

Finding the Win-Win



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Policy Approaches

Top Down



Bottom Up

How does it happen?

Case Study

- Healthy Eating Active Living Child Care Guidelines
 - Municipal Child Care and Ottawa Public Health



Incentive for MCC

- Finding purchasing efficiencies
- Improving the quality of the foods
- Controlling the environment
(birthday cakes, potential allergens)
- Access to RD expertise

Incentive for OPH

- Improving the quality of the food
- Improving the eating environment
- Evaluating feasibility
- Funding for RD
- Access to child educator and cook expertise

Leveraging the relationship

■ For Municipal Child Care:

- Staff resources
 - Electronic ordering
- Staff engagement
- Parent support
- Expanded partnerships
- Consistency of programming
- Child behaviour

For OPH

- Expand to include physical activity guidelines
- Model/ recipes/ tools for expanding to other child care centres
- Hired cook as ambassador
- Third party credibility
- Collective voice

Case Study

- Health and the Built Environment
 - Planning and Growth Management and Ottawa Public Health



Main Street: to be redesigned as a complete street

Built Environment Elements *

- Density
- Service Proximity
- Land-Use Mix
- Street Connectivity
- Road Network & Sidewalk Characteristics
- Parking
- Aesthetics & Human Scale

Health Implications

- Encouraging healthy habits including physical activity and healthy eating
- Promoting safety and reducing injuries
- Improving local air and water quality
- Reducing health inequities and promoting social cohesion

Public Health Roles

- Disseminate current research and innovative approaches
- Provide health evidence, data and indicators
- Promote partnerships and collaboration
- Integrate health perspectives into built environment decision-making

Build healthy public policy

Strengthen community awareness and engagement

Create Supportive Environments

* Based on the Peel Healthy Development Index. Available at <http://www.peelregion.ca/health/urban/pdf/HDI-report.pdf>

Incentive for PGM

- Health Champion for Official Plan and Transportation Plans
- Increased public awareness of Complete Streets
- Promotion of public transit- new LRT

Incentive for OPH

- Health promoting communities explicit in City plans
- Promotion of Complete Streets
- Promotion of walking, cycling
- Support for School Active Transportation

Leveraging the relationship

■ For PGM:

- Access to health evidence
- Third party credibility to shift from car centric community
- Stronger links with community activities
- Cross training

For OPH

- Increased awareness of health and built environment
- Articulated role for OPH- upstream
- Participation in: Community Design Plans, Technical Advisory Committees
- Profile on safety of vulnerable road users
- Community engagement

How do you know it is working?

Top Down



A screenshot of the CBC News website. The page is titled "Ottawa" and features a navigation bar with categories like Home, World, Canada, Politics, Business, Health, Arts & Entertainment, Technology & Science, and Community. The main headline is "Ottawa to stop selling energy drinks at rec centres" with a sub-headline "Canadian Medical Association wants to ban their sale to minors". Below the headline is a video player showing a young woman standing in a hallway next to a vending machine. The video title is "Energy drinks out at Ottawa city facilities" and the duration is 2:14. There are also social media sharing options and a "Stay Connected" section on the right.

Bottom Up