

# Health promotion: Forming school and community partnerships



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# Why is this important to the health sector?

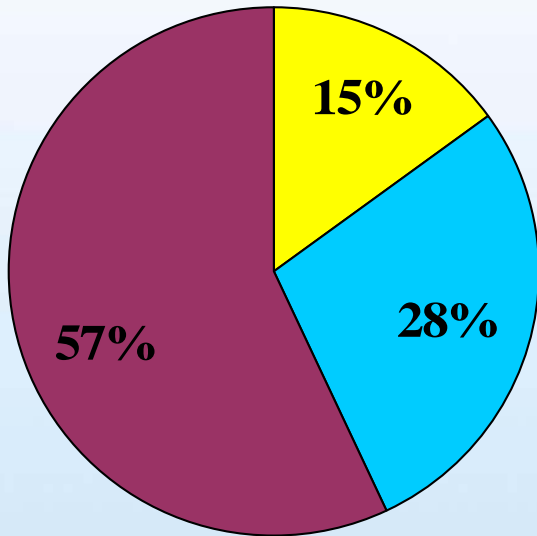
## GLOBAL EPIDEMIC:

- Increasing burden of chronic disease
- Prevalence and commonality of the risk factors
  - Physical inactivity
  - Poor nutrition
  - Tobacco
  - Obesity
- Largest portion of health care expenditures



# Causes of Death in the last decade B.C. 1990 & 1998

1990

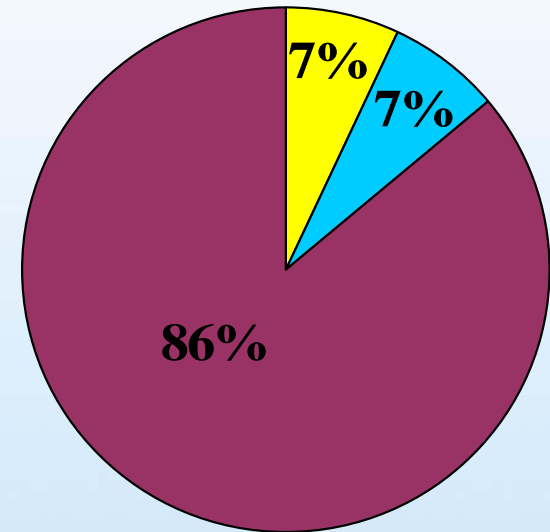


Accidents 

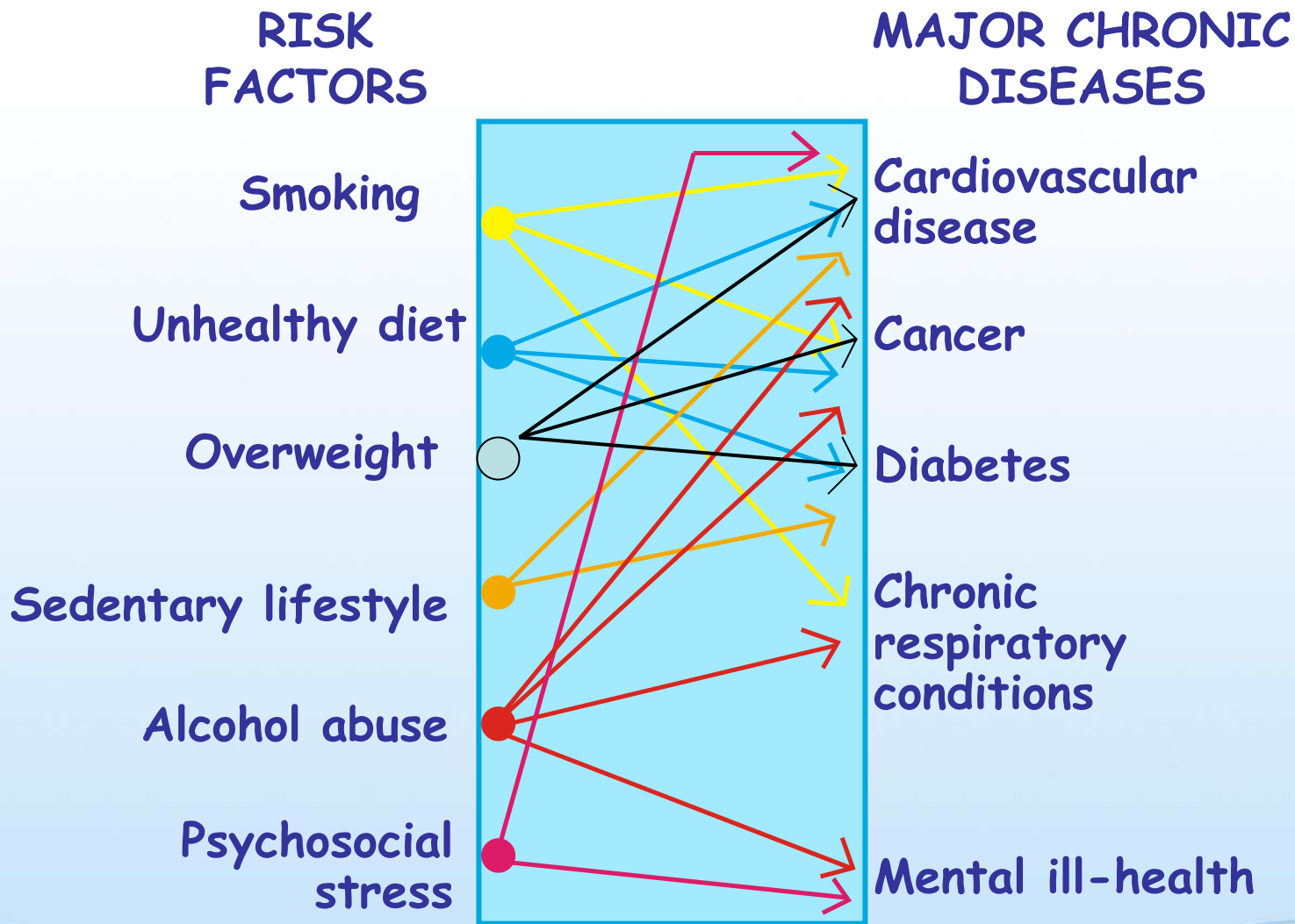
Communicable Disease 

Non-Communicable Disease 

1998



# Commonality Of Risk Factors



# Health:

- Physical, social, and psychological dimensions on a continuum from positive to negative.
- Is associated with a capacity to enjoy life and withstand challenges.
- Is seen as a 'resource for everyday living'.



# Population Health Approach

- A broader vision that recognizes the influences of factors outside the health sectors on the health status of populations.

# Public Health:

...the science and art of promoting health, preventing disease, and prolonging life through the organized efforts of society.



# Public Health



# What is Chronic Disease Prevention?

- CDP aims to decrease incidence of chronic disease (CVD, cancers, diabetes, arthritis) by:
  - changing the public perception from inevitability to preventability
  - addressing the risk factors that place a person at higher risk

# Key Strategic Direction is:

## INTEGRATION

- Meaning of "integration"...in practical terms?
  - Health systems and approaches
  - Sectors
  - Risk Factors
  - Settings

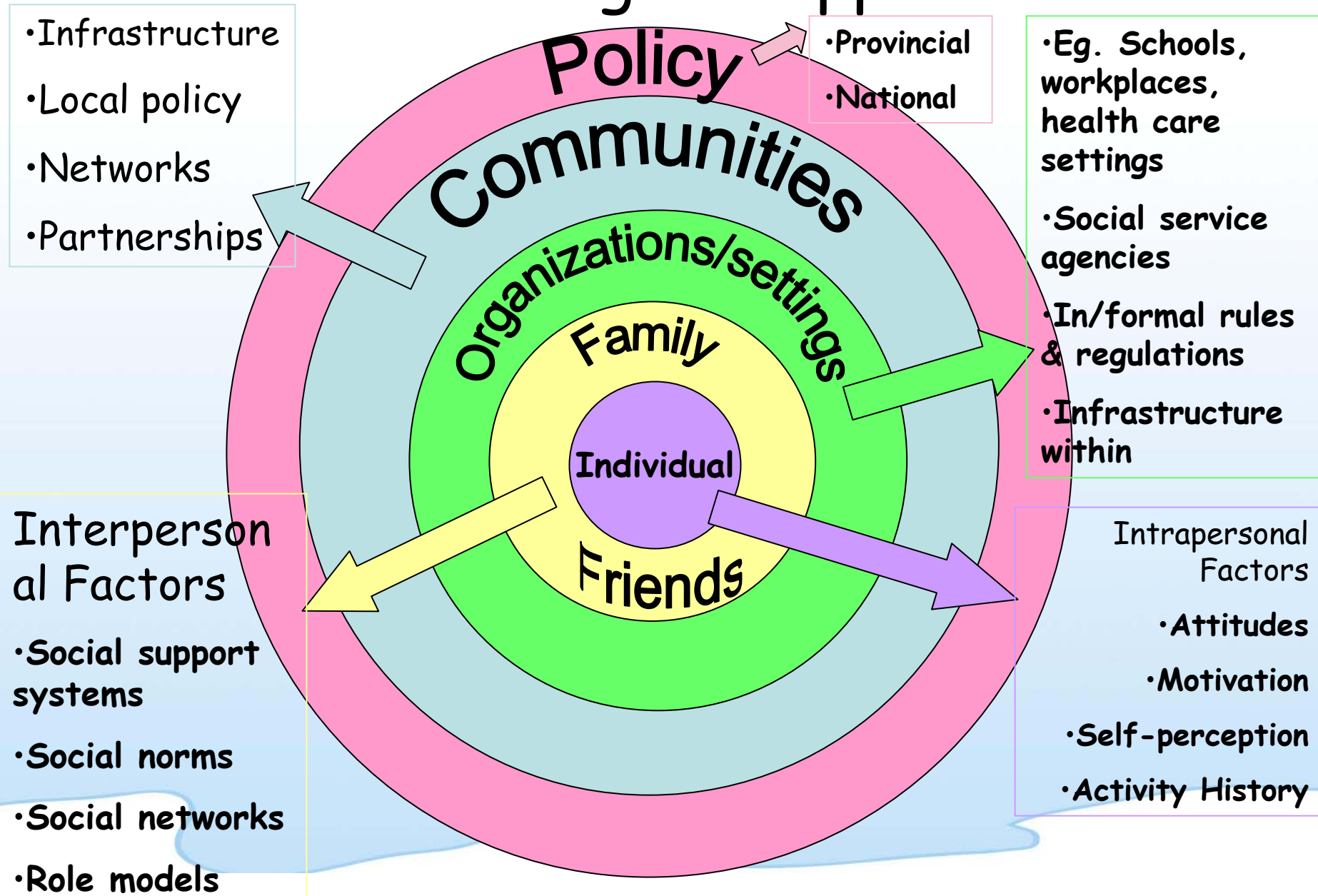
# Creating Change

- Individual Change
  - Individualistic perspective
  - Socio-ecological perspective

- System Change

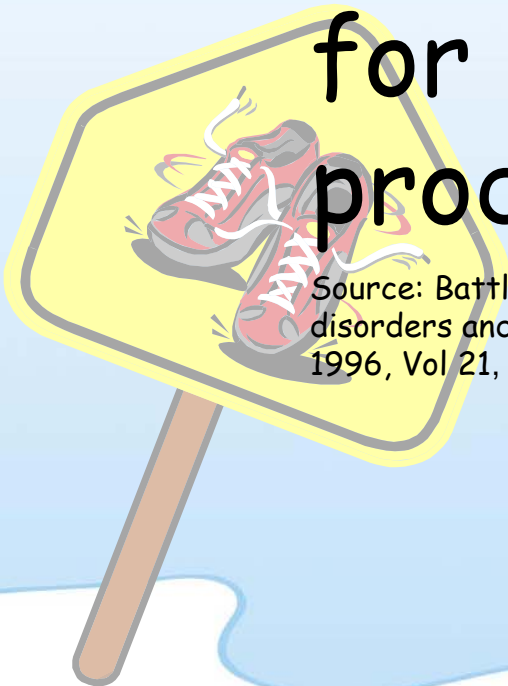


# Socio-ecological Approach

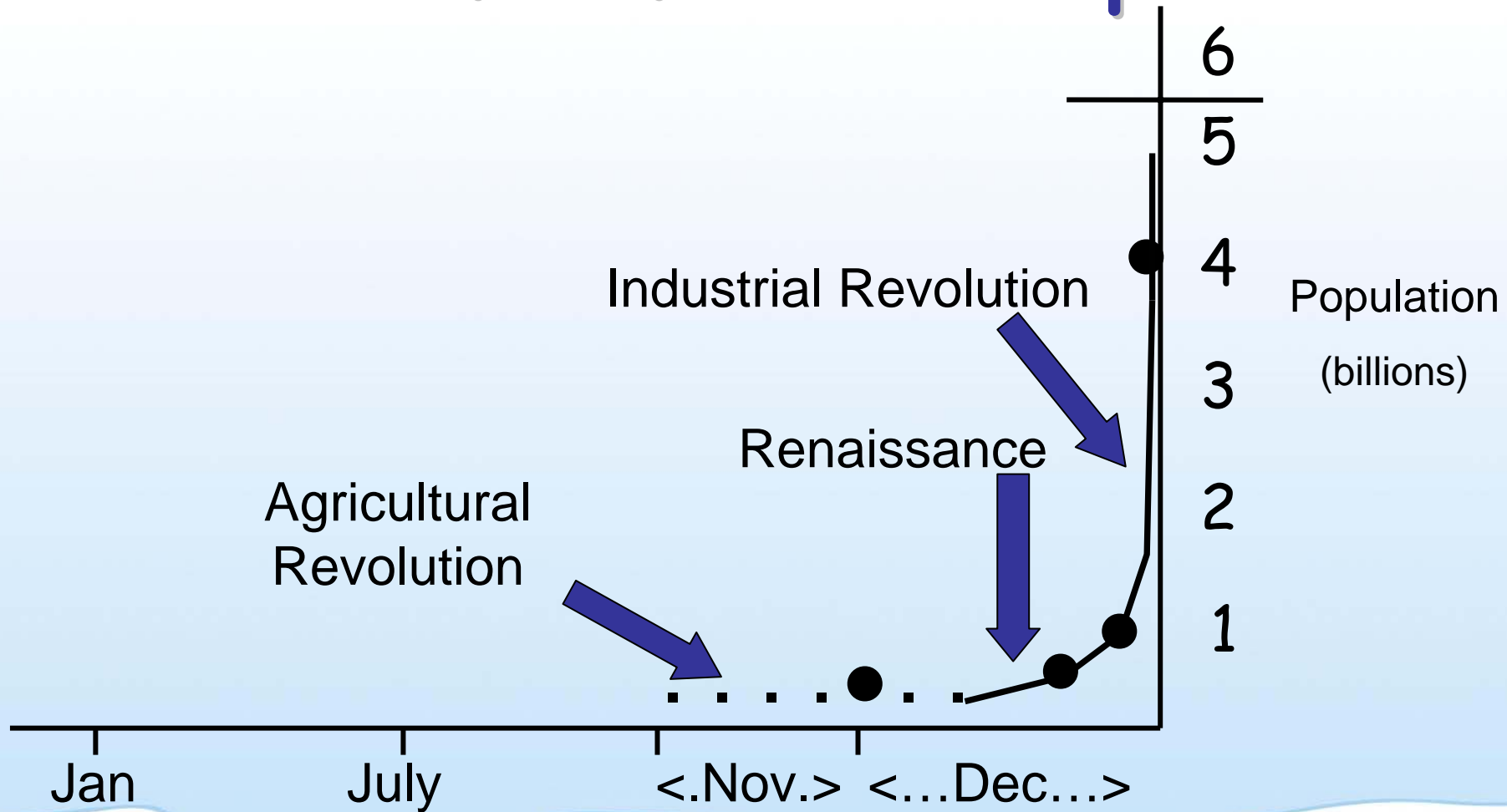


“It is hard to envision  
an environment more  
effective than ours  
for  
producing...obesity”

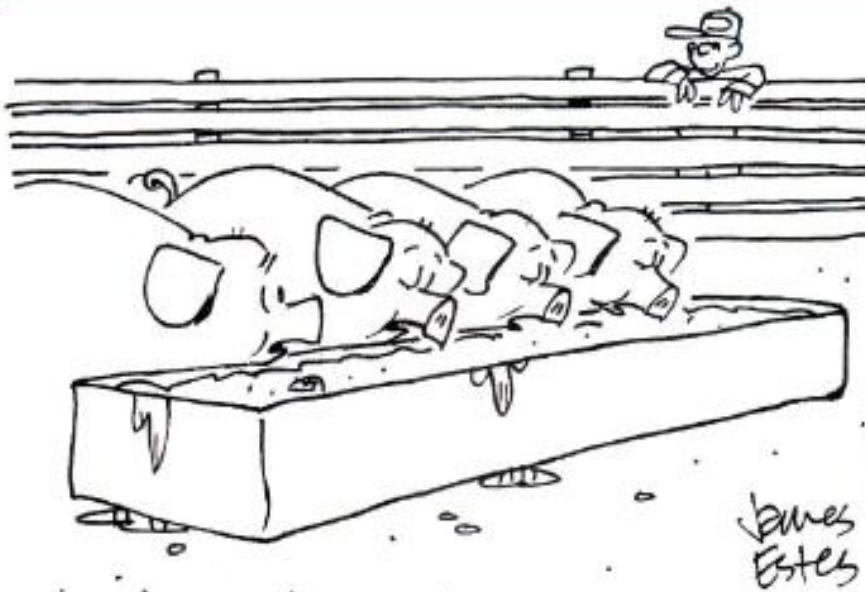
Source: Battle EK, Brownell KD. Confronting a rising tide of eating disorders and obesity: Treatment vs prevention and policy. *Addict Behav* 1996, Vol 21, 755 - 765.



# Population and Major Events in the Life of Homo Sapiens



**200, 000 years represented as one calendar year**



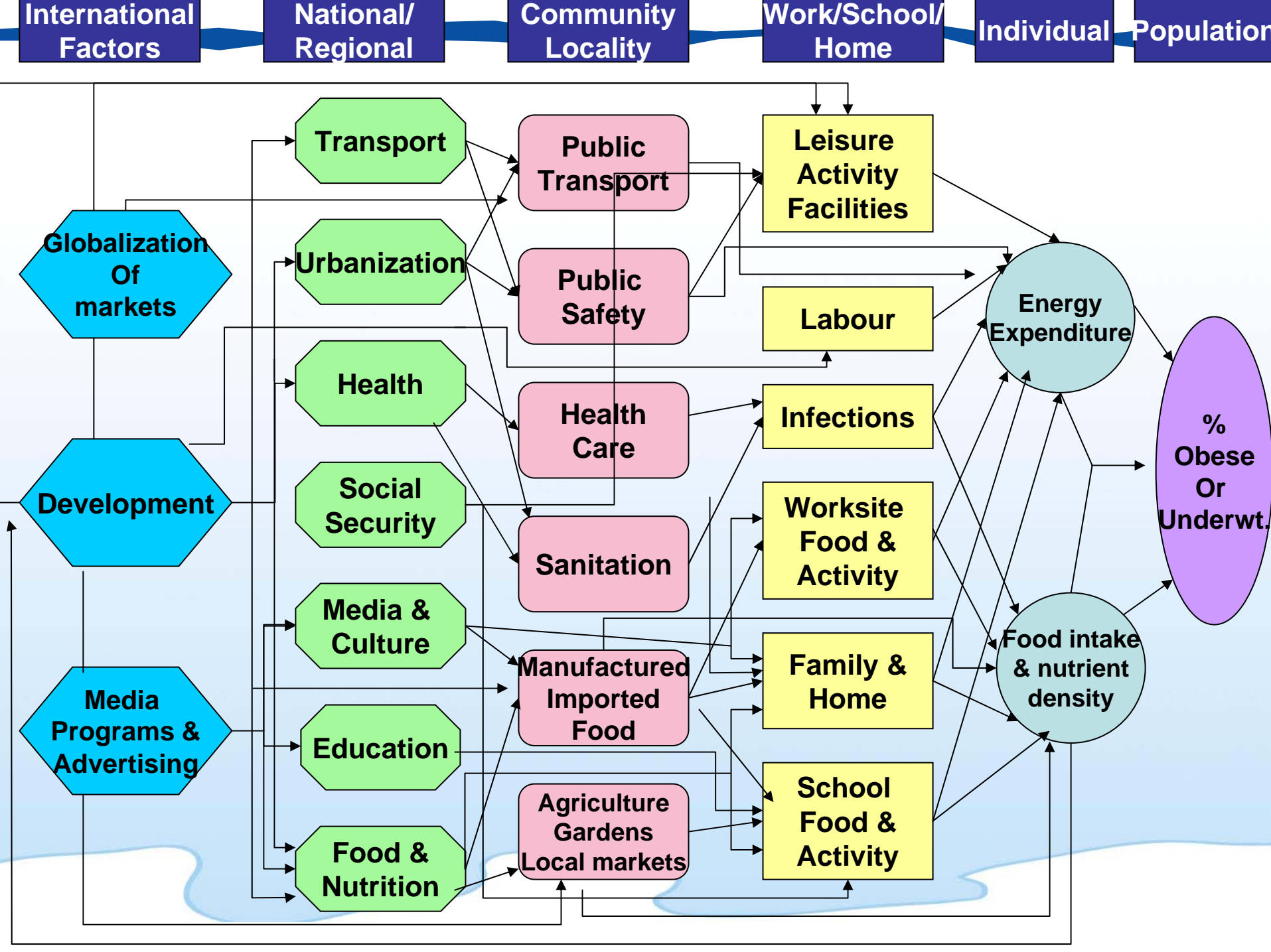
*"Rich, heavy food and no exercise — doesn't he realize we're all just gonna get FAT?"*



*"This is so cool! It almost feels like we're actually playing outside!"*

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# Exercise # 1

## Think-pair-share

- Identify where system change occurred in your district
- What was key to this success?



# Organizational and System Change: Fundamental Factors

- A plan that is unique to the organization and based on stakeholder expectations and involvement.



- Resource allocation

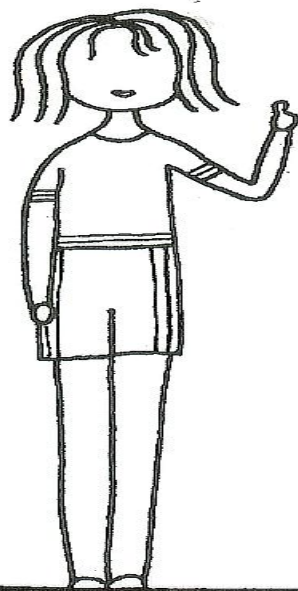
# Organizational and System Change: Fundamental Factors

- Alignment among key systems and organizations.

- Information systems that track desired outcomes.

- Participatory leadership and vision.





TODAY IS THE DAY THAT I AM GOING TO  
THINK ABOUT THINKING ABOUT JOINING THE  
GYM.

STATE FAIR

# Go on, dig in

Just don't ask what you'll have to do to work it off



**Out of the fryer:** A cross-section shows the anatomy of a deep-fried Twinkie from the Iowa State Fair's confection, rolled in cake batter, then deep-fried. It's estimated to have 430 calories and 10 grams of fat.

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### Walking off fair fare

Iowa State University Extension Service estimates of mileage needed to burn off deep-fried fair sins:

- 3 miles** - Deep-fried Oreos or fried cheese on a stick.
- 4.5 miles** - Corn dog or a deep-fried Twinkie.
- 5.5 miles** - Fried cat bar on a stick.

Estimates based on 100 calories per mile for a person weighing 100 pounds.

## Land of the fried Home of the brave