

# **Ontario Food and Nutrition Strategy**

**Prepared by the Ontario Food and Nutrition Strategy**

**Design Team**

**October 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 sustainable 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

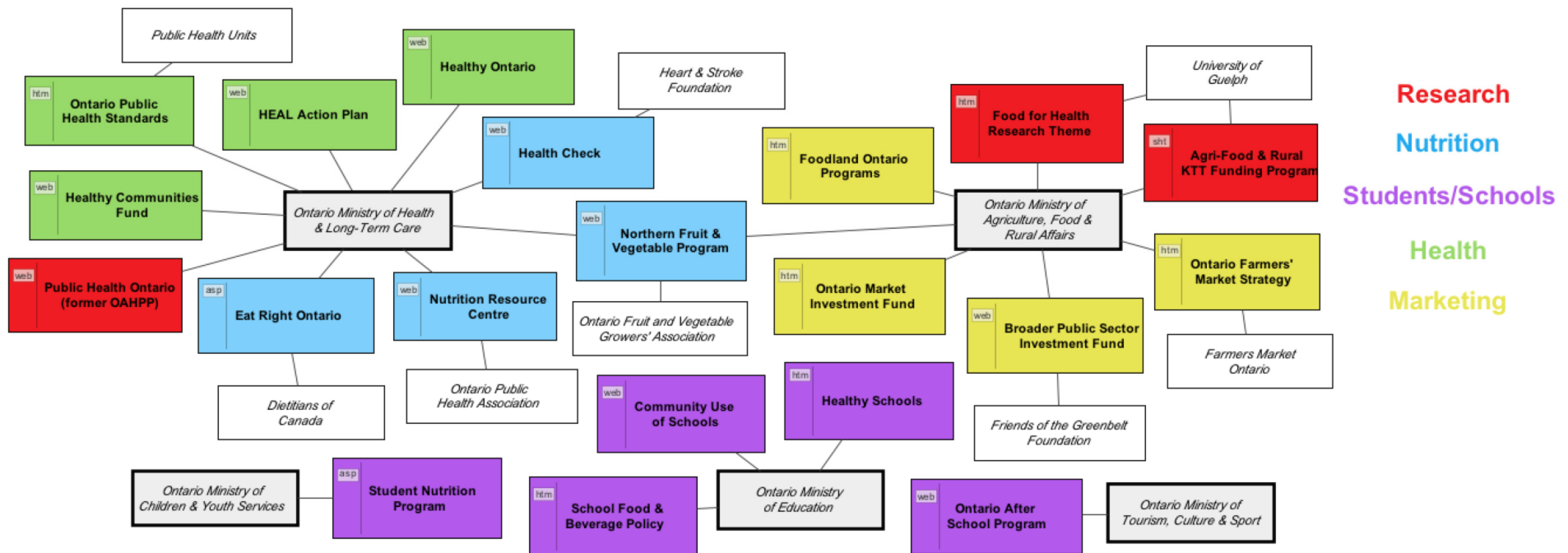
- 2009 - the Ontario Collaborative Group on Healthy Eating and Physical Activity (OCGHEPA) identified need for an Ontario Food and Nutrition Strategy
- 2009-2011 – research for strategy; captured in two reports
- 2011 - two rounds of consultation with relevant ministries and some provincial food, health 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

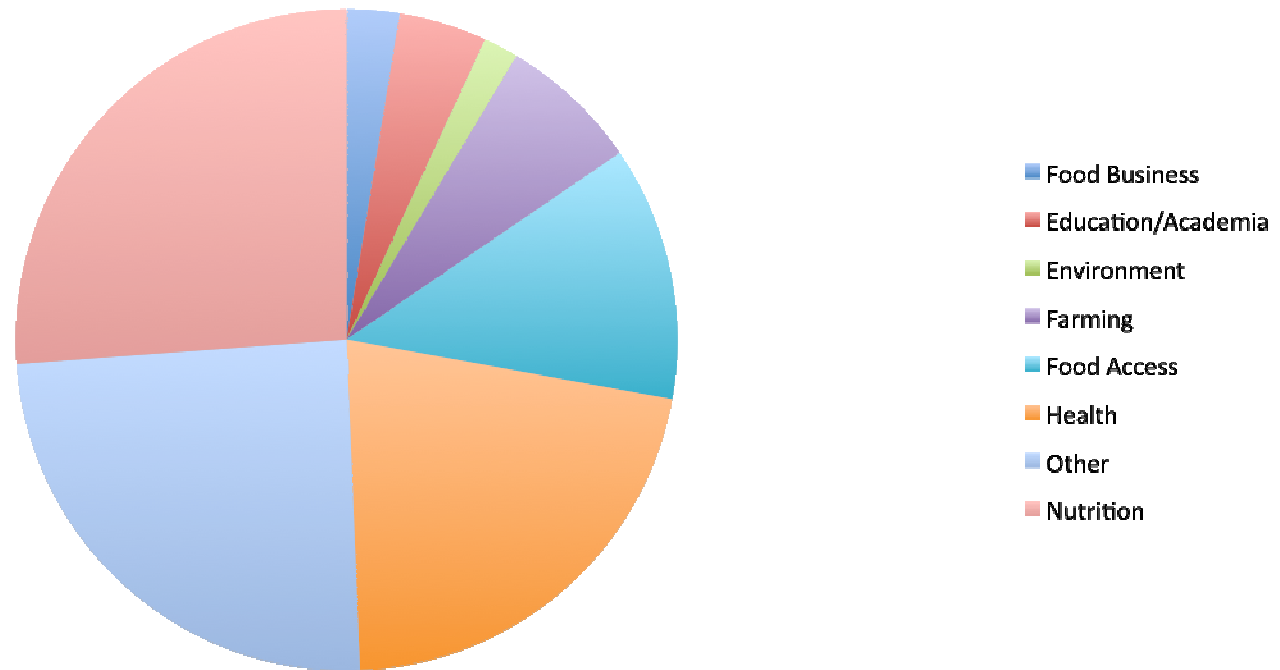
- Mapped what resources are going where to support healthy eating in government and what evaluation exists

## Funds Towards Healthy Eating

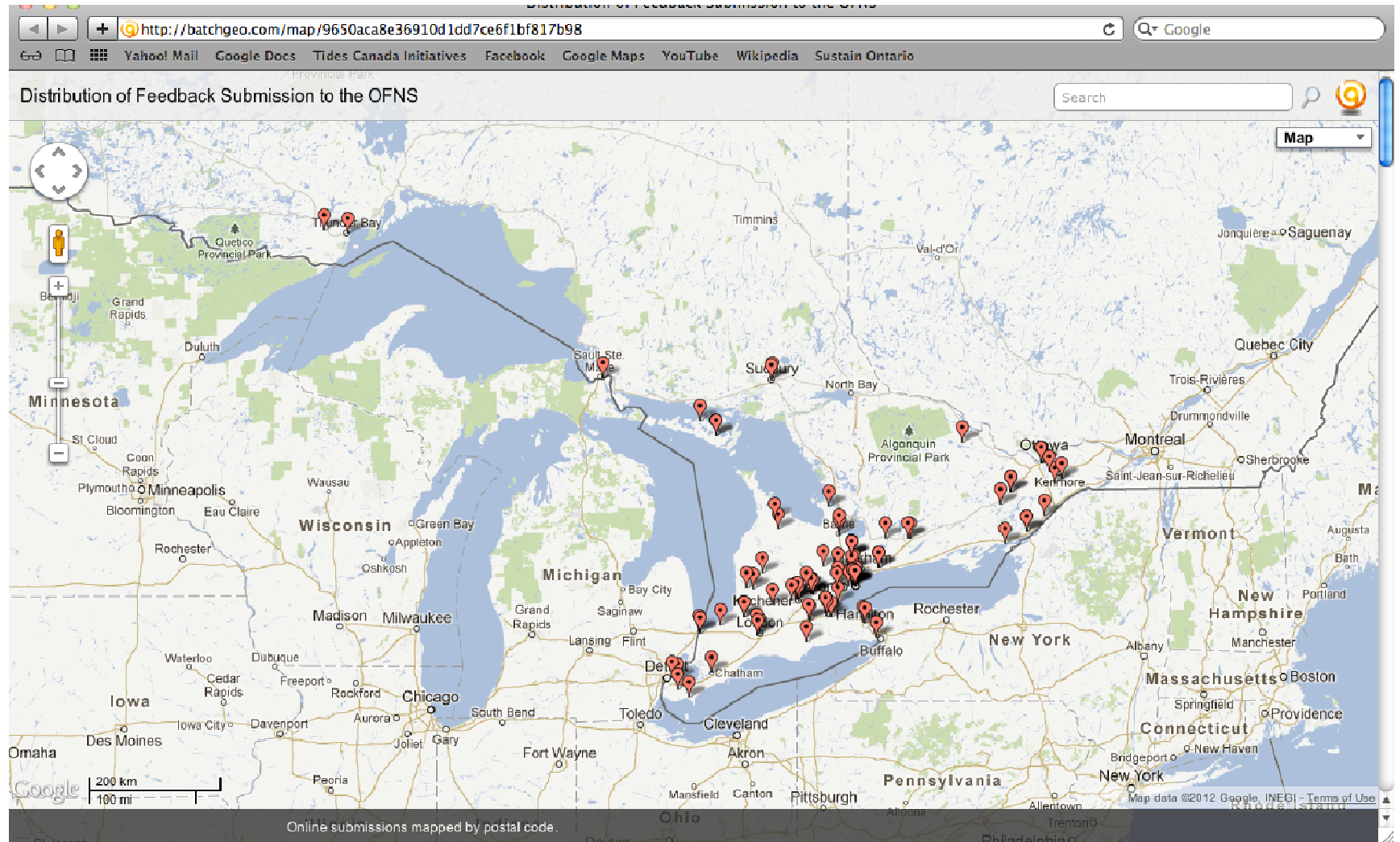


# What We've Done

- 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 sustainable food system.

## 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 sustainable food system.

## **Our Strategic Plan 2012 to 2017**

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

1. Ontarians have access to and the means to obtain safe, healthy, local and culturally acceptable food.

2. 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, healthy and resilient food production system that contributes to an equitable and prosperous economy.

## Our Vision

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

## Our Aspirations

**By 2017 we will have achieved:**

- 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 in retail/institutional venues
- Citizens know what healthy eating means and are eating well
- Farm communities see their role in providing nutrition
- Menu labeling in food service
- Jurisdictional analysis
- Policy change
- On-going collaboration

## **Key Supports**

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, and economic indicators.
3. Policy, legislation, regulation and programming to support healthy Ontarians and a sustainable food system.
4. Capacity and resources are provided to support all elements of the Ontario Food and Nutrition strategy.
5. Clear, effective, timely communication at all levels and among all players with respect to food system decision-making.



# Strategic Directions



- 1) Ontarians have access to and the means to obtain safe, healthy, local and culturally acceptable food.
- 2) 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

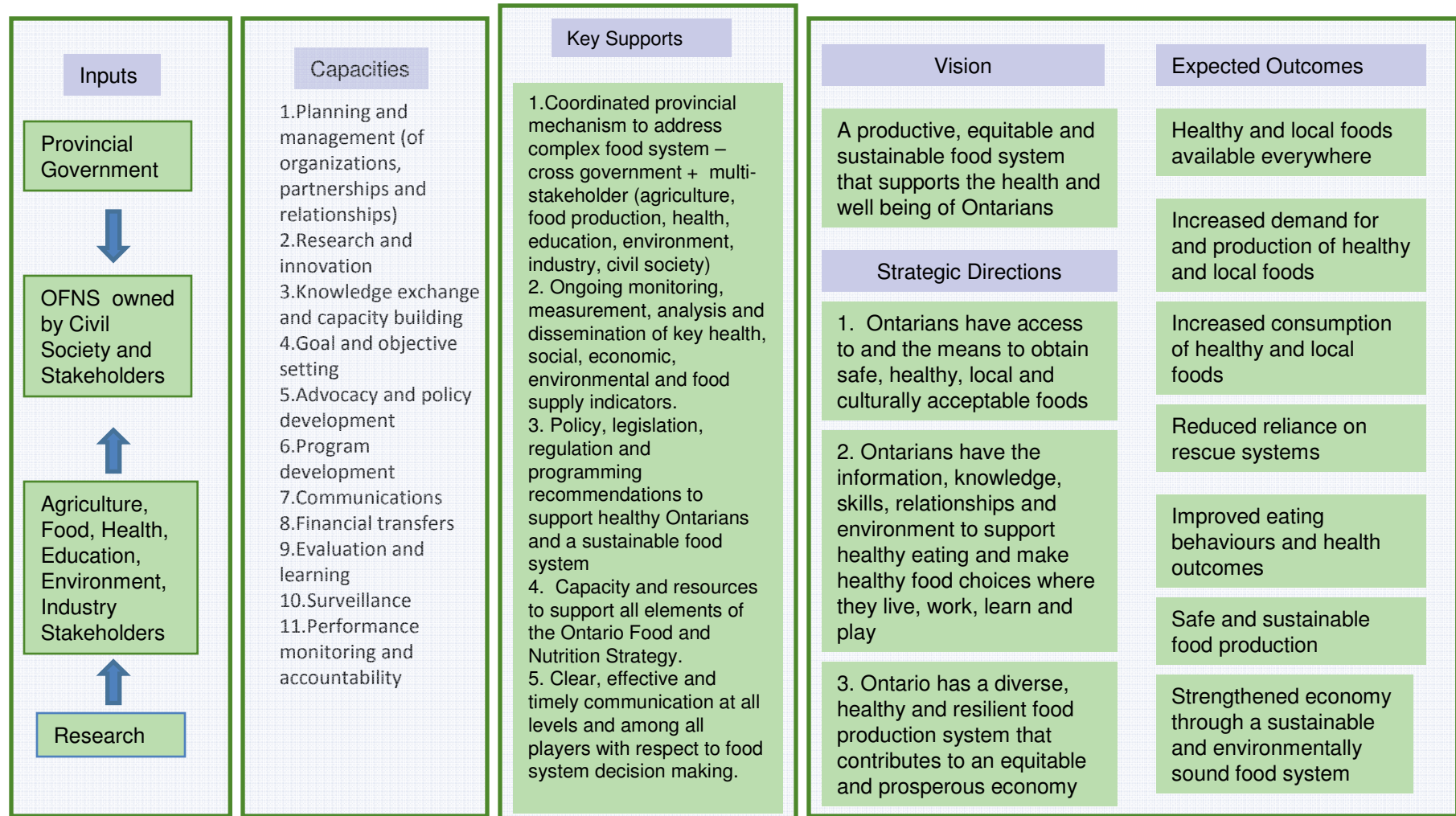


# What still needs to be done:

- 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



## 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 sustainable food system.

Drafted by the Ontario Collaborative Group on Healthy Eating and Physical Activity, October 2012



# OFNS Design Team

- Cancer Care Ontario
- Canadian Cancer Society
- Canadian Diabetes Association
- Canadian Environmental Law Association
- Dietitians of Canada
- Heart & Stroke Foundation
- OPHA - Nutrition Resource Centre
- Ontario Tobacco Research Unit - Centre for Addiction and Mental Health
- Ontario Federation of Agriculture
- National Farmers Union
- Public Health Ontario
- Ryerson University
- Sustain Ontario
- Toronto Food Policy Council
- University of Guelph
- University of Waterloo
- York University
- Wilfrid Laurier University

