



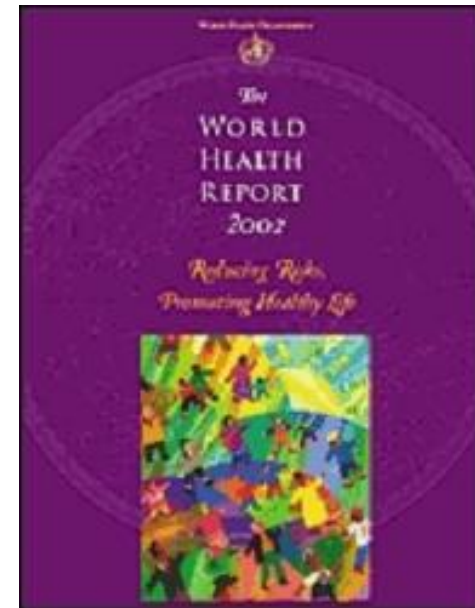
# MOVE2011 CONSORTIUM

**Promoting Healthier Lifestyles in Ontario, Canada**  
October 21, 2011

Prepared by: Ministry of Health Promotion, Ontario, Canada

# The Global Perspective

- Chronic diseases are akin to a global pandemic.
- Nearly one-third of the world's population has a chronic disease or condition.
- Disease rates from chronic conditions are accelerating, advancing across every region and leaving no socio-economic class unscathed.
- The World Health Report 2002: Major chronic diseases account for almost 60 per cent of all deaths and 43 per cent of the global burden of disease.
- By 2020 expected to rise to 73 per cent of all deaths and 60 per cent of the global burden of disease.



# The Canadian Perspective

- About 10 million people in Canada – nearly a third of the country's population – live with a chronic disease or condition.
- More than 5 million Canadians – about 15 per cent of the population – have high blood pressure, – 42 per cent are not aware they have it.
- Many chronic diseases are linked to behavioural and lifestyle choices.
- One in three deaths is due to heart disease and stroke.
- Smoking is responsible for 90 per cent of all lung cancer deaths in men and 80 per cent in women.
- Only half of Canadians get enough physical activity to benefit their health.

# The Ontario Perspective

- Nearly 4 million Ontarians over age 45 live with a chronic disease or condition.
- Approximately 70 per cent of these people are coping with two or more chronic diseases.
- Type 2 diabetes and obesity are on the rise, particularly in young people.
- About 46 per cent of Ontario's budget goes to health care – half of it to treat preventable illnesses.
- A rapidly aging population will place unprecedented demands on health system.



# The Urgent Need for Change

- A report released in 2010 by one of Canada's leading financial institutions – the Toronto Dominion Bank Financial Group – underscores the urgent need for change.
- The report: *'Charting a Path to Sustainable Health Care in Ontario'*, predicted that if the status quo prevailed, health care costs in Ontario could account for 80 per cent of government spending by 2030.
- **“A healthier population is less costly to serve, and prevention is the key to a more sustainable health system in Ontario,” the report concluded.**

# Obesity Trends in Adults

- Over 50 per cent of adults in Ontario are overweight or obese.
- Obesity has a direct effect on the incidence of Type 2 diabetes.
- The current estimate of diagnosed cases of diabetes in Ontario is just over one million. This number is growing by about 10 per cent each year.



# Obesity Trends in Young People

- In 2010, approximately 27 per cent of children and youth in Ontario were overweight or obese.
- A typical 12 year old boy now – versus a 12 year old boy in 1981 - is 16 pounds heavier.
- A typical 12 year old girl now - versus a 12 year old girl in 1981 - is 11 pounds heavier.



# Role of Ministry of Health Promotion & Sport



- Champion health and well-being for all Ontarians.
- Created in 2005, as the Ministry of Health Promotion, its mandate is to develop policies, programs and partnerships that can improve health outcomes.
- Encourage people of all ages to lead healthier and more active lives.
- To reflect the “active lives” component, a mandate for Sport was added to the Ministry’s responsibility last summer.



# Making a Difference

- Being active and eating healthier foods can make a difference!
- Diet, physical activity and maintaining a healthy body weight can prevent between 30 to 40 per cent of all cases of cancer.
- Approximately 50 per cent of all cancer deaths are related to tobacco use, diet and lack of physical activity.
- Children and youth who eat fruits and vegetables at least five times a day are less likely to be overweight.
- 90 per cent of type 2 diabetes and 80 per cent of coronary heart disease could be avoided by adopting healthy behaviours.

# What is Health Promotion?

- Health Promotion is the process of enabling individuals to increase control over – and to improve – their health.
- A resource for everyday life, not the objective of living.
- A positive concept emphasizing social and personal resources, as well as physical capacities.

# Determinants of Health

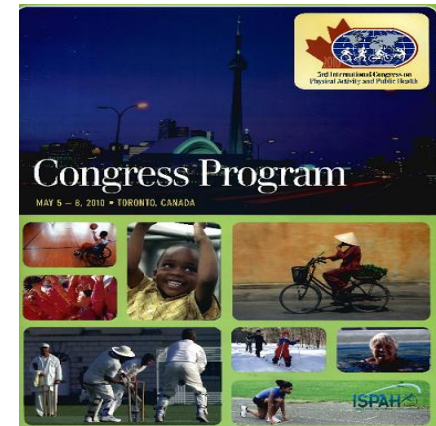
- Income and social status
- Social support networks
- Education
- Employment and working conditions
- Physical Environments
- Biology and genetic endowment
- Gender
- Personal health practices/ coping skills
- Healthy child development
- Health services
- Culture
- Social environments

# Ottawa Charter and the Ministry of Health Promotion and Sport

- The Ministry of Health Promotion and Sport was founded on five principles from the **Ottawa Charter**, developed by the World Health Organization in 1986, at the First International Conference on Health Promotion.
- This conference was a call for non-governmental and voluntary organizations, governments, the WHO and others to join forces in addressing health promotion.

# International Congress on Physical Activity and Public Health

- May 2010, Toronto, Canada – Ministry of Health Promotion and Sport co-sponsored the 3<sup>rd</sup> International Congress on Physical Activity and Public Health.
- Involved experts in the fields of physical activity, public health and health promotion from 48 countries.
- “Strategies to promote physical activity among children”.
- “Importance of creating physically active and friendly communities”.
- “Power of collaboration in preventing disease and promoting good health”.
- It will inform and assist next steps in supporting Ontarians to lead healthier, more active lives.





# Toronto Charter

- A call for action and advocacy to increase physical activity around the world.
- Countries are called on to use the charter's 'Guiding Principles' and its 'Framework for Action' as a guide in developing strategies for increased physical activity.
- February 2011 companion document identifies the seven best investments to increase population levels of physical activity through a “whole-of-community” approach.
- Potential impact as powerful as the as Ottawa Charter had following the First International Conference on Health Promotion 25 years ago.

# Ministry Priorities

- Smoke-Free Ontario Strategy
- Promoting Health and Wellness
- Nutrition and Healthy Eating
- Preventing Disease, Injury and Addiction
- Valuing Sport and Recreation
- Partnership Support for Healthy Communities

# Smoke-Free Ontario Strategy

- Ontario is a leader in anti-tobacco legislation.
- In 2005 the province launched the Smoke-Free Ontario Strategy.
- One of the most comprehensive anti-smoking strategies in North America.
- Target to reduce tobacco consumption by 20 percent by the end of 2007 – reached ahead of schedule.





# Policy Levers

- Legislation/Regulation
- Public Education
- Programs/Services
- Subsidies
- Tax Policy





# Pillars of Strategy

- The three pillars of the Smoke-Free Ontario Strategy are:

**Prevention** – Prevent children, youth and young adults from starting to smoke

**Cessation** – Motivate and support people to quit

**Protection** – Eliminate exposure to second-hand smoke





# SFO Results

- Through the Smoke-Free Ontario Act legislated smoke-free bars, restaurants and enclosed workplaces.
- Banning cigarettes from being only displayed at convenience stores.
- Banned smoking in motor vehicles when children under 16 are present.
- Prohibiting the selling and distribution of flavoured cigarillos – designed to lure youth into smoking.

# New Directions in Tobacco Control

- Despite gains more needed to be done because:
  - Tobacco remains the number one cause of preventable death in Ontario – killing over 13,000 annually.
  - Smoking related diseases costs Ontario's economy \$1.93 billion in direct health care costs; \$5.8 billion in productivity losses.
  - Smoking prevalence remains high among at-risk populations; target approach needed to reach this group.



# Renewed Tobacco Control Strategy

- April 2011, Ontario government renewed its commitment to the Smoke-Free Ontario Strategy.
- Working collaboratively across government and with partners to build on foundation.
- Investments include:
  - Smoking cessation counselling in health care settings and pharmacies.
  - Help for smokers with chronic diseases in hospitals.
  - Access to nicotine replacement therapies through primary care providers.
  - Implementing measures to cut the supply of illegal tobacco.

# After-School Strategy

- Children left unattended fill the after-school period with unhealthy and sedentary choices – linked to rising obesity rates.
- Ministry developed Ontario's After-School Program, targeting at-risk communities – low income, Aboriginal, northern and rural communities.
- More than 18,000 students in over 300 locations participating.
- Holistic program combining physical activity, healthy eating and personal health and wellness education.



# Healthy School Recognition Program

- Encourages schools to promote better health for students.
- Providing students with healthier choices.
- Nearly 1,000 schools participating in the 2011/12 school year.
- More than 6,000 activities in schools over last three years.





# Northern Fruit and Vegetable Program

- Providing over 1 million servings of fruit and vegetables to students in 61 elementary schools in Northern Ontario since 2006.
- Partnership with the Ontario Ministry of Agriculture, the Ontario Fruit and Vegetable Growers' Association, local public health units and school boards.
- Increasing the access to healthy foods for children living in remote areas of the province.



# EatRight Ontario

- EatRight Ontario supports improving the eating habits of Ontarians.
- Provides healthy eating and nutrition advice from registered dietitians over the telephone in more than 110 languages.
- Consumer-friendly information; meal planner, interactive online tool.
- Targeted fact sheets support high-risk groups in choosing culturally appropriate choices to prevent and manage diabetes.



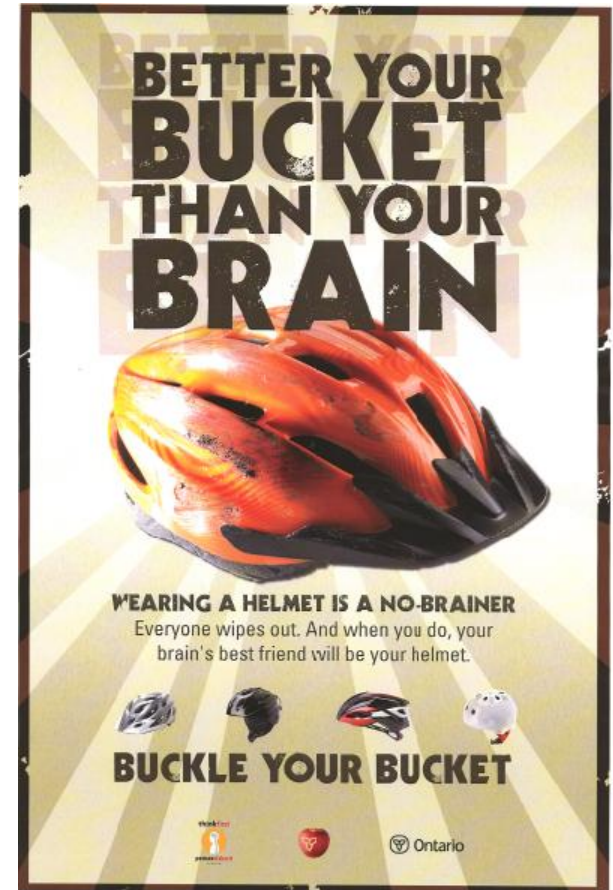
# Diabetes Strategy

- Diabetes currently costs Ontario \$4.9 billion a year.
- Last 10 years the number of Ontarians with diabetes grew by 69 percent.
- Partnering with the Ministry of Health and Long-Term Care to lead and support a range of programs and initiatives to:
  1. Improve the health and outcomes of Ontarians living with diabetes and at risk of developing the disease.
  2. Reduce the rate of diabetes, the health-care cost of the disease and diabetes-related illnessess.
- Develop a Diabetes Prevention Guide as a self-help resource for making lifestyle changes to prevent type 2 diabetes.



# Injury Prevention

- Preventable injuries are the leading cause of childhood death.
- The Ontario Injury Prevention Strategy takes a coordinated approach to reduce the frequency, severity and impact of preventable injuries.
- The Ontario Safe Sport Helmet Initiative provides vouchers for sport helmets to children in low-income neighbourhoods.



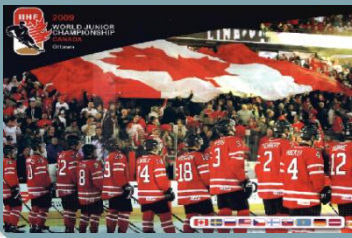
# Access to Defibrillators

- As of June 2011, the Ontario government is investing \$10 million over two years to install defibrillators in publicly funded community centres, arenas and schools.
- Ontario creating a AED registry to better plan, prioritize and track life saving tools in communities.



# Sport Excellence in Ontario

- Ontario is committed to build a culture of sport excellence.
- Link between physical activity and health and well being.
- Leveraging partnerships with other levels of government, national, provincial organizations, coaches and athletes.
- Building a foundation of skills and physical literacy in children.
- Quest for Gold program – established in 2006 – has helped Ontario athletes attain international competitive opportunities and success. In 2009-2010, more than 1,100 athletes received direct funding from our government.
- Fund 62 provincial and multi sport organizations across the province.



# International Sport Hosting

- Hosting international sport competitions helps develop amateur sport in Ontario.
- In January 2009 Ottawa hosted the World Junior Hockey Championships. Canada won another gold medal.
- In April 2010, Kingston hosted the World University Cross Country Championships.
- July 2010, Thunder Bay hosted the World Junior Baseball Championships.
- The Greater Toronto Area and vicinity will host the 2015 Pan and Parapan American Games.

# 2015 Pan and Parapan American Games

- The Pan Am games will leave a legacy of improved sport facilities for grassroots to high performance athletes.
- It will inspire amateur athletes and many other Ontarians to lead more healthy active lives.
- The Ministry currently funds more than 60 sport organizations in Ontario that play an important role in developing high performance athletes and encouraging Ontarians of all ages to participate in sports.



# Healthy Communities Fund

- Helps local and provincial organizations plan and deliver programs that address multiple risk factors and promote health and wellness.
- Programs involve two or more Ministry priorities, including physical activity, sport and recreation, healthy eating, injury prevention, reducing tobacco use etc.
- Priority given to reducing health inequalities among children and youth, low income families, Francophones, people with disabilities, Aboriginal people and women and girls.



# Supporting Infrastructure for Health and Well Being

- Ministry works strategically with a broad range of partners within and outside government to support a culture of health and well-being.
- Working with the federal government, local communities and non-profit groups to improve and build sports and recreational facilities across Ontario.
- 760 projects undertaken including skating rinks, bike paths, parks and fitness studios.



# Collaboration is Essential

- We must effectively engage the public.
- Involve more non-traditional partners.
- Role of employers and private sector must play key role.





# Moving Forward Together

- Many challenges remain in unleashing the force of health promotion to maximize public health and well being.
- The challenge of chronic disease alone is daunting.
- But we are not working alone.
- Health promotion is very much a shared responsibility.
- Working together we can contribute to changes that support better health for everyone at all ages and stages of life.

# The Ministry of Health Promotion and Sport

