

HEALTHY COMMUNITIES: health promotion, community development & the HCO Approach

Building Blocks for Community Planning (HHRC)
March 23, 2010



**Ontario Healthy
Communities Coalition**
*Working with the diverse communities
of Ontario to strengthen their social,
economic and environmental well-being.*

Presentation Outline

1. **History of Healthy Communities Movement**
2. **Key Principles of the HC Concept**
3. **Healthy Community Approaches**
4. **Relationship to the Ministry of Health
Promotion's *Healthy Communities Ontario*
Framework & Approach**



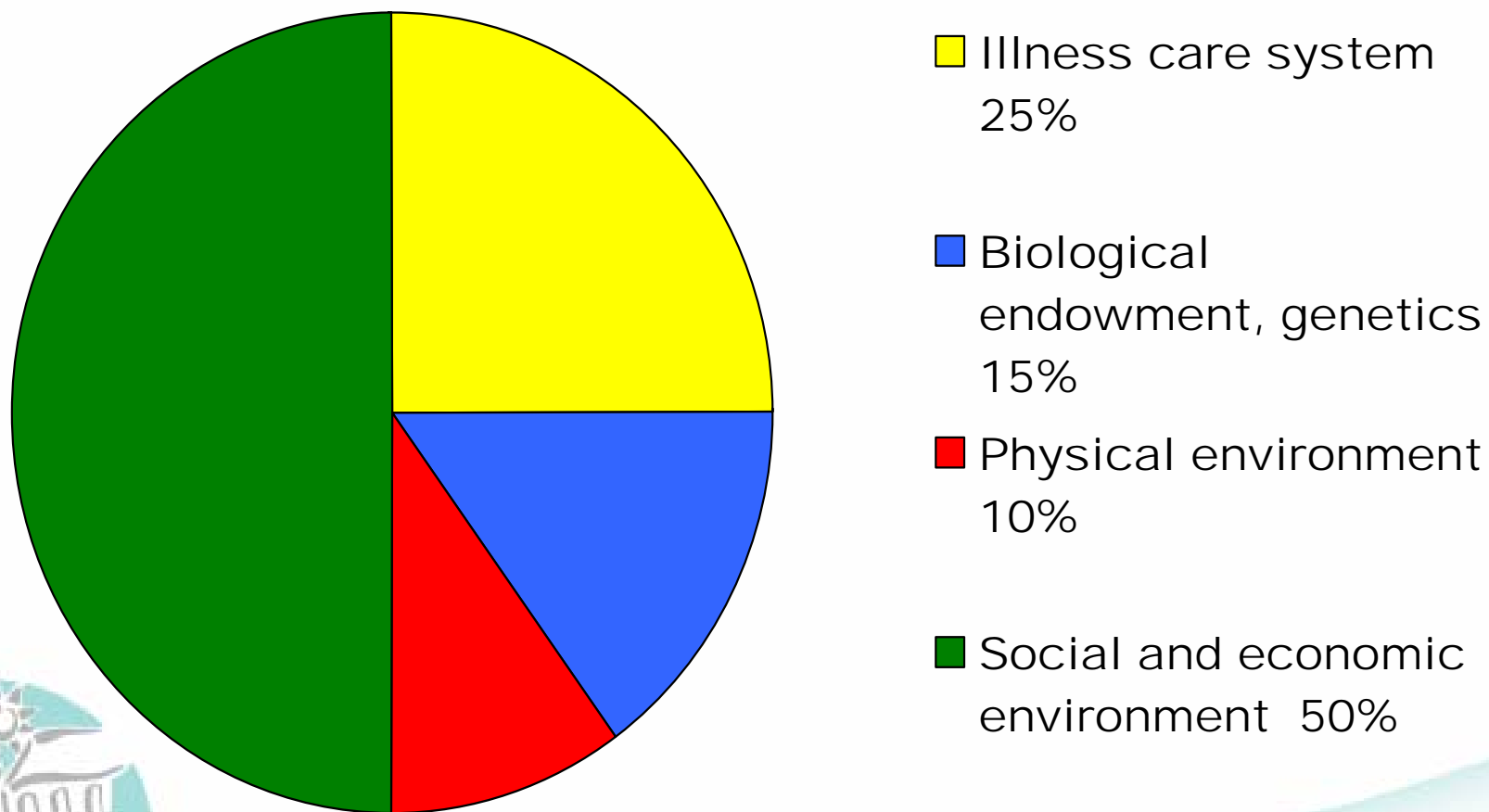
History of Healthy Communities

- **1844: Health of Towns Association**
- **1974: Lalonde Report**
- **1984 Beyond Health Care Workshop**
- **1986 Ottawa Charter, Ontario Network and WHO Healthy Cities Project**
- **1990s: OHCC and other Healthy Community/City/Municipality initiatives**



Impact on Health Status

Canadian Institute for Advanced Research



Definition of Health

... a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity.

“...the extent to which an individual or group is able to realize aspirations and satisfy needs, and to change or cope with the environment.”

World Health Organization

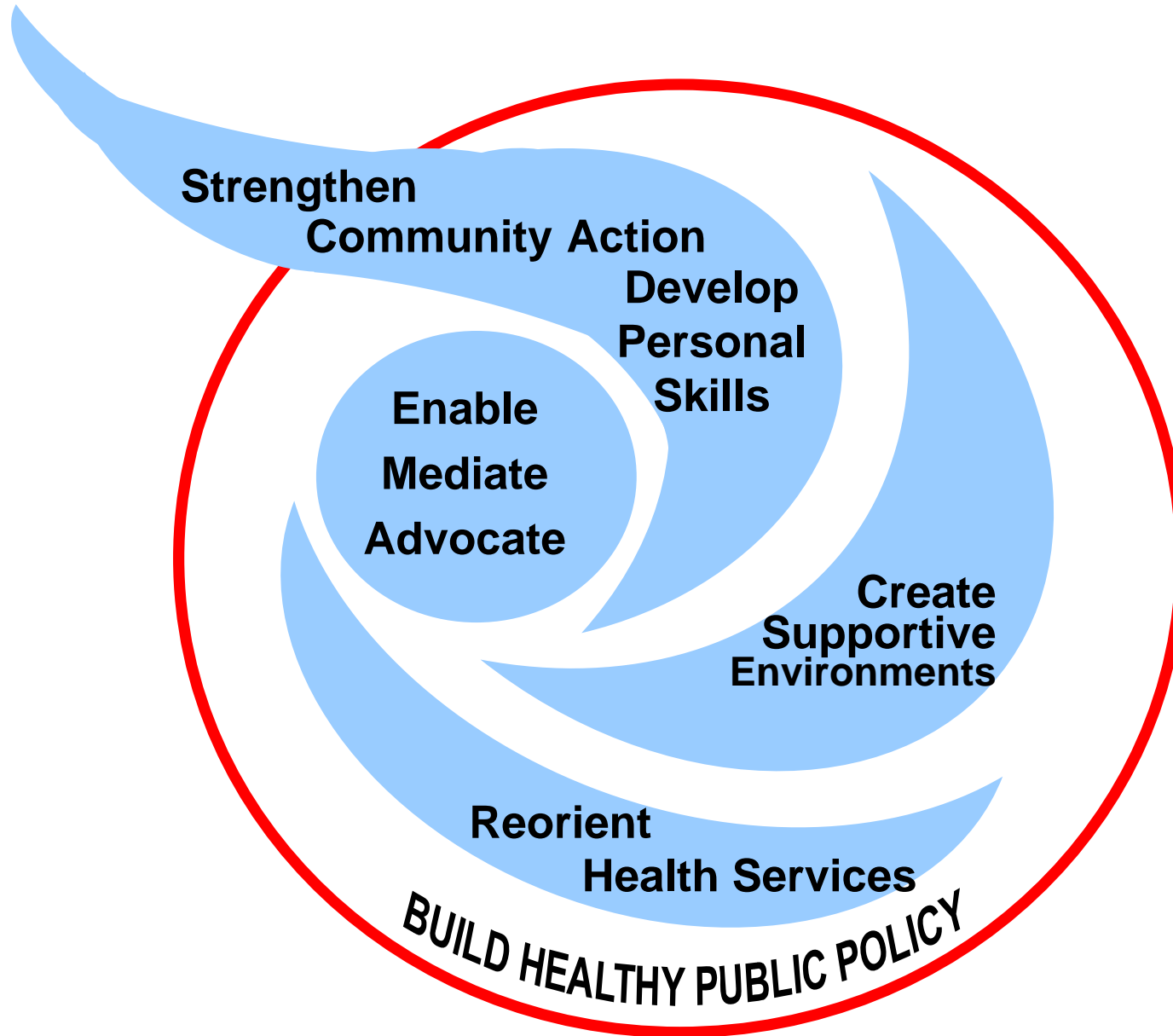


The Determinants of Health

- Income and Social Status
- Social Support Networks
- Education
- Employment and Working Conditions
- Social Environment
- Physical Environment
- Gender
- Culture
- Personal Health Practices and Coping Skills
- Healthy Child Development
- Health Services
- Biology and Genetic Endowment



Ottawa Charter for Health Promotion



Types of Community

- Geographic Place – where you live, work, play
- Shared Interest or Affiliation – arts, faith-based
- Shared Circumstance – parent, refugee, senior



What is Community Development?

Community Development is a process designed to create conditions of economic and social progress for the whole community, with its active participation and fullest possible reliance upon the community's own initiative.

United Nations



Community Development Principles

- democratic
- inclusive
- non-authoritarian
- community self-determination
- voluntary
- self-help
- community ownership
- enhances capacities and networks
- social justice and equity



10 Steps to Community Development

1. Learn about the community
2. Listen to community members
3. Bring people together to develop a shared 'vision'
4. Assess community issues, needs, assets and resources
5. Help community members to recognize and articulate areas of concern and their causes



10 Steps to Community Development

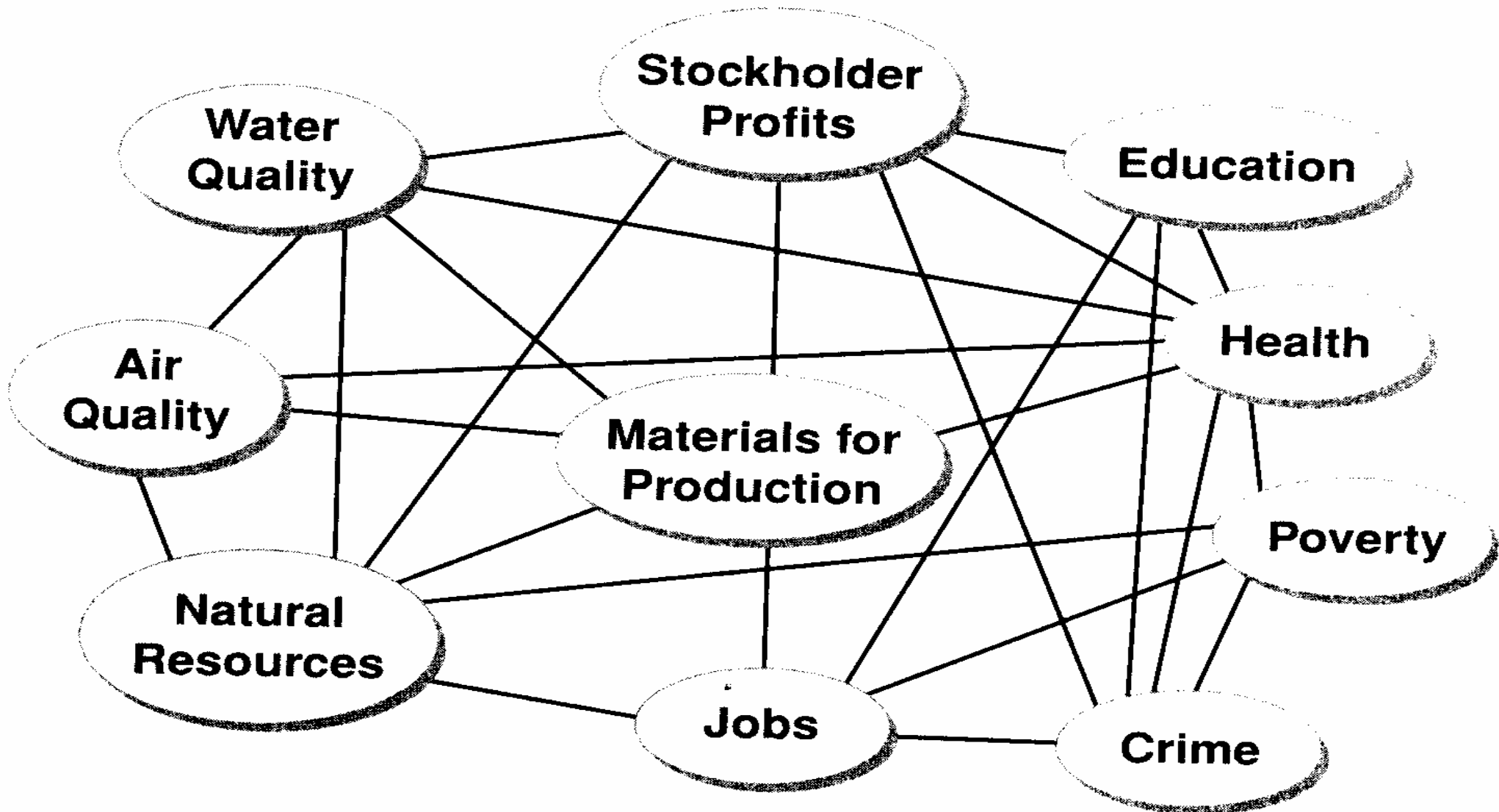
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6. Establish a vehicle for change
7. Develop an action plan
8. Implement action plan
9. Evaluate results of actions
10. Reflect and regroup

OMAFRA



Everything in our community is connected to everything else



A Healthy Community has...

- A clean and safe physical environment
- Peace, equity and social justice for all
- Adequate access to food, water, shelter, income, safety, work and recreation
- Adequate access to health care services
- Opportunities for learning and skills development
- Strong, mutually supportive relationships and networks



It also has....

- Workplaces that are supportive of individual and family well-being
- Wide participation of residents in decision-making
- Strong local cultural and spiritual heritage
- A diverse and vital economy
- Protection of the natural environment
- Responsible use of resources to ensure long term sustainability



Healthy Community Characteristics

1. A common sense of community exists, including its history and values that are strengthened by a network of leaders
2. People and community groups feel empowered and that they have a sense of control
3. An absence of divided turf, conflict and polarization
4. Structures where people from diverse groups can come together to work out decisions about the community



Healthy Community Characteristics (cont'd)

5. Leadership that functions from both the bottom up and the top down
6. Effective channels for communication, networking, and cooperation among those who live and lead there

L. Duhl



Healthy Community Model



A Healthy Community Approach

1. Wide Community Participation
2. Multi-Sectoral Involvement
3. Local Government Commitment
4. Healthy Public Policy Creation



Capacity

...is the participatory leadership, skills, resources, knowledge and tools of individuals in communities and the organizations that enable them to address, and have greater control over, the conditions and factors that affect their quality of life.

Aspen Institute

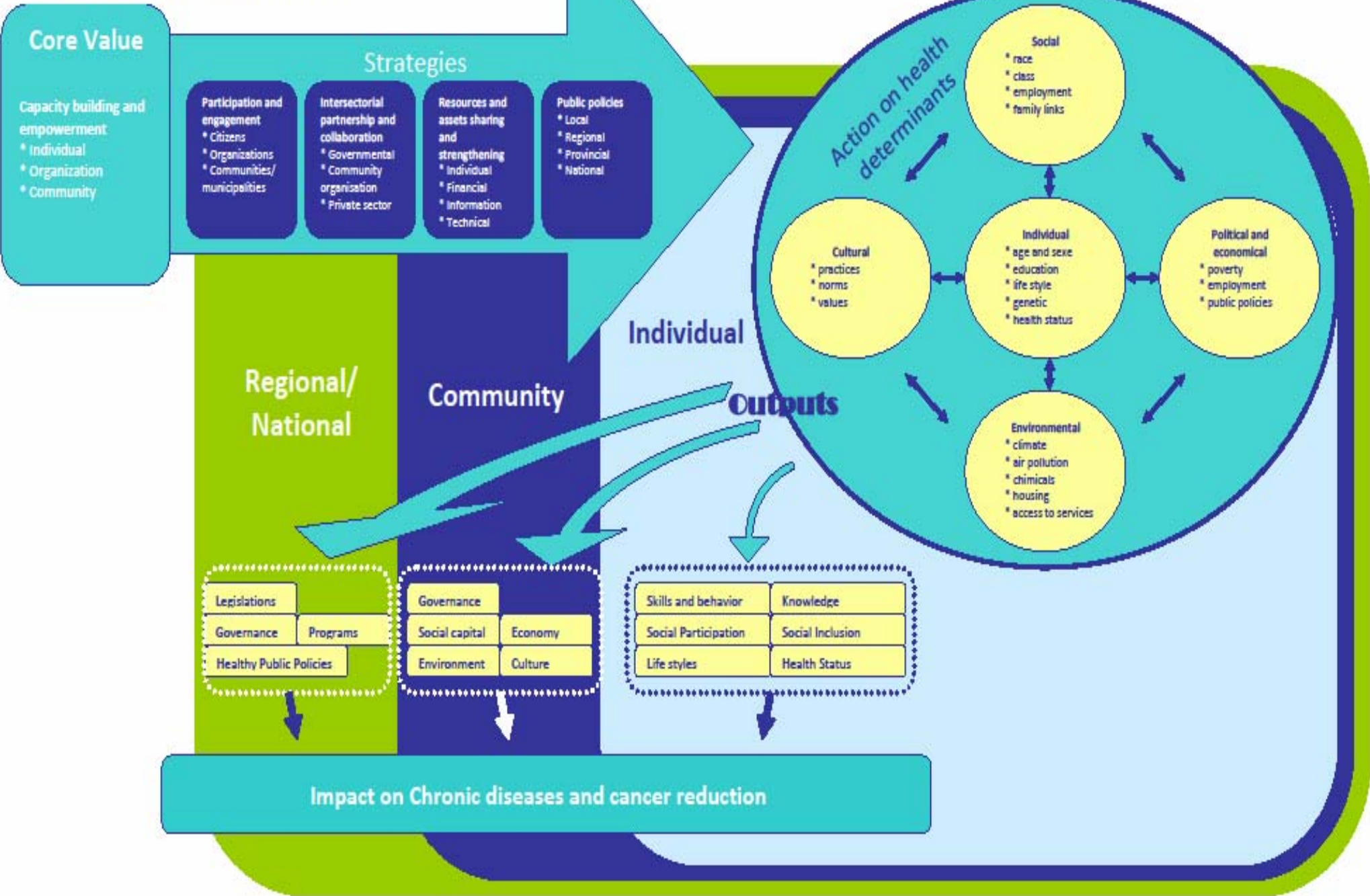


Outcomes of Capacity Building

1. Diverse citizen participation
2. Expanded leadership base
3. Strengthened individual skills
4. Widely shared vision and understanding
5. Strategic community agenda
6. Consistent, tangible progress towards goals
7. More effective community organizations and institutions
8. Better use of resources



Healthy Communities and Cities Approach: a Framework



Benefits of Using a HC Approach

- Provides opportunities for community members to voice their concerns, learn about complex issues and help develop solutions
- Empowers community members to influence planning and decision-making
- Enables local governments and other service providers to draw on the insights and energies of citizens
- Fosters creativity and increases a range of options in developing public policy



healthy communities fund



MHP Healthy Communities Ontario Vision:

In communities where Ontarians live, work and play, health and well-being are enhanced through inter-sectoral collaboration, engaging community leadership, and developing new partnerships, all of which contribute to a new approach to health promotion planning, intervention, evaluation & investment

A Healthy Community Is...

“...one that is constantly creating and improving its physical and social environments, and expanding those community resources which enable people to mutually support each other in performing all the functions of life, and in developing to their maximum potential.”

Hancock and Duhl

“...a community in which all organizations from informal groups to governments are working effectively together to improve the quality of all people’s lives”.

Boothroyd and Eberle



OHCC Services

Central Office

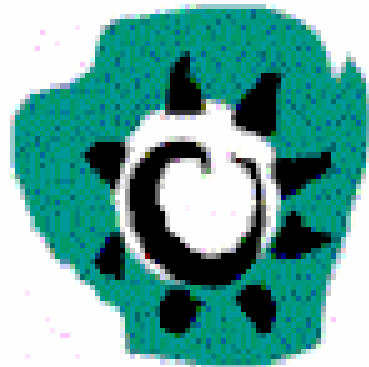
- **Administration**
- **Communications**
 - **Tool Kits**
 - **Training Manuals**
 - **Website**
 - **E-Bulletin**

Regional Consultants

- **Information/Referrals**
- **Networking/Collaboration**
- **Consultations**
- **Presentations/Workshops**
- **Research/Planning**
- **Training, Policy & Resource Development**



Together, we're building healthier communities



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