

TIMISKAMING HEART HEALTH PROJECT

GUIDING PRINCIPLES

The Timiskaming Heart Health Partnership believes that...

- ♥ Initiatives associated with the project should move beyond awareness to supporting behaviour change and policy development over the course of the project.
- ♥ Initiatives associated with the project should be complementary to existing community initiatives or involve community organizations in new initiatives.
- ♥ Initiatives associated with the project should be either comprehensive (multiple risk factor) in nature by including all three lifestyle factors in one activity or, in the broad scope of all programs, address all three in balance while being focused on primary prevention.
- ♥ Partner involvement in the planning, delivery and evaluation of initiatives should be maximized.
- ♥ Initiatives will be guided by the principles of community development, community mobilization and health promotion theory.
- ♥ There will be an equitable distribution of project resources by geography and need.
- ♥ The project will recognize and account for resource limitations (physical, financial and human).
- ♥ Each initiative should demonstrate the potential for ongoing sustainability.
- ♥ Each initiative should have a high visibility in the community where possible.
- ♥ The "root" causes of ill health and unhealthy behaviours are often social, political and economic in nature and therefore, the project must ensure access to all population segments.
- ♥ We must seek the most efficient and effective ways to achieve our goals and will be flexible in the type of role we play (sometimes leadership, sometimes support, sometimes both).

(Adapted from Muskoka/Parry Sound Heart Health Project)

TIMISKAMING HEART HEALTH PROJECT

VISION

In Timiskaming District we see a community where there is increased awareness, participation and access to physical activity, nutritional health and smoking cessation opportunities. Policies for a heart healthy community are shaped and implemented. Health/social agencies and businesses are working together for co-ordinated promotion and maintenance of heart health initiatives. Residents (especially women and children) from all parts of the community are involved, motivated and having fun living a "heart healthy way of life". Overall there is a decreased incidence of cardiovascular disease.

MISSION

The Timiskaming Heart Health Project is committed to educating, promoting and supporting the residents of Timiskaming District (primarily women and children) to make heart healthy choices and adopt heart healthy behaviours through community partner led initiatives.

LONG TERM GOAL

To reduce the prevalence of the modifiable risk factors (smoking, physical inactivity, unhealthy eating) associated with cardiovascular disease in Timiskaming.

PROJECT GOAL

To increase the level and number of multi-risk factor heart health initiatives in Timiskaming District targeted primarily at women (age 25-64) and children (age 9-13) using a combination of approaches and key channels.

PROGRAM GOALS

- 1) To continue to build and sustain a community partnership that promotes heart health in Timiskaming District.
- 2) To increase the level of awareness and knowledge associated with the risk factors for cardiovascular disease and the availability of programs.
- 3) To increase the proportion of the population (especially women and children) who follow Canada's Physical Activity Guide to Healthy Active Living.
- 4) To decrease the proportion of the population (especially women and children) who smoke and/or are exposed to second hand smoke.
- 5) To increase the proportion of the population (especially women and children) who follow Canada's Food Guide to Healthy Eating.