Know who to involve
- What does the evidence tell us?
- Know your community
- Strengthen relationships



Moving forward

- ✓ Advocate for healthy public policy
- ✓ Work with internal/external partners
- ✓ Monitor actions at all levels of government
- ✓ Monitor and evaluate impact
- ✓ Respond to emerging issues





Thank you!

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