

Health Promotion in Ontario

The Link between Food and Chronic Disease

Food For Health Research Forum

Martha Greenberg,

Interim Assistant Deputy Minister
Health Promotion Division,
Ministry of Health and Long Term Care

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The Challenge of Chronic Disease

Chronic Disease

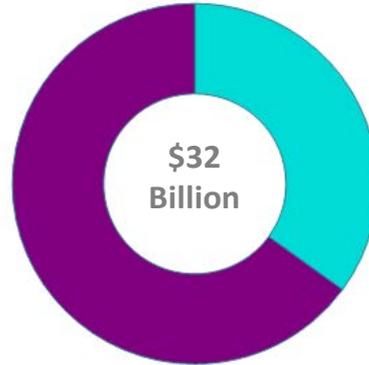
Is costly and **preventable!**

With healthy eating, exercise, and not smoking, we can avoid:

- 90% of Type II Diabetes
- 80% of Coronary Heart Disease
- 1/3 of cancers

35%

of MOHLTC's budget (direct/indirect costs) was a result of chronic disease in 2010/2011.



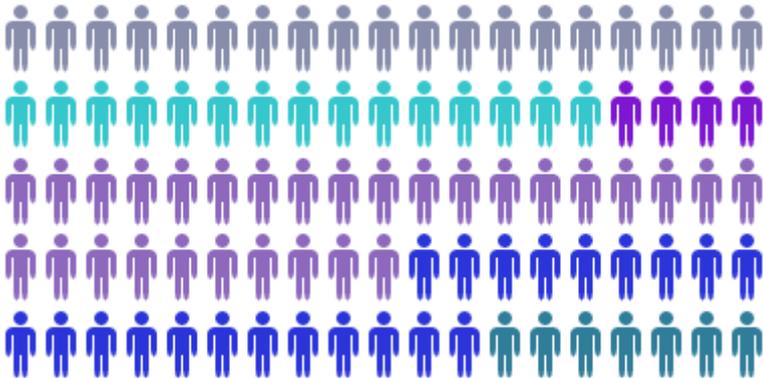
80% OF DEATHS



Chronic diseases are the leading cause of death in Ontario, accounting for close to 80% of all deaths.

62% OVERWEIGHT & OBESE CANADIANS

31% of Canadians between the ages of 5 to 17 are overweight or obese (Canadian Health Measures Survey 2012-2013)



Canada was ranked 8th highest by OECD for health care spending in 2012 yet has mixed results on patient and health service outcomes

Food Consumption Has a Significant Impact on Chronic Disease

- The World Health Organization recognizes healthy eating as a major risk factor for chronic diseases and there is growing evidence that low fruit and vegetable consumption is related to mortality especially from cardiovascular disease and cancer.
 - “Unless addressed, unhealthy diets — in conjunction with other risk factors — will continue to increase the rate of non-communicable disease through raised blood pressure, diabetes, cancer, overweight and obesity.” (WHO)
- Making healthy food choices isn’t always easy – fast-food is seen as an easy, convenient and possibly cheaper alternative to meal preparation.
 - Consumers are faced with a changing food environment where a greater variety of ready-to-eat and pre-made meals and beverages are available, and they often aren’t healthy.
- There is no single solution to making healthy food choices easier. How we choose our food is influenced by a wide range of factors – social, cultural, economic, psychological and environmental. Influencing behaviour change will require a multi-pronged approach.

Health Promotion's Role in Reducing Chronic Disease

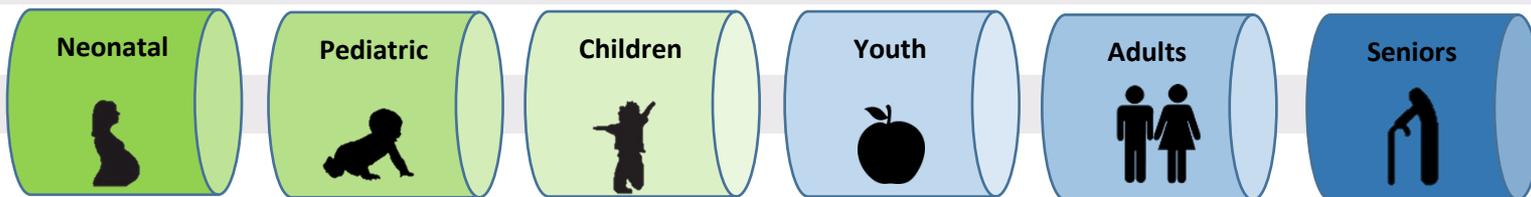
- Health promotion and disease prevention play a key role in Ontario's health system. Every \$1 invested in efforts to promote healthy eating and physical activity saves \$6 in treating chronic diseases.
- Health Promotion Division's role is to:
 - develop community-based programs in co-operation with Public Health Units and a wide range of local partners to promote healthy behaviours;
 - promote and encourage Ontarians to make healthier choices at all ages and stages of life, to create healthy and supportive environments in which the healthiest choices are the easiest choices to make;
 - lead the development of healthy public policy and assist with embedding behaviours that promote health, including healthy eating into daily habits;
 - Use the best evidence available and existing best practices and work with experts and partners to inform policy development; and
 - monitor for performance and successful outcomes for continuous improvement in health promotion policies and programs based on proven results and practices.

Focus on Health: From Preconception to Healthy Aging

Elements of Excellent Care

Accessible, Effective, Safe, Patient-centred, Equitable, Efficient, Appropriate, Integrated, Population Focused

Stages of
Care



- ✓ *Breastfeeding supports*
- ✓ Prenatal health promotion
- ✓ Healthy Pregnancy
- ✓ *Healthy Weights*
- ✓ Access to vaccinations
- ✓ Surveillance via EMRs
- ✓ Fetal Alcohol Syndrome Prevention

- ✓ *Tobacco – Youth Prevention*
- ✓ *Healthy Kids Strategy*
- ✓ Low income dental supports
- ✓ Northern Fruit and Vegetable Program
- ✓ Skin Cancer Prevention
- ✓ Healthy Kids Community Challenge
- ✓ E-cigarettes
- ✓ *School and community supports*

- ✓ *Tobacco Cessation*
- ✓ *Diabetes Prevention*
- ✓ Problem Gambling
- ✓ Eat Right Ontario
- ✓ Health Care Provider Tools
- ✓ Alcohol Drinking Guidelines
- ✓ *Aboriginal Programs*

- ✓ *Tobacco –Protection*
- ✓ Mental Health Promotion for seniors
- ✓ *Falls Prevention*
- ✓ Nutri-eSCREEN (Eat Right Ontario)
- ✓ Local physical activity projects

← *Ontario Public Health Standards* →

Strong Focus on Children and Healthy Weights

- Healthy lifestyle habits are most often formed at a very early age and are likely to follow a pattern throughout life. Influencing a child's behaviour has a long-term pay-off.
- Canadian childhood overweight and obesity rates have more than doubled over the last three decades, with 28% of Ontario's children and over 40% of Aboriginal children in Canada being overweight or obese.
- Childhood obesity is a significant health concern in Ontario and impacts health in childhood and beyond. 75% of obese children grow up to become obese adults.
- Adult obesity is associated with an increased risk of chronic diseases and conditions including heart disease, stroke, cancer, and Type 2 diabetes.
 - Adult obesity cost Ontario \$4.5B in 2009: \$1.6B in direct costs (e.g., hospital care, drugs, and physician services) and \$2.9B in indirect costs (e.g., lost earnings due to illnesses).
- Making the healthy choice should be easy but we know this is not always the case. The province is working with communities and families to support their efforts to remove barriers and promote healthy living.

The Healthy Kids Strategy

- In May 2012, the government created the Healthy Kids Panel, with 18 experts from industry, health, education, Aboriginal, and not-for-profit organizations to provide recommendations on how to tackle the issue of childhood overweight and obesity.
- The Healthy Kids Panel released its report, *No Time to Wait: The Healthy Kids Strategy*, making 23 recommendations on reducing childhood overweight and obesity in March 2013.
- In response to the Panel's recommendations, the government launched Ontario's Healthy Kids Strategy, a government-wide strategy that takes a whole-child approach to healthy child/youth growth and development.
- The Healthy Kids Strategy is focused on three pillars:
 - **Healthy Start** - supporting health before and during pregnancy, and the early years
 - **Healthy Food** - initiatives to promote healthy eating; make the healthy choice the easy choice
 - **Healthy Active Communities** - building healthy environments for children in their communities.
- The Healthy Kids Strategy creates new and builds on a range of health promotion programs intended to protect the health of children and set the stage for improved longer term health outcomes.
- Most recently, on November 24, 2014, the government introduced the *Making Healthy Choices Act*, 2014.
 - If passed, it would require food service premises (e.g., restaurants, grocery and convenience stores) with 20 or more locations that sell prepared ready to eat food to post calorie information on their menus, menu boards and display tags.

Cross-sector Partnerships and Collaboration to Promote Healthy Eating



Ontario School Food & Beverage Policy

Sets nutritional standards for all food and beverages sold in Ontario elementary and secondary schools. (*Ministry of Education*)



EatRight Ontario

Launched in 2007 and run by *Dietitians of Canada*, offers email and toll-free telephone access to registered dietitians who provide advice on nutrition and healthy eating.



Student Nutrition Program

Helps to provide nutritious meals and snacks to school-aged children and youth in schools and community locations across Ontario. (*Ministry of Children & Youth Services*)



Ontario's After School Program

Provides nutrition, physical activity, and personal health/wellness programming to children and youth in-need. (*Ministry of Tourism, Culture and Sport*)



NutriSTEP Pre-school Screening

An important tool promoted by *Public Health Units* to help families assess the nutrition-related habits of toddlers and preschoolers and it is available on *EatRight Ontario's* website.

Partnering with OMAFRA and the AgFood Sectors to Promote Healthy Eating

Northern Fruit and Vegetable Program

- An innovative public-private partnership. HPD funds the Ontario Fruit and Vegetable Growers' Association and 3 Public Health Units to deliver fresh fruits and vegetables to school-age children in three northern regions. The program combines healthy food with education on healthy eating and physical activity reaching 191 schools and over 36,000 students.

Fresh from the Farm: Healthy Fundraising for Ontario Schools

- A joint partnership between the Dietitians of Canada, the Ontario Fruit and Vegetable Growers' Association, the Ministries of Education and Agriculture, Food and Rural Affairs (OMAFRA). It helps schools raise money through the sale of Ontario grown fruits and vegetables. Each school keeps 40 per cent of the produce sales, 50 per cent of sales are returned to Ontario's farmers, and 10 per cent is retained to ensure the program is self-sustaining.

Local Food Act, 2013

- On January 28, 2015, after consulting key stakeholders, OMAFRA set three aspirational goals to improve local food literacy under the *Local Food Act, 2013*. These goals are to increase the number of Ontarians who:
 - know what local foods are available;
 - know how and where to obtain local foods; and
 - prepare local food meals for family and friends, and make it more available through food service providers.

Working Together Toward Common Goals...



What We Know

- There is a strong correlation between the foods that we eat and its impact on our health.
- Chronic disease is both costly and preventable.
- Healthy eating is considered a major risk factor for chronic diseases.
- 75% of obese children will grow up to be obese adults. This is an important age group for us to focus our efforts on.
- Providing families with information and supports to is important to help people make healthier choices about their lives.

What We Need To Know

- What strategies and interventions would have the greatest impact to modify health outcomes from a prevention perspective.
- New areas of research that will help us to develop evidence-based policies and programs to support Ontarians.
- Identify the barriers people face that prevent them from focusing on healthy eating and physical activity.

