

The Value of *Local* Health Promotion in Ontario



Health Promotion Ontario recommends maintaining the current breadth and scope of health promotion work outlined in the Ontario Public Health Standards to ensure an on-going investment in health promotion.

Health promotion is needed now more than ever

Ontario is currently facing competing crises, including a healthcare crisis, an opioid epidemic, and crises related to mental health, homelessness, and climate change.

Health promotion can help mitigate these crises by preventing diseases and injuries, reducing health inequities and promoting health so that people thrive.

~65-90% of CVD incidence could be prevented through the reduction of modifiable risk factors (1)

We need a healthy population to face current and future crises, as outlined in the *Chief Medical Officer of Health's 2022 Annual Report* (2).

For more information see the *White Paper on the Value of Local Health Promotion in Ontario*



Health promotion is cost effective

Health promotion offers significant returns on investment in both the short- and long-term (3).



An ounce of prevention is worth a pound of cure. Health promotion interventions cost less than treating diseases and injuries.



4:1 return on investment from local public health interventions (3)

Health promotion professionals (4)



Forge strong partnerships with diverse sectors to co-design effective programs



Provide leadership and support to committees and working groups



Provide high-quality evidence and expert review for policies and projects



Help mobilize populations and partners to achieve robust outcomes



References

1. Cancer Care Ontario, Ontario Agency for Health Protection and Promotion (Public Health Ontario). The burden of chronic diseases in Ontario: key estimates to support efforts in prevention [Internet]. Toronto: Queen's Printer for Ontario; 2019. Available from: <https://www.ccohealth.ca/sites/CCOHealth/files/assets/BurdenCDReport.pdf>
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3. Masters R, Anwar E, Collins B, Cookson R, Capewell S. Return on investment of public health interventions: A systematic review. *J Epidemiol Community Health*. 2017;71(8):827–34.
4. Gardner C, Armstrong B, Rebellato S, Moloughney B, Fazli G, Harris R, et al. Planning for Health: Promising Practices for Healthy Built Environments in Ontario's Public Health Units [Internet]. 2019. Available from: https://www.simcoemuskokahealth.org/docs/default-source/TOPIC_Environment_PlanningForHealth/planning-for-health-promising-practices_19dec2019.pdf?sfvrsn=2