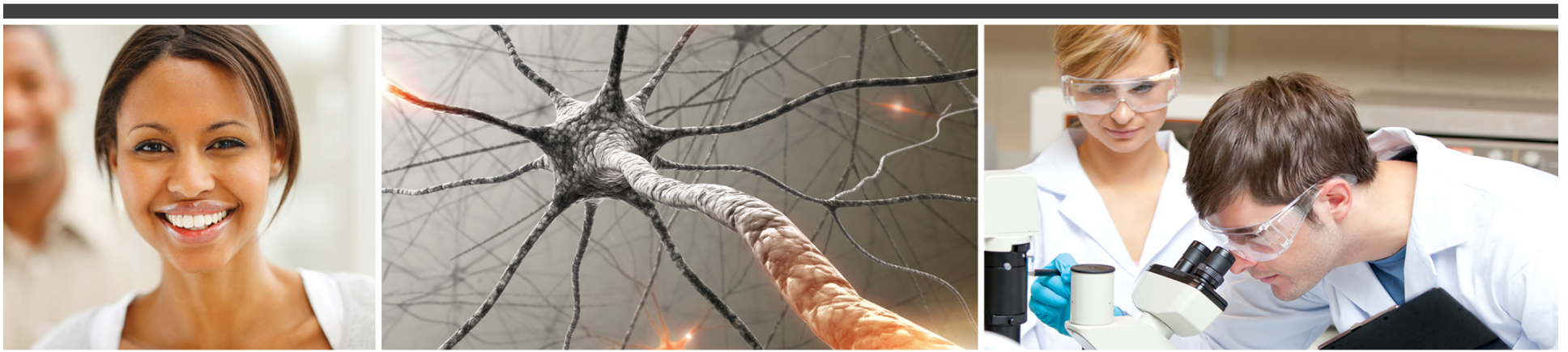


# The Public Health Agency of Canada: Two Funding Approaches to Support Healthier Lifestyles in Canada

*Presentation at “MOVING FORWARD ON HEALTHY, ACTIVE KIDS!”*

June 20, 2014



PROTECTING CANADIANS FROM ILLNESS



Public Health  
Agency of Canada

Agence de la santé  
publique du Canada

Canada

## Purpose

- To provide an overview of 2 Public Health Agency of Canada funding programs:
  - » The Innovation Strategy
  - » Multi-Sectoral Partnerships to Promote Healthy Living and Prevent Chronic Disease

POWERPOINT TITLE GOES HERE USING: VIEW > HEADERS AND FOOTERS

# **PUBLIC HEALTH AGENCY OF CANADA'S**

## **INNOVATION STRATEGY**

# THE INNOVATION STRATEGY

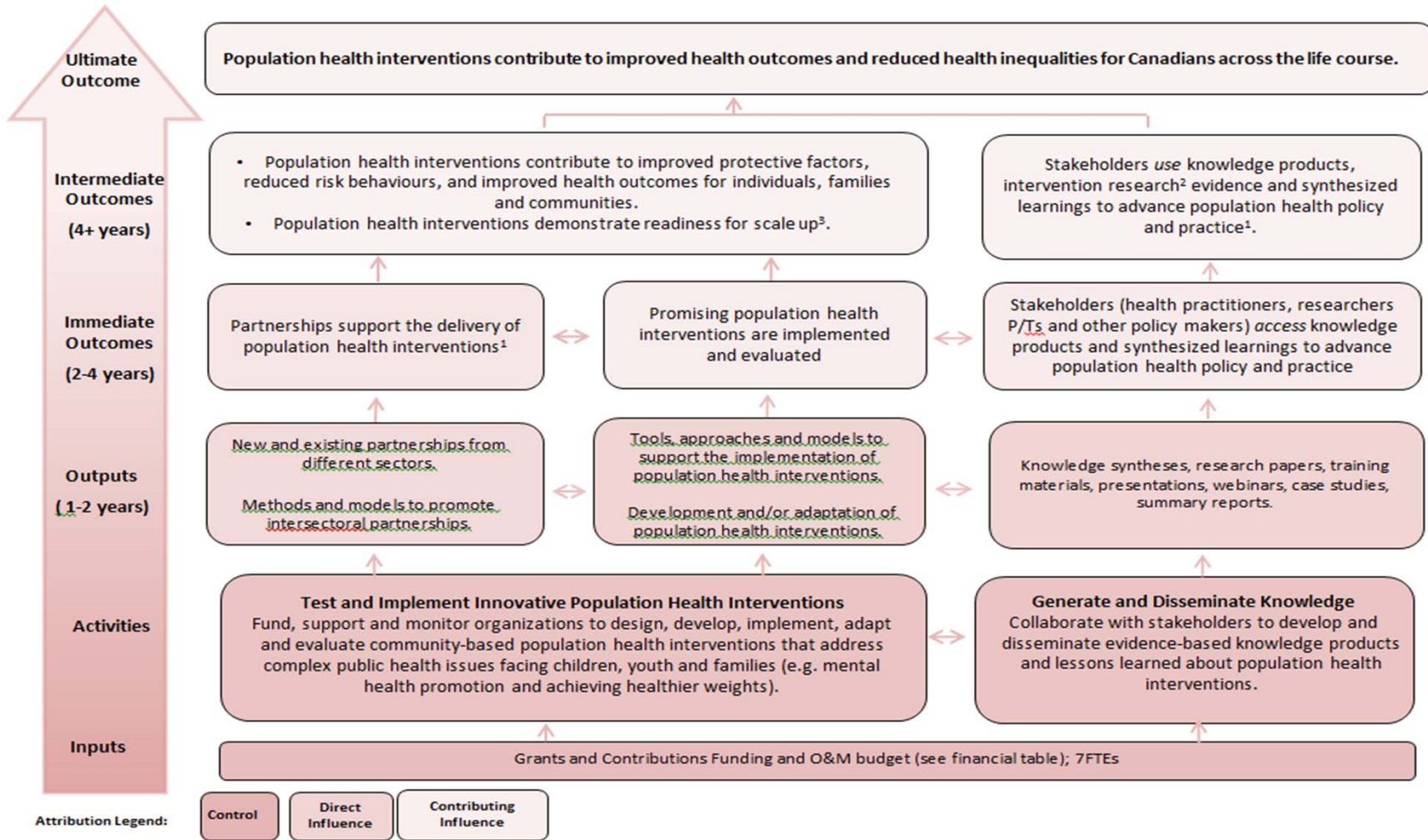
## What is the Innovation Strategy (IS)?

- The IS funds public health interventions to build evidence about “what works”, “for who” and in “what context” to reduce health inequalities through :



# THE INNOVATION STRATEGY

Figure 2: IS Logic Model



**Footnotes.** 1. Logic model outcome directly linked to PAA 1.2.2. results and indicators (See Section 2.2 and Annex A for additional information) 2. **Intervention research:** the use of research methods to produce knowledge about interventions that have the potential to impact health at the population level, including how, when and in what context the interventions work or do not work. 3. **Scale up:** a deliberate effort to increase the reach and impact of successfully tested population health promotion interventions to benefit more people and to foster sustainable policy/programme development across diverse populations and communities.

# THE INNOVATION STRATEGY



## Partnership Development: A Critical Success Factor

- Partnerships are key for the projects for extended KDE reach, capacity building, resources and expertise



- Partnerships include health research, academia, non-governmental organizations, government organizations, private organizations and foundations

# THE INNOVATION STRATEGY



# THE INNOVATION STRATEGY



## Knowledge Development and Exchange



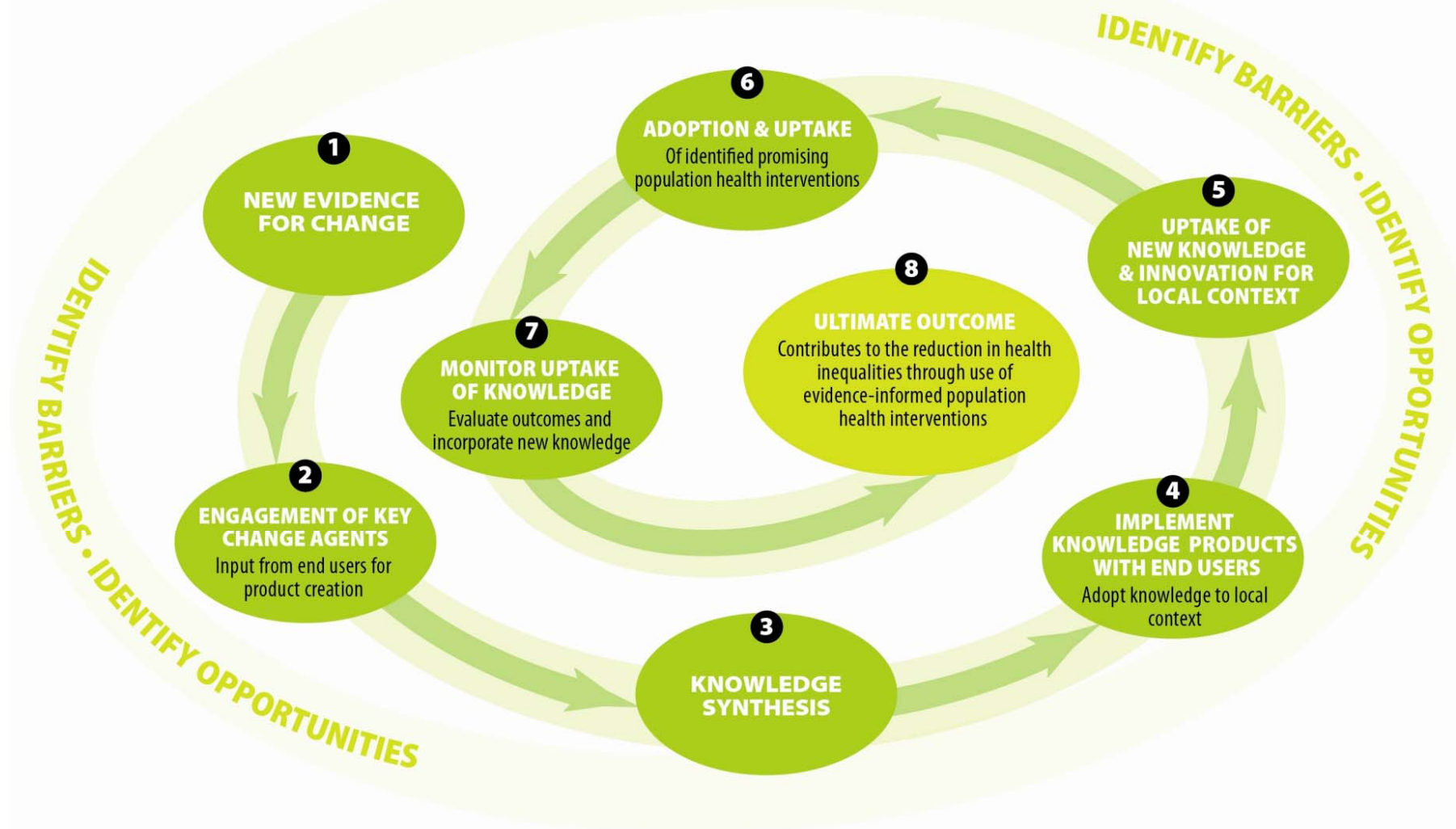
IS addresses the gap between what is known from the delivery of evidence-based interventions and what is put in place by decision makers





# THE INNOVATION STRATEGY

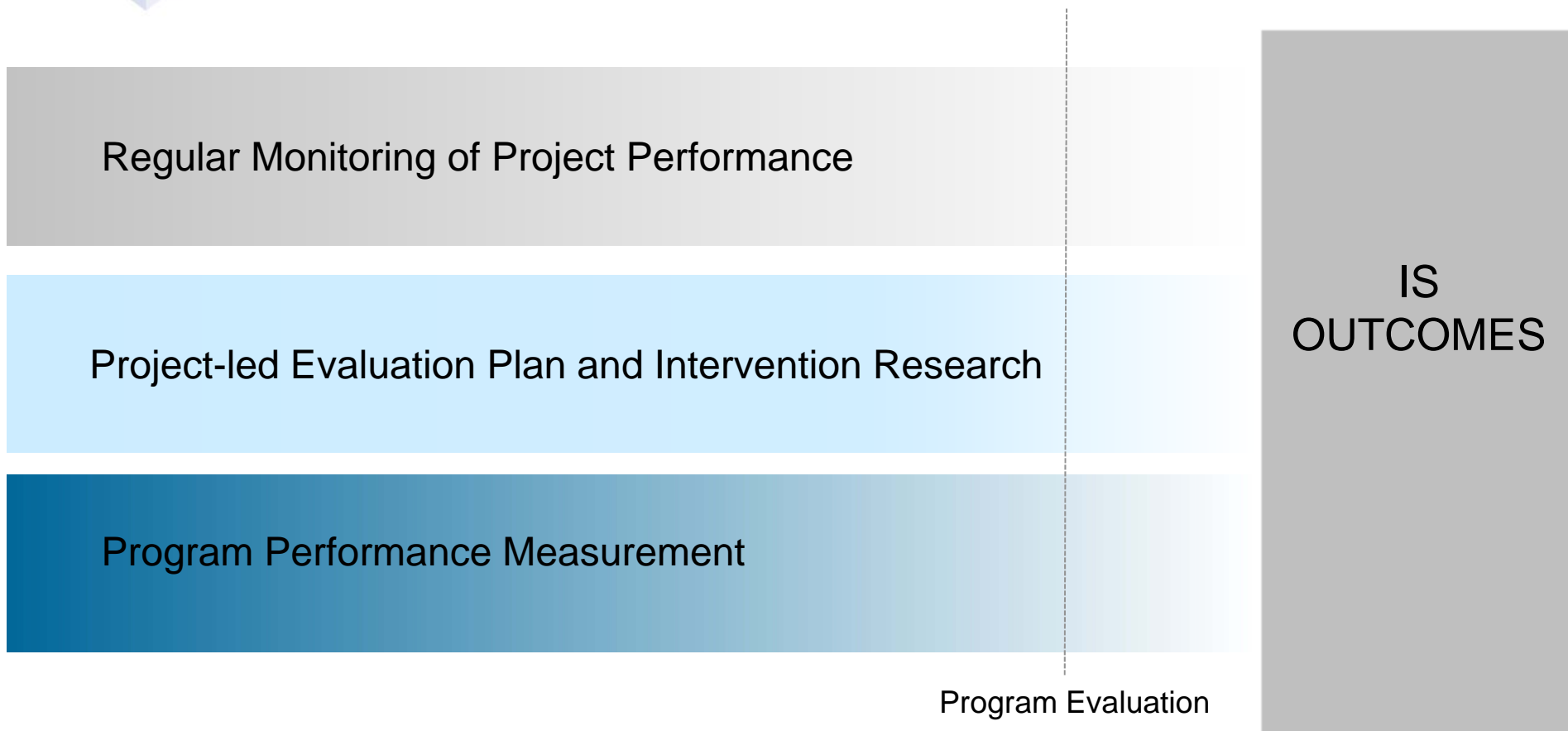
## The IS Knowledge Exchange Process



# THE INNOVATION STRATEGY



## Evaluation and Performance Measurement (PM) How do we Learn 'What Works'?



# IS Example: Community Food Centres (CFC) Canada

## Community Food Centres (CFC) Canada: Building Health and Equity through Food Programs in Low-income Communities



**community food centres**  
**CANADA** good food is just the beginning

### What we're doing:

- CFC Canada is testing and replicating a CFC model tailored to meet local needs to improve access to healthy food, improve food skills, and support education and engagement in low-income communities across Canada.
- Data is used to calculate social return on investment (SROI) to ensure the value in addressing food security in low-income communities.
- Active participants will be better nourished, less socially isolated, demonstrate stronger community engagement to effect change, and experience lasting mental and physical health benefits.

### What we're finding:

- Higher rates of positive healthy eating behaviours and physical and mental health outcomes from CFC food skills programming participation
  - » 83% report making healthy changes to their diet, 69% report eating more fruits and vegetables, 90% report improvement in their mental health.

### What this means for policy and programs:

- CFC model has demonstrated that greater self-efficacy or confidence in the kitchen and garden (facilitated by positive, hands-on experience), combined with healthy food knowledge and skills, can improve the quality of one's diet.

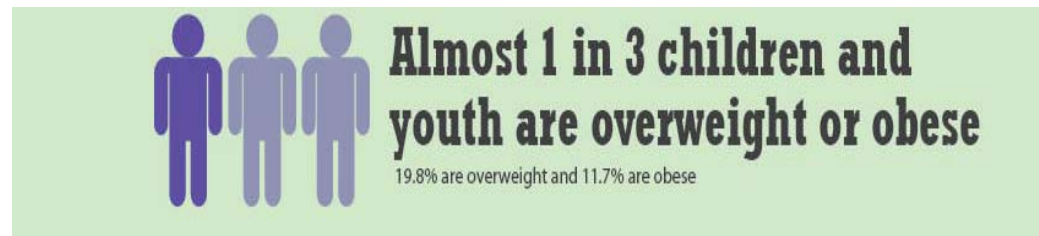
**Funded through the Innovation Strategy. For more info, contact:** Mary-Pat Lambert, CHP-PHPID-IS; 613-941-5059

**THE  
PUBLIC HEALTH AGENCY  
OF  
CANADA**

**INTEGRATED STRATEGY ON  
HEALTHY LIVING AND CHRONIC  
DISEASE**

## What is driving the new multi-sectoral approach to partnerships?

Nation-wide issue of childhood obesity and emphasis on healthy living



- Complex health issues that governments can't solve alone
- Inter-jurisdictional collaboration and action

## Insights: Everyone has a role to play

**Collaboration can stimulate social innovation**



**Innovation and a greater impact can be achieved  
through engaging all segments of society**

## Engagement Across Sectors: Advantages



✓ Stimulate innovation

✓ Support intervention testing, implementation and evaluation

✓ Leverage knowledge, expertise, reach, and resources

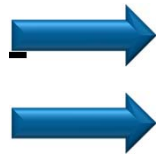
✓ Strengthen sustainable solutions

✓ Coordinate efforts

## Insights: Facilitating Partnerships

### Agency can play the role of broker/convenor

Bring together and broker relationships among diverse partners often with different mandates - to identify a shared goal



Involves engaging people around an idea and the possibilities of shared leadership in achieving focused results



## Insights: Partnership Context and Opportunity

### **Shared values and objectives can lead to flourishing partnerships**

- ✓ Discover “shared value opportunities” that align with public health objectives and can lead to previously untapped resources and enduring solutions
- ✓ Assessment of potential partner
  - Rewards and Benefits
  - Potential risks



## Example: The Play Exchange



- Unprecedented national engagement around the importance of healthy, active lifestyles
- Creating a marketplace of ideas to bring private and not-for-profit organizations together
- Voting is on now!

***Canadians are part of the solution...***



[www.playexchange.ca](http://www.playexchange.ca)

[#playexchange](https://twitter.com/playexchange)

## Redesigned Approach to Federal Investments

Launch of solicitation  
February 2013

Focus on common  
risk factors

Leverage federal  
investments with  
matched  
private sector funds

Focus on  
demonstrable results

Reduced burden  
on recipients

The screenshot displays the Public Health Agency of Canada website. At the top, there are logos for the Canadian flag, the Agency of Canada, and the Agence de la santé publique du Canada, along with the Canada wordmark. The main header features a red maple leaf and the text 'Public Health Agency of Canada' with the URL 'www.publichealth.gc.ca'. Below the header is a navigation bar with links for 'Français', 'Home', 'Contact Us', 'Help', 'Search', and 'canada.gc.ca'. The breadcrumb trail reads: 'Home > Funding Opportunities > Grant and Contribution Funding Opportunities > Multi-sectoral Partnerships to Promote Healthy Living and Prevent Chronic Disease'. On the right side of the breadcrumb trail are icons for '+/- TEXT', 'PRINT', and 'SHARE'. A left-hand navigation menu includes sections for 'Agency Information', 'Diseases & Conditions', and 'Health & Safety'. The main content area is titled 'Multi-sectoral Partnerships to Promote Healthy Living and Prevent Chronic Disease' and contains a 'Table of Contents' with ten numbered sections, each with a blue link: Section 1: Overview, Section 2: Funding Programs and Priorities, Section 3: Funding Details and Requirements, Section 4: Submitting a Letter of Intent, Section 5: Project Assessment Process, Section 6: Eligibility, Section 7: Official Language Requirements, Section 8: Lobbyist Registration Act, Section 9: Contact Us, and Section 10: Frequently Asked Questions.

## Thank You!

- **For more information on The Innovation Strategy, please email:**  
[IS.Information@phac-aspc.gc.ca](mailto:IS.Information@phac-aspc.gc.ca)
- **For more information on Multi-sectoral Partnerships to Promote Healthy Living and Prevent Chronic Disease, please email:** [PSD-DPS@phac-aspc.gc.ca](mailto:PSD-DPS@phac-aspc.gc.ca)