# Ontario Food and Nutrition Strategy

Prepared by the Ontario Food and Nutrition Strategy

Design Team

November 2012

# What is the 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





### **Mission**

➤ To establish and implement a cross-sectoral Ontario Food and Nutrition Strategy to promote and support healthy Ontarians and a diverse, healthy and resilient food system









### **Vision**



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





### Goals

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







### What we've done

- ➤ 2009 the Ontario Collaborative Group on Healthy Eating and Physical Activity (OCGHEPA) identified need for an Ontario Food and Nutrition Strategy
- ➤ 2009-2011 research for strategy; captured in two reports
- ➤ 2011 two rounds of consultation with relevant ministries and some provincial food, health and farming groups (June 23 and November 28)
- ➤ 2011 creation of a "Design Team" to write a draft strategy and design a consultation process
- ➤ 2012 Consultations (April May)
- ➤ 2012 June 18<sup>th</sup> stakeholders meeting #3
- ➤ 2012 August to Sept recommendations for Local Food Act and Healthy Kids (Childhood Obesity Panel)



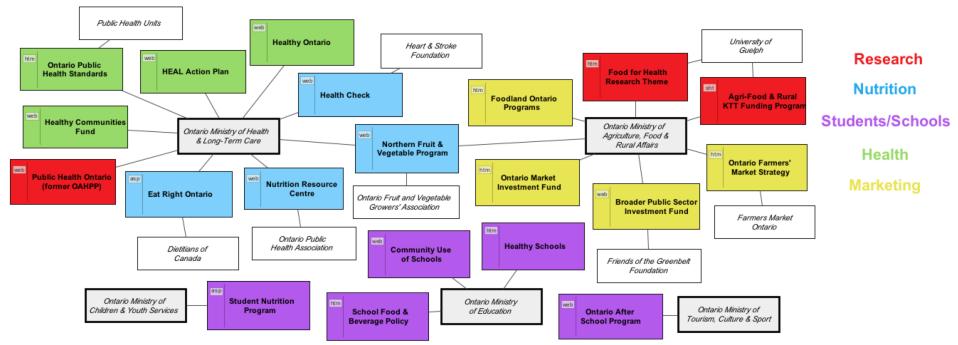




### What We've Done

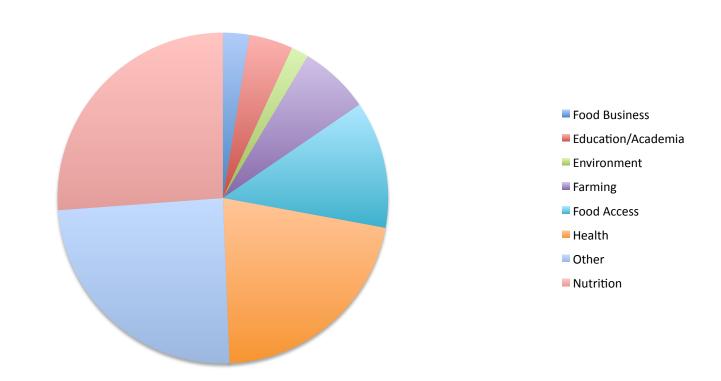
Mapped what resources are going where to support healthy eating in government and what evaluation exists

### **Funds Towards Healthy Eating**

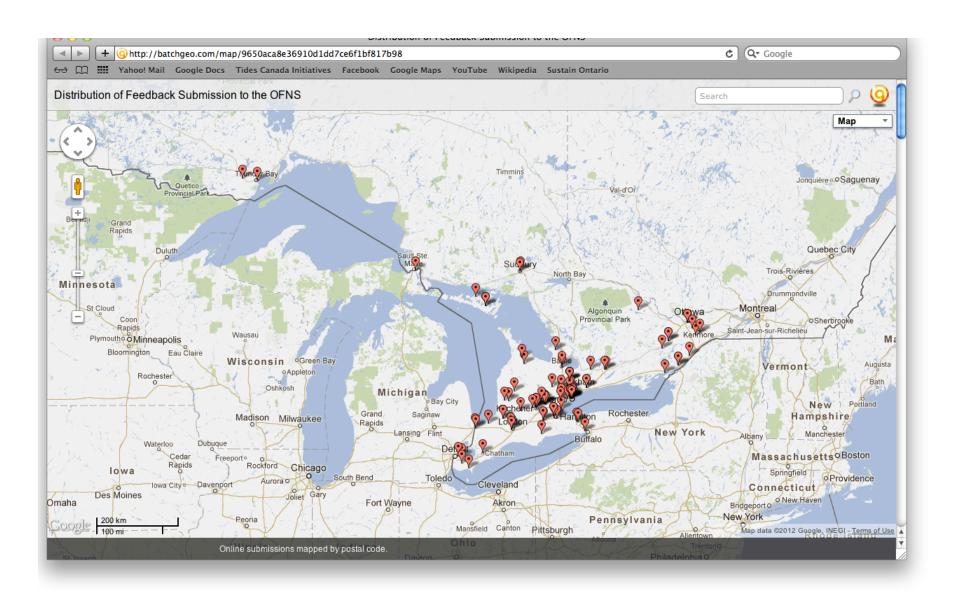


### What We've Done

- Drafted strategy and consulted widely on draft 1
- 233 Participants; 126 submissions



### **Consultation Process: Where**



### **Consultation Feedback**

- > Same goals and values
- Clarified vision
- > 3 strategic directions
- > 5 key supports
- Evidence









### 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

## The Revised Strategy

#### Mission

To establish and implement a cross: sectoral Ontario. Food and Nutrition. Strategy.to. promote and support healthy. Ontarians, and a. diverse, healthy. and resilient food

#### Goals

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

#### Our Strategic Plan 2012 to 2017

Strategic Directions – to achieve our vision this plan will ensure that:

Our Aspirations 1. Ontarians have access to and the means to obtain safe, healthy, local and culturally acceptable food. By 2017 we will have achieved: Long-term (national/provincial) food strategy in place Consistent messaging among all groups Involved Language/action moved beyond sustaina bility to regeneration · Food lands are protected 2. Ontarians have the information, knowledge, skills, Ontario foods are widely available. relationships and environments to support healthy eating and make healthy choices where they live, through farm gate, farmers work, learn, and play. retall and Institutional venues · Citizens know what healthy eating means and are eating well · Farm communities see their role · Ontarians see their role in 3. Ontario has a diverse, healthy and resilient food supporting Ontario's farm and production system that contributes to an equitable rural communities and prosperous economy. · Menulabeling in food service Jurisdictional analysis Policy change On-going collaboration

- 1. Coordinated provincial mechanism to address complex food system cross government + multi-stakeholder (agriculture, food production, health, education, industry, civil society)
- 2. Ongoing monitoring, measurement, analysis and dissemination of key health, social, economic, environmental, food and agriculture indicators.
- 3. Policy, legislation, regulation and programming to support healthy Ontarians and a diverse, healthy and resilient food system.
- 4. Capacity and resources are provided to support all elements of the Ontario Food and Nutrition strategy.
- 5. Clear, effective, timely communication occurs at all levels and among all players with respect to food system decision

#### Our Vision

A.productive...equitable... and sustainable fond. system that supports the. bealth.and.wallbeing.pf. all Optacians.

- markets, community gardens and
- in providing nutrition through food



## **Strategic Directions**



- 1) Ontarians have access to and the means to obtain safe, healthy, local and culturally acceptable food.
- 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 and sustainable food production system that contributes to an equitable and prosperous

economy

## **Key Supports/Recommendations**

- Coordinated provincial mechanism and advisory council to address complex food system – cross government and multi-stakeholder
- Ongoing monitoring, measurement, analysis and dissemination of key health, social, economic, environmental and food supply indicators
- Policy, legislation, regulation and programming
- Capacity and resources to support all elements of the strategy
- Clear, effective, timely communication at all levels and among all players with respect to food system decision-making

# Aspirations: by 2017....

- Long-term (national/provincial) food strategy in place
- Consistent messaging among all groups involved
- ➤ Language/action moved beyond sustainability to regeneration
- > Food lands are protected
- ➤ Ontario foods are widely available through farm gate, farmers markets, community gardens, retail and institutional venues
- Citizens know what healthy eating means and are eating well
- > Farm communities see their role in providing nutrition through food
- ➤ Ontarians see their role in supporting Ontario's farm and rural communities
- Menu labeling in food service
- > Jurisdictional analysis
- Policy change
- On-going collaboration





### What still needs to be done...

- Complete Action Plan and further consultation
- Identify resources and enablers
- Identify indicators
- Identify research and human and financial resource supports



- > Find a champion
- Find infrastructure support
- Inform other government initiatives
- Develop communications strategy
- Engage the public
- Engage youth

### **Key Components of an Ontario Food and Nutrition Strategy**

### Inputs Provincial Government OFNS owned by Civil Society and Stakeholders Agriculture. Food. Health. Education. Environment, Industry Stakeholders Research

#### Capacities

1.Planning and management (of organizations, partnerships and relationships) 2.Research and innovation 3.Knowledge exchange and capacity building 4.Goal and objective setting 5. Advocacy and policy development 6.Program development 7.Communications 8. Financial transfers 9.Evaluation and learning 10.Surveillance 11.Performance monitoring and

accountability

#### **Key Supports**

1.Coordinated provincial mechanism to address complex food system cross government + multistakeholder (food system, agriculture, health, education, environment, industry, civil society) 2. Ongoing monitoring, measurement, analysis and dissemination of key health, social, economic, environmental and food supply indicators. 3. Policy, legislation, regulation and programming recommendations to support healthy Ontarians and a sustainable food system 4. Capacity and resources to support all elements of the Ontario Food and Nutrition Strategy. 5. Clear, effective and timely communication at all levels and among all players with respect to food system decision making.

#### Vision

A productive, equitable and sustainable food system that supports the health and well being of Ontarians

#### Strategic Directions

- 1. Ontarians have access to and the means to obtain safe, healthy, local and culturally acceptable foods
- 2. Ontarians have the information, knowledge, skills, relationships and environment to support healthy eating and make healthy food 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

### **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 healthy, diverse, and resilient food system.

#### 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, October 2012







the alliance for healthy food & farming







## **OFNS Design Team**



- Cancer Care Ontario
- **Canadian Cancer Society**
- Canadian Diabetes Association
- Canadian Environmental Law Association >
- Christian Farmers Federation of Ontario
- Dietitians of Canada
- **Ecological Farmers of Ontario**
- Farm Start
- **Heart & Stroke Foundation**
- Organic Council of Ontario
- Ontario Federation of Agriculture

- Ontario Tobacco Research Unit Centre for Addiction and Mental Health
- National Farmers Union
- **Nutrition Resource Centre**
- Public Health Ontario
- Ryerson University
- Sustain Ontario
- Toronto Food Policy Council
- University of Guelph
- University of Waterloo
- York University













University of

Waterloo











**POLICY COUNCIL** 





### For more information

➤ Visit Sustain Ontario — Initiatives

<a href="http://sustainontario.com/initiatives/ontario-food-and-nutrition-strategy">http://sustainontario.com/initiatives/ontario-food-and-nutrition-strategy</a>