

OHHP-TAFHL-Taking Action for Healthy Living Building a Healthy Ontario through Community Partnership

Key Messages

Core Messages:

- Since 1990, the OHHP-Taking Action for Healthy Living (OHHP-TAFHL) has been building healthy communities across Ontario by bringing together community partners and coordinating programs that maximize resources and get results.
- We are the frontline workers in the promotion of healthy living. By bringing together community groups to support on-the-ground projects, the OHHP-TAFHL has been able to generate four dollars from the community for every one dollar of government money.
- With OHHP-TAFHL coordinated programs every dollar goes to the program, not administration.

The Role of Community Partnerships:

- OHHP-TAFHL promotes physical activity, healthy eating and smoke-free living through techniques of awareness building, education and skill building, environmental support, policy development, policy implementation, and community mobilization.
- It is our goal to prevent cardiovascular disease and other chronic diseases such as Type 2 diabetes, stroke and some forms of cancer.
- We need to keep working with our community partners and the Government of Ontario to achieve our objectives to promote healthy choices and healthy lifestyles throughout the province at the local level.
- We are proud of our collaboration with the Ministry of Health Promotion and we encourage greater partnerships in the years ahead to reduce the prevalence of chronic diseases throughout the province.

Our Partnership Programs – Adding Value to the Government:

- Community collaboration is the act of working together to support a common goal through partnership. It is not about “merging” but finding common ground to build awareness, education, environmental supports and healthy public policy.
- OHHP-TAFHL brings added value to the government’s efforts in the promotion of healthy lives at the community level. We do this by:
 1. Creating partnerships with non-traditional community partners such as municipal elected officials, Chambers of Commerce and private businesses.
 2. We gather the resources to increase the number and depth of shared activities within local communities across Ontario.
 3. We balance provincial direction and consistency with local priorities.
 4. We are skilled in programming to address the needs of all community members, including those most at risk for chronic diseases.
- OHHP-TAFHL creates an environment that allows the shared responsibility of decision making. We eliminate the duplication of local program delivery and we are responsive to the needs and issues raised by the community by linking broad provincial strategies with creative alignments and programs at the local level.

Past Endorsement of OHHP-TAFHL by Ministry of Health Promotion:

- Our community partnerships and programs are encouraged by Ministry support for our initiatives. Ontario’s Action Plan for Healthy Eating and Active Living endorsed our efforts.
- Within the Action Plan for Healthy Eating and Active Living you have stated: *“Throughout local Public Health Units, we support a number of mandatory programs as well as 36 Ontario Heart Health community partnerships, which run comprehensive programs to reduce the risk of heart disease and other chronic conditions. Our involvement helped to mobilize more than 2,300 community partners across the province and generated local in-kinds support in excess of the 2:1 ratio.”*

- Also, the Ministry of Health Promotion highlighted, “... *Chronic Disease Prevention Programs promote healthy eating and physical activity, as well as prevent chronic disease risk factors in schools, workplaces and other community settings. The Ontario Heart Health Programs mobilize communities through partnerships to target three risk factors for heart disease – tobacco use, unhealthy eating and physical inactivity.*”
- OHHP-TAFHL was also asked by the Ministry of Health Promotion, to participate at the Healthy Eating & Active Living Conference 2006 (HEAL). OHHP-TAFHL discussed the importance of encouraging healthy eating and active living initiatives at the local level and the importance healthy public policy to support healthy eating and active living goals.

Our Success in Meeting the Government’s Healthy Objectives:

- Our partnerships and successful community programming continue to remain consistent with the Government of Ontario’s objectives to build healthy communities, to promote public awareness and education about healthy lives, and to champion healthy public policy.
- Since its inception in 1990, OHHP-TAFHL has adapted to government priorities and objectives, and we have witnessed exceptional growth – from our initial pilot phase, to a network of partnerships throughout the province.
- The Government of Ontario identified the lack of public policy to support healthy eating and active living as one of the challenges for people to make healthy choices – Over 25 OHHP-TAFHL community partnerships across Ontario were instrumental in the creation of municipal smoke-free by-laws. These efforts contributed to the ground swell that supports Smoke-Free Ontario. **We answered this call and we are currently developing policies that promote healthy eating and physical activity across the province. Twenty-three OHHP-TAFHL Community Partnerships are actively involved in Active Transportation and the built environment.**
- Through funding from the Ministry of Health Promotion there are 36 OHHP-TAFHL-Taking Action for Healthy Living projects that consist of 37 Community Partnerships working towards developing healthy public policy within schools, work sites and community settings.

- Over 2,300 community partners have been engaged to coordinate and deliver projects. We have delivered over 700 programs that focus on risk factors that can be modified by healthy eating, physical activity and the prevention of tobacco use and its exposure in communities across Ontario.
- Through mobilizing community partners from January 2005 to December 2005, over \$16 million of in-kind support was provided by partners across the province. OHHP-TAFHL has generated in-kind support for its programs at a 4:1 ratio. **Doubling the provincial requirement of 2:1. Community partners coordinated by OHHP-TAFHL now provide an additional 4 dollars for every 1 government dollar.**
- We meet the Ministry of Health Promotions objectives because we effect change at the local level. We are visible in communities throughout Ontario, and we have demonstrated local success. (See case studies.)

OHHP-TAFHL-Taking Action for Healthy Living Government "Ask":

- Since 1990, the OHHP-TAFHL has been a leader in the delivery of community based programs for active healthy living in Ontario. We have a unique role to play in the Province's strategy which has been proven by our ability to develop unprecedented partnerships in towns and cities across Ontario and deliver programs in a more cost-effective fashion for our partners and for the Ontario government.
- We ask that the Ministry of Health Promotion continue to support OHHP-TAFHL programming and initiatives. We encourage you to continue to contribute funding to our program to sustain our success.
- The Ontario Heart Health Network hopes that the Ministry of Health Promotion supports Phase Three of the OHHP-TAFHL, as we continue to modify our role to support the work of the Government of Ontario and its objectives to create healthy Ontarians.
- It is important that you consider permanently funding OHHP-TAFHL programs, to expand partnerships and this effective community level network.