

Comprehensive Health Promotion in Action: From Prevention to Policy

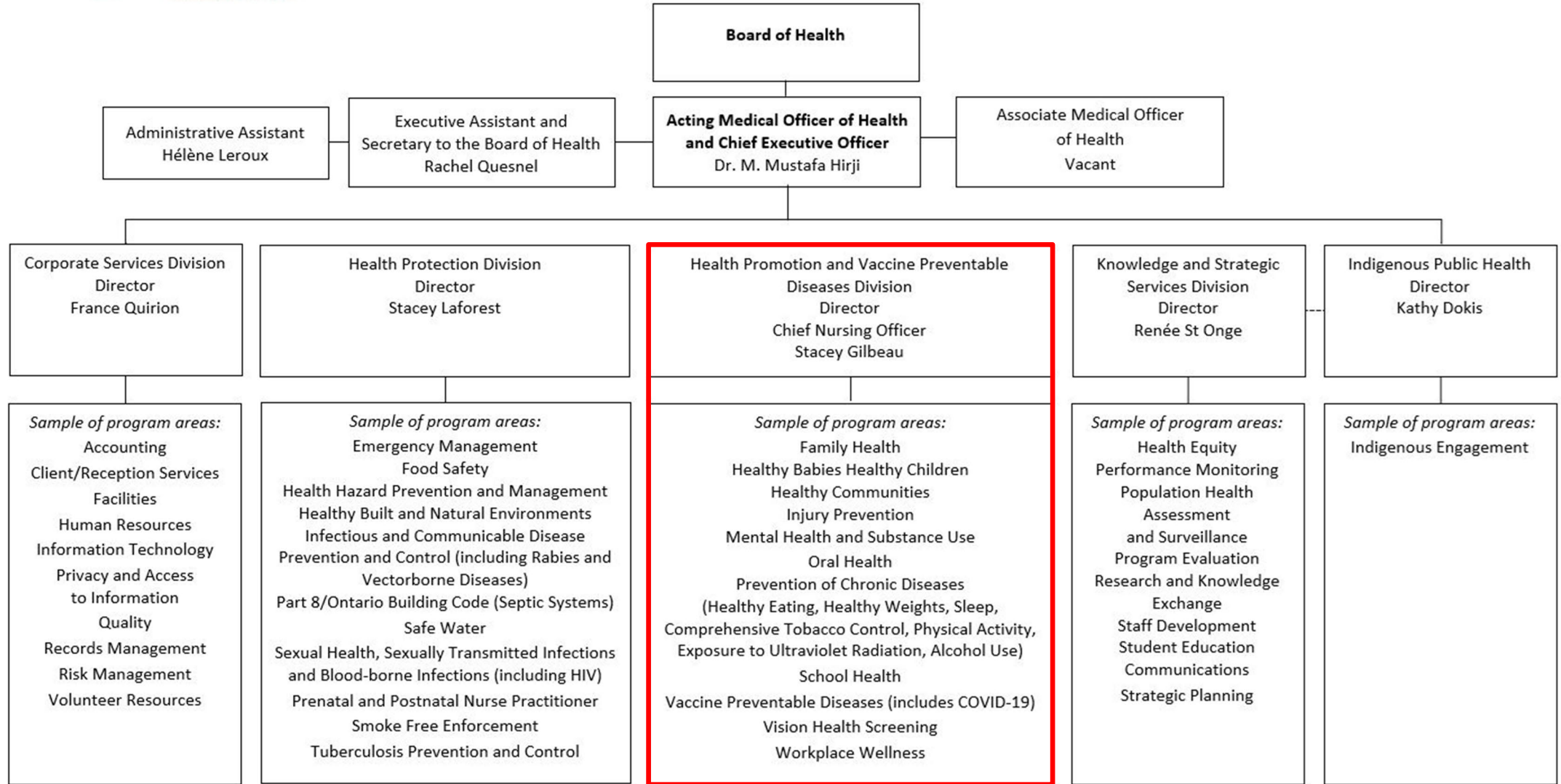
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Health Promotion and Vaccine Preventable Diseases Division

Thursday, October 17, 2024



Public Health
Santé publique
SUDBURY & DISTRICTS



R: March 18, 2024



Ottawa Charter for Health Promotion



Public Health Agency of Canada. (2017, November 14). *Ottawa Charter for Health Promotion*. Canada.ca. <https://www.canada.ca/en/public-health/services/health-promotion/population-health/ottawa-charter-health-promotion-international-conference-on-health-promotion.html>

What is health promotion?



- Lifestyle behaviour
- Brochures and pamphlets



- Population level
- Ottawa Charter
- Evidence-based
- Health equity
- Partnership
- Cost-effective

Partnership

Level of engagement



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Developed by the International Association for Public Participation

Health promotion is cost-effective

- Public Health funding represented 1.2% of the Ministry of Health's spending for 2019-2020.
 - Only a percentage of that was dedicated to health promotion initiatives.
- Studies have shown that health promotion responses that address chronic disease, social determinants of health, and other modifiable risk factors are cost-effective.
 - 4:1 return on investment from local level health promotion interventions.

Comprehensive health promotion in action: Tobacco



Archive CBC: 1988



Pre-2009

Comprehensive health promotion in action: Tobacco



Protect your kids by not smoking in the car.

smokefreeride.ca



Hey, Federal Government!

Vote yes to ban all flavoured tobacco products! (Bill C-32)
Protect us and all Canadian youth!

Vous, dirigeants du gouvernement fédéral!

Votez oui pour interdire tous les produits du tabac aromatisés! (Projets de loi C-32)
Protégez-nous et toute la jeunesse canadienne!



BY-LAW 2002-300

BEING A BY-LAW OF THE CITY OF GREATER SUDBURY TO REGULATE SMOKING IN PUBLIC PLACES AND WORKPLACES

WHEREAS the Council of the City of Greater Sudbury has passed By-laws prohibiting and regulating the use of tobacco products in public places and enclosed workplaces within the Municipality of French River;

Section: Regulating	Policy number: I-10
Subject: Regulate Smoking	Effective Date: January 20, 2010
	Revision Date:

Page: 1 of 5

THE CORPORATION OF THE MUNICIPALITY OF FRENCH RIVER

BY-LAW 2010-12

BY-LAW TO REGULATE SMOKING IN PUBLIC PLACES, MUNICIPAL BUILDINGS, MUNICIPAL WORKPLACES AND MUNICIPAL VEHICLES

Espanola

The Corporation of the Town of Espanola

Bylaw No. 3084/22

Being a Bylaw of the Town of Espanola To Regulate Smoking in Exterior Areas

WHEREAS the Municipal Council of The Corporation of the Town of Espanola has the authority to pass by-laws prohibiting and regulating the smoking and vaping of tobacco, cannabis and any substance and the carrying of such lighted products in public places within the Town and to Section 115 of the Municipal Act, 2001, S.O. 2001, c. 25, as amended;

WHEREAS it has been determined that second-hand smoke is a serious health hazard and the use of such lighted products in public places is a serious health hazard due to its adverse effects and risk to the health of all of the inhabitants of the Town of Espanola;

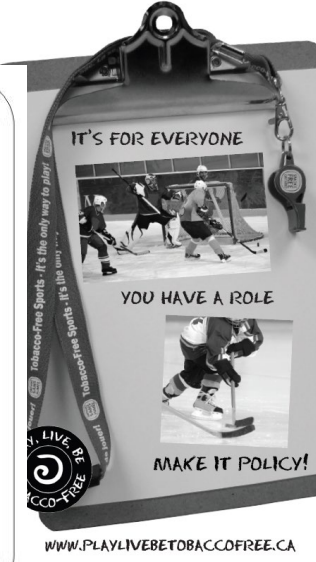
WHEREAS it is desirable for the purpose of promoting and protecting the health, safety and welfare of the inhabitants of the Town of Espanola to ensure that municipal property including playing fields, playground area and municipal buildings will be free from second hand smoke;

THEREFORE the Council of the Corporation of the Town of Espanola enacts as follows:

PROVISIONS:



TOBACCO-FREE SPORTS AND RECREATION
IT'S THE ONLY WAY TO PLAY!



What parents and caregivers need to know about vaping and e-cigarettes
Be prepared to talk with your teen



Comprehensive health promotion in action: Tobacco



*Change in survey design during this period.

Key components

- ✓ Evidence-based
- ✓ Partnership and collaboration
- ✓ Health equity
- ✓ Population level
- ✓ Multiple action areas of the Ottawa Charter
- ✓ Evaluated





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