





# Finding the Win-Win

Sherry Nigro
Ottawa Public Health
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613-580-6744 | TTY/ATS : 613-580-9656

## **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

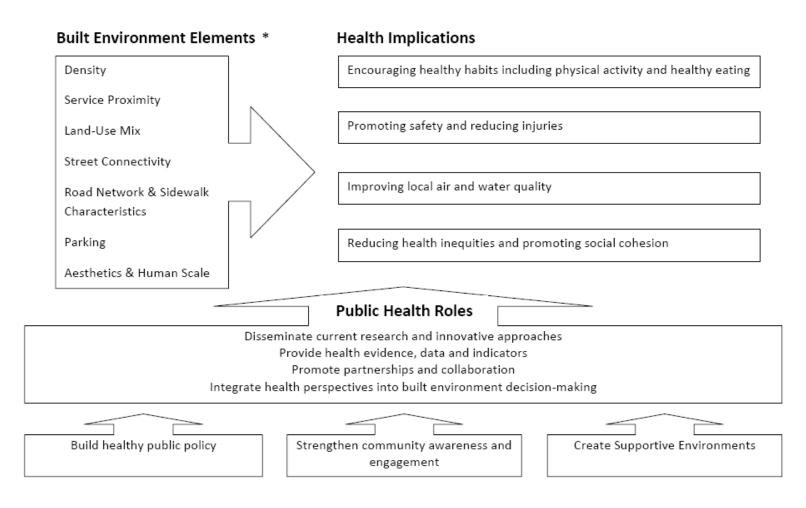
- Expand to include physical activity guidelines
- Model/ recipes/ tools for expanding to other child care centres
- Hired cook as ambassador
- Third party credibility
- Collective voice

## **Case Study**

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



Main Street: to be redesigned as a complete street



<sup>\*</sup> 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** 





**Bottom Up**