

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

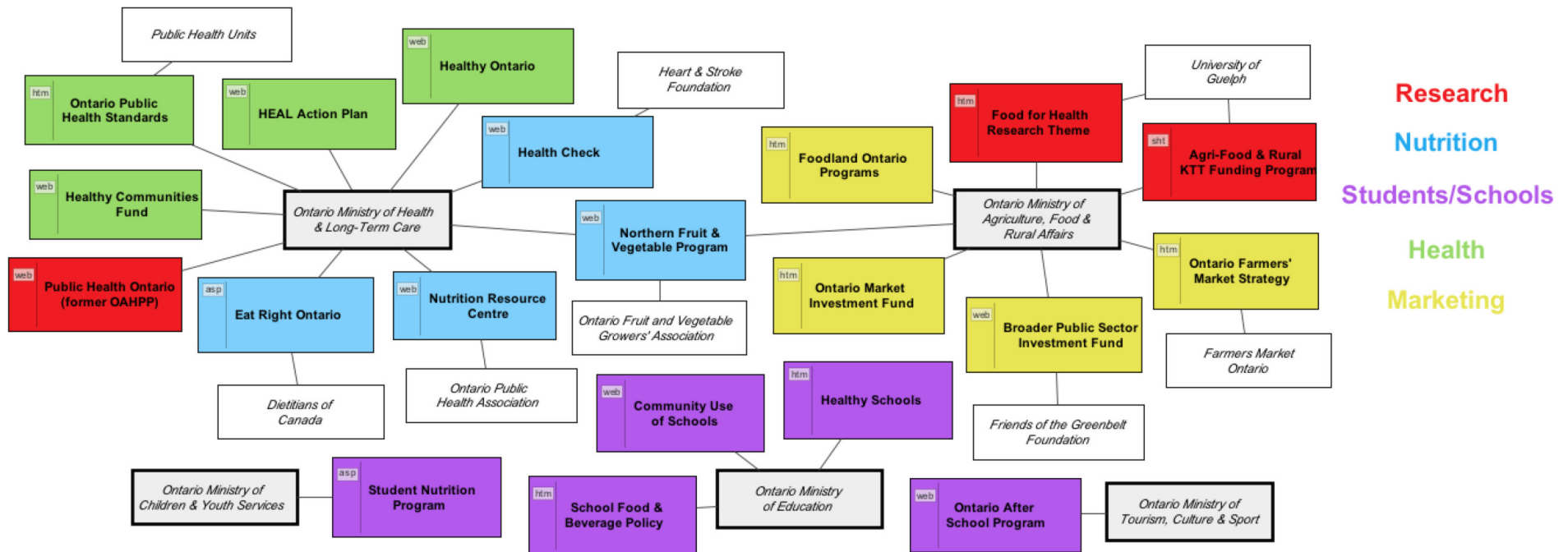
- 2009 - the Ontario Collaborative Group on Healthy Eating and Physical Activity (OCGHEPA) identified need for an Ontario Food and Nutrition Strategy
- 2009-2011 – research for strategy; captured in two reports
- 2011 - two rounds of consultation with relevant ministries and some provincial food, health 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 18th stakeholders meeting #3
- 2012 - August to Sept - recommendations for Local Food Act and Healthy Kids (Childhood Obesity Panel)



What We've Done

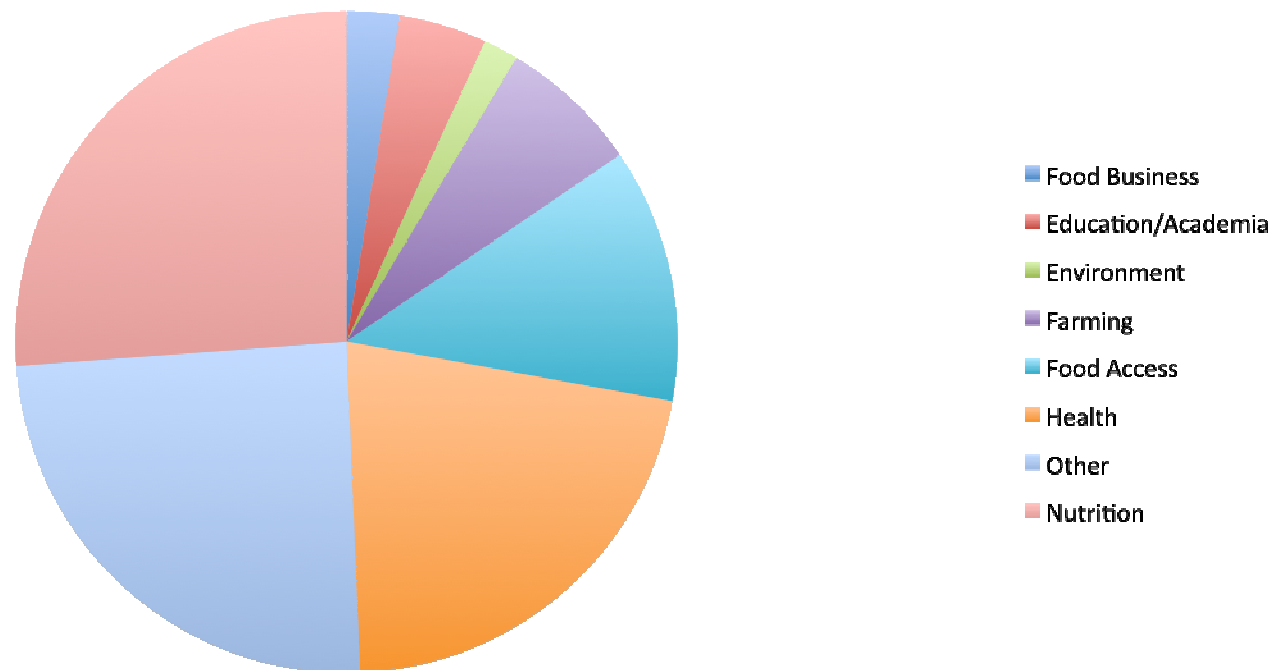
- Mapped what resources are going where to support healthy eating in government and what evaluation exists

Funds Towards Healthy Eating

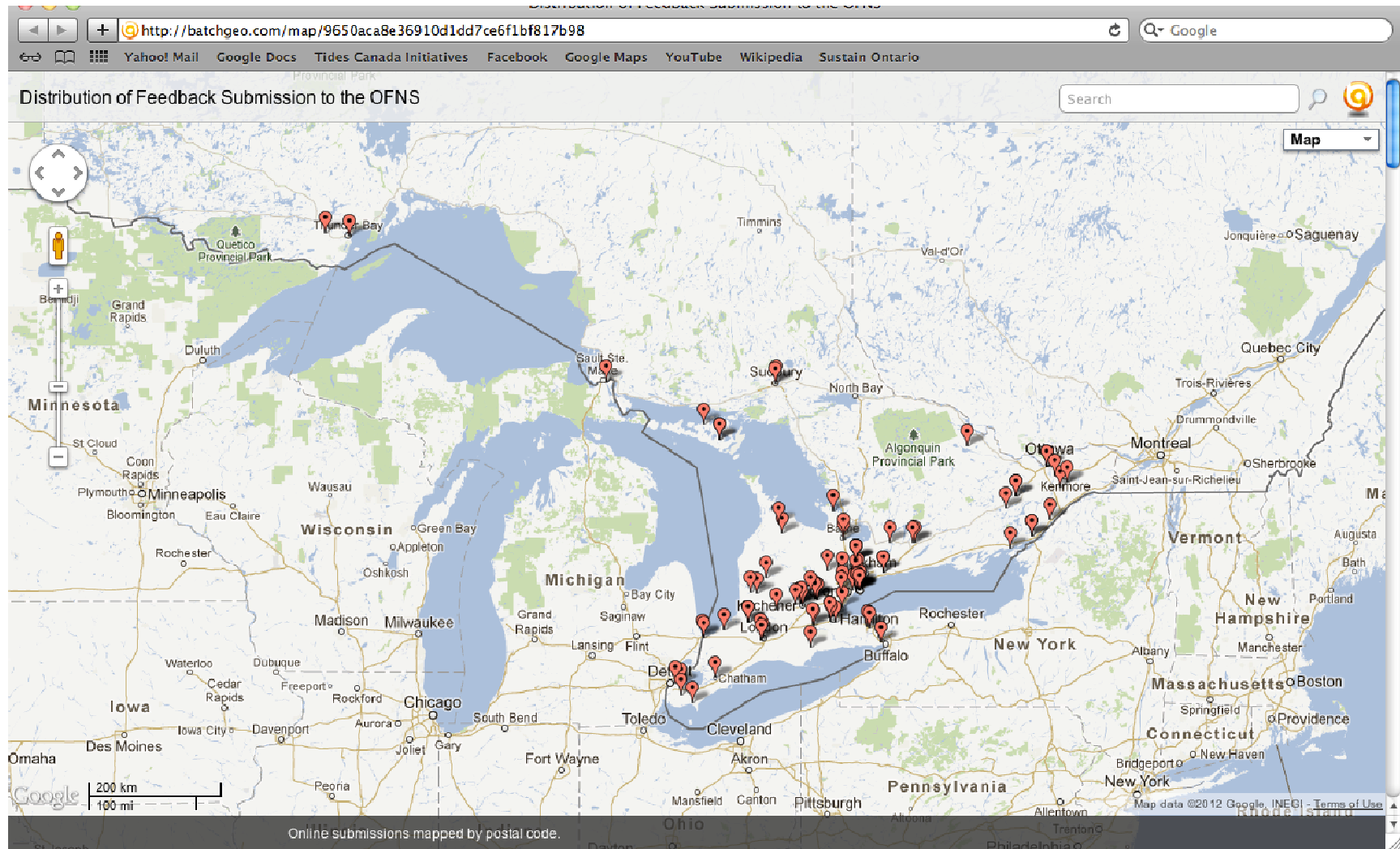


What We've Done

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



Consultation Process: Where



Consultation Feedback

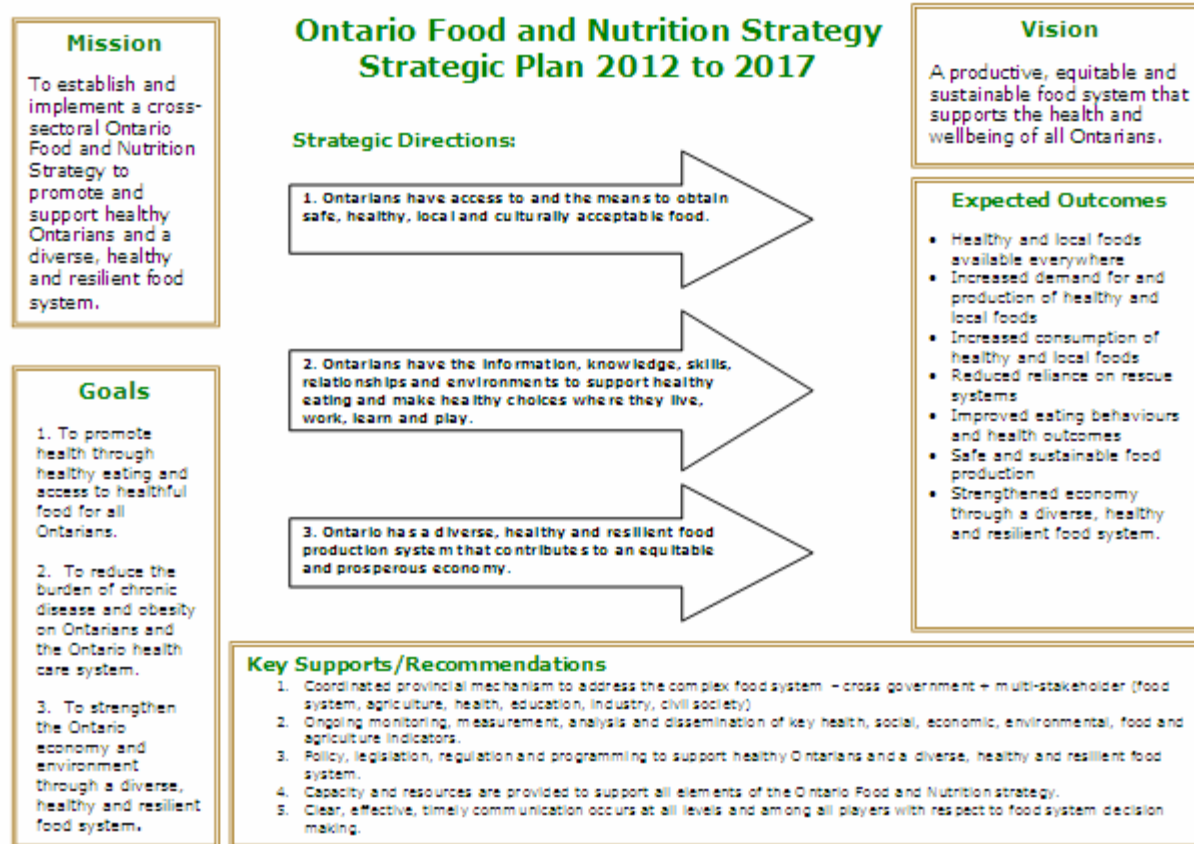
- Same goals and values
- Clarified vision
- 3 strategic directions
- 5 key supports
- Evidence



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





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 labelling in food service
- Jurisdictional analysis
- Policy change
- On-going collaboration

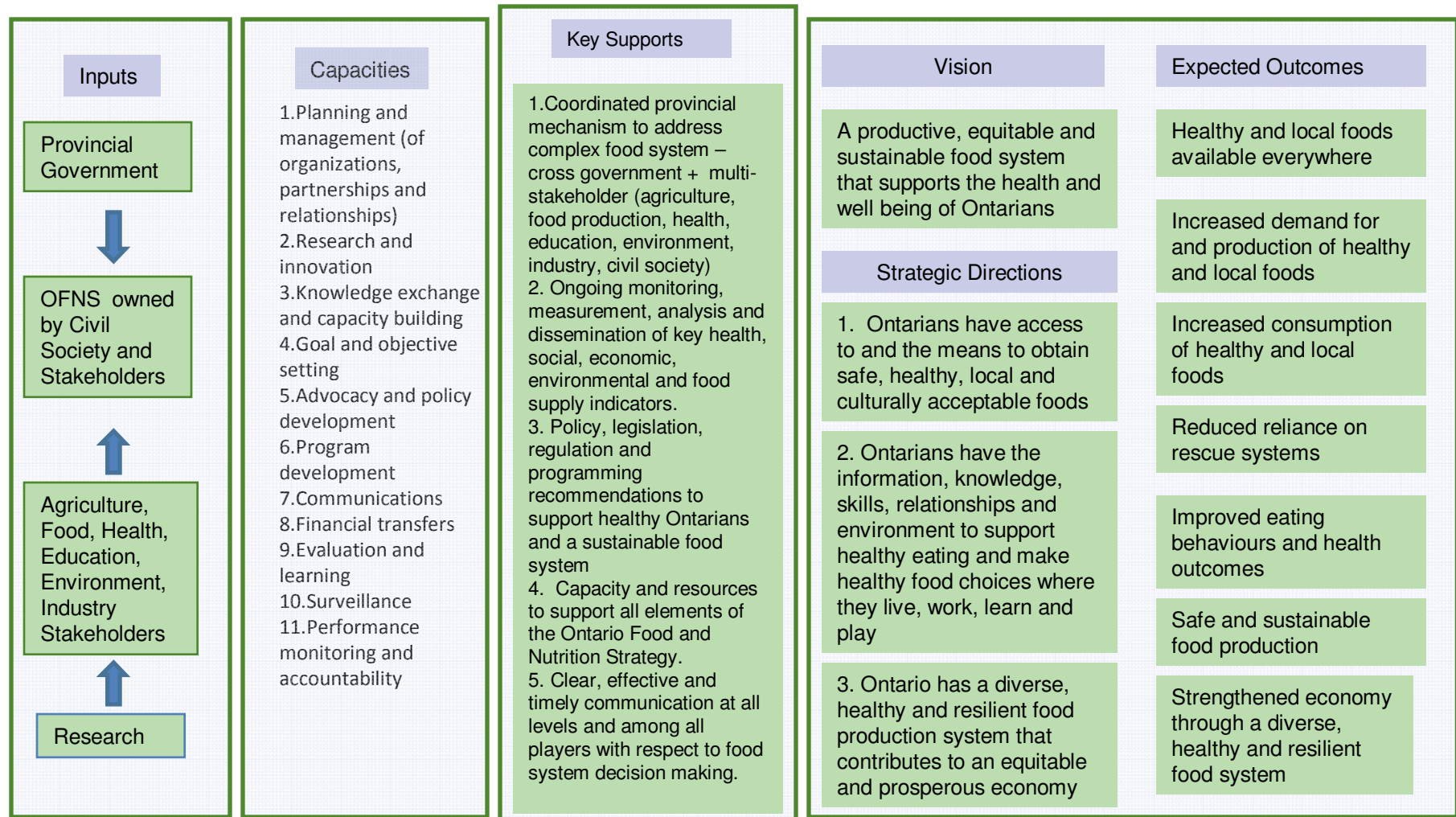


What still needs to be done...

- 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 diverse, healthy and resilient food system.

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



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



For more information

- Visit Sustain Ontario – Initiatives

<http://sustainontario.com/initiatives/ontario-food-and-nutrition-strategy>