

Swimming Upstream: Building our healthy public policy muscles

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Swimming
upstream
&
a vision to make
a bigger impact



Public Health Parable

- Illustrates public health's role and opportunity for impact
- Downstream
 - Help people caught in the river
 - Responding to crisis/emergencies
- Upstream
 - Stop people falling into the river
 - Addresses the social determinants of health





A Vision to TRANSFORM Canada's Public Health System

The Chief Public Health Officer of Canada's Report on the State of Public Health in Canada 2021

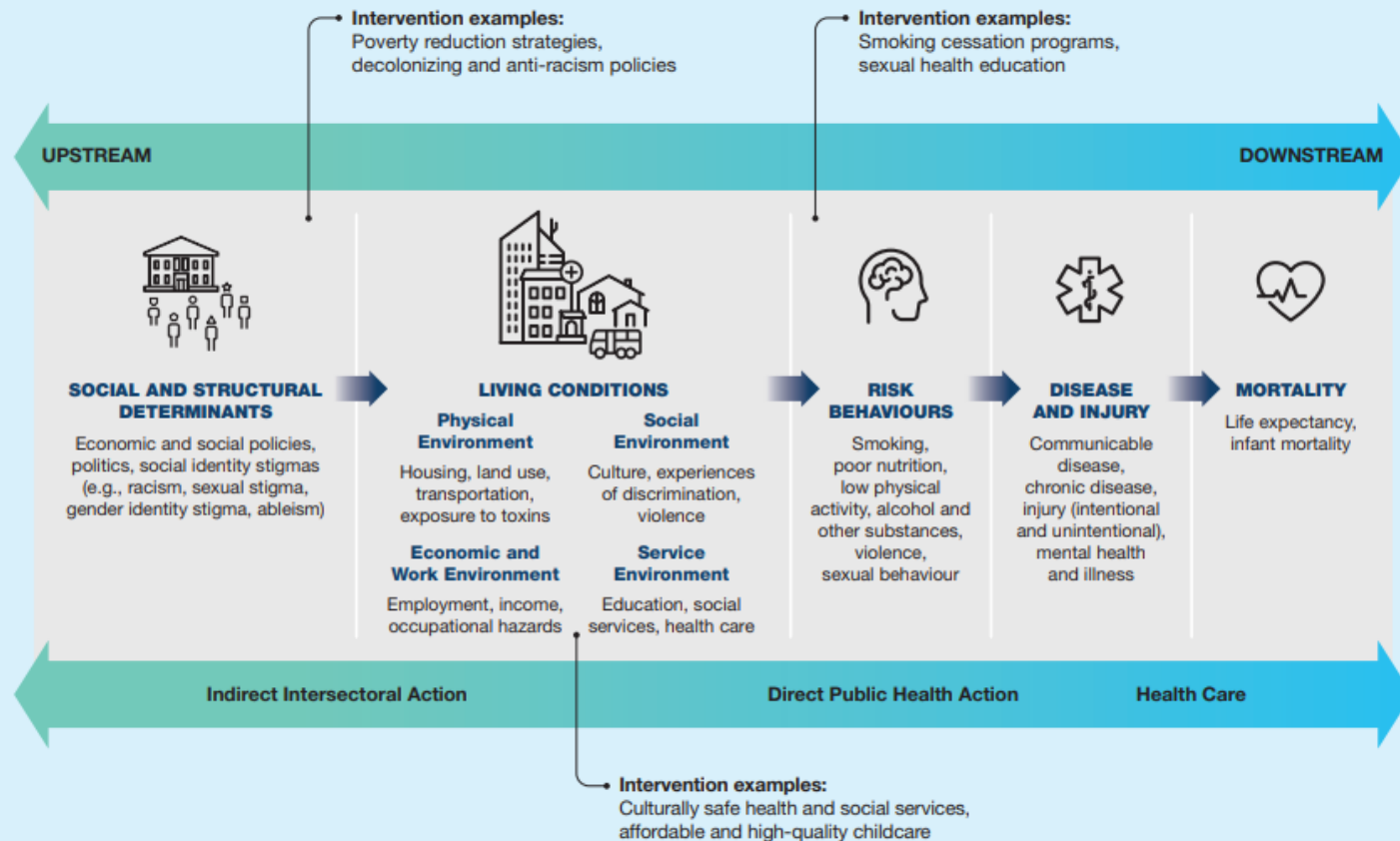


"well-being societies", committed to achieving equitable health now and for future generations without breaching ecological limits. The Charter builds on the outcomes of the 10th Global Conference on Health Promotion, hosted in Geneva, Switzerland, and virtually on 13–15 December 2021, and the legacy of the Ottawa Charter and previous global conferences on health promotion.

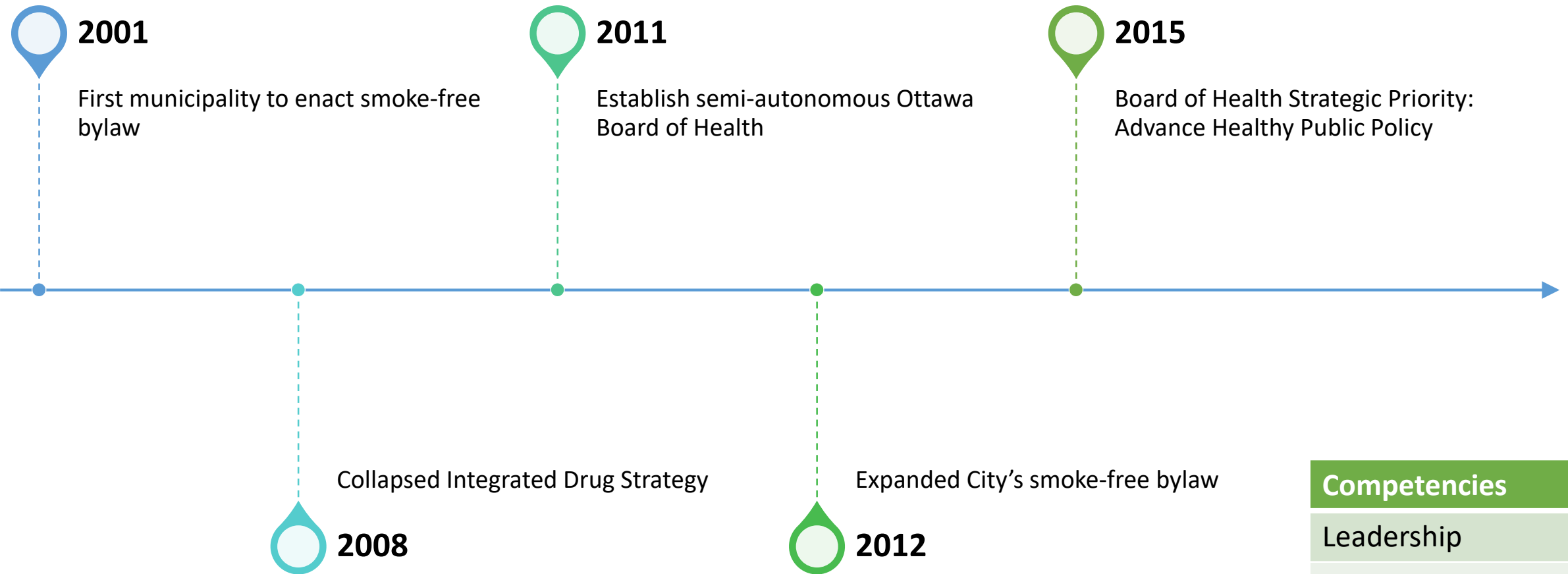
Improving the Health of Populations Requires a Combination of Upstream and Downstream Efforts

The health of populations is shaped by social determinants, which then shape the conditions in which people live.³⁷⁹ Public health professionals often use the analogy of a river and the relative concepts of "upstream" and "downstream" to describe how these determinants of health influence risk behaviours and health (Figure 10).

FIGURE 10: Continuum of Interventions to Address the Determinants of Health



Municipal public health unit: Swimming lessons 101



Competencies
Leadership
Policy Context, Theory, Analysis, Development
Partnership/Collaboration

Swimming forward

Strategic Direction 5



- Enhance awareness and understanding of health implications of public policy
- Influence municipal and provincial decisions that impact health
- To be a public health knowledge resource



PLAN

- Develop healthy public policy toolkit
- Strengthen internal capacity
- Collaborate with stakeholders to advance specific policies

OVER FOUR YEARS

- Made progress on 8 out of 42 policy issues identified
- Developed and socialized toolkit

Competencies

**Policy Context, Theory,
Analysis, Development**

Partnership/Collaboration

Communications

Advancing Healthy Public Policy RoadMap

- Policy development is not sequential
- Responds to 'windows of opportunity'
- May only be involved in some steps.
- May dip in and out of this continuum, depending on the issue and the decision-making process.



Informed by material from organizations including: Peel Public Health, NCCHPP, PHO and Waterloo Public Health

Untangle the
science, art and
politics of healthy
public policy

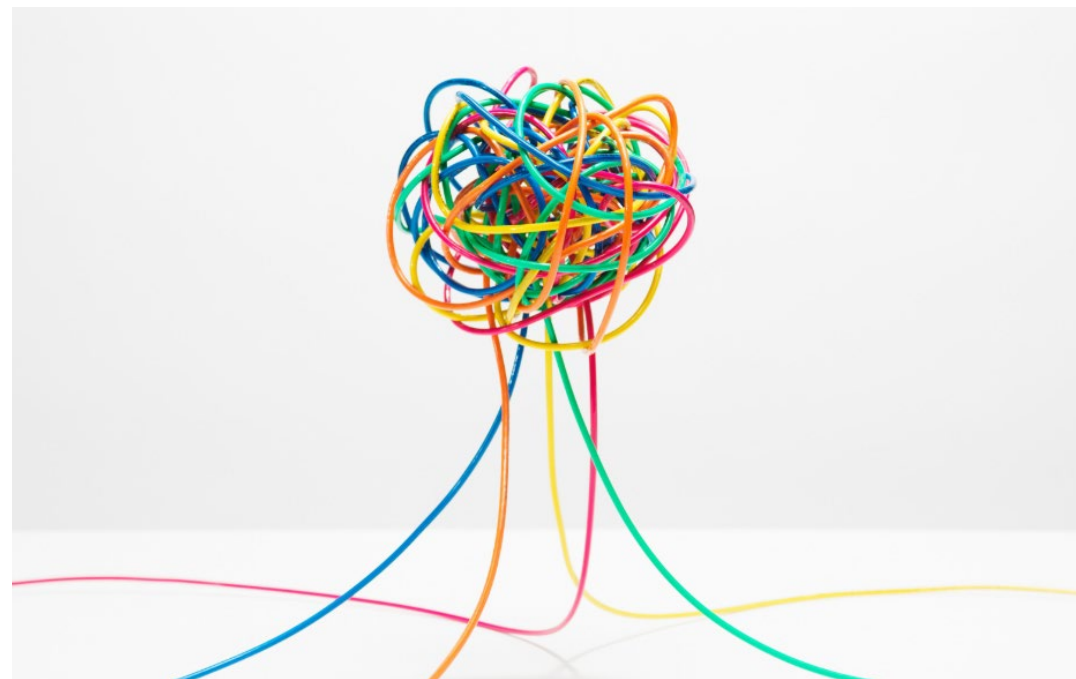
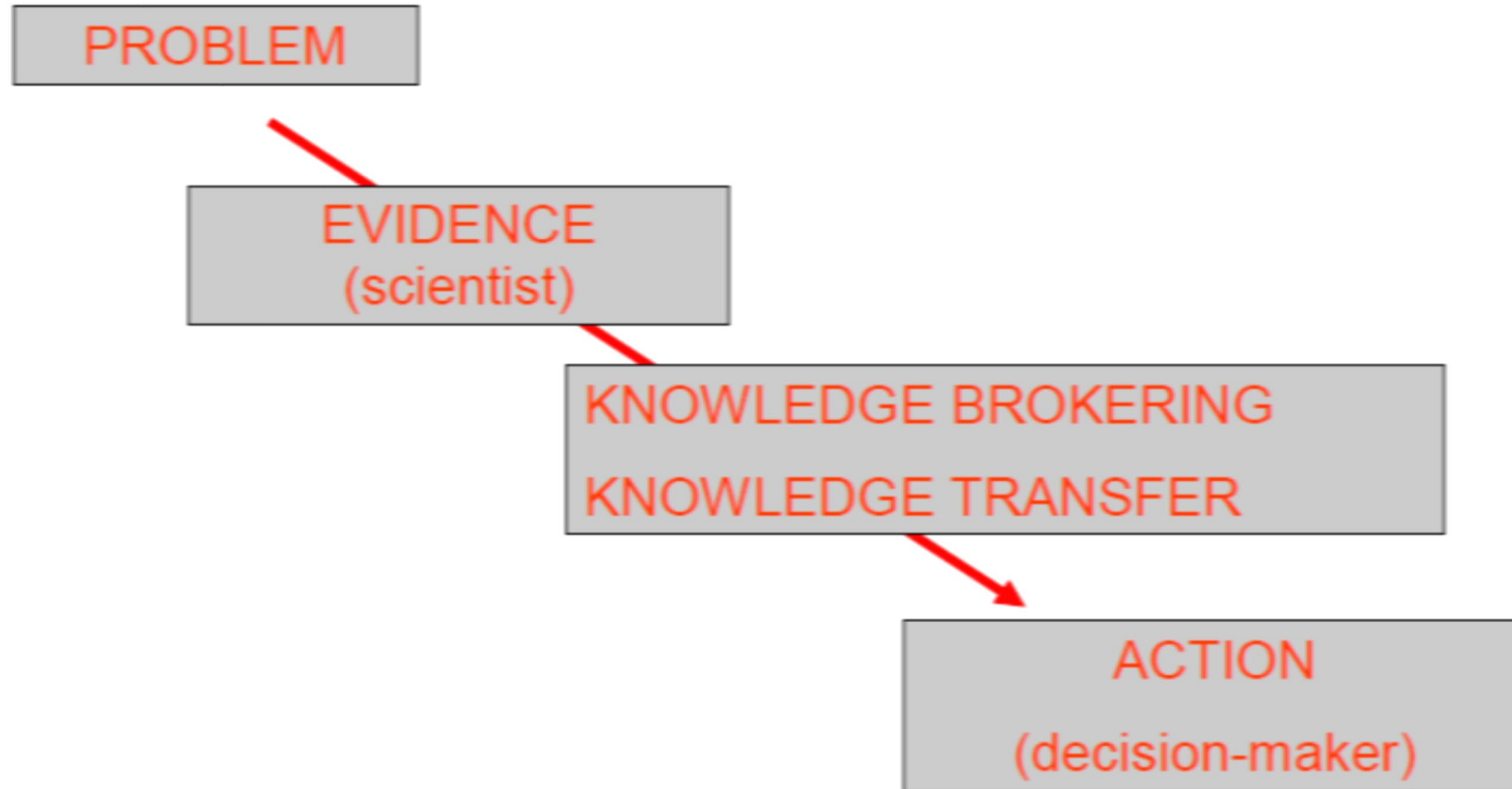
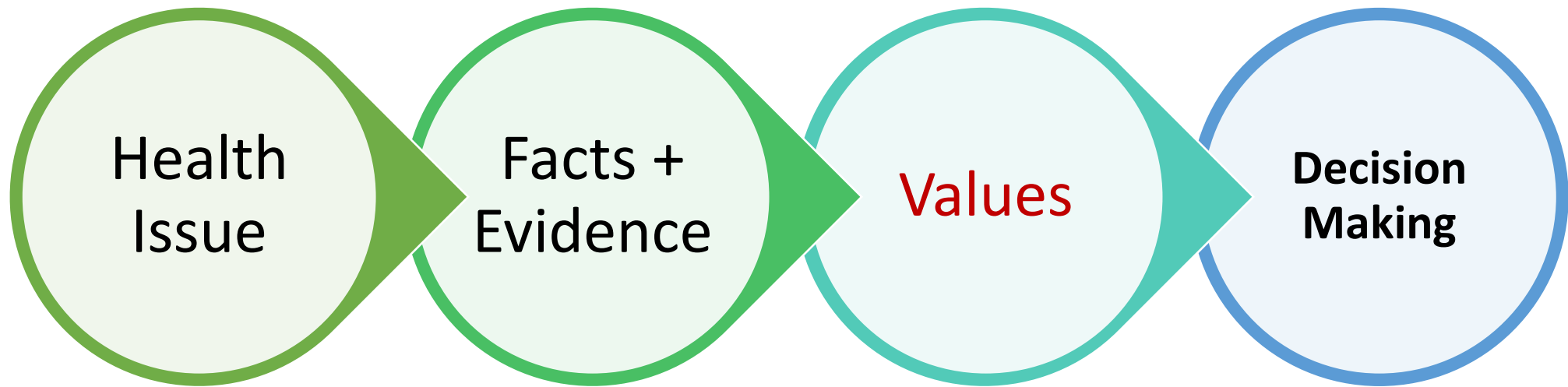
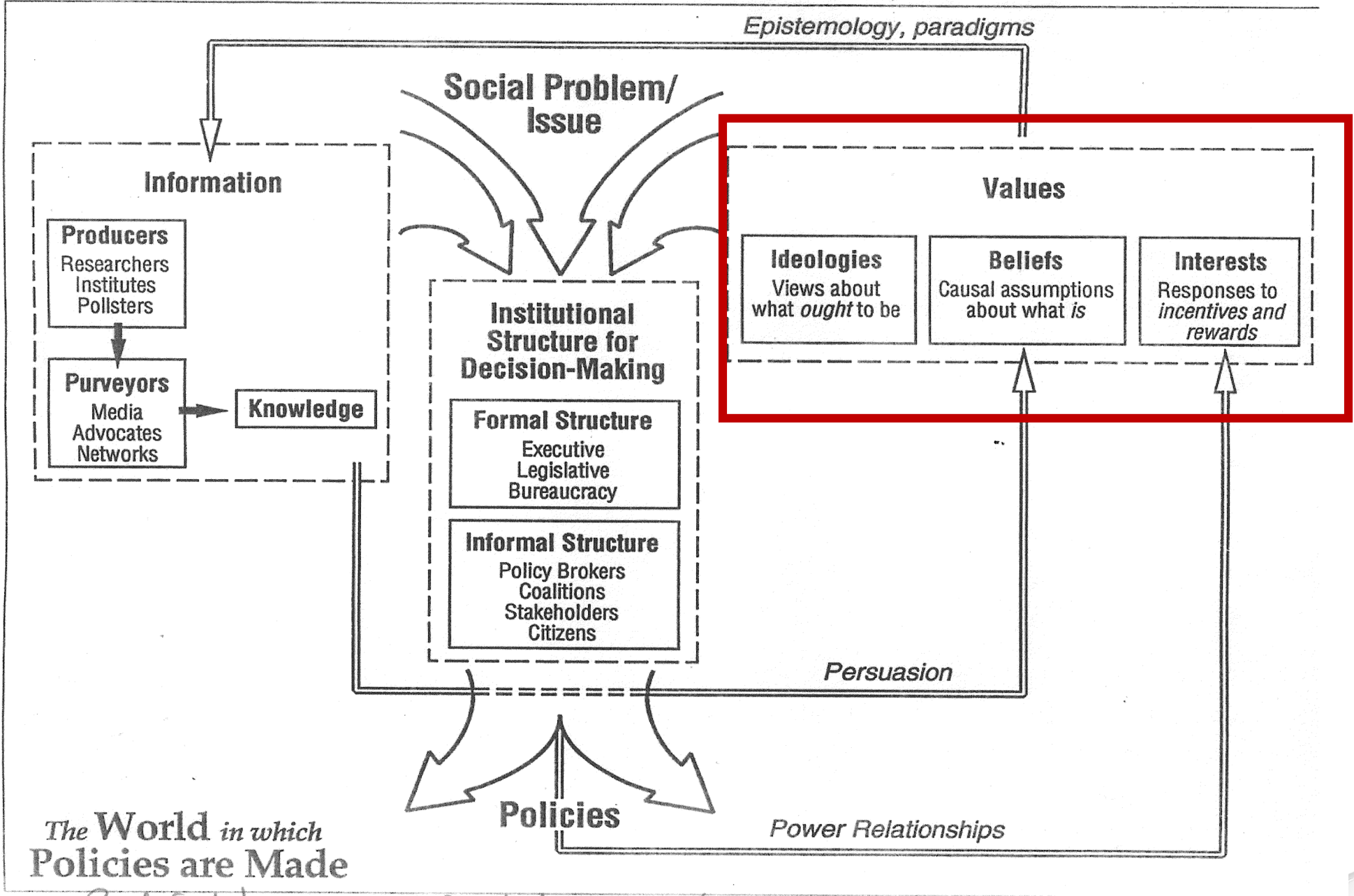


Figure 1: The dominant view of policy-making in health sciences: from evidence to policy



In reality...





The World in which Policies are Made

Paul Sabatier - modified by Thomas J. Dye

Influence ['infl
power to affect o
connections to

Moving upstream by influencing

Impactful progress on advancing healthy public policy – through influence

Shifting tides: Expanded Access to Harm Reduction Services

Influence

- Partnered with academics, people with lived and living experience
- Knowledge exchange with police, community members

Communications

- Focused on reducing stigma

Equity

- People with lived experience involved throughout the process

Competencies

Leadership

Policy Context, Theory, Analysis, Development

Partnership/Collaboration

Communications

Influence

Equity

SURVEY RESULTS

66% HAVING SUPERVISED INJECTION SERVICES AVAILABLE WOULD BE BENEFICIAL

36% HAD CONCERNS SPECIFIC TO SUPERVISED INJECTION SERVICES

60% OFFERING HARM REDUCTION SERVICES IN MORE AREAS OF THE CITY WOULD BE BENEFICIAL

Source: Ottawa Public Health

CTV NEWS
OTTAWA



Unchartered waters: Creating Healthy Communities (2015-present)

INTEGRATING HEALTH PROMOTING AND CLIMATE RESILIENCY POLICIES INTO OFFICIAL PLAN

Shared leadership

- Co-location of public health staff
- Key contributions to Official Plan

Shared policy context setting, etc

- Urban planner with public health

Intentional Influence

- Political and bureaucratic acuity

Competencies

Shared Leadership

Shared Policy Context, Theory, Analysis, Development

Impactful Partnership/Collaboration

Shared Communications

Relentless Influence

Equity- Driven

Stop swimming & start paddling

Seek leadership across sectors

- Horizontal policy

Expand HPP competencies into core public health competencies

- Communications
- Evaluation
- Equity
- Knowledge exchange of data

Emphasis on people skills

- Influence
- Political acuity
- Partnerships & Collaboration

Integrate System & Design Thinking

- Test, Try, Adapt
- Systems Thinking



Competencies

Shared Leadership

Shared Policy Context, Theory, Analysis, Development

Impactful Partnership & Collaboration

Purposeful Communications

Intentional Influence

Equity- Driven

Social Determinants of Health focused