

Advancing Intersectoral Approach to Promoting Healthy Eating in Ontario

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Ontario Food and Nutrition Strategy Design Team**

**OHPA & Nutrition Resource Centre
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Ontario Food and Nutrition Strategy

- A cross-government, multi-stakeholder coordinated approach to food policy development
- A plan for healthy food and farming in Ontario



Ontario Food and Nutrition Strategy

Vision

A productive, equitable and sustainable food system that supports the health and wellbeing of all Ontarians

Strategic Directions:

1. Ontarians have access to and the means to obtain safe, healthy, local and culturally acceptable food.
2. Ontarians have the information, knowledge, skills, relationships and environments to support healthy eating and make healthy choices where they live, work, learn and play.
3. Ontario has a diverse, healthy and resilient food production system that contributes to an equitable and prosperous economy.

Purpose

A cross-government, multi-stakeholder coordinated approach to food policy development
A plan for healthy food and farming in Ontario

Goals

1. To promote health through healthy eating and access to healthful food for all Ontarians.
2. To reduce the burden of obesity and chronic disease on Ontarians and Ontario health care system.
3. To strengthen the Ontario economy and environment through a diverse, healthy and resilient food system.

Expected Outcomes

- Healthy and local foods available everywhere
- Increased demand for and production of healthy and local foods
- Increased consumption of healthy and local foods
- Reduced reliance on rescue systems
- Improved eating behaviours and health outcomes
- Safe and sustainable food production
- Strengthened economy through a diverse, healthy and resilient food system

Key Requirements

1. Coordinated provincial mechanism to address food and nutrition policy and programming
2. Systematic approach to monitoring, measurement, and analysis of key indicators
3. Sufficient capacity and resources to support all elements of the Ontario Food and Nutrition Strategy

Stakeholders and Interest Groups

OFNS Design Team

June 2011

Ontario Collaborative Group on Healthy Eating and Physical Activity:

- Breakfast for Learning
- Canadian Cancer Society-ON
- Cancer Care Ontario
- Canadian Diabetes Association
- Dietitians of Canada
- Heart and Stroke Foundation
- Ontario Chronic Disease Prevention Management in Public Health
- Ontario Society of Nutrition Prof in PH
- Ontario Society of Phys Activity Promoter in PH
- Ontario Physical and Health Education Association
- OPHA-Nutrition Resource Centre
- Parks and Recreation Ontario
- Sustain Ontario
- U of Guelph, Human Health and Nutritional Science
- U of Waterloo, Health Studies and Gerontology

Government representatives

- Ministry of Health Promotion & Sport
- Ontario Ministry of Agriculture, Food & Rural Affairs

OFNS Design Team:

- Cancer Care Ontario
- Canadian Cancer Society - ON
- Dietitians of Canada
- Heart and Stroke Foundation
- Ontario Public Health Association
- Ontario Professional Planners Institute
- Ontario Tobacco Research Unit
- Public Health Ontario
- Sustain Ontario
- Toronto Food Policy Council
- U of Waterloo
- York University

Advisory Group Players suggested in the OCGHEPA OFNS Discussion Paper:

Ministries:

- Aboriginal Affairs
- Children and Youth Services
- Agriculture, Food & Rural Affairs
- Community & Social Services
- Culture
- Education
- Environment
- Finance
- Health Promotion & Sport
- Health & Long-term Care
- Municipal Affairs & Housing

Food Industry and Businesses:

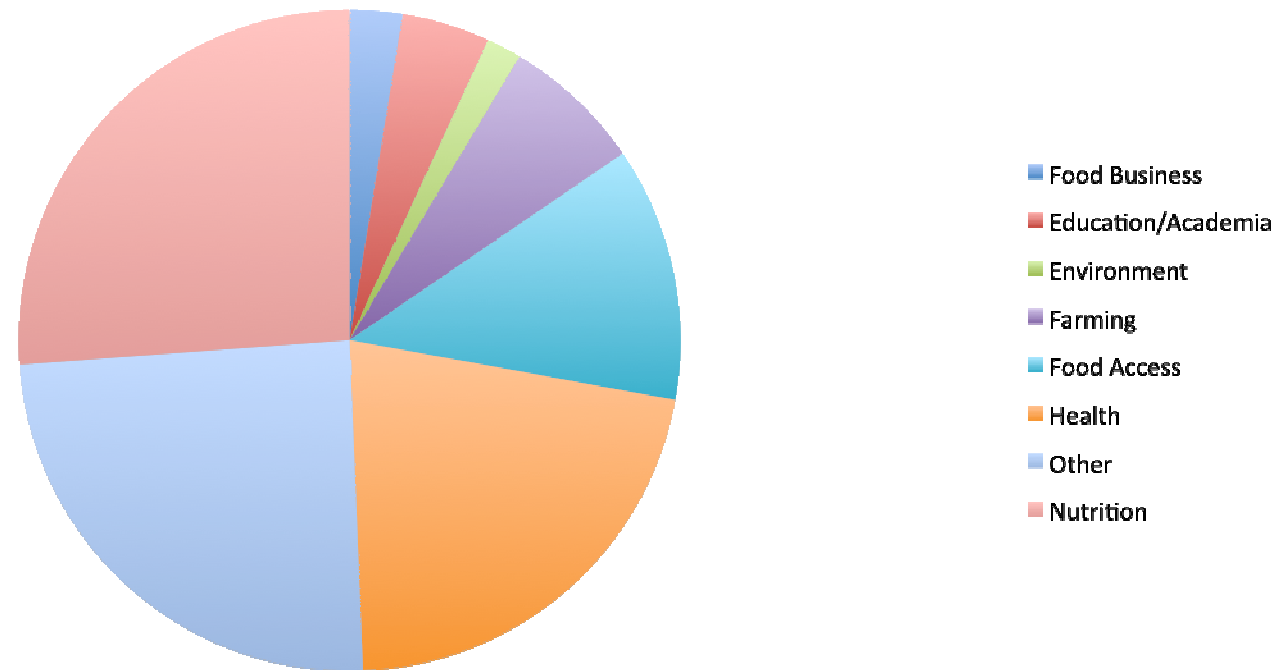
- Canadian Restaurant and Foodservice Association
- Alliance of Ontario Food Processors
- Canadian Federation of Independent Grocers
- Canadian Council of Grocery Distributors
- Food and Consumer Products of Canada
- Ontario Fruit and Vegetable Growers Association
- Ontario Federation of Agriculture
- Christian Farmers Federation
- National Farmers Union

Other potential stakeholders:

- Green Prosperity
- Ontario Association of Food Banks
- Ontario Good Food Box Network
- Vineland Research Group

Draft 1 Consultation

- 233 Participants; 126 submissions (April – May 2012)



➤ **Consultation report & stakeholder meeting #3 - June 2012**

What we heard

- Need to engage key groups
- Find a champion
- Frame the strategy to be engaging
- Develop strategy content
- Understand better what's happening in government
- Align strategy with government priorities
- Get buy-in for the strategy

Further engagement...

- 2013 - 2nd draft consultation (Dec 12 to Feb 2013) 78 submissions
- 2013 – Inter-ministerial meeting (Feb 4)
- 2013 – revised draft strategy (Sept 30) & further engagement with First Nations, Metis and Inuit; food industry
- 2014 – Collective Impact & governance model



Collective Impact Engagement Process

Diverse organizations coming together to solve a complex social problem and for a common purpose – creating alignment, commitment, policy and trust and coordinating across sectors

www.youtube.com/watch?v=HNOrrrlyvdo

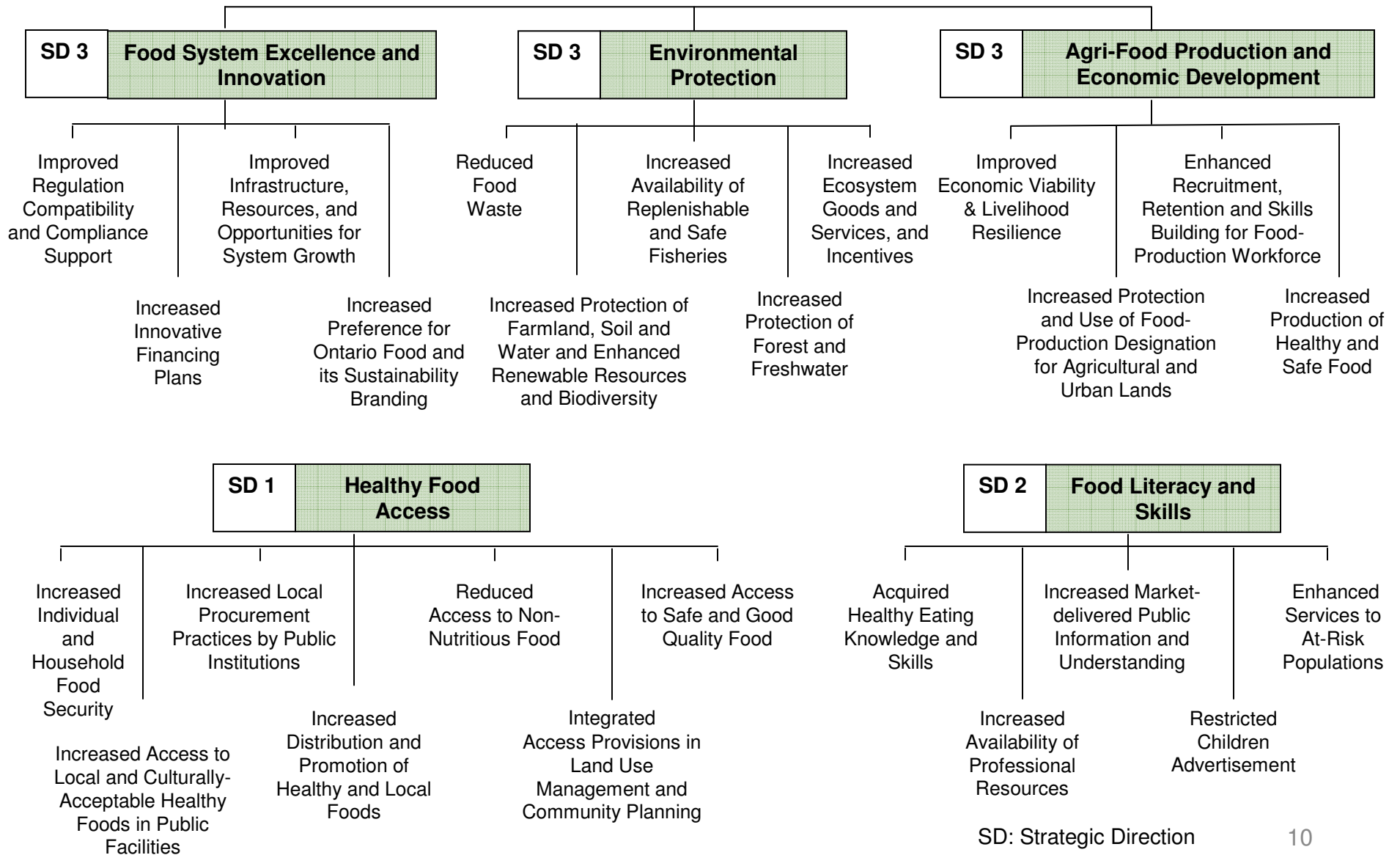
5 Conditions of Collective Impact

- Common agenda
- Shared measurement systems
- Mutually reinforcing activities
- Continuous communication
- Backbone support organization



John Kania and Mark Kramer, Winter 2011

Strategic Directions & Priorities

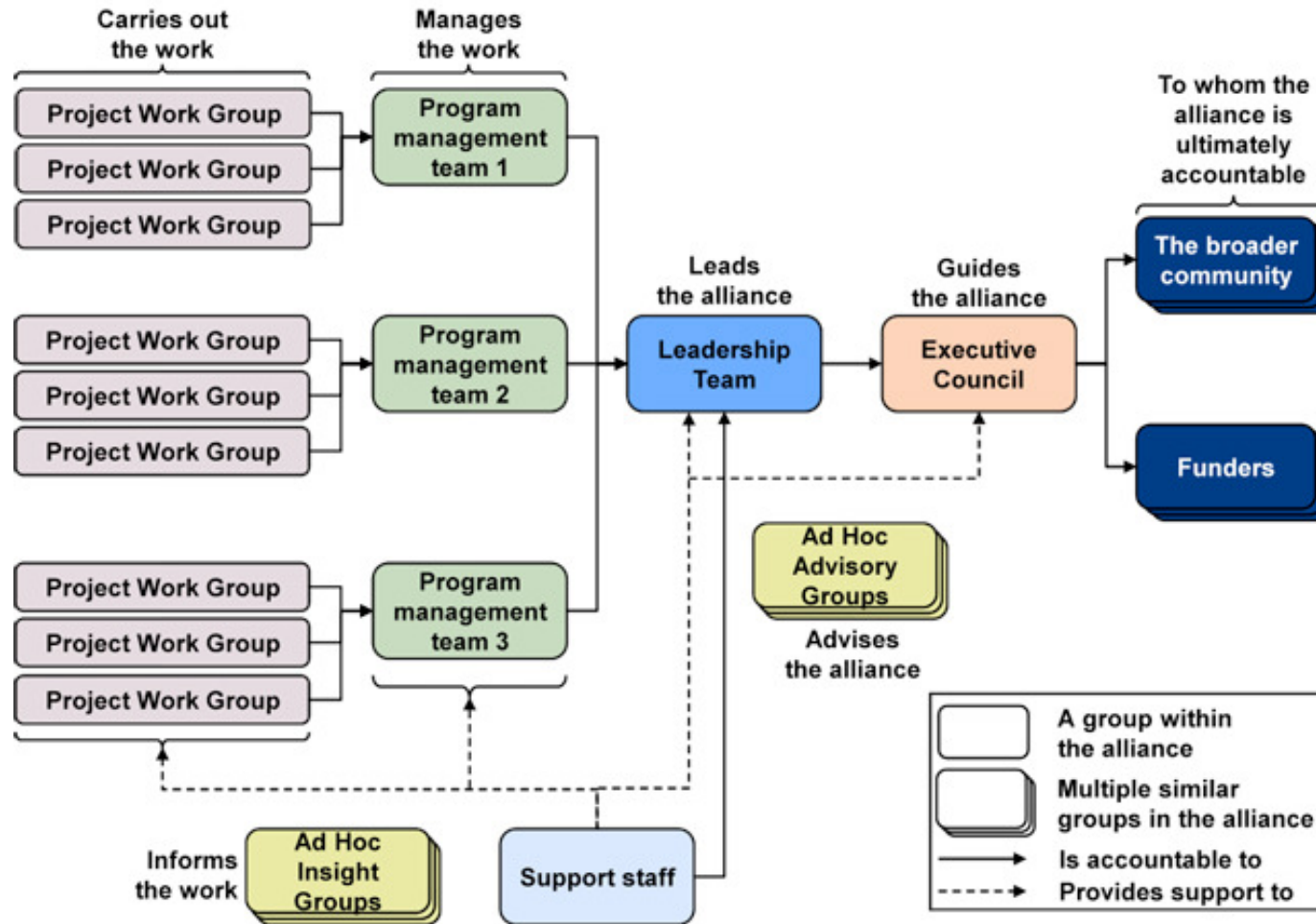


Collective Impact Workshop

1. Coordinated provincial mechanism to address food and nutrition policy and programming
2. Systematic approach to monitoring, measurement and analysis of key indicators
3. Sufficient capacity and resources to support all elements of the strategy

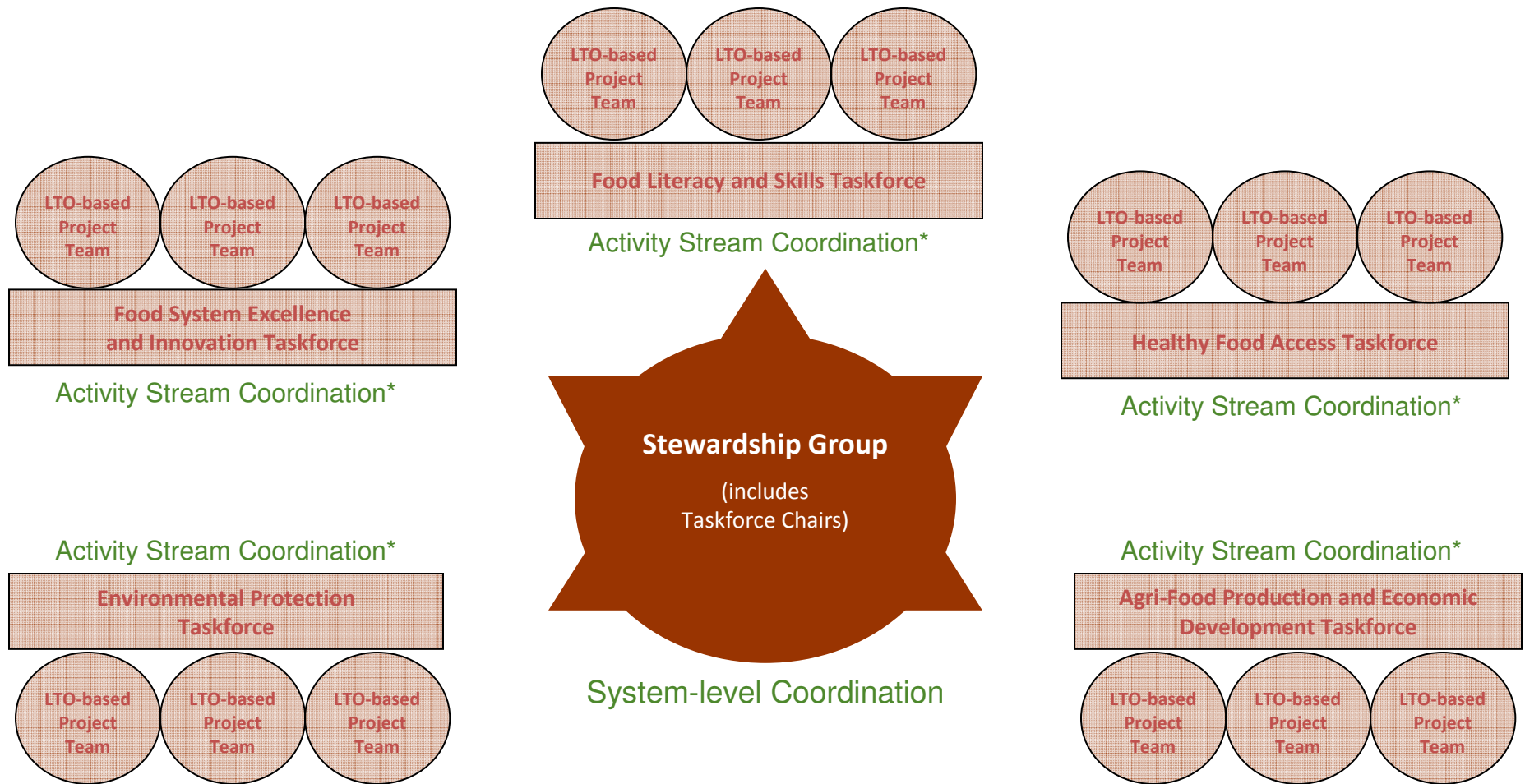


Governance structure to achieve collective impact



John Kania and Mark Kramer, a Stanford Social Innovation Review, Winter 2012
 Christopher Keevil and John Martin, Stanford Social Innovation Review, Spring 2012

Example of a Collaborative-Governance Structure to Support the Vision and Shared Goals of the Ontario Food and Nutrition Strategy



* Includes coordination of research-related activities

The strategy has helped inform...

- 2012 - August to Sept - recommendations for Local Food Act and Healthy Kids Panel
- 2013 – Oct to Nov – Local food Act, Ontario Poverty Reduction Strategy and Menu Labelling
- 2014 – Food literacy in relation to local food

What still needs to be done...

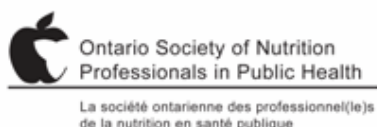
- Engage citizens groups at local, municipal, regional level
- Identify resources and enablers
- Identify indicators
- Identify research priorities
- Establish a resourced role to continue to convene the design team and indicators teams
- Find support for on-going infrastructure needs
- Inform other government initiatives
- Develop and implement communications strategy





OFNS Design Team

- Cancer Care Ontario
- Canadian Cancer Society
- Canadian Diabetes Association
- Canadian Environmental Law Association
- Centre for Addiction and Mental Health/Ontario Tobacco Research Unit
- Dietitians of Canada
- Heart & Stroke Foundation
- Organic Council of Ontario
- Ontario Federation of Agriculture
- Ontario Medical Association
- Ontario Society of Nutrition Professionals in Public Health
- Ontario Public Health Association
- Public Health Ontario
- Ryerson University
- Sustain Ontario
- Toronto Food Policy Council
- University of Guelph
- University of Toronto
- University of Waterloo
- Wilfred Laurier University
- York University

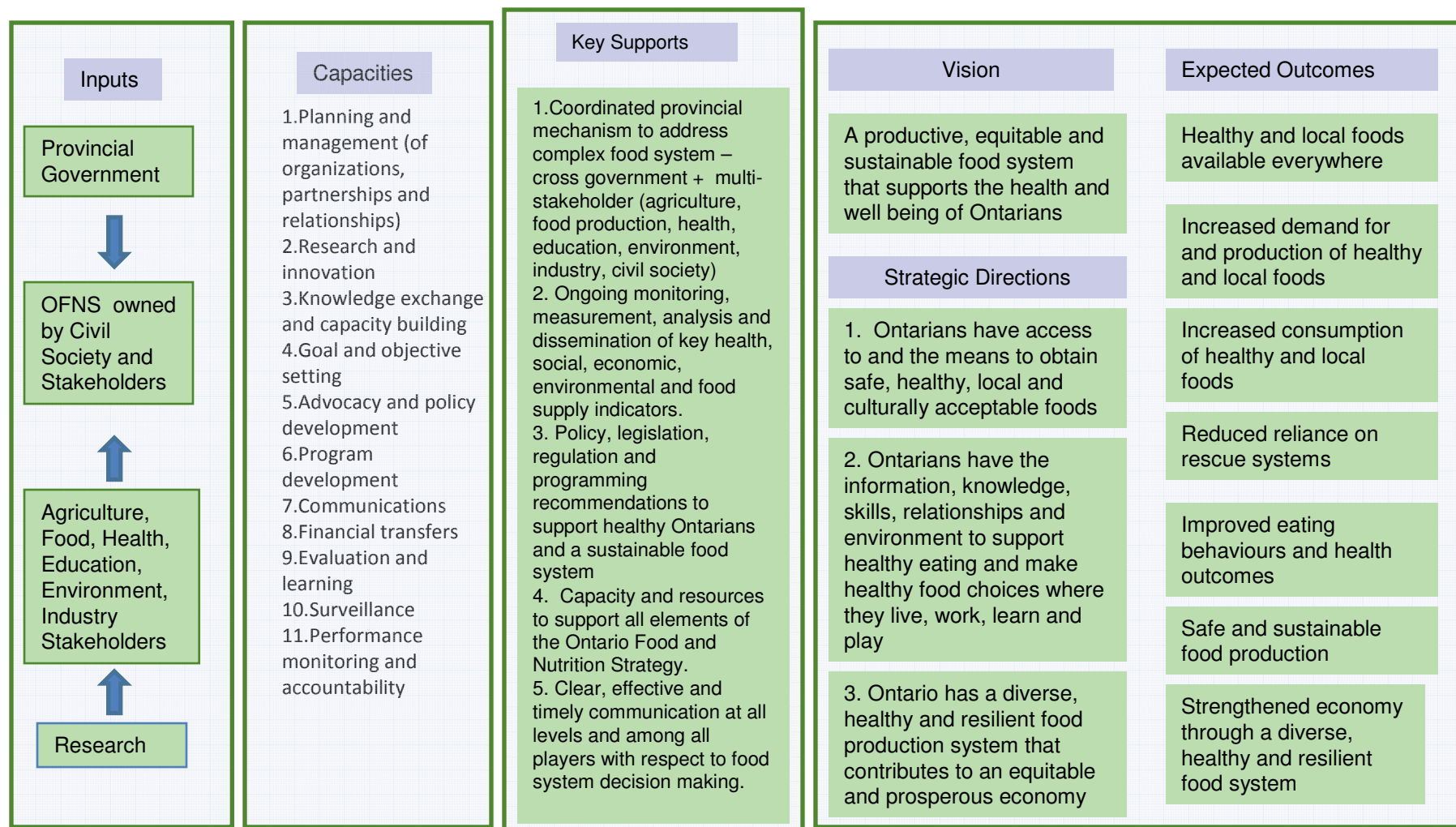


For more information

➤ Visit Sustain Ontario – Initiatives

<http://sustainontario.com/initiatives/ontario-food-and-nutrition-strategy>

Key Components of an Ontario Food and Nutrition Strategy



Goals:

1. To promote health through healthy eating and access to healthful food for all Ontarians.
2. To reduce the burden of obesity and chronic disease on Ontarians and the Ontario health care system.
3. To strengthen the Ontario economy and environment through a diverse, healthy and resilient food system.

Drafted by the Ontario Collaborative Group on Healthy Eating and Physical Activity, November 2012