



ActNowBC

ActNow BC

Prevention through Health Promotion

BC Centre for Disease Control

November 3, 2006

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BC Ministry of Health



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What is ActNow BC?

Act Now BC is a chronic disease prevention strategy to improve the health of British Columbians by focusing on the risk factors associated with chronic ill health:

- Physical inactivity
- Poor nutrition
- Tobacco use
- Alcohol use during pregnancy



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Goals

- To make BC one of the healthiest jurisdictions to host the Olympic and Paralympic Games.
- To improve the health of British Columbians by reducing tobacco use, eating healthy foods, being more active, and making healthy choices during pregnancy.
- To build community capacity to create healthier, more sustainable communities.
- To reduce demand on the health care system.



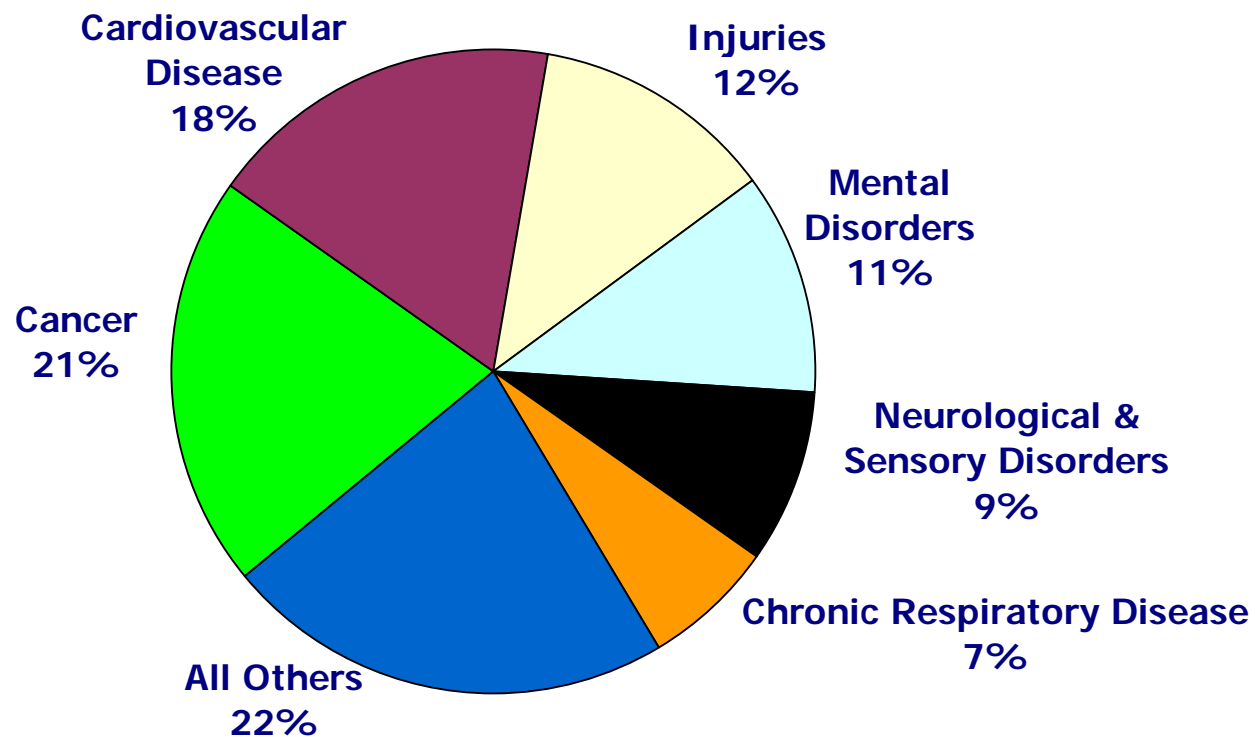
Targets for 2010

- Reduce tobacco use by 10%
- Increase percentage of people who eat at least 5 servings of fruit and veg daily by 20%
- Increase percentage of people who are physically active by 20%
- Reduce percentage of BC adults who are overweight or obese by 20%
- Increase women counselled about alcohol use during pregnancy by 50%



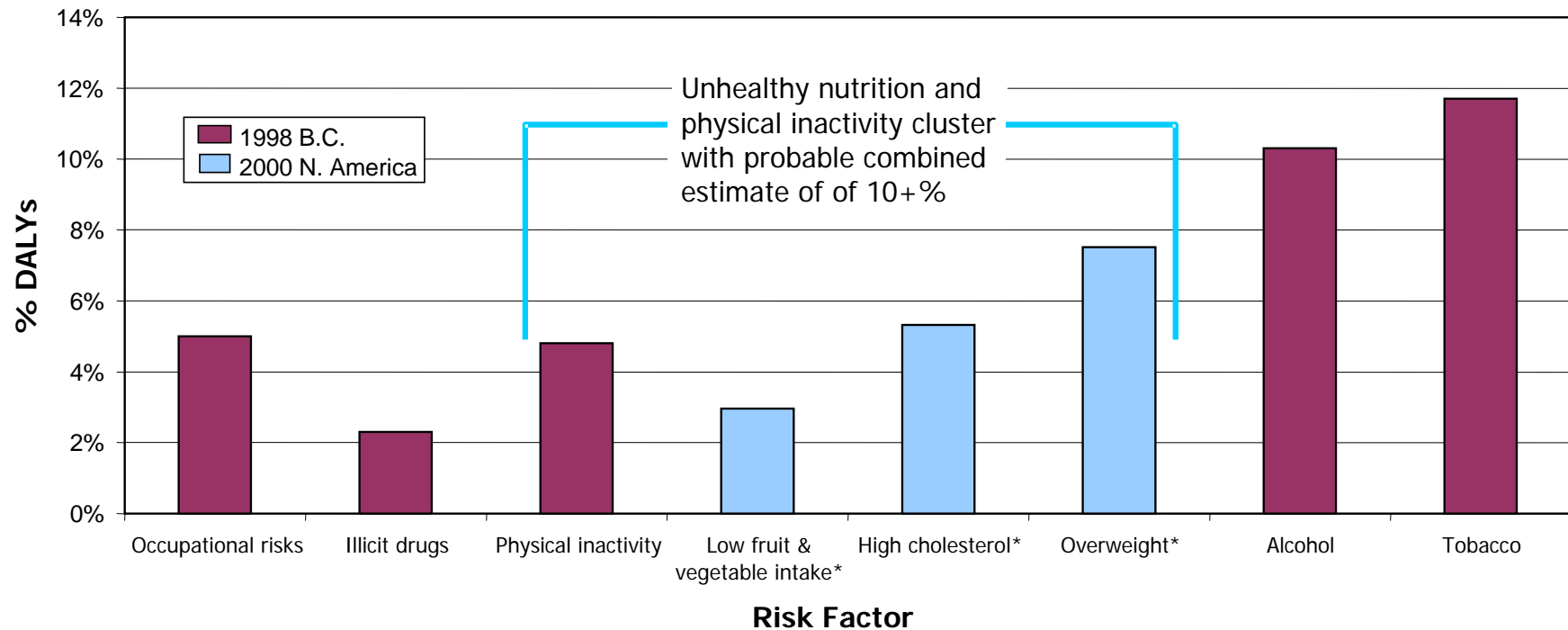
The Problem

Causes of Premature Mortality and Years Lived in Poor Health





Burden of Disease by Selected Major Risk Factors, BC, 1998



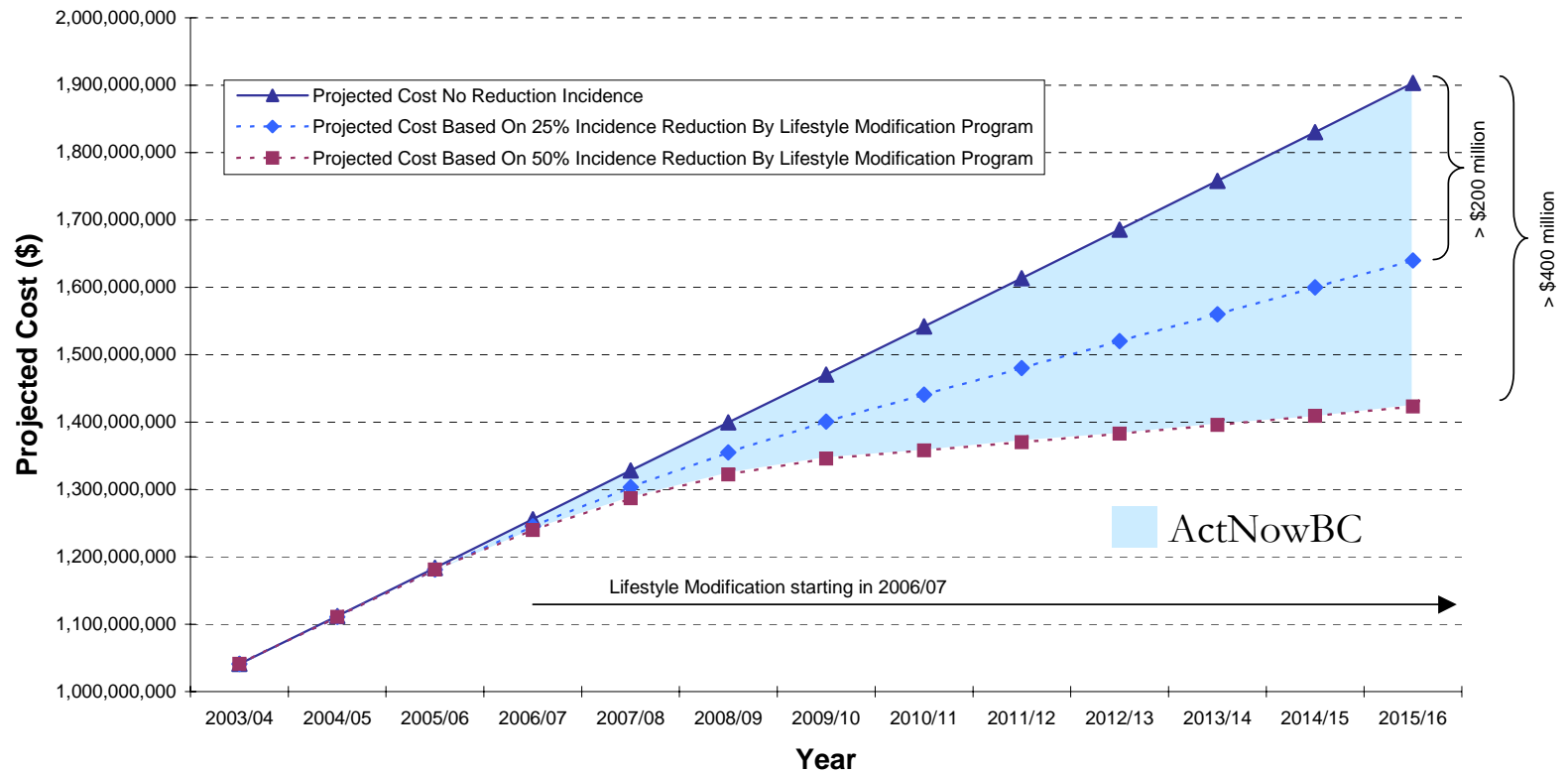
* Graph shows the burden of disease for these risk factors as estimated by the WHO for the Americas region of low mortality countries (Canada, the US and Cuba). These data cannot be disaggregated to include Canada or BC alone.

Source: BC data from BC Ministry of Health, "Evaluation of the Burden of Disease in British Columbia, Sept 30, 2002. Methodology based on C. Murray and A. Lopez, "The Global Burden of Disease: A Comprehensive Assessment of Mortality and Disability from Diseases, Injuries, and Risk Factors in 1990 and Projected to 2020", Boston: Harvard School of Public Health, 1996, AND Department of Human Services, Public Health and Development Division, "Victoria Burden of Disease Study, Melbourne: State of Victoria, 1999.; North American data from "Selected major risk factors and global and regional burden of disease", The Lancet, Vol. 360, Nov. 2, 2002: p. 1347-1360. % DALYs calculated based on data in Table 3, p. 1354, which was originally published in World Health Report, 2002.



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Projected Health Services Costs To The B.C. Ministry of Health for People With Diabetes, With Implementation of Lifestyle Modification Program, B.C. 2002/03 to 2015/16



Source: Population Health Surveillance & Epidemiology, Ministry of Health Services, 2005.

For the purpose of this analysis, the resulting estimates were modelled from a widely reported study involving a nutritional and physical activity intervention for non-diabetics at risk of developing diabetes (Diabetes Prevention Program Research Group, 2002). It must be acknowledged that the results of a specific clinical trial are not necessarily attainable at the population level, but can assist in the development of goals for a population prevention strategy.



The Challenges

- 51% of BC adults are not active enough for health benefits *(Canadian Fitness and Lifestyle Research Institute, 2001)*
- 37% of BC adults are overweight and 18% are obese *(Canadian Community Health Survey 2003)*
 - overweight = BMI of 25 - 29.9,
 - obese = BMI of 30+ *(Canadian Guidelines for Body Weight Classification)*
- Tobacco use remains most significant health risk
- 200-300 babies are born with FASD every year

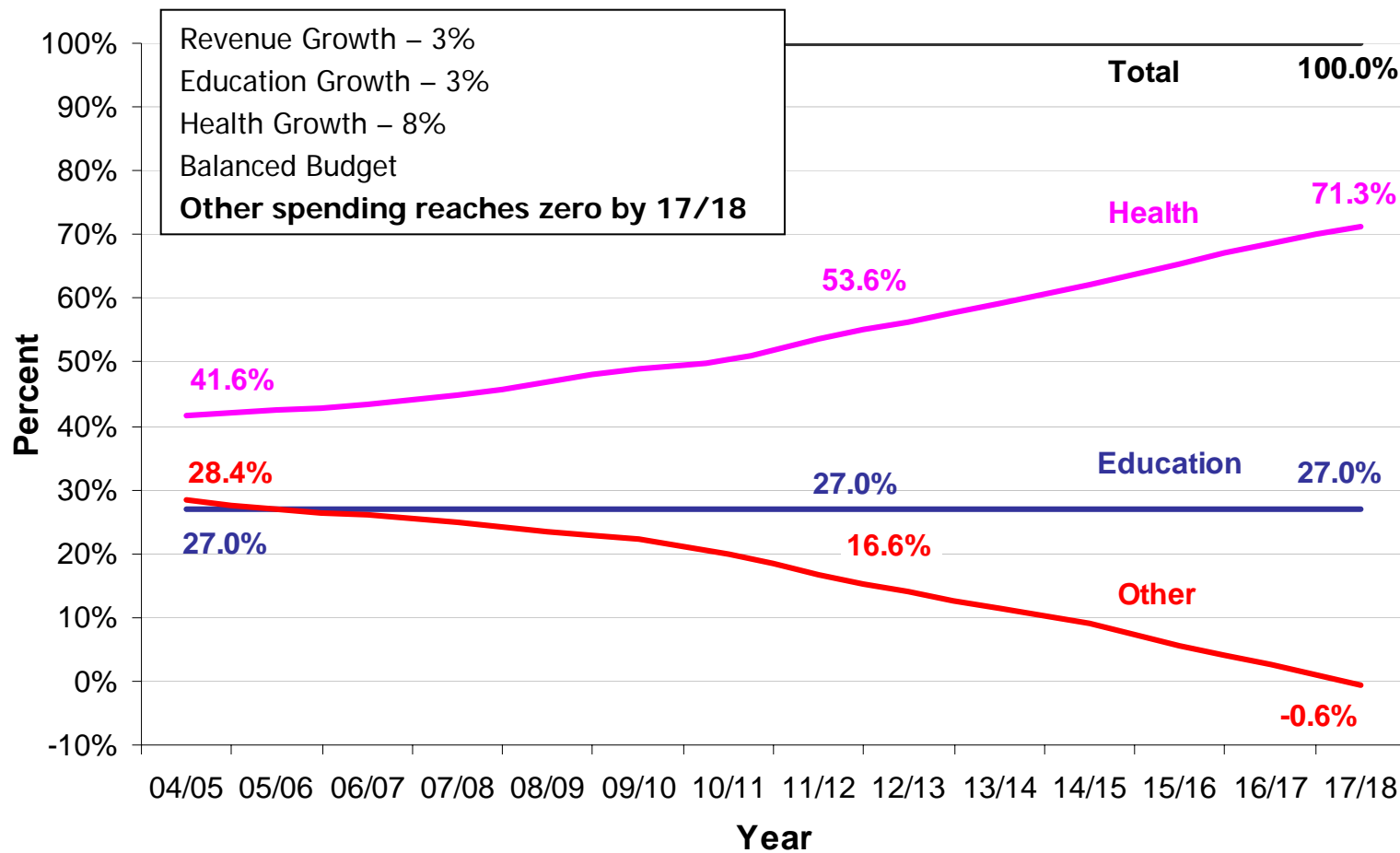


The Cost of Doing Nothing

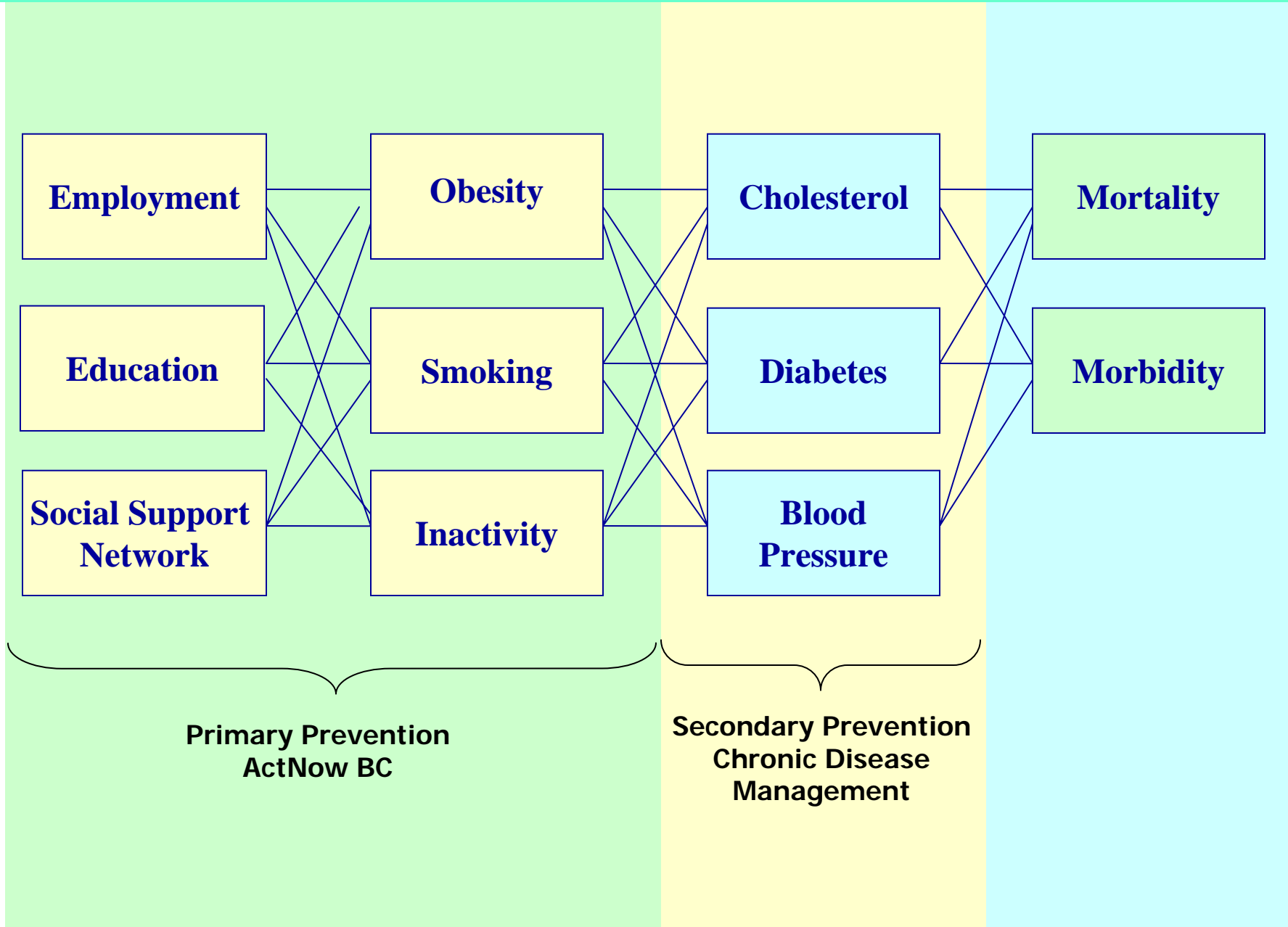
- Physical inactivity: \$570 million+ per year
- Overweight / obesity: \$730-830 million per year
- Tobacco: \$2.3 billion per year (direct and indirect)
- Improved diets could reduce death from cardiovascular disease and stroke by 20% and from cancer and diabetes by 30%
- Estimated 200-300 children are born with FASD in BC each year. Direct costs: approximately \$1.4 M over a lifetime *(Canadian average, Public Health Agency of Canada 2004)*



The Business Case



WHO Framework on Chronic Disease



ActNow BC Programs Support WHO Framework

- FN Community Food Systems for Healthy Living
- Building Better Food Skills for Low Income British Columbians
- Community Kitchens
- Income Assistance for Recreation
- Regulation of Tobacco sales
- FASD Awareness Strategy
- Aboriginal Youth FIRST

Examples:

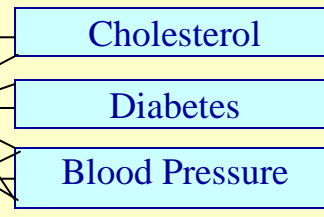


**Primary Prevention
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- Actions Schools!
- Active Communities
- Revision of Phys Ed Curriculum, K-12
- Healthy Ecosystems Healthy People
- Healthy Eating Cooking Classes
- School Fruit and Vegetable Snack Pilot
- Tobacco Cessation Framework
- Smoking prevention & cessation in pregnancy programs



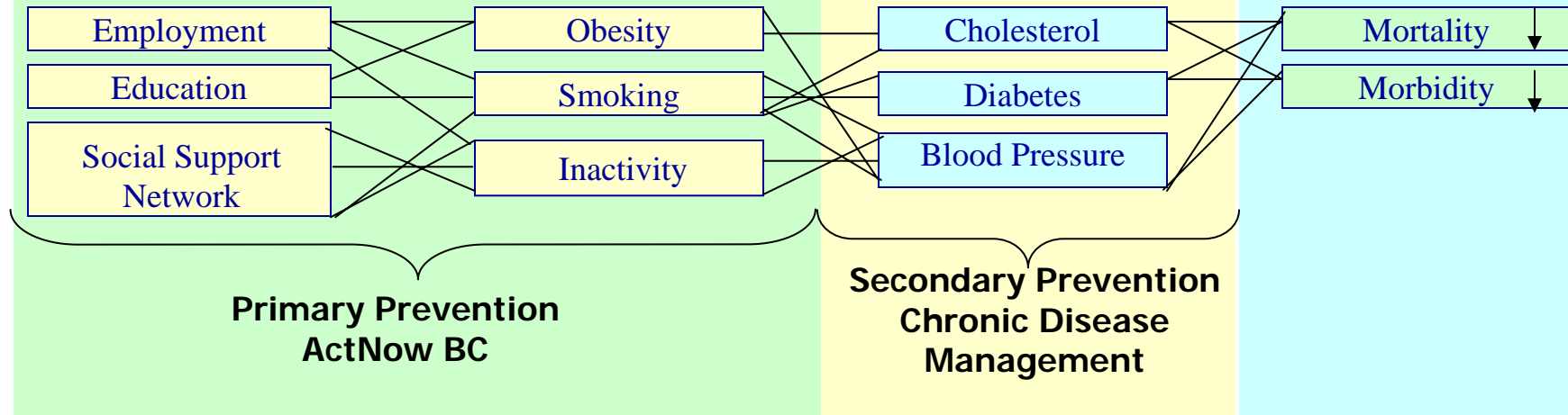
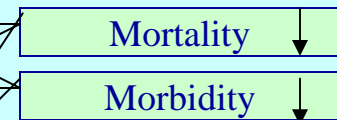
- High Risk Clinics
- Cardiac/Stroke Rehabilitation
- Diabetes Research
- Screening Identification

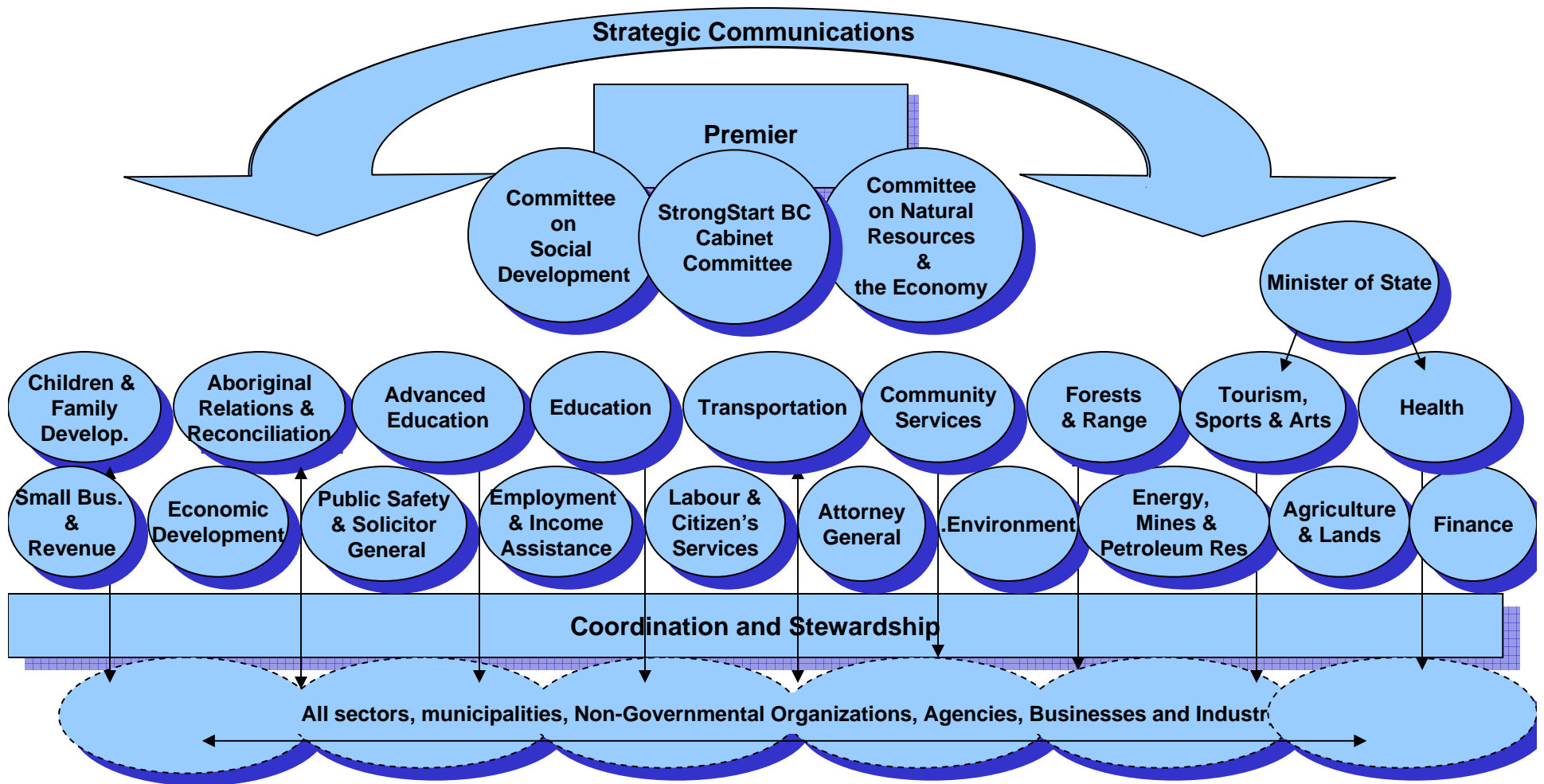


**Secondary Prevention
Chronic Disease
Management**

Outcomes

- Better health
- Less chronic disease and better management
- Reduced health care costs





*ActNow BC provides a unifying brand for the strategic cross governmental and cross-sectoral initiative for creating a healthy BC population.
Facilitates "improved alignment of cross-ministry policy"*



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The Approach

- **Integrated:** based on risk factors common to the most prevalent chronic diseases.
- **Partnership-based:** draws on resources of all sectors, and all levels of government, NGOs, schools, communities and the private sector.
- **All-of-government:** Led by the Minister of State for ActNow BC, all ministries contribute to ActNow BC's goals and objectives.



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All-of-Government

- Minister of State for ActNow BC ensures all business of government works in harmony to support healthy British Columbians.
- Inter-ministry ADM committee champions ActNow BC internally.
- Developing an ActNow BC Strategic Plan.



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Role of the Minister of State

- To provide strategic facilitation and cross-government coordination.
- To raise awareness of how other sectors and ministries can contribute and get recognition.
- To encourage the investment of seed money across government to galvanize action.
- To ensure expert advice and support in developing ActNow initiatives and policy.



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Role of the Ministry of Health

- To manage health-based programs that support ActNow BC (tobacco, physical activity, healthy eating, healthy pregnancies, seniors).
- To monitor and provide information about health trends.
- To provide research and expert advice to assist other ministries to develop programs that support health promotion.



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External Partnerships

- Success will require broad-based, long-term changes in beliefs and behaviours.
- Government can't do it alone – we need the participation of many partners from all sectors.
- All-of-government, partnership-based approach broadens responsibility for health promotion beyond the health care system.



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Partners

2010 Legacies Now; Agriculture in the Classroom Foundation; Agri-Food Industry; Avalon Dairy; BC Agriculture Council; BC Cattleman's Association; BC Centre for Disease Control; BC Centre of Excellence for Women's Health; BC Chambers of Commerce; BC Child Health Services Network; BC Children's Hospital; BC Communities; BC Dairy Foundation; BC Environmental Network; BC Farmers' Markets Association; BC Food Producers Association; BC Functional Food and Nutraceutical Network; BC Healthy Living Alliance; BC Heart and Stroke Foundation; BC Lung Association; BC Medical Association; BC Paediatric Society; BC Recreation and Parks Association; BC Reproductive Care Program; BC School Superintendents Association; BC Seafood Alliance; BC Women's Hospital; Blueberry Industry Development Council; Camosun College Food Safe Program; Canadian Cancer Society; Canadian Council of Grocery Distributors; Canadian Restaurant and Food Services Association; Cannor Nursery; Centre for Addictions Research of BC (CARBC); Certified Organics Association of BC; Clinidata; Community Futures Development Corporation; Community Nutritionists Council of BC; COTT Corporation; Cranberry Marketing Association; Culinary Tourism / Health Dining; Dietitians of Canada; Directorate of Agencies for School Health (DASH); Economic Development Association of BC; Health Authorities; Health Canada; Healthy Communities Coalition ; municipal parks departments; municipal recreation centres; Nutrition Link Services Society; Pacific Sport; Parent Advisory Councils; Pregnancy Outreach Programs; Premier's Sport Awards; Prevention Source BC; Provincial Health Services Authority; Quality Improvement in Literacy in Tele-health Services (QUILTS); Retail Merchants Association of BC; Ryan Vending; Save-On-Foods (Overwaita Food Group); School Boards; School Districts; Social Planning and Research Council of BC (SPARC BC); Union of BC Municipalities; University of British Columbia; University of Victoria; West Coast Group International; World Health Organization



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Key partners

- **BC Healthy Living Alliance:** Nine-member partnership of health organizations with access to 44,000 volunteers, 4,300 members, and 183 communities.
- **2010 Legacies Now:** Working with community organizations, NGOs, the private sector and all levels of government to develop sustainable legacies in sport and recreation, arts, literacy, and volunteerism.



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Key partners

- **BC Recreation and Parks Association:** Dedicated to building and sustaining active healthy lifestyles and communities, using existing resources and infrastructure.
- **UBCM:** Helping communities to create environments that promote healthy choices, and extending ActNow BC's reach into 183 communities.



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Physical Activity Programs

- Action Schools! BC
- Active Communities

Healthy Communities Programs

- Healthy Communities
- Health Promotion Fund



What will success look like?

For Physical Activity...

7 out of 10 British Columbians get enough activity for health benefits.

- An additional 351,000 British Columbians are physically active.
- If at least 1 person in an *inactive* family of 5 walked briskly for 30 minutes a day, we would meet the ActNow BC target.





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Healthy Eating Programs

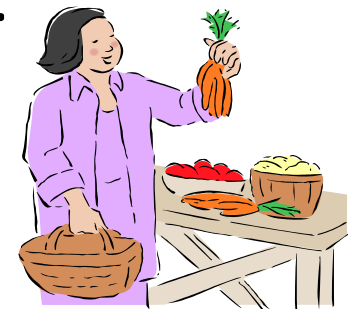
- School Fruit and Vegetable Snack Program
- Action Schools! BC Healthy Eating component
- Community Food Action Initiative
- ShapeDown BC
- Healthy Restaurant Program
- Partners in Healthy Eating



What will success look like?

For Healthy Eating...

- 5 out of 10 British Columbians eat at least 5 servings of fruit and veg a day.
- 310,000 more British Columbians meet the Canada Food Guide recommendations of 5 to 10 servings of fruit and veg daily.
- If everyone ate one more serving of fruit or veg every day, we would meet the ActNow BC target.





What Will Success Look Like?

For Overweight and Obesity...



- 7 out of 10 British Columbians are at a healthy weight.
- 349,000 more BC adults are at a healthy weight.



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Healthy Choices in Pregnancy Programs

- FASD Prevention Plans
- Education, training and resources for health professionals and service providers
- BC NurseLine perinatal information enhancements
- Healthy Pregnancy Services and Supports (Pregnancy Outreach Programs) enhancements



What will success look like?

For Healthy Choices in Pregnancy...



- 50% more women receive counseling about the dangers of alcohol use during pregnancy.
- All health authorities have focused Fetal Alcohol Spectrum Disorder prevention strategies.



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Tobacco Programs

Prevention

- Think Smart Don't Start!; Tobacco Free Sports; bc.tobaccofacts; Workplace Wellness Initiative

Protection

- Smoke Free Homes and Vehicles; Tobacco Free Olympics

Cessation

- Kick the Nic; QuitNow.ca; QuitNow by Phone; Smoke-free Campuses; Smoking During the Perinatal Period Guidelines



What will success look like?

For Tobacco...



- 85.6% of British Columbians do not smoke.
- Over 56,000 fewer British Columbians use tobacco products.
- If 5% of the smokers who try to quit each year were successful, we would reach the ActNow BC target.



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The Opportunity

- ActNow BC provides a solid platform for this integrated, partnership-based, all-of-government approach.
- Government can't do it alone; NGO's can't do it alone; we need to work together.
- By pooling our resources and our reach we can succeed in making British Columbia the leader in Canada and North America in healthy living.