

HEALTH PROMOTION: A KEY COMMUNITY INVESTMENT



Update

BC Coalition for
Health Promotion

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Standing Committee on Health Recommends a Health Promotion Foundation in BC

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In July 2004, the BCCHP made a presentation to the Select Standing Committee on Health. Our purpose was twofold: to highlight the role of BC communities in health promotion and to demonstrate the value of investing in communities through a health promotion foundation.

Our presentation was based on 5 years of research and consultation with communities across BC. These efforts led to the Coalition's Framework for Funding Community-Inspired Health Promotion and to our 2004 Community Resolution to establish a health promotion foundation in BC.

In September 2004, this Resolution was endorsed by the Union of BC Municipalities (UBCM).

On November 25th, the Standing Committee issued its report, *The Path to Health and Wellness: Making British Columbians Healthier by 2010*. In it, they recommended that "an independent, arms-length health promotion foundation be established to facilitate community-based health promotion."

The Standing Committee proposes:

- to enter into discussions with the UBCM about possible models to achieve that purpose, and,
- to explore through discussions with the UBCM models of stable funding.

The BCCHP now seeks an opportunity to be involved in these discussions.

BCCHP NEWSLETTER

Welcome to the first edition of the BCCHP newsletter. This publication consists of background information on the vision and activities of our organization and updates you on our goal of establishing a Health Promotion Foundation in BC.



WANTED

1. Send us your stories of success in health promotion and we'll post them on our website. In 100 words or less, let the BCCHP know how you are promoting the health and quality of life for people in your community.
2. How is your organization surviving the funding crunch? Email your tips to ronnieph@shaw.ca for our next newsletter.

2004 - A YEAR OF ACTION IN REVIEW

Else Strand, Chair of the BCCHP

Organizational Activities

In April of 2004 the BC Coalition for Health Promotion became a registered society with a board of six members. Next we will be making decisions around membership, holding our first AGM and elections. We continue to work with a Core Planning Team of 14 members, supported by the volunteer work and leadership of Ronnie Phipps and the financial expertise of Laurie Williams.

On May 1st, 2004 the BCCHP became an associate member in the International Network of Health Promotion Foundations. Associate membership is granted to an organization which has the intention of establishing a Health Promotion Foundation.

The BCCHP sponsored two provincial meetings, one in May at UBC with Dr. Jim Frankish speaking on *Health Promotion in BC - Lessons and Priorities*, and Anne Olsen who updated us on the strategic direction of the Canadian Health Network.

The second was held at Malaspina College in Nanaimo. We had the privilege of hearing two excellent speakers, Heather Payne and Ranjana Basu, on the subject of Community Development. Our next meeting will be held in the Lower Mainland in May, 2005. These meetings provide an excellent forum for sharing information and hearing about the work of other organizations.



Working Toward Our Goals

Other highlights include:

- An August workshop in Kelowna on *Building Momentum: Grassroots Leadership in Health Promotion Funding*
- Addition of a French component to our website.
- Presentation to the Select Standing Committee on Health (page 1).
- Presentation to the Select Standing Committee on Finance requesting an endowment of \$10 million from the government's 2004/05 surplus as seed funding for a health promotion foundation in BC.
- Numerous presentations and meetings with municipal and provincial government personnel, representatives of nonprofit societies and professional organizations.

2004 BCCHP Publications

- Position Statement: Financing Health Promotion in BC
- A Health Promotion Foundation in British Columbia: Frequently Asked Questions
- A Health Promotion Foundation in British Columbia: Implementation Plan

These papers are available on our website under "Our Publications": <http://www.vcn.bc.ca/bchpc/>

What are the goals of the BCCHP?

- To nurture an environment in which health promotion is valued.
- To establish a sustainable, made-in-BC health promotion foundation that advances the empowerment of communities, their ownership and control of their own endeavours and destinies.
- To encourage an approach to current funding practices that communities find to be more fair, equitable and responsive to their strengths and priorities.
- To build a province-wide peer resource network that consists of Web-based learning options and mentorship support for community groups, organizations and frontline professionals.

WHAT IS HEALTH PROMOTION?

Health promotion moves beyond prevention and management of chronic disease, to focus on solutions through community development, health education, citizen participation and advocacy for health (Ottawa Charter for Health Promotion, 1986). Health promotion:

- gives people power to identify their issues and come up with solutions.
 - provides long term solutions to society's health concerns.
 - permits people to challenge and reduce inequalities in their lives.
 - addresses the determinants of health through cooperation and community participation.
 - provides resources that people can control, not services that are controlled by those supplying them.
- (Check the BCCHP website for more information: <http://www.vcn.bc.ca/bchpc/whatsHP.html>)

MODELLING HEALTH PROMOTION: SWEDEN'S DETERMINANTS OF HEALTH

The overall aim of Swedish public health policy is to create **social conditions** that will ensure good health for the entire population. A particular emphasis is placed on improving the health of people who are most vulnerable. In April 2003, their parliament adopted eleven objectives covering the most important factors that determine Swedish public health (<http://www.fhi.se>). These objectives are:

Societal conditions and surroundings

- Participation and influence in society
- Economic and social security
- Secure and favourable conditions during adolescence and childhood
- Healthier working life
- Healthy and safe environments and products
- Health and medical care that more actively promotes good health

Lifestyle factors

- Effective protection against communicable diseases
- Safe sexuality and good reproductive health
- Increased physical activity
- Good eating habits and safe food
- Reduced use of tobacco and alcohol, a society free from illicit drugs and doping and a reduction in the harmful effects of excessive gambling

DID YOU KNOW?



- ❖ The annual provincial health budget is \$10.9 billion and growing by up to \$1 billion each year.
- ❖ Less than 3% of health spending or \$327 million is devoted to activities aimed to improve health and prevent illness and injury.
- ❖ There are approximately 20,000 voluntary and nonprofit organizations in BC.
- ❖ Excluding hospitals, universities and colleges, these organizations have total revenues of \$9 billion and a total paid staff of 114,000.
- ❖ 1.5 million volunteers contribute 114 million hours annually, the equivalent of 60,000 full-time jobs.
- ❖ The social and economic factors that determine our health are addressed largely by community agencies that are under-funded and under-recognized for the work they do.

NEW BOOK

POLICIES OF EXCLUSION, POVERTY & HEALTH: STORIES FROM THE FRONT

An "amazing odyssey [of] courage, grit, and determination." - Stephen Hume, The Vancouver Sun.

"How many times in the past while has someone looked right through you?" This is one question asked in the new book *Policies of Exclusion, Poverty & Health: Stories from the Front*, which is the outcome of an intense study of 21 women living in poverty in one British Columbia community.

The book includes 21 stories, written in the women's own words, plus two reports - also written in the first-person and so from the storytellers' perspective. The first report draws out the dominant themes found in the stories. The second details the storytellers' recommendations for positive change, and offers encouragement and advice to other women in poverty to "mobilize, galvanize, and politicize." Together, the stories and reports contain surprises that challenge long-held assumptions about Canada's poor.

ISBN 0973666404 : \$24.99

<http://www.wise-bc.org/CVProject/book.html>

Proceeds go directly to support the women's actions for positive change.

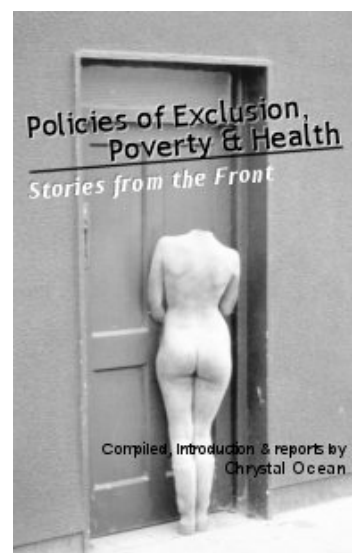
CONTACT INFORMATION:

Chrystal Ocean, Coordinator.

Wellbeing through Inclusion Socially & Economically

<http://www.wise-bc.org/>

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THANK YOU

The BC Coalition for Health Promotion thanks the Vancouver Island Health Authority - Central Island, and Health Canada - BC and Yukon Region for their financial support. Without their assistance we would not have been able to continue with our work of the past year.

We also thank those who have endorsed our Community Resolution and have sent emails or called us with words of encouragement and offers to assist. A number of people have expressed interest in becoming a member of the BCCHP. We plan to develop a more formalized process but to date, we have three levels of involvement:

- membership on the Board of Directors and the Core Planning Team
- external resource persons who assist with provincial meetings, read and edit BCCHP documents, and provide input and advice on a broad range of issues
- more than 300 people and organizations on our email distribution list who have expressed interest and support for our work.

Watch for the Coalition's next provincial meeting in May in the Lower Mainland - the topic will be "Advocacy for Health".