



ActNowBC

Staying Healthy in BC

Integrating research and training into diverse Canadian Public Health Systems: Case Study from BC

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Presented by Dr. Perry Kendall
Provincial Health Officer, British Columbia

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What is ActNow BC?

Act Now BC is a chronic disease prevention strategy focusing on the risk factors associated with chronic ill health:

- Physical inactivity
- Poor nutrition
- Tobacco use
- Alcohol use during pregnancy

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Goals

- To make British Columbia one of the healthiest jurisdictions to host the Olympic and Paralympic Games.
- To build community capacity to create healthier, more sustainable and economically viable communities.
- To improve the health of British Columbians by reducing tobacco use, eating healthy foods, being more active, and making healthy choices during pregnancy.
- To reduce demand on the health care system.

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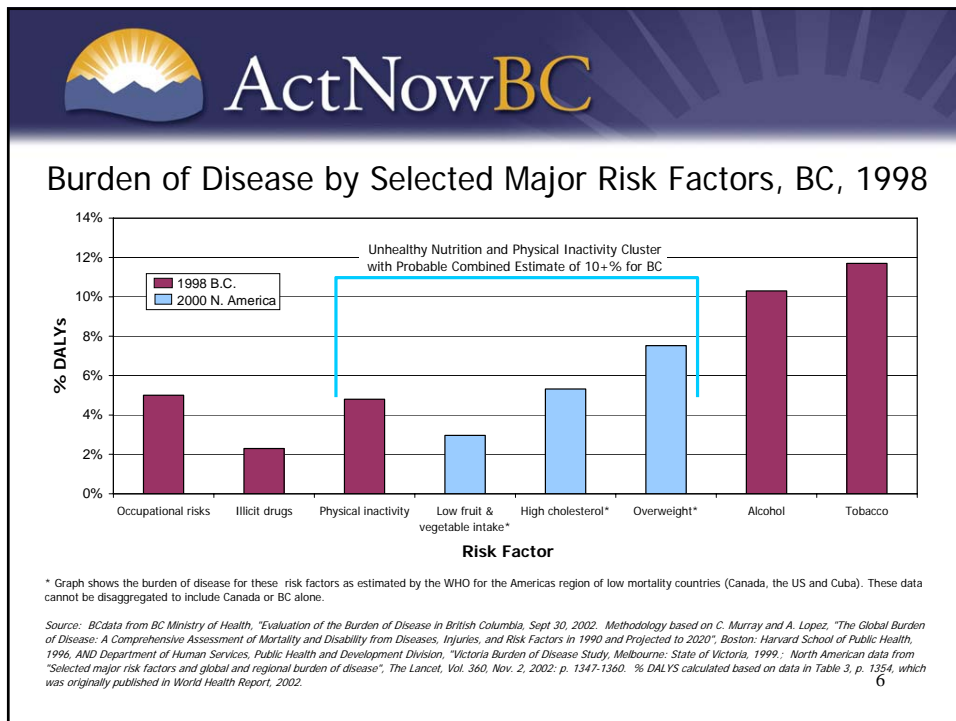
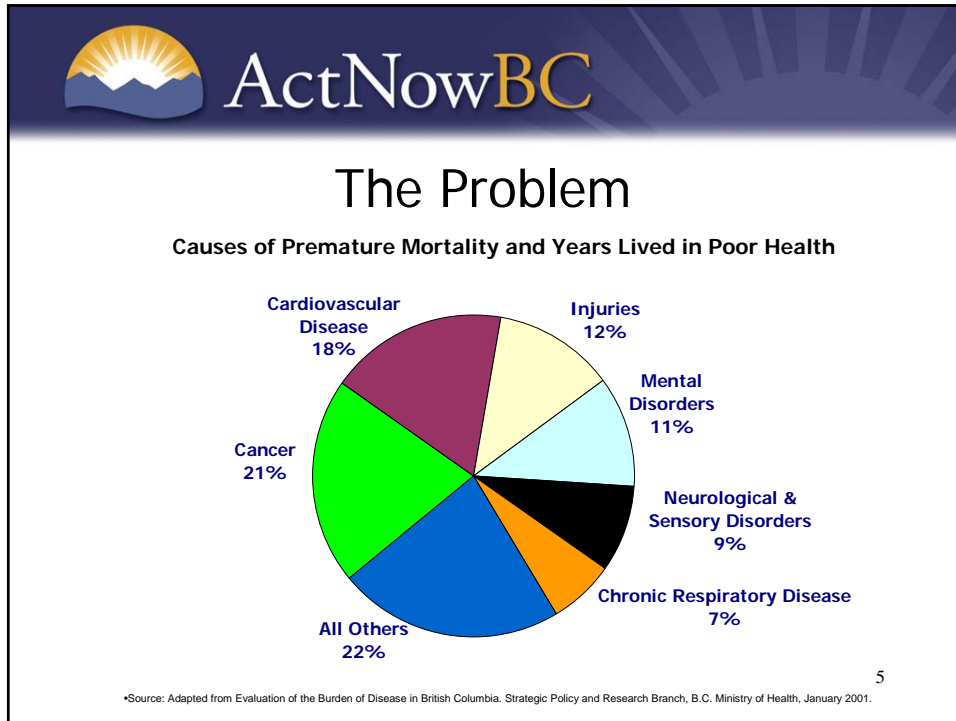


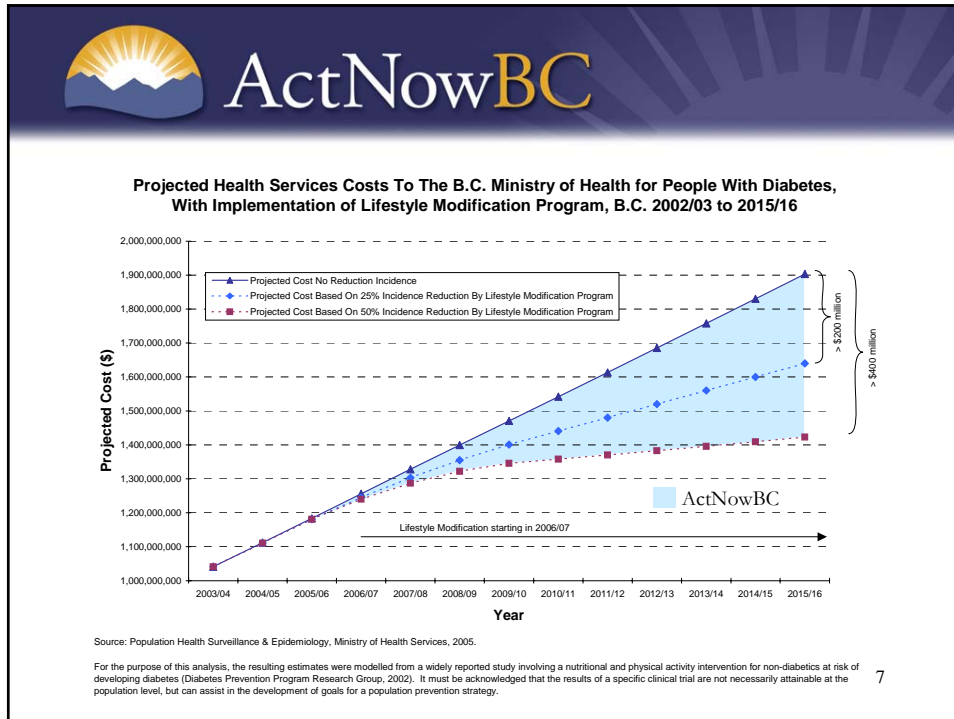
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Targets for 2010

- Reduce tobacco use by 10%
- Increase percentage of people who eat at least 5 servings of fruits and vegetable every day by 20%
- Increase percentage of people who are physically active by 20%
- Reduce percentage of B.C. adults who are overweight or obese by 20%
- Increase number of women counselled about alcohol use during pregnancy by 50%; and ensure focused FASD prevention strategies are in place in all Health Authorities by September 2006

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The Challenges

- 51% of BC adults are not active enough for health benefits (*Canadian Fitness and Lifestyle Research Institute, 2001*)
 - Adults require 30 mins/day
 - children require 60-90 mins/day
- 37% of BC adults are overweight and 18% are obese (*Canadian Community Health Survey 2003*)
 - overweight = BMI of 25 - 29.9
 - obese = BMI of 30+ (*Canadian Guidelines for Body Weight Classification*)
 - BMI = wt (kg) / ht (m²)
- Tobacco use remains most the significant health risk
- 200 to 300 babies are born with FASD every year

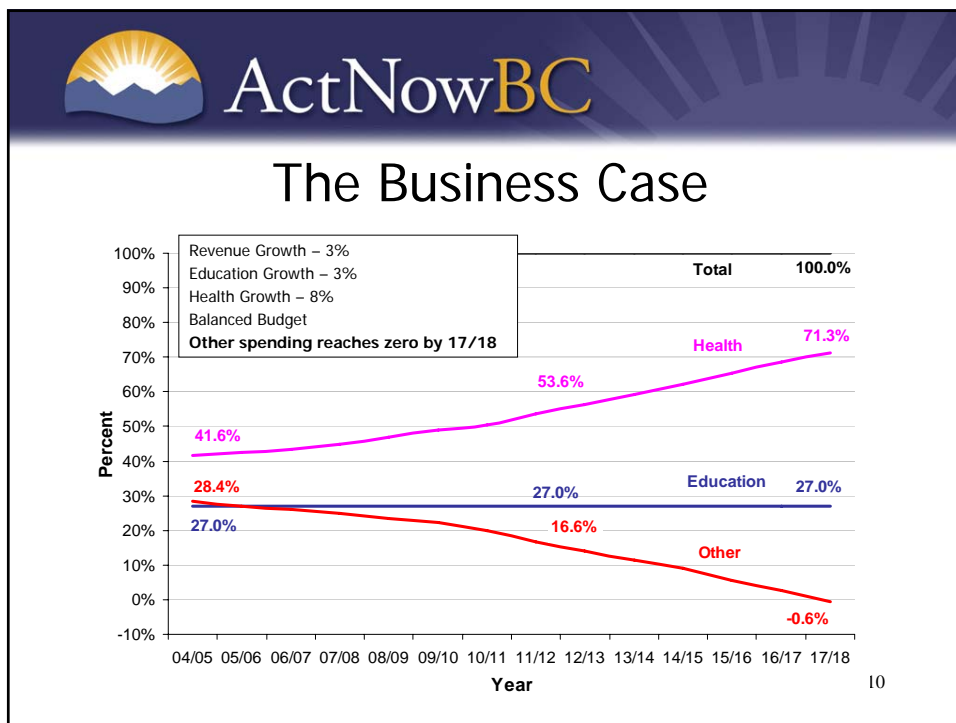
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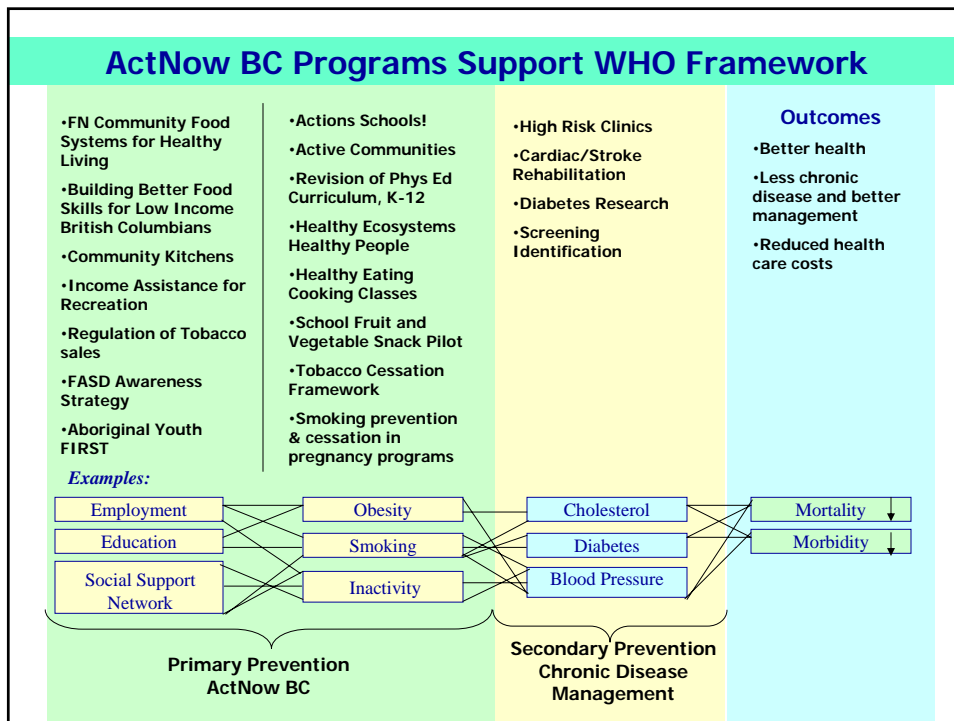
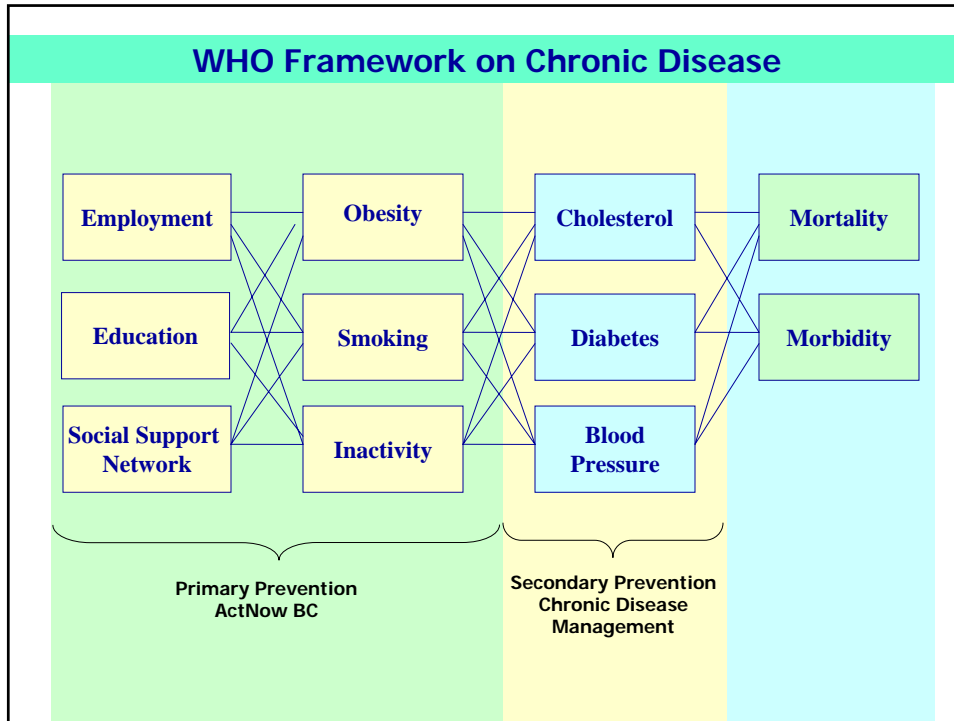


The Cost of Doing Nothing

- Physical inactivity: \$570 million + per year
- Overweight and obesity: \$730 - \$830 million per year
- Tobacco use: \$2.3 billion per year (direct and indirect)
- Improved diets could reduce death from cardiovascular disease and stroke by 20% and from cancer and diabetes by 30%
- An estimated 3 in every 1000 children are born with FASD in BC each year. Direct costs: approximately \$1.4 million over a lifetime. *(Canadian average, Public Health Agency of Canada 2004)*

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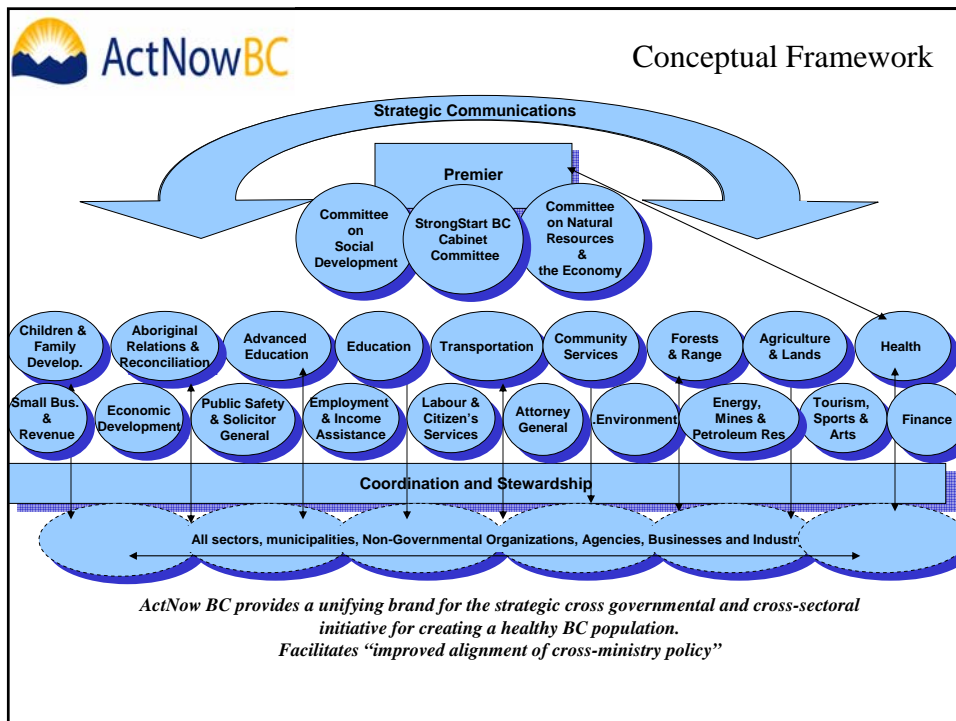




The Approach

- An integrated, partnership-based platform of programs and services.
- Led by the Ministry of Health; we are the “coach”.
- All ministries contribute to ActNow BC’s goals and objectives.
- Programs are designed and delivered in cooperation with more than 70 partners from other levels of government, non-government organizations, industry associations, and the private sector.

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Role of the Ministry of Health

- To provide strategic facilitation and cross-government coordination.
- To raise awareness of diverse ways other sectors/ministries can contribute and get recognition.
- To provide expert advice and support in developing ActNow initiatives and policy.
- To invest seed money across government to galvanize action.

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Partnerships

- Success will require broad-based, long-term changes in beliefs and behaviours.
- Government can't do it alone – we need the participation of many partners from all sectors.

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Partners

2010 Legacies Now; Agriculture in the Classroom Foundation; Agri-Food Industry; Avalon Dairy; BC Agriculture Council; BC Cattleman's Association; BC Centre for Disease Control; BC Centre of Excellence for Women's Health; BC Chambers of Commerce; BC Child Health Services Network; BC Children's Hospital; BC Communities; BC Dairy Foundation; BC Environmental Network; BC Farmers' Markets Association; BC Food Producers Association; BC Functional Food and Nutraceutical Network; BC Healthy Living Alliance; BC Heart and Stroke Foundation; BC Lung Association; BC Medical Association; BC Paediatric Society; BC Recreation and Parks Association; BC Reproductive Care Program; BC School Superintendents Association; BC Seafood Alliance; BC Women's Hospital; Blueberry Industry Development Council; Camosun College Food Safe Program; Canadian Cancer Society; Canadian Council of Grocery Distributors; Canadian Restaurant and Food Services Association; Cannor Nursery; Centre for Addictions Research of BC (CARBC); Certified Organics Association of BC; Clinidata; Community Futures Development Corporation; Community Nutritionists Council of BC; COTT Corporation; Cranberry Marketing Association; Culinary Tourism / Health Dining; Dietitians of Canada; Directorate of Agencies for School Health (DASH); Economic Development Association of BC; Health Authorities; Health Canada; Healthy Communities Coalition ; municipal parks departments; municipal recreation centres; Nutrition Link Services Society; Pacific Sport; Parent Advisory Councils; Pregnancy Outreach Programs; Premier's Sport Awards; Prevention Source BC; Provincial Health Services Authority; Quality Improvement in Literacy in Tele-health Services (QUILTS); Retail Merchants Association of BC; Ryan Vending; Save-On-Foods (Overwaitea Food Group); School Boards; School Districts; Social Planning and Research Council of BC (SPARC BC); Union of BC Municipalities; University of British Columbia; University of Victoria; West Coast Group International; World Health Organization

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Key partners

- **BC Healthy Living Alliance:** Nine-member partnership of health organizations with access to 44,000 volunteers, 4,300 members, and 183 communities.
- **2010 Legacies Now:** Working with community organizations, NGOs, the private sector and all levels of government to develop sustainable legacies in sport and recreation, arts, literacy, and volunteerism.

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Key partners

- **BC Recreation and Parks Association:** Dedicated to building and sustaining active healthy lifestyles and communities, using existing resources and infrastructure.
- **UBCM:** Helping communities to create environments that promote healthy choices, and extending ActNow BC's reach into 183 communities.

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Physical Activity Programs

- Action Schools! BC
- Active Communities

Healthy Communities Programs

- Health Promotion Fund
- Healthy Communities

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What will success look like?

For Physical Activity...



- 7 out of 10 British Columbians get enough activity for health benefits.
- An additional 351,000 British Columbians are physically active.
- If at least 1 person in an *inactive* family of 5 walked briskly for 30 minutes a day, we would meet the ActNow BC target.

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Healthy Eating Programs

- School Fruit and Vegetable Snack Program
- Action Schools! BC Healthy Eating component
- Community Food Action Initiative
- ShapeDown BC
- Healthy Restaurant Program
- Partners in Healthy Eating

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What will success look like?

For Healthy Eating...

- 5 out of 10 British Columbians eat at least five servings of fruit and vegetables a day.
- 310,000 more British Columbians meet the Canada Food Guide recommendations of 5 to 10 servings of fruits and vegetables daily.
- If everyone ate one more serving of fruits or vegetables per day, we would meet the ActNow BC target.



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What Will Success Look Like?

For Maintaining a Healthy Weight....



- 7 out of 10 British Columbians are at a healthy weight.
- 349,000 more B.C. adults achieve a healthy weight.

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Healthy Choices in Pregnancy Programs

- FASD Prevention Plans
- Education, training and resources for health professionals and service providers
- BC NurseLine perinatal information enhancements
- Healthy Pregnancy Services and Supports (Pregnancy Outreach Programs) enhancements

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What will success look like?



For Healthy Choices in Pregnancy...

- 50% more women receive counseling about the dangers of alcohol use during pregnancy.
- All health authorities have focused Fetal Alcohol Spectrum Disorder (FASD) prevention strategies by September 2006.

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Tobacco Strategy Programs

Prevention

- Think Smart Don't Start!
- Tobacco Free Sports
- bc.tobaccofacts
- Workplace Wellness Private Sector Initiative

Protection

- Smoke Free Homes and Vehicles
- Tobacco Free Olympics

Cessation

- Programs for Women
- Kick the Nic
- QuitNow.ca and QuitNow by Phone
- Smoke-free Campuses
- Smoking During the Perinatal Period Guidelines

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What will success look like?

For Tobacco Use...



- 85.6% of British Columbians do not smoke.
- Over 56,000 fewer British Columbians use tobacco products.
- If just 5% of the smokers who try to quit each year were successful, we would reach the ActNow BC target.

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The Opportunity

- ActNow BC provides a solid platform for this integrated, partnerships based, collaborative approach.
- This model has the potential to have a huge impact on the health of the population.
- Government can't do it alone; the Ministry of Health and the Health Authorities can't do it alone; NGO's can't do it alone; we need to work together.
- By pooling our resources and our reach we can succeed in making British Columbia the leader in Canada and North America in healthy living.

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