

Contributing to the development of an Ontario Food and Nutrition Strategy for Ontario

Hosted by:

**Dietitians of Canada and the Ontario
Collaborative Group on Healthy Eating
and Physical Activity (OCGHEPA)**

**October 27, 2011 * Bring Food Home
Conference**

Agenda for this session

- Background
- Questions
- Small Group Discussion
- Moving forward



What is the vision for an Ontario Food and Nutrition Strategy?

- A cross-government, multi-stakeholder coordinated approach in the area of food and nutrition to improve the health and productivity of Ontarians and lower the healthcare and social costs to the province.
- A coordinated approach to food policy development.



Why do we need an Ontario Food and Nutrition Strategy?

- Ontario's health care costs reached 46% of the province's total operating budget – \$44.6 billion - in 2008-2009.
- By 2022, they are projected to reach 70%.
- Over 60% of adults and 28% of children are overweight.
- Food is essential for health and wellness.
- Food and farming is critical to food security and Ontario's economy.



Why do we need an Ontario Food and Nutrition Strategy?

- Government traditionally has created food policies and programs in silos
- Multi-sectoral planning reduces costs and improves outcomes
- Examples of collaborative approaches
 - Northern Fruit and Vegetable Program
 - Ontario Food and Nutrition Standards
 - EatRight Ontario



Who's involved?

- Initiated by the Ontario collaborative group on healthy eating and physical activity (OCGHEPA)
 - A provincial collaboration of health professionals from non-profit, health and academic organizations dedicated to addressing population-based issues relating to healthy eating, physical activity, healthy weights and the determinants of health, including food access, availability and adequacy.



Ontario Collaborative Group On Healthy Eating And Physical Activity

- Our mission is to improve the health of all Ontarians by advancing healthy eating and active living initiatives through strategic partnerships, knowledge exchange and collective action.
- Our vision for 2015 is an Ontario that supports healthy eating and active living for all.
- We envision Ontario becoming the healthiest province in Canada through an inclusive participatory approach that leverages the strengths, energy and resources of the various ministries within government and other important health partners and stakeholders.



Collaborative Inter-ministerial Approach Needed

May 2009

- OCGHEPA recognized the need for a more comprehensive approach in the area of food and nutrition to promote health and wellness in Ontarians.

Fall 2009

- Small working group formed to discuss Food and Nutrition Strategy and need for a consultant.

December 2009

- Meeting with Ministry of Health Promotion to discuss project and working collaboratively.

March to July 2010

- Consultant hired and supported by Cancer Care Ontario



Phase I - Background Document

- Analyzes Ontario's capacities for the development of a provincial food and nutrition strategy and identifies recommendations and opportunities for action.



Phase I - Background Document

Functional areas of capacity assessed:

- planning and management
- research and innovation
- knowledge exchange and capacity building
- goal and objective setting
- advocacy and policy development
- program development
- communications
- financial transfers
- human resources
- evaluation and learning
- surveillance, performance monitoring and accountability.



Phase I – Background Document

May 2010

- Shared with OCGHEPA members



May to July 2010

- Key stakeholder review



September 2010

- Revised by work group



September 2010-present

- Shared widely through collaborative group members, OCDPA, key ministry representatives



Phase 2 – Dialogue

- Used results of **Phase 1** analysis to identify specific priorities and recommendations.
- **Phase 2** report produced to generate and facilitate dialogue.
- **Recommendations** discussed among Ontario government officials and staff as well as key health partners and stakeholders.



Recommendations

1. Establish an inter-ministerial, multi-stakeholder steering committee to develop an Ontario Food and Nutrition Strategy.
2. Identify goals, objectives, outcomes and health indicators related to childhood obesity, chronic disease prevention and food insecurity that will be monitored and evaluated between now and 2015.
3. Begin the process of collaborating among ministries on policy development for OFNS, especially policies at the population level; assess each policy option for social equity and impact on nutritional health.



Recommendations cont'd

4. Increase investments in population health initiatives aimed at achieving expected outcomes identified in the OFNS and offset increased investments with and increase in inter-ministerial initiatives that are jointly funded.
5. Develop an infrastructure or mechanism to ensure clear, effective, timely communication occurs at all levels and among all players; within and between ministries, with the advisory committee, NGO partners and the public.



Context for OFNS

International:

- WHO's global strategy on diet, physical activity and health
- WHO European action plan for food and nutrition policy 2007-2012
- UN Summit on Non Communicable Diseases 2011

National:

- CSCC Pan-Canadian Nutrition Strategy Framework for Health Promotion & Chronic Disease Prevention 2005-2015
- Healthy Canada Curbing Childhood Obesity
- Canadian Agri-Food Policy Institute
- Canadian Federation of Agriculture National Food Strategy
- Conference Board of Canada – Centre for Food in Canada
- Resetting the Table – A People's Food Policy for Canada

Provinces:

- BC ActNow!
- Nutrition in Nunavut-a Framework for Action 2007
- Healthy Eating Nova Scotia 2005
- Eating Healthier in Newfoundland and Labrador 2006
- Live well, be well New Brunswick's Wellness Strategy 2009-2013

Ontario:

- CMOH Healthy Weights, Healthy Lives 2004
- MHPS HEAL 2005
- Menu 2020 Ten Good Food Ideas for Ontario, 2010
- OCDPA 'Make Ontario the Healthiest Province' 2011
- CDP Blueprint (CCO PHO) 2011-2012
- PanAm Games 2015

National Initiatives







April 10, 2011

For the first time, food becomes a political priority

By JESSICA LEEDER
From Monday's Globe and Mail

All federal platforms include food strategies - separate from agriculture

For the first time in Canadian electoral history, the edible is political.

Each of the country's federal parties have included strategies in their electoral platforms that, to varying degrees, highlight food as a distinct priority separate from agriculture.



FOOD & HEALTH

ADVANCING THE POLICY AGENDA

WORKSHOP REPORT | MARCH 29 TO 30, 2010

Loblaw, U of G Announce Chair in Sustainable Food Production

April 07, 2010 – News Release

Loblaw Companies Limited (Loblaw) and the University of Guelph today announced the creation of The Loblaw Companies Limited Chair in Sustainable Food Production. The chair was made possible by a \$3-million gift from Loblaw and will be the centre of U of G's research focus on creating robust food production systems. It will help lead change in food production systems through education, research, practice and outreach within the context of the essential elements of sustainability: the environment, communities and the economy.

"Issues related to food production and sustainability are the challenges of our time," said U of G president. "Accelerating the pace of change requires innovative approaches to teaching and sharing knowledge. This new chair is a critical first step towards long-term solutions for a healthy future."

U of G and Loblaw are uniquely positioned to advance sustainable food production. U of G is the largest and oldest in Canada, having excelled in research. Loblaw, Canada's largest retailer, is committed to corporate social responsibility, respect for the environment, quality and value.

"Working together, we can address the challenges of today's global pressures around food sustainability. We believe we can help to increase Canada's food production sustainably, train tomorrow's industry leaders, and create a more sustainable future for all."



Centre for Food in Canada



INSTITUTE OF AGRICULTURE, FOOD INNOVATION AND REGULATION
NATIONAL CENTRE FOR POLICY AND MANAGEMENT

Richard Ivey School of Business
The University of Western Ontario

IVEY



Curbing Childhood Obesity

A Federal, Provincial and Territorial Framework for Action to Promote Healthy Weights



Public Health
Agency of Canada

Agence de la santé
publique du Canada

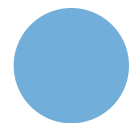
CANADIAN PARTNERSHIP
AGAINST CANCER



PARTENARIAT CANADIEN
CONTRE LE CANCER



Joint Consortium for School Health
Governments Working Across the Health and Education Sectors



Ontario Initiatives





Public Health – Everyone's Business



2009 Annual Report of the Chief Medical Officer of Health of Ontario to the Legislative Assembly of Ontario



Menu 2020

Ten Good Food Ideas for Ontario

Metcalf Food Solutions

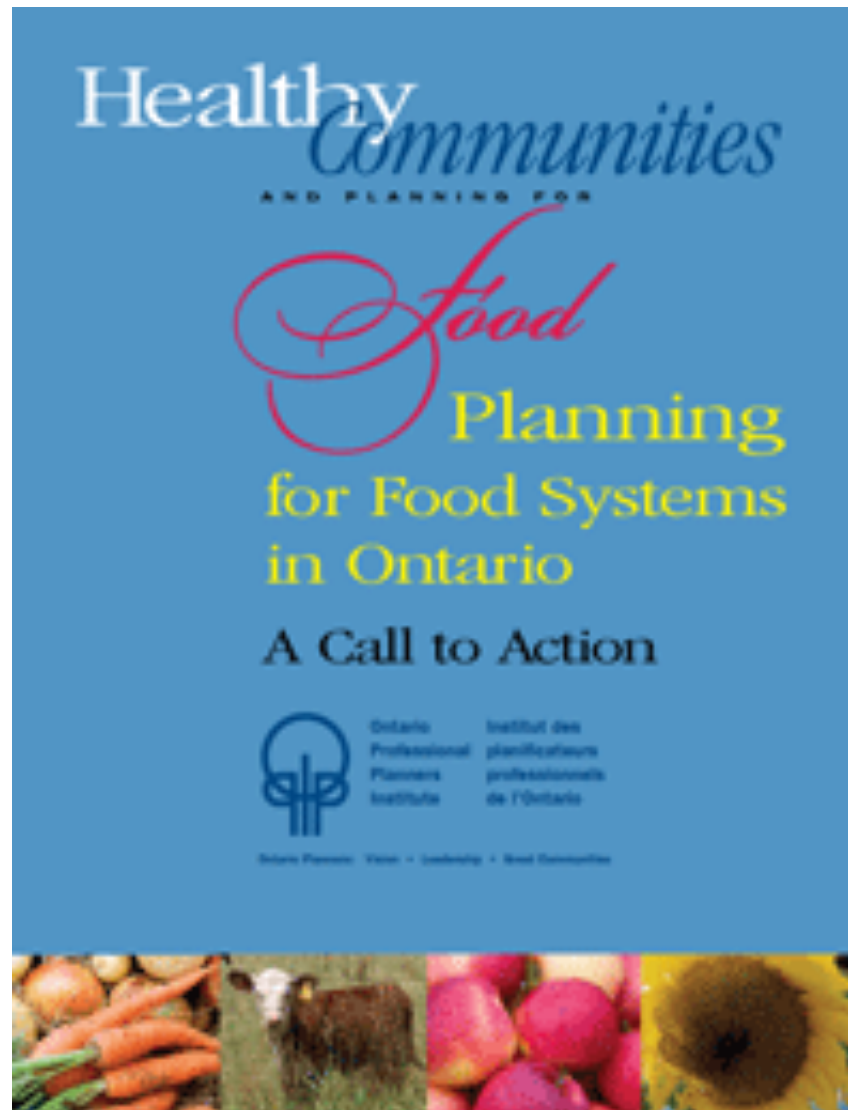
1. Support producers of locally consumed fruit, vegetables, and meats.
2. Make room for new farmers and alternative markets within the supply-managed system.
3. Harvest the whole value of ecological goods and services from agriculture.
4. Plant urban Ontario.
5. Implement a school food program, and embed food literacy in the curriculum.
6. Support community food centres.
7. Establish local food infrastructure through regional food clusters.
8. Expand public procurement of local, sustainably produced food.
9. Link good food with good health.
10. Plan for the future of farming and food.

June 2010



Ontario
Professional
Planners
Association

June 2011



5 Reasons to Vote ON Food and Farming

- 1 GOOD FOOD CREATES JOBS:**
Food and farming is the #2 employer in Ontario and #1 in the GTA
- 2 GOOD FOOD SAVES LIVES:**
A healthy diet prevents 80% of heart attacks, strokes and type 2 diabetes
- 3 GOOD FOOD PROTECTS THE ENVIRONMENT:**
Good farming practices protect topsoil, drinking water, biodiversity and help fight climate change
- 4 GOOD FOOD GROWS KIDS:**
Food education and healthy meals help kids do well in school and eat better for life
- 5 GOOD FOOD BUILDS COMMUNITY:**
Food brings people together creating safe, healthy neighbourhoods for everyone

5 Questions for Your Candidates

IF YOU ARE ELECTED....

- 1** What will you do to support local food and farm enterprises?
- 2** What will you do to make healthy eating a health care priority?
- 3** What will you do to protect farmland and the environment?
- 4** What will you do to get healthy food into schools and the curriculum?
- 5** What will you do to support access to healthy food in every neighbourhood?

Tell your candidates you're
voting ON food and farming at
voteonfood.ca

○ “Behaviour change is the recipe for Canada to get ahead. **Collectively**, we need to change the way we collaborate, the way we work together and the way we set policy.”

- Gaëtan Lussier, CAPI Chair



○ “...it is up to governments to implement policies and set the pace of action by supporting ongoing research and policy advancement. Only through **collaboration** will we be able to provide the leadership necessary to create a healthier Canada.”

○ Dr. David Sparling and Dianne Cunningham



○ “**Working together** we can address the very issues that are at the root of today’s issues around global sustainability..”

○ Galen G. Westen



Possibility Conversation

- June 23, 2011

- To begin to activate momentum for creation of an OFNS that will align common goals of government representatives and key stakeholders to stimulate significant positive change for healthy individuals and communities.
- To initiate the discussion on working collaboratively on establishing overall goals and actionable next steps in the development of an OFNS.
- To start to engage participants in opportunities for further collaboration and identify potential leaders for OFNS development.



Possibility Conversation - Outcomes

- Identify a coordinating body to champion the development of an Ontario Food and Nutrition Strategy (e.g. Provincial Food Policy Council or Premier's Council on Food and Nutrition).
- Identify a central organizing principle (e.g. healthy children, local food, food security) as a rallying point to engage the interest and investment of multiple sectors and stakeholders.
- Define the desired outcomes of the Ontario Food and Nutrition Strategy.



Possibility Conversation - Key Steps

- Identify whose voice is missing in discussions surrounding the strategy, engage them and build relationships.
- Define and gain consensus on the issues at hand as this will help direct appropriate solutions.
- Build a social movement to garner further interest of all stakeholders, including the general public, in a comprehensive strategy (e.g. create an Ontario Food and Nutrition Strategy Manifesto that supporters can sign).
- Identify who can provide needed human and financial resources.
- Differentiate between work needed on the 'how' (process) and the 'what' (content) of the strategy.
- Develop a prototype, 'straw dog' or concrete goals that the strategy might embody to serve as a starting point and stimulate discussion around the best approach to action in the initial stages of strategy development.
- Determine smaller areas of focus within a broader, system-wide strategy for ease of management and stakeholder buy-in where their interests, expertise and priorities lie.
- Leverage the strategy on current similar efforts within and across sectors.
- Learn from other successful initiatives of this scale, both nationally and internationally (e.g. UK, Japan, Australia).
- Engage academia for research support and funding opportunities.



Actors and Stakeholders

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 Ministry of Agriculture, Food and Rural Affairs
MHPS
OPHA-Nutrition Resource Centre
Ontario Society of Nutrition Prof in PH
Ontario Society of Phys Activity Promoter in PH
Ontario Physical and Health Education Association
Parks and Recreation Ontario
Sustain Ontario
U of Guelph, Human Health and Nutritional Science
U of Waterloo, Health Studies and Gerontology

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 U

Players suggested in the OCGHEPA OFNS Discussion Paper:

Ministries:

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

Food Industry:

- 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

Other potential stakeholders:

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

OFNS - Taskforce

- Our goal is to work with the Government of Ontario to create a Food and Nutrition Taskforce to enable a coordinated approach to delivering food policy priorities.
- This taskforce would involve the participation of senior policy staff from all relevant ministries and key stakeholders from health, agriculture, environment, and business.
- The taskforce would provide strategic cross-sectoral perspectives to advise on the development, implementation, coordination, monitoring, and evaluation of policy and legislation related to food and food systems.



Acknowledgements...

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 U



Links For More Information

- Canadian Agri-food Policy Institute www.capi-icpa.ca
- Canadian Federation of Agriculture www.cfa-fca.ca
- Canadian Partnership Against Cancer www.partnershipagaincancer.ca/
- Chair in Sustainable Food Production, U of Guelph
www.uoguelph.ca/news/2011/03/loblaw_u_of_g_a_l.html
- Chronic Disease Prevention Alliance of Canada www.cdpac.ca/
- Conference Board of Canada – Centre for Food in Canada
www.conferenceboard.ca/cfic/default.aspx
- Curbing Childhood Obesity – FPT Framework for Action to Promote Healthy Weights www.phac-aspc.gc.ca/hp-ps/hl-mvs/framework-cadre/index-eng.php
- Food & Health: Advancing the Policy Agenda – Workshop Report, March 2010
www.ivey.uwo.ca/lawrencecentre/events/PDFs/food_and_health_finalreport.pdf
- Joint Consortium for School Health www.jcsh-cces.ca/
- Liberal Party National Food Policy
www.liberal.ca/newsroom/news-release/michael-ignatieff-commits-to-canadas-first-national-food-policy/
- New Democratic Party (NDP) Canadian Food Strategy
www.ndp.ca/press/new-democrats-call-for-national-food-security-policy
- People's Food Policy Project www.peoplesfoodpolicy.ca/home
- Public Health is Everyone's Business, Dr. Arlene King, CMOH Report 2010
www.health.gov.on.ca/en/public/publications/ministry_reports/cmoh_09/cmoh_09.aspx
- Sustain Ontario www.sustainontario.ca

