

WRHA Population & Public Health Nutrition Promotion Strategic Planning Conceptual Framework (FINAL April 17, 2013)

PPH ROLE STATEMENT: Population and Public Health works collaboratively with individuals, families, communities and partners to create health-promoting built and social environments within the Region using health promotion, disease and injury prevention, and health protection strategies. These strategies are implemented using a variety of approaches including public health services to individuals and families, education, advocacy, enforcement, and community development with the goal of improving the health of the entire population. A particular focus, grounded in the principles of social justice and fairness, is to promote health equity requiring additional emphasis and resources to work with communities, individuals, and families who are most vulnerable.

Vision: "Healthy People, Vibrant Communities, Care for All"

The WRHA Population and Public Health Nutrition Service Area works in partnership with others to promote healthy eating while recognizing that factors such as where one lives, the state of their environment, genetics, income, education level and relationships with others all have considerable impacts on health and wellbeing and one's ability to make healthy food choices.

10 Key PPH Strategic Approaches

Applied Public Health Research

Collaboration & Partnership

Community Development

Health Assessment

Health Communication

Healthy Built & Social Environments

Healthy Public Policy

Outreach

Public Health Clinical Practice

Surveillance



Key PPH Strategic Priorities (2012 – 2017)

Applied Public Health Research

Health Equity Promotion

Health Communication

Healthy Built & Social Environment

Healthy Public Policy

Public Health Information Systems

Program Monitoring

Guiding Principles

Accessibility

Cultural Proficiency

Determinants of Health

Engagement

Harm Reduction

Health Equity

Practice Excellence

Quality

Introduction

Using a population health approach, public health nutrition is the promotion of health and prevention of nutrition related diseases. Activities focus on individuals, families and the community and are based on the determinants of health.

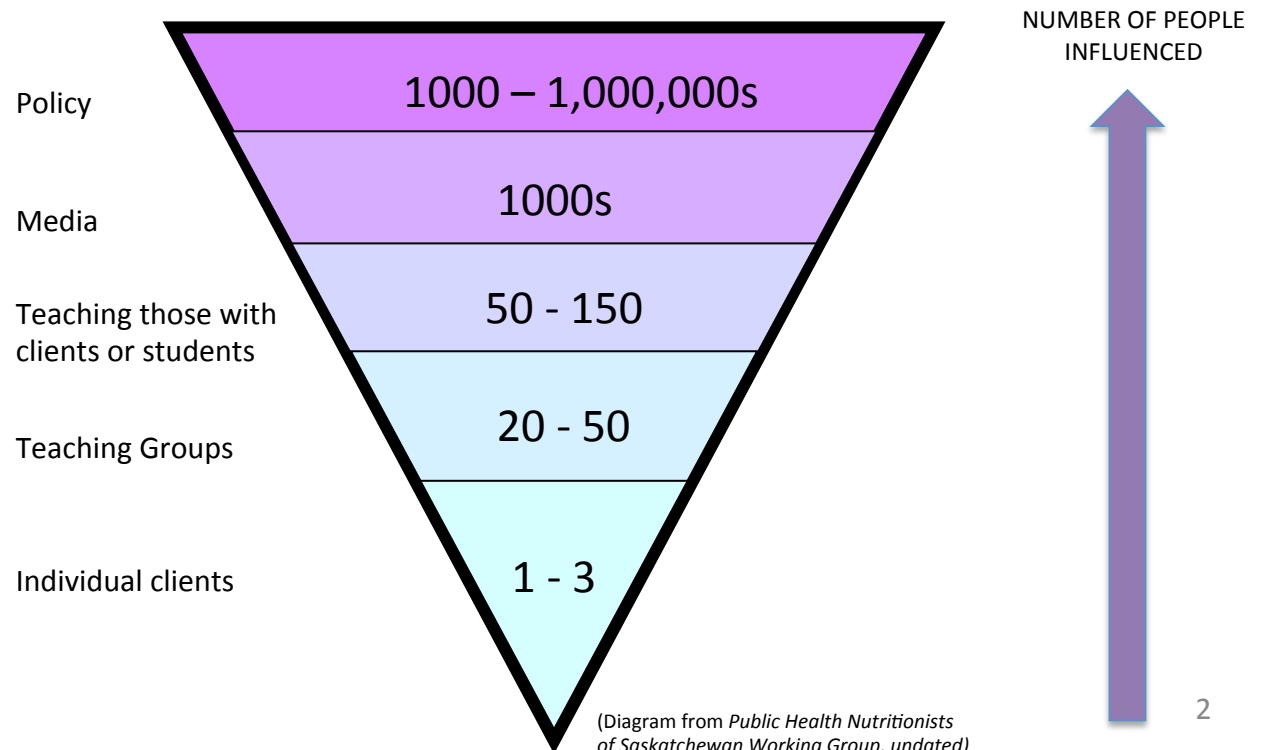
Public Health professionals that support nutrition promotion possess many skills to improve the nutritional status of a group or population. More specifically, they:

- Understand the complex science of nutrition and use strategies to make nutrition meaningful and relevant to people's lives;
- Understand food production, economics, politics, composition, preparation, storage and safety as well as the economic and political context of food without our society;
- Understand food laws, labeling and technology and can effectively translate these concepts to the general public; and
- Understand eating behaviours and habits and support evidence-based interventions to effect change.
- Understand the importance and value of food skills (purchasing, preparing and storing food).

Our goal is: To improve the nutritional health of the WHR (Winnipeg Health Region) population by partnering with others to influence conditions that support and encourage healthy food choices.

WRHA Public Health Nutrition professionals work in partnership with others and use three main approaches to promote nutritional health. These approaches include: Education, Environmental Support, and Policy Development.

The pyramid diagram on the right was developed by the Public Health Nutritionists of Saskatchewan to showcase the range of people affected by various approaches. Our intent is to eventually develop a similar diagram to showcase the Winnipeg Health Region experience.



The context for providing nutrition services has changed over the past century, and the challenges around promoting healthy eating are many. Unhealthy built environments that are car-centric and lack infrastructure for safe active transportation, and food environments that promote overeating of calorie-laden food, are pervasive. Kreindler (2008) suggests that continuing to concentrate on individual lifestyle changes to affect population change is futile, and misses the point that lifestyles are, in fact, collective.

Our whole society has an unhealthy lifestyle; however, interestingly, research indicates that people are not eating fewer fruits or vegetables, nor devoting less time to sports and fitness activities, than they did two generations ago. It is not, in fact, what we are not doing, but what we are doing- consuming more soft drinks and processed foods, snacking between already supersized meals, spending hours in front of TV and computer screens, making more trips by car, and leading a day-to-day life that calls for less and less physical activity- that is having such a deleterious effect of our health. Our whole society is set up to encourage consumption and convenience, which is the antithesis of promoting healthy eating and physical activity. Action supporting healthy eating environments, and encouraging the healthy choice to be the easy choice, will require commitment from all sectors of society, and a focus on changes at the level of policy and the built environment. (Kreindler 2008)

Kreindler, S. 2008. Lifting the Burden of Chronic Disease: What's Worked, What Hasn't, What's Next – Directional Document. Winnipeg Regional Health Authority Research and Evaluation Unit.

The WRHA Population and Public Health Nutrition strategic planning process provided an opportunity to affirm the role, value and importance of Public Health Dietitians within the Population & Public Health program and to define priority areas of focus as we work collectively and collaboratively towards better nutritional health.

The following is a summary of the contextual factors that were identified at the strategic planning day that was held on April 24, 2012:

Individual Factors	Social/Environmental Factors	Other Factors
Chronic Diseases	Built Environment	Global Economy
Mindless Eating	Social Environment	Government Funding Cycles
Obesity	Social Attitudes and Values	Large PH Events/Outbreaks
Skepticism and Myths	Societal Pressures	Negative Influences in the Media

Collaboration & Partnerships

Goal #1: Support others to promote healthy eating.

1. Identify key health care providers to connect with and develop deliberate collaboration and partnerships with them to promote healthy nutrition.
2. Identify resources and tools to assist other health care providers to promote healthy nutrition
3. Communicate research and evidence review findings to other health care providers and the public .
4. Develop education resources that are informed by research and evidence.
5. Develop guidelines and resources for other health care providers who work with clients to promote healthy nutrition.

Health Communication

Goal #1 : Define a set of key evidence informed nutrition messages.

1. Pull together a group of key stakeholder to identify key messages.
2. Work with WRHA communications to develop a nutrition promotion communication strategy about these key messages.
3. Develop an evaluation framework to assess the effectiveness of the communication strategy.

Goal #2: Make nutrition information available and accessible to everyone.

1. Work with WRHA communications and the Prevention and Promotion Health Communications working group to maximize the potential of the WRHA internet site to promote healthy eating to the public.
2. Develop a WRHA Nutrition Month Campaign.
3. Work with the provincial call center (dial a dietitian) to identify commonly asked questions and post these questions and the answers on the website.

Health Equity Promotion

Goal #1: Support action to address and promote food security issues.

1. Host a focused discussion at one of the nutrition practice council meetings to define the role of the WRHA PPH nutrition services related to food security. (To be done in June 2013)
2. Along with key stakeholders, draft an action plan to jointly address and promote food security issues.
3. Develop an evaluation framework to assess the effectiveness of the food security strategy.

Goal #2: Consider the concept of health equity in nutrition promotion planning and services.

1. Host a focused discussion at one of the nutrition practice council meetings to identify next steps.

Healthy Built Environment

Goal #1: Identify built environment improvements or modifications that support healthy eating.

1. Host a focused discussion to identify built environment opportunities that support healthy eating.
2. Develop an action plan to promote healthy eating environments.

Healthy Public Policy

Goal #1: Support the development of healthy eating policies within the Winnipeg Health Region.

1. Work with the WRHA Project Management Office and the project team to develop and implement a healthy eating policy for WRHA retail food services and catered events.

Goal #2: Increase capacity among service providers to positively influence healthy public policy.

1. Identify opportunities to advocate for healthy public policies that support healthy eating.
2. Work with PPH and Nutrition Leadership to develop strategies to advance a health public policy agenda.

Program Evaluation

Goal #1: Develop a nutrition services evaluation framework

1. Brainstorm a list of the services/initiatives /activities that should be evaluated.
2. Develop prioritization criteria and prioritize the list.
3. Develop an evaluation plan for the prioritized services/initiatives/activities.

Program Monitoring

Goal #1: Develop a nutrition services monitoring framework.

1. Develop a nutrition program database system.
2. Develop a program logic model and identify program monitoring indicators
3. Develop a reporting schedule.

Public Health Clinical Practice

Goal #1: Continue to develop the competencies of Public Health dietitians as nutrition promotion subject matter experts.

1. Encourage Public Health dietitians to identify their individual and collective learning needs.
2. Provide, support and/or communicate professional development opportunities for public health dietitians.

Goal #2: Work collaboratively across teams to increase the understanding of the role of the dietitian.

1. Define the role of the dietitian as it relates to non HBHS programming.
2. Develop a decision tree algorithm to assist dietitians and others to respond to requests in a manner that is consistent.
3. Develop a list of other resources to increase capacity and address some of the work that is done at the bottom of the pyramid.

Goal #3: Create efficiencies and reduce duplication within Public Health Nutrition Services.

1. Establish a place to post menus, resources and activities so they are available to all the dietitians and easily shared with others.
2. Refresh and update the dietitian leads and working groups list and assign responsibility areas for the development of resources that can be shared in an effort to reduce duplication.
3. Explore the role of volunteers in the program.

Surveillance

Goal #1: Develop a nutrition surveillance framework.

1. Develop a nutrition technical surveillance report.
2. Develop public friendly nutrition key messages based on the surveillance report.