

Priority Initiative

Champlain Healthy Living & Risk Factor Management Program

Priority Initiative Description

Ensuring individuals, families, communities, and health providers in the Champlain District are equipped with the necessary knowledge, skills, and resources required to prevent and manage CVD will be key to our ability to impact on the prevalence of chronic diseases and improve the health of Ontarians. This can be best achieved through a coordinated strategy to increase community capacity to effectively deliver health information, behaviour modification and self-management programs to Champlain residents.

The aim of the Champlain Healthy Living & Risk Factor Management Program is to empower individuals with the knowledge and skills required for healthy living, risk factor and disease management. This initiative will: (1) coordinate the development and delivery of a communications campaign to promote healthy living and risk factor self-management; (2) create a network of community based resources to support behaviour modification and self-management practices; and (3) create links to community providers and existing public and community health resources.

Background and Rationale

Individuals must be knowledgeable about health promotion and chronic disease prevention and have the skills and confidence to take responsibility for the management of their health. This can be best achieved through a coordinated strategy to increase community capacity to effectively deliver health information, behaviour modification and self-management programs to Champlain residents.

Effective communication, social marketing, and self-management practices are often underutilized within our health system. The CCPN has recognized the importance of developing an awareness and education strategy to promote healthy living and risk factor management amongst Champlain residents. This program will attempt to increase awareness among Champlain residents and providers of existing CVD prevention services through greater coordination of communications activities and will support the delivery of enhanced risk factor and self-management programs in communities across the Champlain District.

Goals & Objectives

The aim of the Champlain Healthy Living & Risk Factor Management Program is to empower individuals with the knowledge and skills required for healthy living, risk factor and disease management.

The objectives are:

- To coordinate the development and delivery of a communications campaign to promote healthy living and risk factor self-management;
- To create a network of community-based resources to support behaviour modification and self-management practices; and,
- To create links to community providers and existing public and community health resources.

Approach

The present strategy will adopt a population health approach which targets all residents of the Champlain District with healthy living and disease management support based on need. The three levels of support will include:

Level One – Health Communications Messages (targets all residence)

Level Two – Skills Development & Health Behaviour Change (targets residence with one or more risk factor)

Level Three – Disease Self-Management (targets residence with existing disease)

Planning & Implementation Activities

The Champlain Healthy Living & Risk Factor Management Program is presently being developed by an advisory committee. The committee is comprised of experts in communications and marketing, community capacity building, content, and service delivery. This committee will develop the detailed implementation plan for the establishment of a regional Healthy Living and Risk Factor Management Program. The implementation activities to support each of the program objectives are outlined here:

Objective 1: Coordinate the development and delivery of a communications campaign to promote healthy living and risk factor self-management.

Conduct Baseline Public Opinion Research

The purpose of this activity is to plan and implement formative public opinion research into target audiences to determine existing attitudes and barriers to change, effectiveness of messaging, and preferred means of communication. The research will include quantitative and/or qualitative measures.

Develop Key Messages and CVD Prevention Campaign

Regional stakeholders will help to develop key messages and a social marketing campaign to address healthy eating, physical activity, tobacco control, and CVD risk factor management. The campaign will identify priority audiences, tailored messages and delivery channels for specific market populations. The campaign will also identify relevant communications channels in the Champlain region, with particular emphasis on smaller communities and rural residents. These channels will be based on traditional media, but innovative communications channels will also be explored. In consultation with regional partners, a 5-year CVD and Healthy Living Communications program will be developed.

Deliver Coordinated Social Marketing Campaign Targeted at Increasing Healthy Living Behaviours

A regional social marketing campaign will be implemented to support physical activity, healthy eating, and smoking cessation among Champlain residents and support knowledge of personal risk factor levels for cholesterol and blood pressure. The social marketing campaign will employ a combination of mass media and community-based channels to deliver messages. The campaign will include targeted approaches to reach high risk populations within the Champlain District with a specific focus on communities identified as CVD hot spots within the Champlain District.

Objective 2: Create a network of community-based resources to support self-management and behaviour.

Create Network of Community-based Healthy Living and Self-management Programs

A regional network of healthy living and self-management programs will be established in communities across the Champlain District. The network will be modeled after the regional diabetes network and will use a combination of small group sessions and one-on-one counseling.

Objective 3: Create links to community providers and existing public and community health resources.

Create Centralized Chronic Disease Web and Telephone Resource

A regional web resource will be developed and launched. The web resource will provide information and education on self-management for those living with heart disease or stroke as well as serve as a regional resource for the general public and health partners on healthy living and behaviour change resources available in our community. A centralized 1-800 information line will be established to provide information on available services and respond to information requests from the public and providers.

Performance Management Plan

The Champlain Sentinel CVD Surveillance System will be used to collect population health data regarding knowledge and action being taken by residents to manage CVD risk factors.

Performance Indicators

- % of Champlain residents who know their blood pressure and can state whether it is normal or high
- % of Champlain residents who know their cholesterol levels and can state whether or not they are abnormal
- % of Champlain residents with hypertension who are taking action to help control their blood pressure
- % of Champlain residents with abnormal cholesterol levels who are taking action to improve cholesterol levels
- % of overweight or obese Champlain residents who are taking action to lose weight
- % of daily smokers in the Champlain region who make at least one assisted quit attempt this year

Partners

- Champlain Local Health Integration Network
- Eastern Ontario Community Primary Care Health Network
- City of Ottawa Public Health Unit
- Eastern Ontario Health Unit
- Renfrew County & District Health Unit
- Leeds, Grenville & Lanark District Health Unit
- Heart and Stroke Foundation of Ontario
- University of Ottawa Heart Institute
- Champlain Regional Stroke Program