

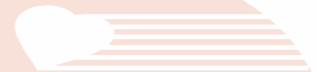
The Heart Health Journey in Ontario: Learnings and Future Directions

October 17th, 2006

presented by
Anne Lessio
Manager



Heart Health Resource Centre
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Our Agenda for today...

- ♥ “Something Old – Something New” a capacity building warm-up activity.
- ♥ The Journey into Heart Health (Phases I & II).
 - Nutrition Break----
- ♥ Services and Programs of the Heart Health Resource Centre.
- ♥ Open Feedback – one new learning or refresher idea that came out of today’s session.
 - ♥ *Administration – Ministry of Health Promotion (for heart health coordinators only)*
- ♥ Evaluation and Wrap-up

The Heart Health Journey in Ontario

Learning Objectives



By the end of the day, participants will have an understanding of:

- ❖ **Structure and History of The Ontario Heart Health Program;**
- ❖ **Movement toward a Chronic Disease Prevention approach;**
- ❖ **Services of the Heart Health Resource Centre; and**
- ❖ **Administrative requirement of the Ministry of Health Promotion (for new coordinators)**



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The Journey: Presentation Overview

The Journey: The Present

- ◉ The Ontario Heart Health Program (Phase I & II)

◉ The Journey: Future Directions

- ◉ Integrated Chronic Disease Prevention (Ontario and Canadian landscapes)



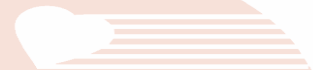
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The Journey Begins...



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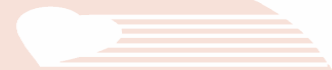


The Journey Begins.....

- ⊙ **Cardiovascular disease identified as number one cause of preventable death**
- ⊙ **Landmark studies in the US, Wales and North Karelia, Finland**
 - ⊙ Long-term health outcomes
 - ⊙ Effectiveness of community based programs
- ⊙ **Canadian Heart Health Initiative (CHHI) (1986-1998)**
 - ⊙ CHHI Ontario Project 1994-1998
 - ⊙ Integration into a Canadian context



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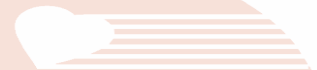


The Heart Health Action Program (Demonstration Phase) (1990-1996)

- ◎ **Goals**
- ◎ **Design**
- ◎ **Lessons & Opportunities**



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HHAP –1990-1996

⊙ **HHAP Goals:**

1. Enable communities to build their capacities for heart health promotion
2. Build an understanding of models of community organization
3. Document key interventions and findings to disseminate to other communities in Ontario



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HHAP –1990-1996

Design:

⊙ Five communities from different settings, with and without existing heart health programs

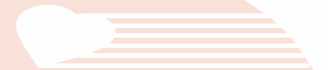
- Small urban/rural, new
- Northern, new
- Large urban, new
- Small urban, existing
- Large urban, existing

(Brantford Halimand-Norfolk, Ottawa-Carleton, Sudbury, East York, York)

In 1993 HHRC was established to support the 5 sites



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HHAP 1990-1996



Lessons learned

1. The coalition approach represented a new way of working for public health and other community agencies.
2. Programs developed elsewhere must be adapted to fit the local context.
3. Preliminary Model for heart health.
4. Elements of community projects.
5. Elements of services to support community projects.



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HHAP 1990-1996

lessons (cont'd)

Elements of Community Projects:

- Mandate
- Human and Financial resources
- Structures
- Culture
- Operations/Processes
- Intervention design
- Research & evaluation

Elements of Services to Support Community Projects:

- Training workshops
- Consultation
- Information and educational resources
- Funding



Ontario Heart Health Program OHHP

Phase I and Phase II

- Objectives
- Design
- Lessons



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OHHP Phase I - (1998-2003)

Goal

To reduce the prevalence of the three modifiable risk factors associated with CVD

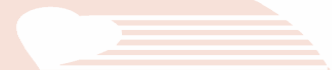
- ⊙ smoking
- ⊙ physical inactivity
- ⊙ unhealthy diet

Objectives

- ⊙ Programming
- ⊙ Knowledge
- ⊙ Behaviour



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OHHP Phase I (1998-2003)

Design:

- Coalitions with community partners
- Funding through public health agencies
- Matching funds for In-Kind Contributions
- Comprehensive Approach



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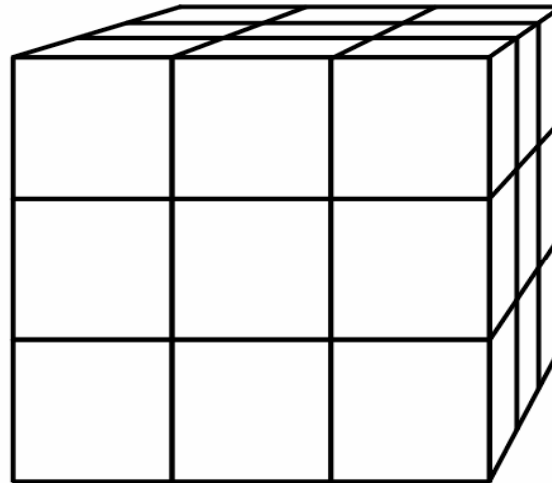
OHHP Phase I (1998-2003)

Risk Factors

Tobacco Use/Exposure
Physical Inactivity
Unhealthy Eating

Settings

Schools
Worksites
Health Care Settings
Homes
Food Establishments
Community-at-Large



Approaches

Awareness Raising
Education and Skill Building
Environmental Support
Policy

Audiences

Children
Youth
Cultural Groups
Women



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OHHP PHASE I (1998-2003)

Design

- ⊙ Based on a comprehensive, population-based approach using community partnerships
- ⊙ Funds flow through the public health system (with one exception)
- ⊙ Budget for OHHP was \$3.4 million per year (17 million over 5 years)
- ⊙ Funding based on equity funding formula
- ⊙ Communities required to provide \$2 of in-kind contributions for every \$1 in funding received from MOHLTC
- ⊙ 37 sites funded



OHHP PHASE I (1998-2003)

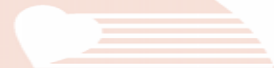
Highlights

- ⦿ Over 1000 programming activities implemented in Yr 5 ('02/'03).
- ⦿ Communities contributed approx. \$14.5 million in-kind (Approx. 60% from Boards Of Health; 40% from Community Partners).
- ⦿ By year 5, in-kind contributions were 4 times the provincial funds.
- ⦿ Over 209,600 volunteer hours in fiscal 1999/00

(Ref: Dr. Barb Riley, 2004)



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OHHP Phase I

Lessons ...1

- Developed viable local infrastructure for primary, population-based primary prevention of heart disease (and chronic disease prevention).
- Strengthened public health leadership for heart health (and Chronic Disease Prevention/National Healthy Living Strategy).
- Contributed to multi-risk factor programming for CDP/healthy living.
- Leveraged substantial resources from local boards of health and community partners.
- Contributed to meaningful environmental impacts.

(Ref: Dr. Barb Riley, 2004)



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OHHP Phase I

Lessons... 2

- 41% of programs were multi-risk factor
- 22% of single risk factor programs were in physical activity

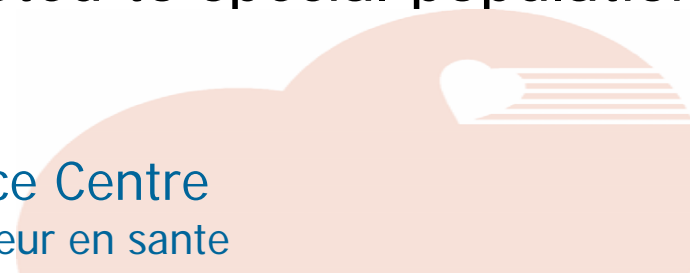
Audiences: Breadth of programs over all years combined

- 32% of programs were targeted to the gen pop/families
- 27% of programs were targeted to adults
- 18% of programs were targeted to children & youth
- 18% of program were targeted to intermediaries
- 5% of programs were targeted to special populations

(Ref Dr. Barb Riley, 2004)



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OHHP Phase I

Lessons...3

Approaches

Over all years, programs were:

- ⊙67% awareness & education
- ⊙17% community mobilization
- ⊙12% environmental support & policy
- ⊙4% research/evaluation

(Ref: Dr. Barb Riley, 2004 & Summary of the Prov. Eval., Feb 2005)



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OHHP Phase I

Lessons... 4

Settings: (Environmental Impacts)

- Smoke-free public places bylaw development
- Eat Smart! Restaurant Program
- Walking trails

(Ref: Dr. Barb Riley, 2004 & Summary of the Prov. Eval., February 2005)

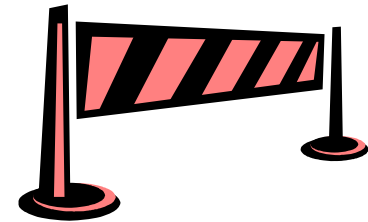


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OHHP Phase I

Lessons... 5



Barriers:

1. Uncertain funding
2. Difficulty recruiting and retaining Community Partners
3. Reporting
4. High turnover of OHHP Coordinators
5. Limited direction & coordination from Prov. Level (Ministry and Partner Agencies)
6. Focus on Heart Health was too limiting

(Ref: Dr. Barb Riley, 2004)

Summary of the Prov. Eval, February 2005.



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OHHP Phase II (2003-2007)

Goal:

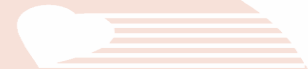
- ⊙ To prevent Cardiovascular Disease (CVD) and other chronic diseases such as Type 2 Diabetes, Stroke and some forms of Cancer.

Objectives:

- ⊙ Population
- ⊙ Environmental
- ⊙ Programming
- ⊙ Organizational Capacity



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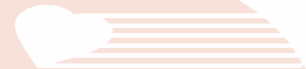


OHHP Phase II (2003-2007)

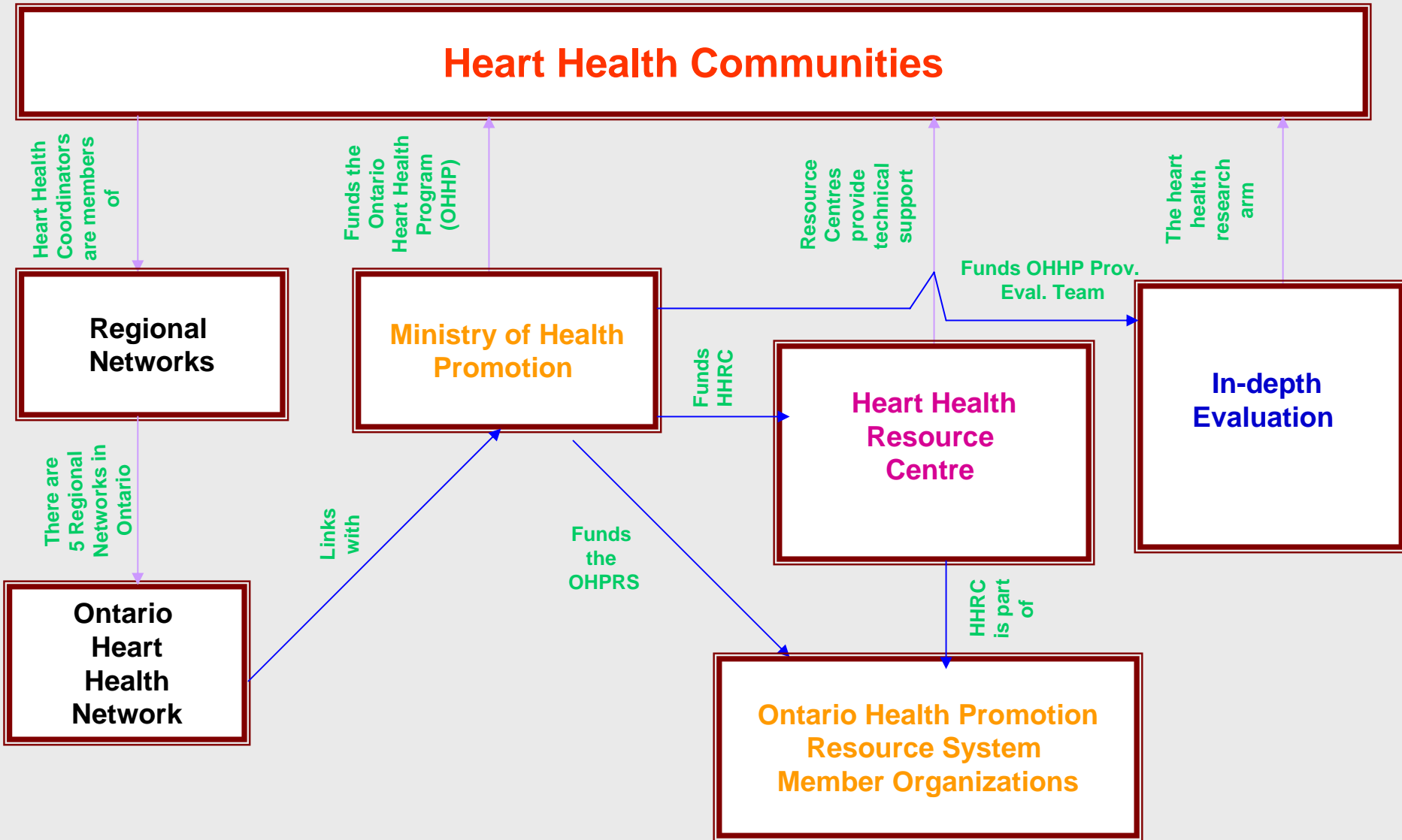
- ◎ **Broadening Partnerships**
- ◎ **Broadening Mandate beyond Heart Health**
- ◎ **Ontario Heart Health Program – *Taking Action for Healthy Living* (2004-2007)**



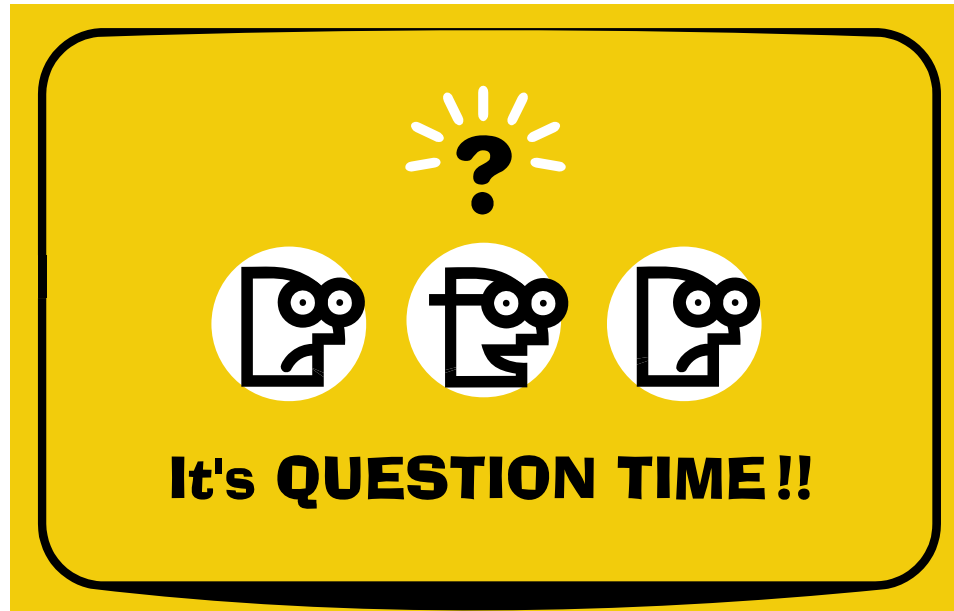
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Heart Health In Ontario at a Glance



The Heart Health Journey



Questions, Thoughts, Insights?

Thank you!!!



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