

**Heart Health Project Activities
The Ontario Heart Health Program
April 1999 to March 2000**

July 1999

Introduction

The Ontario Heart Health Program (OHHP) is a five-year initiative of the Community and Health Promotion Branch and the Public Health Branch of the Ontario Ministry of Health (MOH). Provincial funding to Ontario's 36 public health units totals \$17 million over five years. The Minister of Health launched the program in February 1998.

The goal of the OHHP is to reduce the prevalence of the modifiable risk factors associated with cardiovascular disease by funding community-level prevention programming which targets the following modifiable risk factors: smoking, physical inactivity and unhealthy eating. The MOH is responsible for setting the strategic direction of the OHHP as well as coordinating all activities related to monitoring and evaluation.

The Heart Health Resource Centre (HHRC) is part of the health promotion resource system funded by the Community and Health Promotion Branch. The HHRC provides support to the OHHP projects as they plan, deliver and evaluate comprehensive community-based heart health strategies. This support is in the form of training, consultation, networking, and information exchange and dissemination.

This document synthesizes the planned activities of the OHHP projects for the second year of the program (April 1999-March 2000). It was compiled based upon the information provided in their activity plans submitted to the MOH. It is designed to:

- encourage communication among the coordinators, who are the primary intended audience of this document;
- inform members of the Heart Health Provincial Partners' Committee and others in the heart health field about the nature and scope of the OHHP; and
- assist the HHRC in the provision of services to these projects.

A profile for each of the six regions established by the MOH precedes a description of proposed activities for each project within that region. For each project, the following are identified: project name, heart health coordinator, and key activities for April 1999 to March 2000 organized by activity, risk factor(s), main approach(s), channel(s) and intended audience.

Also included is a provincial overview of all activities, a list of community partners involved in these projects, and a list of the heart health coordinators.

The Ontario Ministry of Health funded the development of this resource. While the information contained in this document originated from the projects' annual plans, some interpretation was necessary to standardize the format and the content presented. As such, the interpretations expressed are those of the author. No endorsement by the MOH is intended or should be inferred.

Questions about this document should be referred to:

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**Analysis & compilation by: Cindy Andrew
July 1999**

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Definitions

The following definitions are used to profile activities across the regions within a common frame of reference.

Risk factors include the three modifiable risk factors related to cardiovascular disease: smoking, physical inactivity and unhealthy eating. When the activity described targets all three risk factors it is coded as “multiple” (multi).

The **approach** to be used is classified as follows:

- *Awareness* refers to health communication aimed at increasing general knowledge about heart health. It includes mass mailing, distribution of pamphlets and booklets, mass media campaigns (e.g. television, radio and print) and community events such as contests and fairs.
- *Education* is the providing of information and developing skills to effect awareness, knowledge, attitude and behaviour change. It includes activities like low-fat cooking courses, tobacco use prevention computer games and self-help groups.
- *Environmental Support* refers to creating social and physical environments that help to support healthy behaviours (e.g. walking trails, bicycle racks at worksites, healthy food choices in restaurants/vending machines)
- *Policy* refers to changing formal or informal rules of governing bodies to support healthy behaviors (e.g. non-smoking by-laws, by-laws for mandatory bicycle lanes)
- *Community Mobilization* involves generating interest in, and commitment to, health-related matters within a community and facilitating community involvement in planning and carrying out initiatives/activities (Hyndman, 1995)

The **channel** is the site where the activity(ies) will be delivered (e.g. schools, worksites, healthcare settings, households, restaurants/food establishments, retail settings, etc.)

The **audience** is the group for whom the activity is targeted and may include children and youth, teachers, employees, cultural groups, women, men, seniors or the general community.

Note

Information about activities has been analyzed in terms of regional profiles and a provincial overview. While these provide “at a glance” summaries, it is important to realize that there is a fair amount of variability in terms of number and focus of activities within each region. In addition, the composites reflect that a significant number of activities use more than one approach and/or channel. For the most accurate information, the individual project profiles should be consulted. While the information contained in this document originated from the projects’ annual plans, the interpretations expressed are those of the author.

References

Hyndman, B. (1995) *Health Communication and Community Mobilization: Complementary Strategies for Health Promotion*. Prepared for Health Promotion Branch, Ontario Ministry of Health. Toronto: Centre for Health Promotion

Ontario Ministry of Health, Health Promotion Branch & Public Health Branch (1997) *Heart Health Program Application Guidelines*

Partnerships

Partnerships are a key element of each of the projects and truly reflect the scope of community-based heart health promotion. The following is a list of partners involved in projects around the province. Given the dynamic nature of partnership building, this list is not intended to be inclusive, but rather to provide a glance at the vast array of partners involved. For a comprehensive listing of each projects' partners, contact the respective project coordinator.

Aboriginal Community Groups & Centres	Ministry of Citizenship, Culture and Recreation
Active Living Community Animators & Networks	Ministry of Natural Resources
Alzheimer Society	Municipal Community Centres
Boards of Education and Schools	Municipal Parks and Recreation Departments
Boys & Girls Club	Municipalities Associations
Canadian Cancer Society	Nutrition Networks
Canadian Diabetes Association	Ontario Federation of Agriculture
Canadian Mental Health Association	Ontario Lung Association
Canadian Red Cross Society	Ontario Nurses Association
Chambers of Commerce	Ontario Physical and Health Education Association
Colleges and Universities	Ontario Prevention Clearinghouse
Community Care Access Centres	Ontario Restaurant Association
Community Food Advisors Program	Partenaires Franco-Sante
Community Health Centres	ParticipACTION
Community Health Related Coalitions & Networks	Pharmacies
Conservation Authorities	Pharmacist Association
Consumers Associations	Print Media
Dietitians of Canada	Race Relations Committees
District Health Councils	Radio
Early Intervention Networks	Rehabilitation Centres
Farm Safety Associations	Retailers
Fitness Facilities	School Councils
Girl Guides of Canada	Scouts Canada Groups
Health Care Providers	Senior Networks
Health Services Centres/Facilities	Seniors Groups and Centres
Heart and Stroke Foundation of Ontario	Service Clubs
Hospitality Businesses	Social Services Departments
Hospitals	St. John Ambulance
Individuals	Supermarkets
Insurance Companies	Tourism Offices
Large Industry	Towns and Cities
Local and Cable Television	Victorian Order of Nurses
Local Coordinating Committees for Children and Families	Walking Clubs
Local Councils for Smoking and Health	YM-YWCA
Local Trails Committees	Youth Clubs and Networks
Ministry of Agriculture, Food & Rural Affairs	

Provincial Overview

A total of 729 activities are planned by the projects for the period between April 1999 to March 31, 2000. Among these activities, 45% target all three risk factors, 19% target unhealthy eating, 18% target physical inactivity and 18% target smoking.

Main Approach

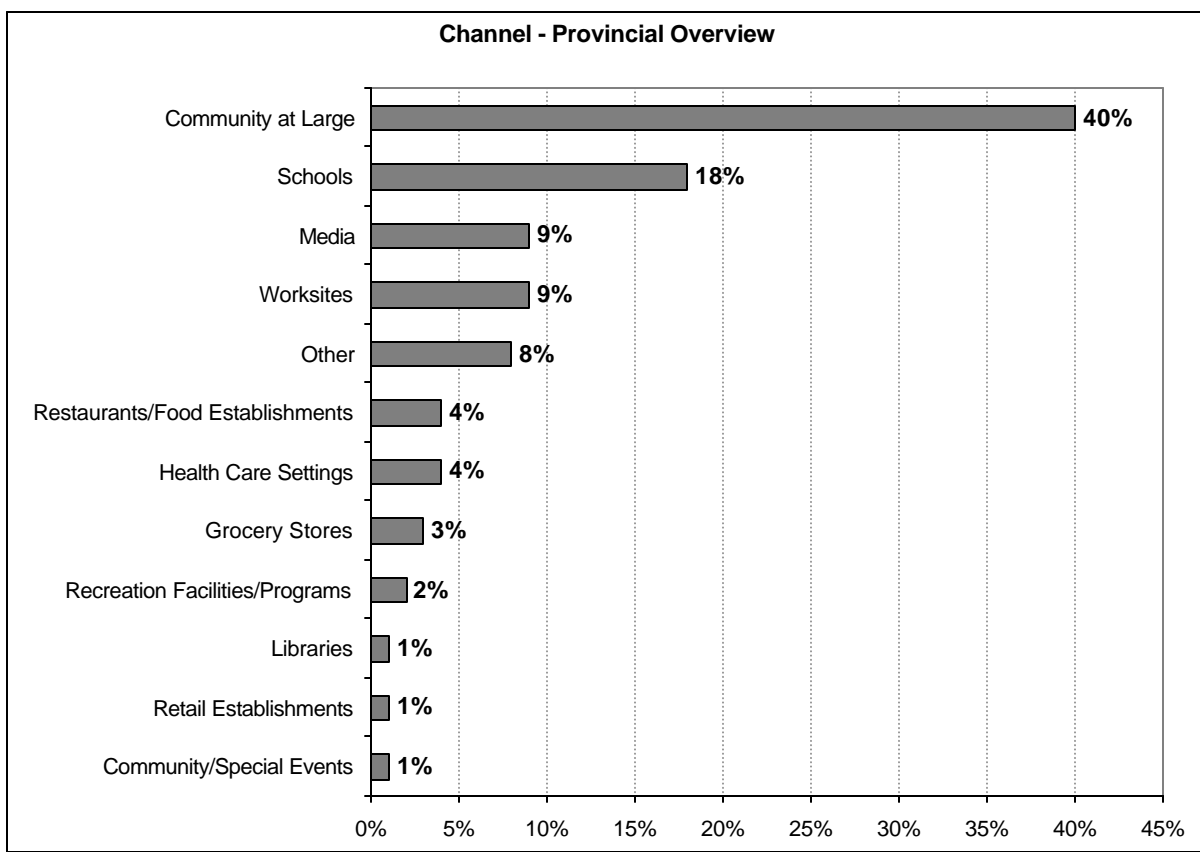
In terms of the main approach to be used, 26% are awareness building. Activities with an educational approach comprise 37% of the total while environmental support is 21%. Community mobilization is identified much less often (9%) as is policy (7%). For a regional breakdown, see the charts on the following page.

Channels

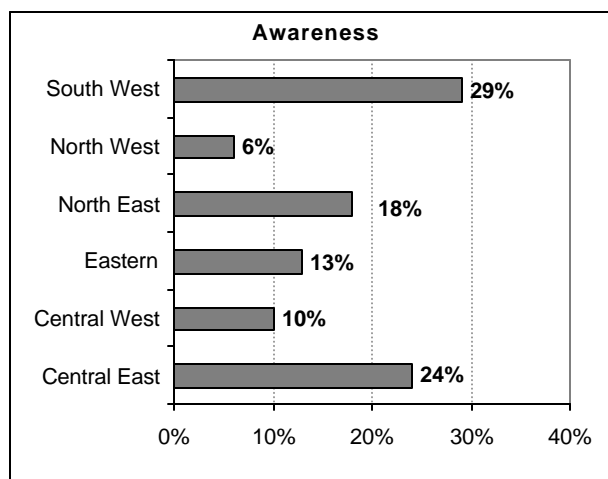
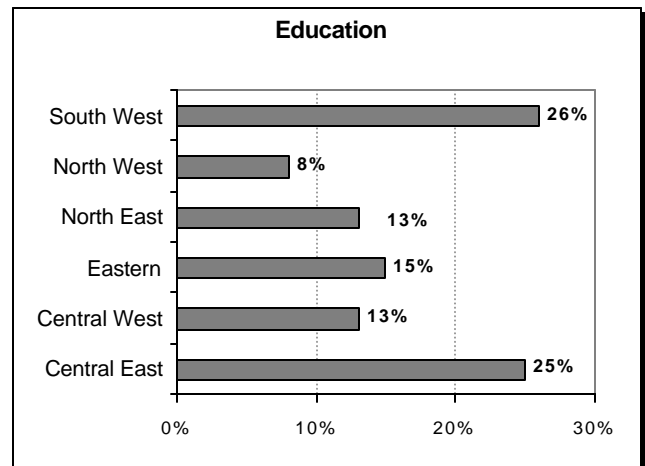
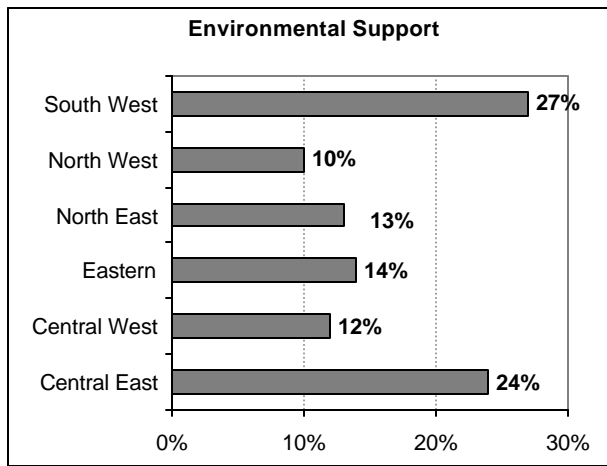
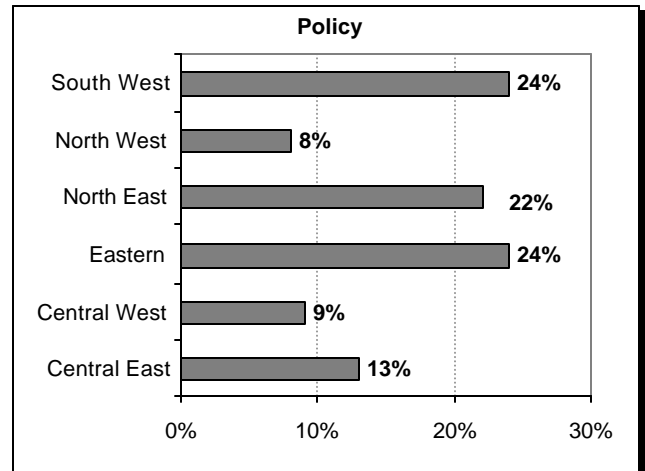
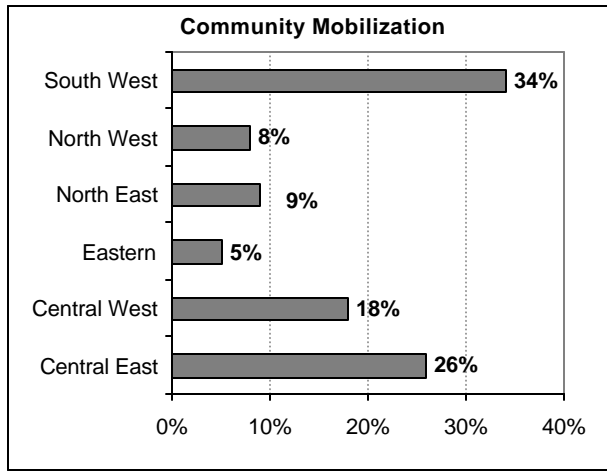
Community at large (community venues, malls, public places among others) is identified most often at 40%, followed by schools (elementary, secondary and boards) at 18%. For details see the chart below. The "other" channel category include such venues as community coordinating committees and task forces, food banks, women's groups, day camps, chambers of commerce, child-serving groups and neighbourhood associations.

Audiences

The most frequently identified audiences are as follows: children and youth (24%); general community (23%); families and parents (16%); women (13%); teachers and school administrators/boards (12%); employers and employees (8%) and health care professionals (4%). While other audiences are often targeted (e.g. restaurateurs, retailers) they are not cited as frequently as those above.



Main Approach



Central East Regional Profile

There are seven projects with Central East Region. According to 1996 population statistics, this region has a catchment of 4,405,284.

The projects and their respective names are as follows:

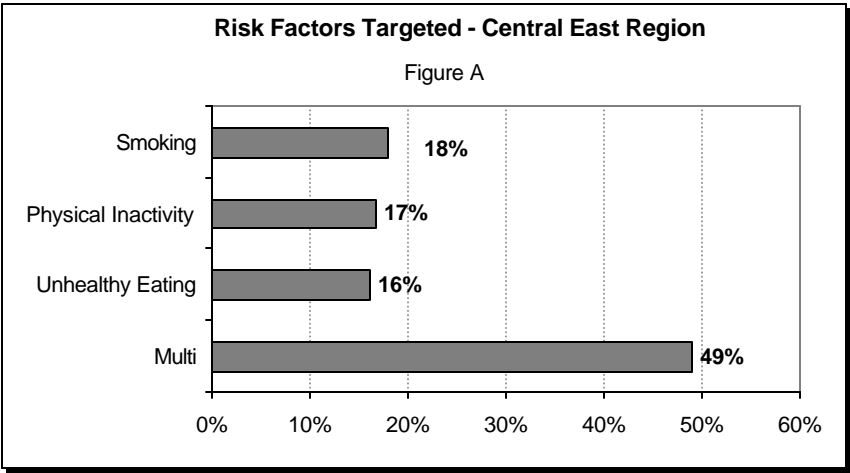
- Durham Region Health Department: *Durham Lives!*
- Haliburton, Kawartha, Pine Ridge District Health Unit: *The Heart Connection*
- Muskoka-Parry Sound Health Unit: *Take Heart*
- Peel Health Department: *Healthy at Heart*
- Peterborough County-City Health Unit: *Hearts Alive Peterborough*
- Simcoe County District Health Unit: *Good for Life*
- Toronto Public Health: *Love Your Heart*

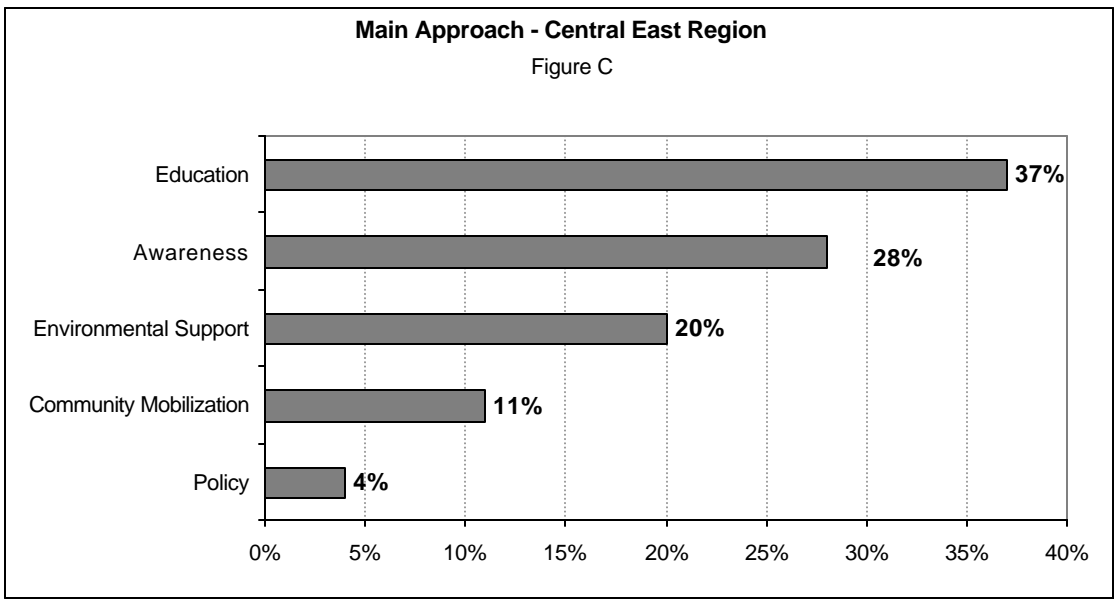
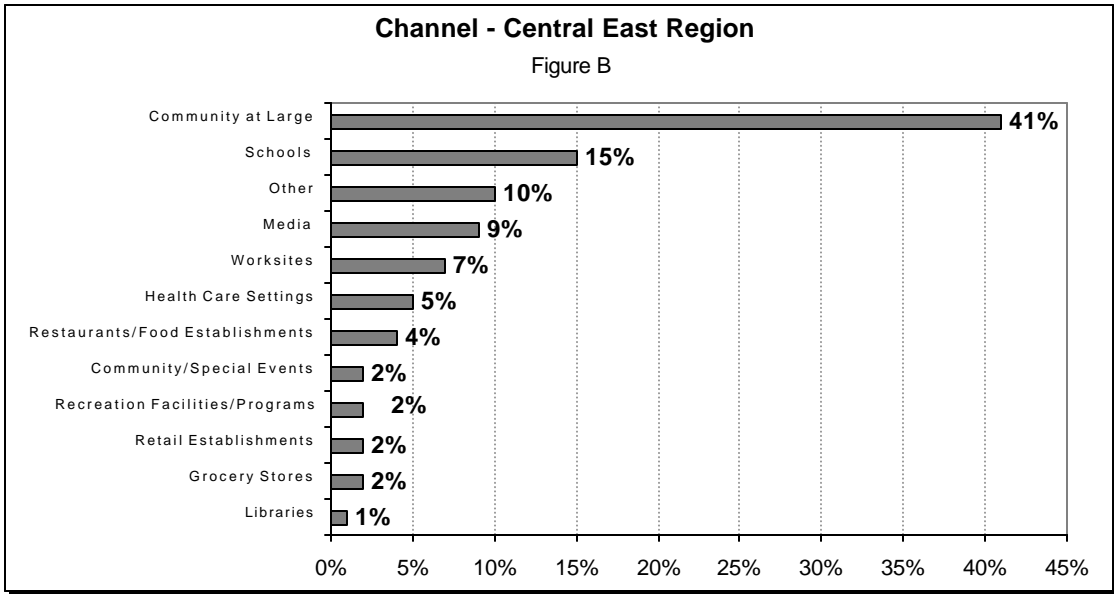
A total of 216 activities are identified. Approximately half (49%) target all three risk factors; 16% target unhealthy eating; 17% physical inactivity and 18% target smoking (Figure A).

The most frequently identified channels are community at large (41%) followed by schools (15%). Refer to Figure B on the following page for a summary of the channels to be used.

Education is the main approach (37%), followed by awareness (28%), environmental support (20%), community mobilization (11%) and policy at 4% (Figure C).

The most frequently identified audiences are as follows: general community (23%); children and youth (22%); families and parents (17%); women (12%); teachers and school administrators/boards (13%); employers and employees (10%) and health care professionals at 3%. While other audiences are often targeted (e.g. restaurateurs, retailers) they are not cited as frequently as those above.





Central West Regional Profile

There are seven projects within the Central West region. According to 1996 population statistics, this region has a catchment of 2,050,804.

The projects and their respective names are as follows:

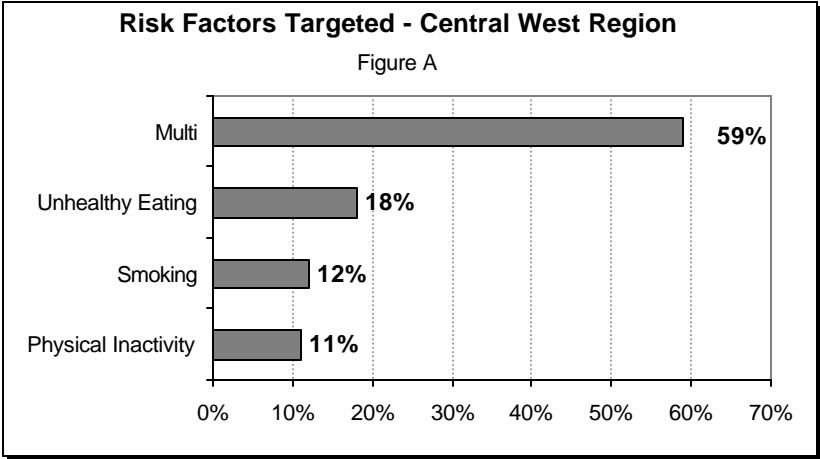
- Brant County Health Unit: *Healthy Living-Making it Happen!*
- Haldimand-Norfolk Regional Health Department: *Health Action*
- Halton Regional Health Department: *Choices 4 Health*
- Hamilton-Wentworth Social & Public Health Services: *Heart Health Hamilton-Wentworth-Do It Well!*
- Regional Niagara Public Health Department: *Niagara Heart Health Project*
- Waterloo Regional Community Health Department: *Together 4 Health*
- Wellington-Dufferin-Guelph Health Unit: *Community Heart Health Network*

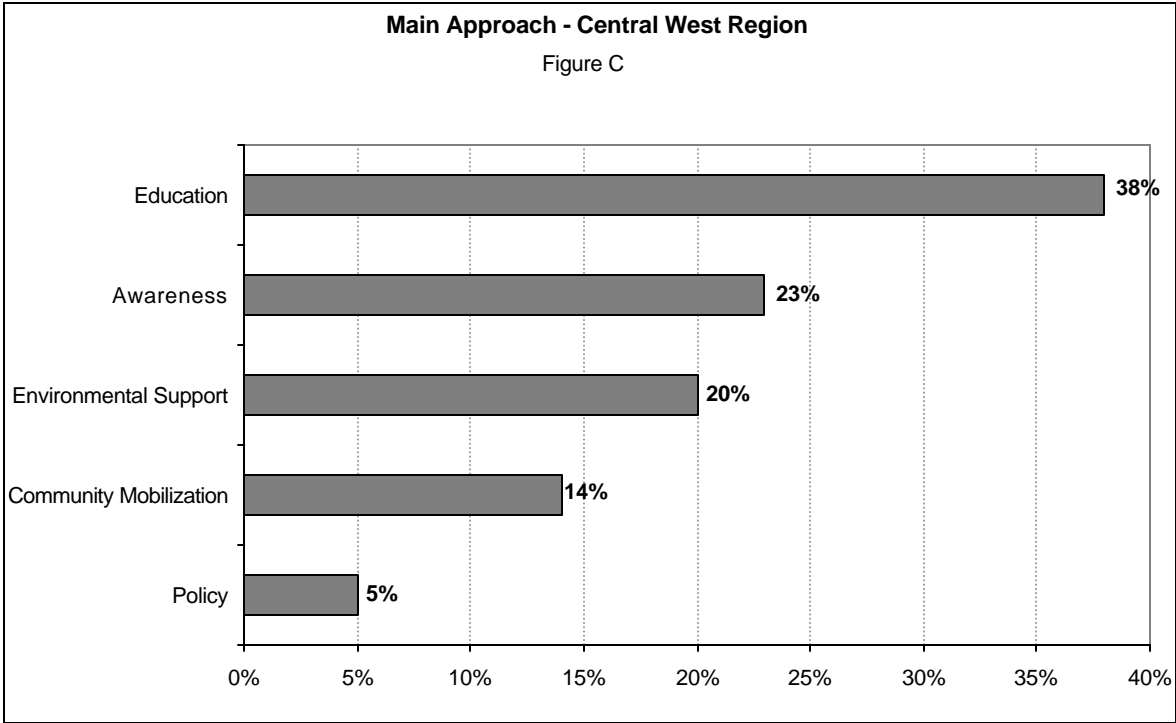
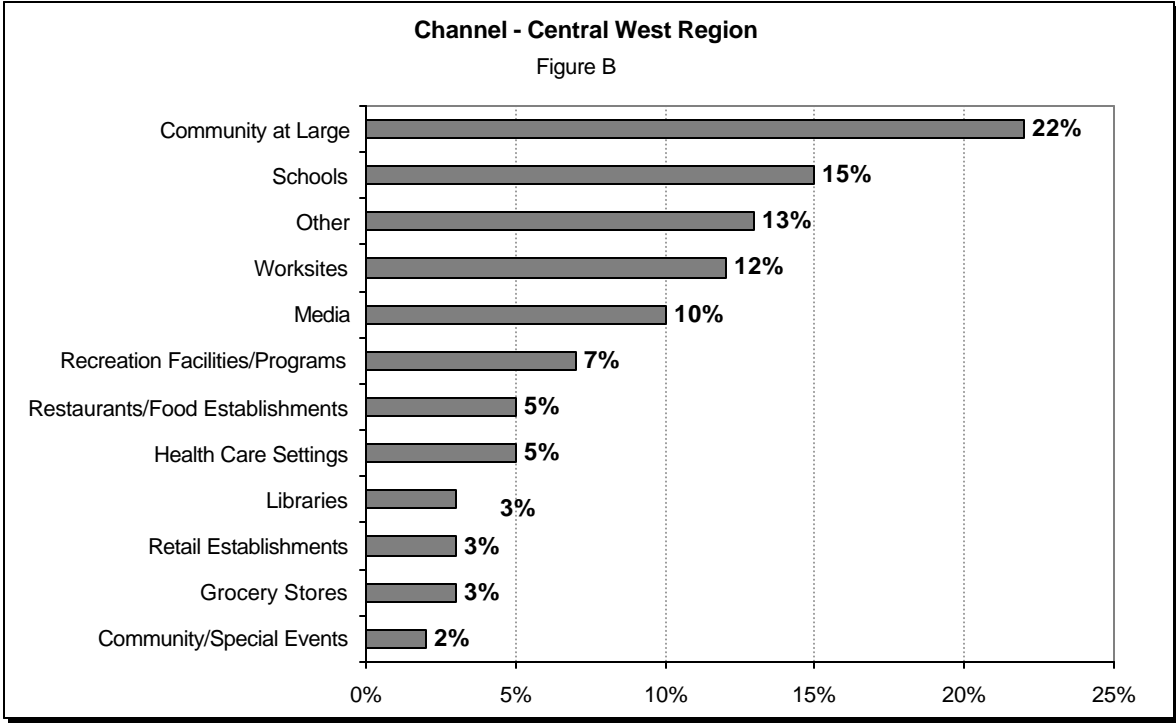
A total of 86 activities are identified. Fifty nine percent target all three risk factors; 18% target unhealthy eating; 11% target physical inactivity and 12% target smoking (*Figure A*).

The most frequently identified channels are community at large (22%) and schools (15%). Refer to *Figure B* on the following page for a summary of the channels to be used.

Education is the main approach used (38%) followed by awareness (23%), environmental support (20%), community mobilization (14%) and policy at 5% (*Figure C*).

The most frequently identified audiences are as follows: women (21%); children and youth (18%); families and parents (15%); general community (14%); teachers and school administrators/boards (13%); employers and employees (10%) and health care professionals at 9%. While other audiences are often targeted (e.g. restaurateurs, retailers) they are not cited as frequently as those above.





Eastern Regional Profile

There are six projects within the Eastern Region. According to 1996 population statistics, this region has a catchment of 1,478,161.

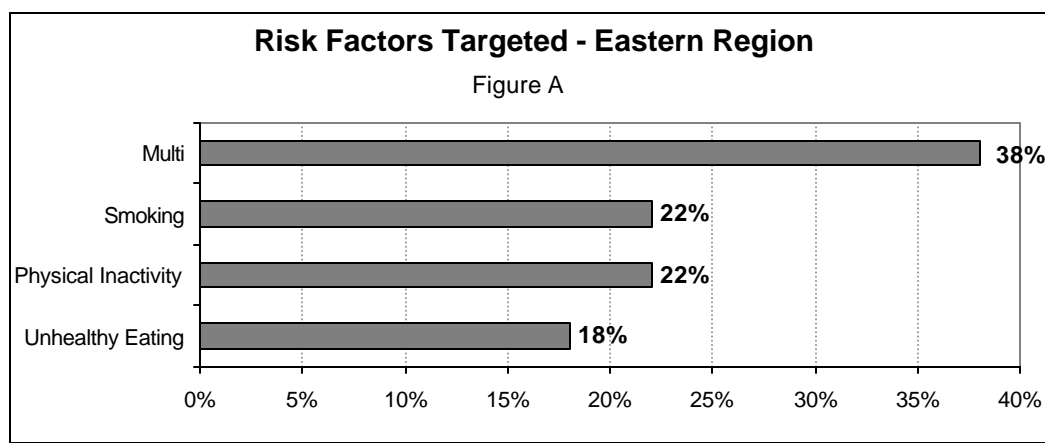
The projects and their respective names are as follows:

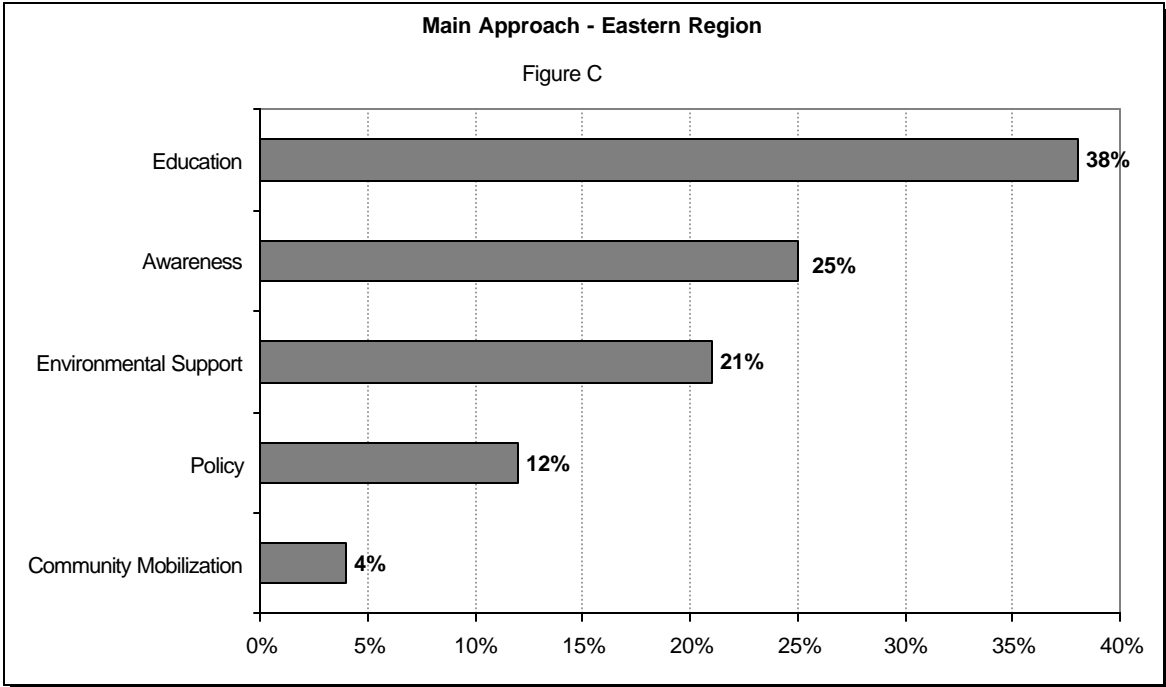
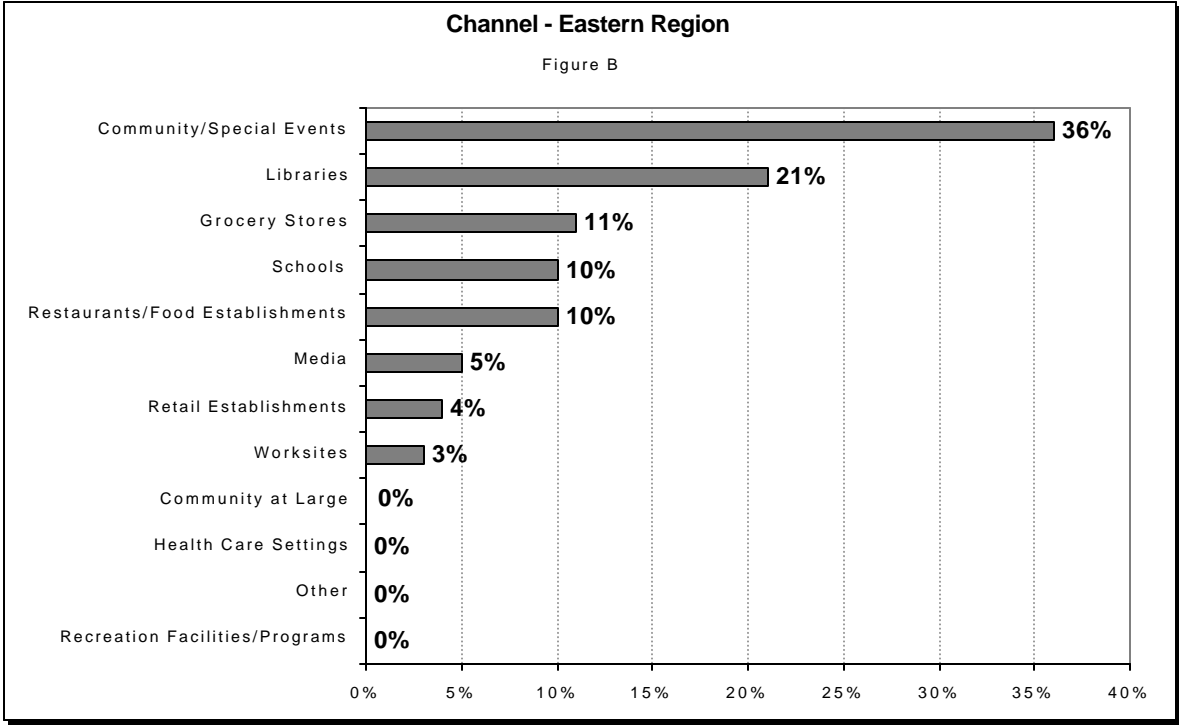
- Eastern Ontario Health Unit: *Healthy Rhythm/Au rythme du coeur*
- Hastings & Prince Edward Counties Health Unit: *Heart Health Hastings Prince Edward*
- Kingston, Frontenac and Lennox & Addington Health Unit: *Hearts@Work*
- Leeds, Grenville & Lanark District Health Unit: *Tri-Health Program*
- Ottawa-Carleton Health Department: *Heart Beat*
- Renfrew County and District Health Unit: *Healthy Living Partnership*

A total of 97 activities are identified. Thirty-eight percent target all three risk factors; 18% target unhealthy eating; 22% target physical inactivity and 22% target smoking (*Figure A*).

The most frequently identified channels are community at large (36%) and schools (21%). Refer to *Figure B* on the following page for a summary of channels to be used.

Education is the main approach used (38%) followed by awareness (25%), environmental support (21%), policy (12%) and community mobilization at 4%. The most frequently identified audiences are as follows: children and youth (27%); general community (26%); families and parents (12%); teachers and school administrators/boards (10%); women (9%); employers and employees (9%) and health care professionals at 7%. While other audiences are often targeted (e.g. restaurateurs, retailers) they are not cited as frequently as those above.





North East Regional Profile

There are five projects within the North East region. According to 1996 population statistics, this region has a catchment of 542,245.

The projects and their respective names are as follows:

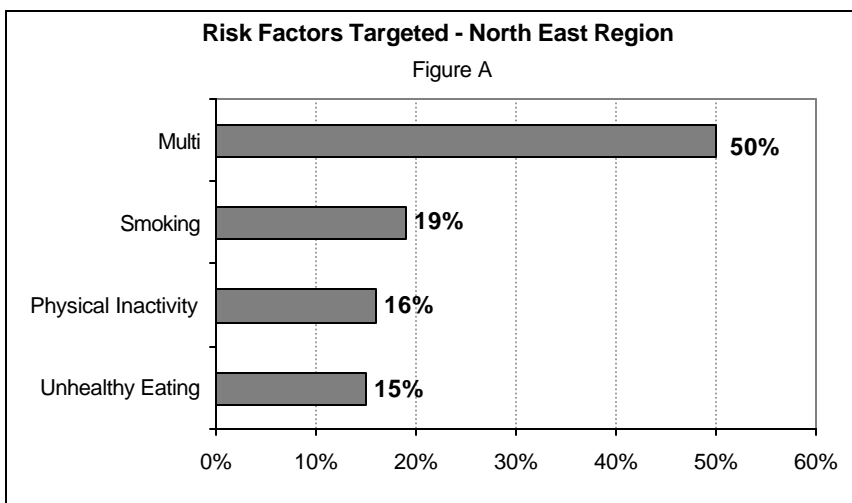
- District of Algoma Health Unit: *Heart Health Algoma*
- North Bay & District Health Unit: *Take Heart*
- Porcupine Health Unit: *Cochrane District Heart Health Network*
- Sudbury & District Health Unit: *Heart Health/Coeur Santé*
- Timiskaming Health Unit: *Timiskaming Heart Health Project*

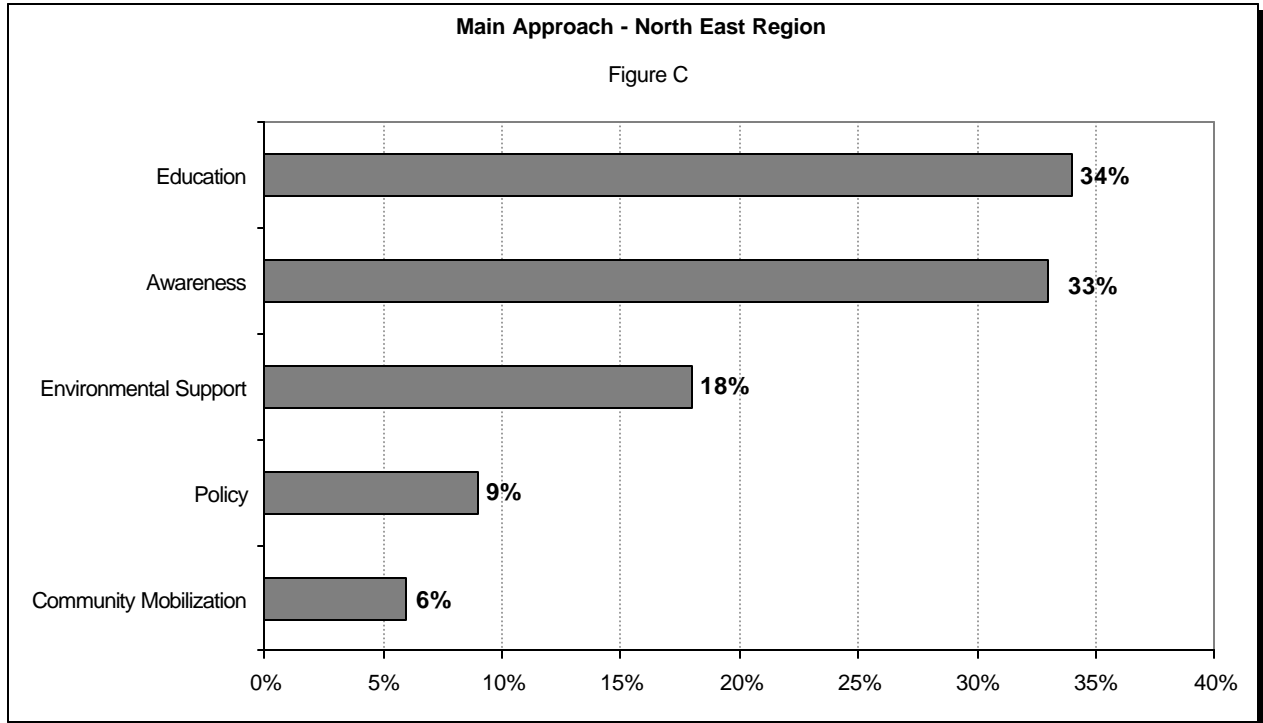
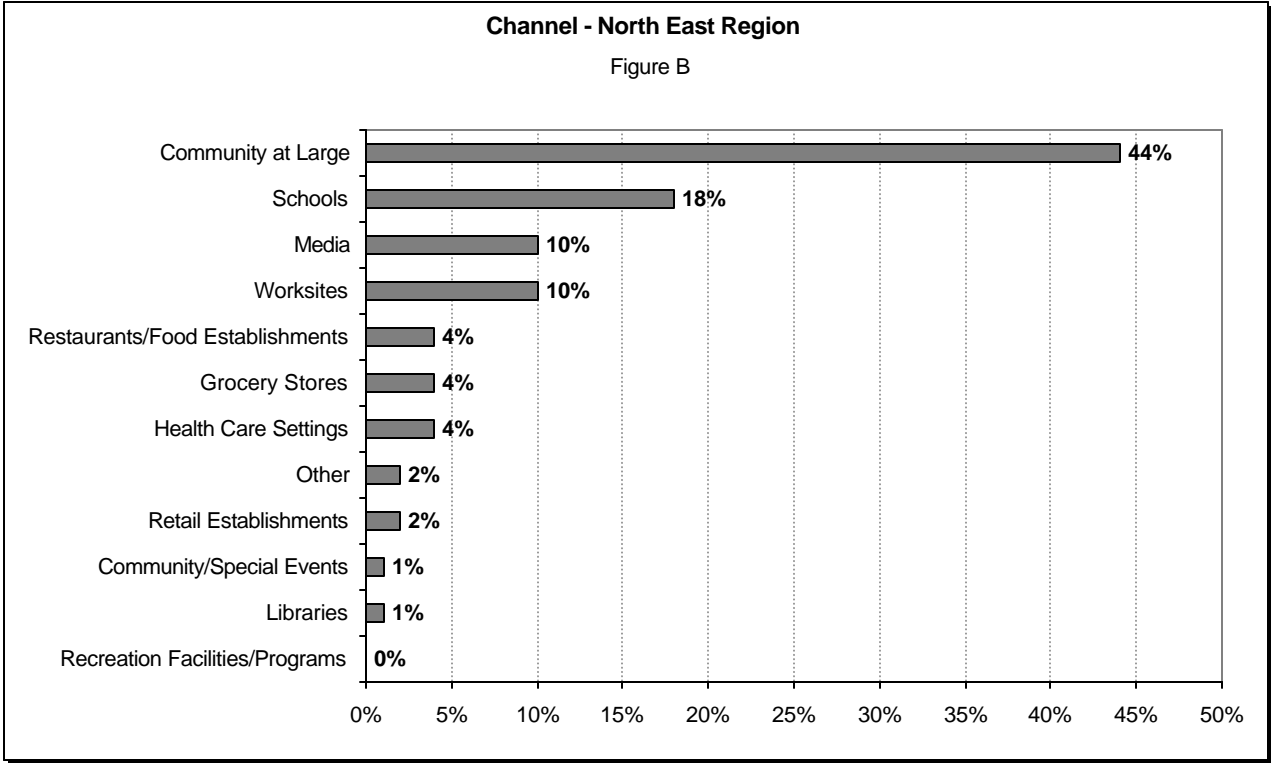
A total of 85 activities are identified. Fifty percent target all three risk factors; 15% target unhealthy eating; 16% target physical inactivity and 19% target smoking (*Figure A*).

The most frequently identified channels are community at large (44%) and schools (18%). For a summary of the channels to be used refer to *Figure B*.

Education is the main approach used (34%) followed by awareness (33%), environmental support (18%), policy (9%) and community mobilization at 6%.

The most frequently identified audiences are as follows: general community (23%); children and youth (22%); women (17%); families and parents (1%); teachers and school administrators/boards (12%); employers and employees (8%) and health care professionals at 2%. While other audiences are often targeted (e.g. restaurateurs) they are not cited as frequently as those above.





North West Regional Profile

There are two projects within the North West region. According to 1996 population statistics, this region has a catchment of 244,117.

The projects and their respective names are as follows:

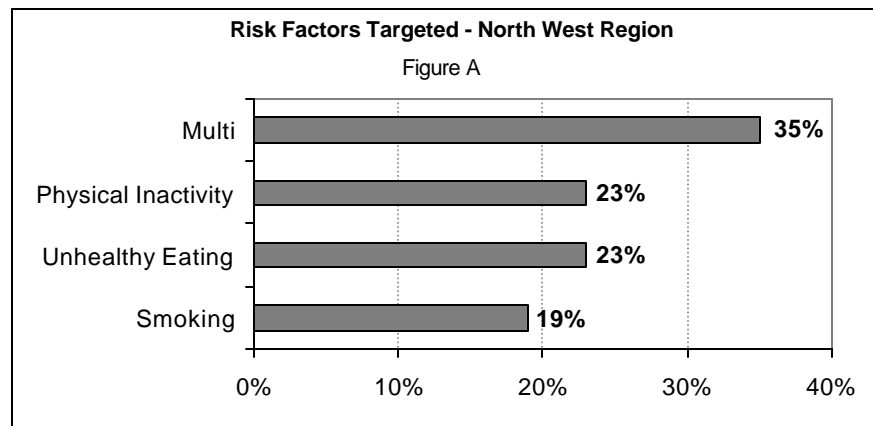
- Northwestern Health Unit: *Northwestern Heart Health Project*
- Thunder Bay District Health Unit: *Take Heart*

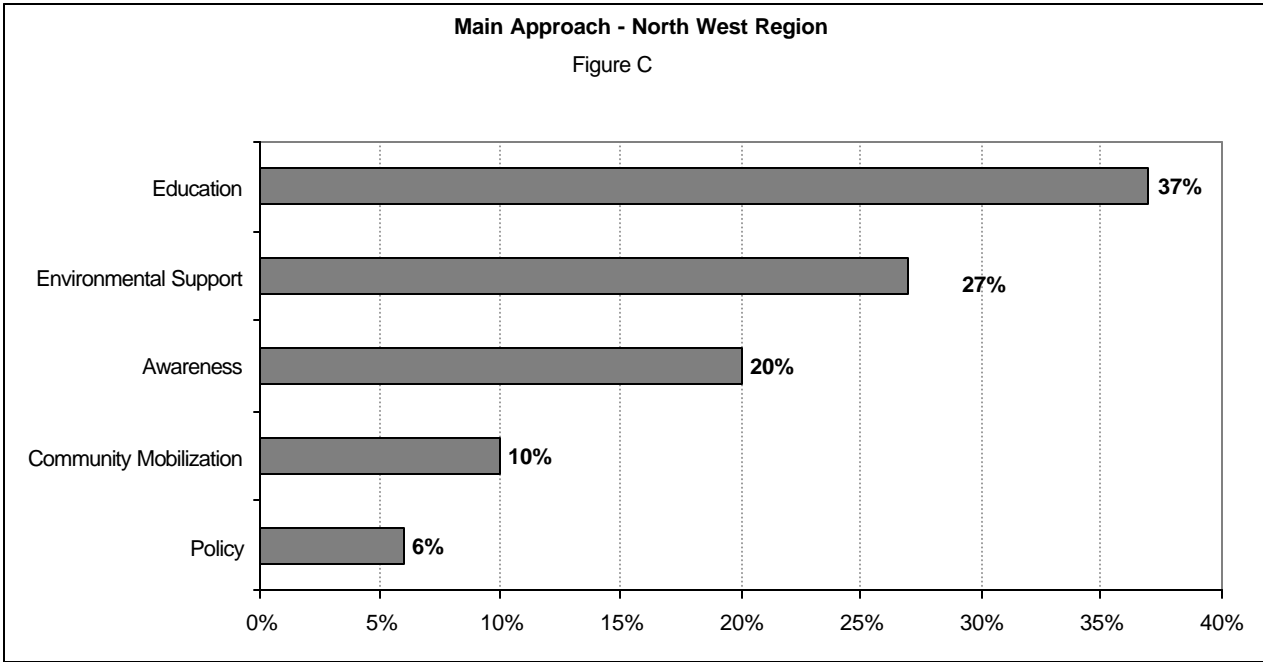
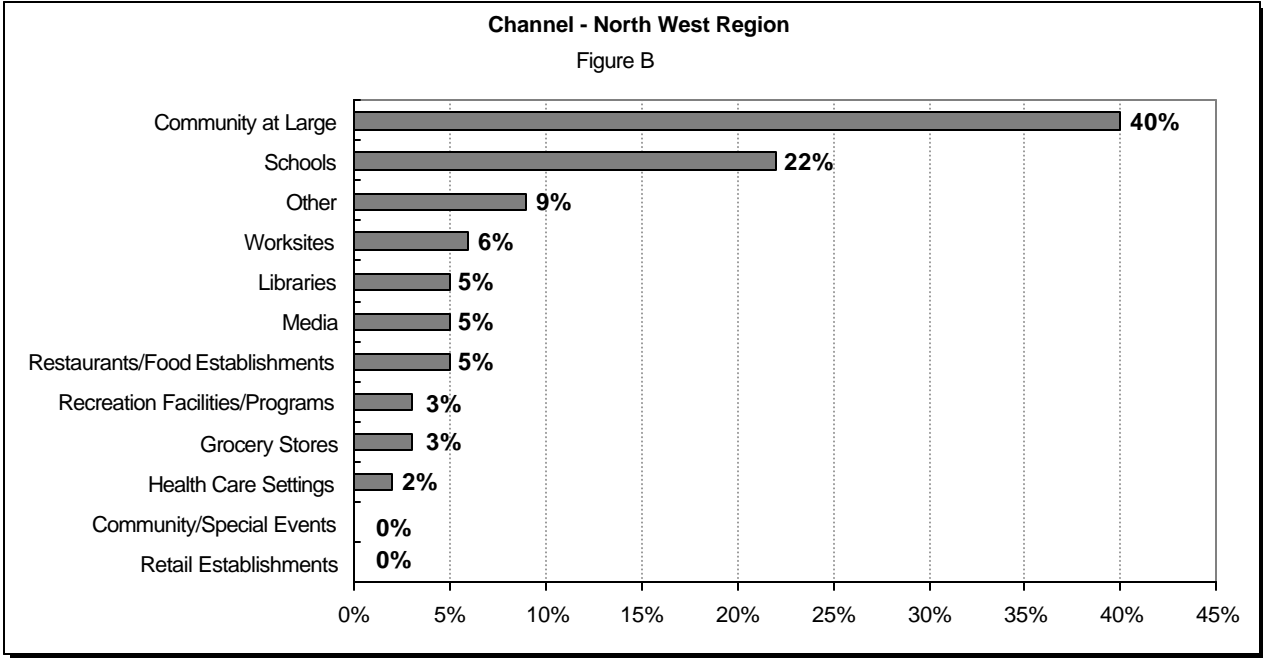
Due to the structure of the Northwestern Heart Health Project, a greater number of activities are identified in the project's annual plan. For the purposes of this document, permission was granted to summarize the similar activities being planned for the various communities involved in the project. The revised total number of activities identified herein is 49. Thirty-five percent target the three risk factors; 23% target unhealthy eating, 23% target physical inactivity and 19% target smoking (*Figure A*).

The most frequently identified channels are community at large (40%) and schools (22%). Refer to *Figure B* on the following page for a summary of the channels to be used.

Education is the main approach used (37%) followed by environmental support (27%), awareness (20%), community mobilization (10%) and policy at 6% (*Figure C*).

The most frequently identified audiences are as follows: children and youth (28%); families and parents (27%); general community (15%); women (13%); teachers and school administrators/boards (8%); employers and employees (7%) and health care professionals at 2%. While other audiences are often targeted (e.g. restaurateurs), they are not cited as frequently as those above.





South West Regional Profile

There are nine projects within the South West Region. According to 1996 population statistics, this region has a catchment of 1,440,509.

The projects and their respective names are as follows:

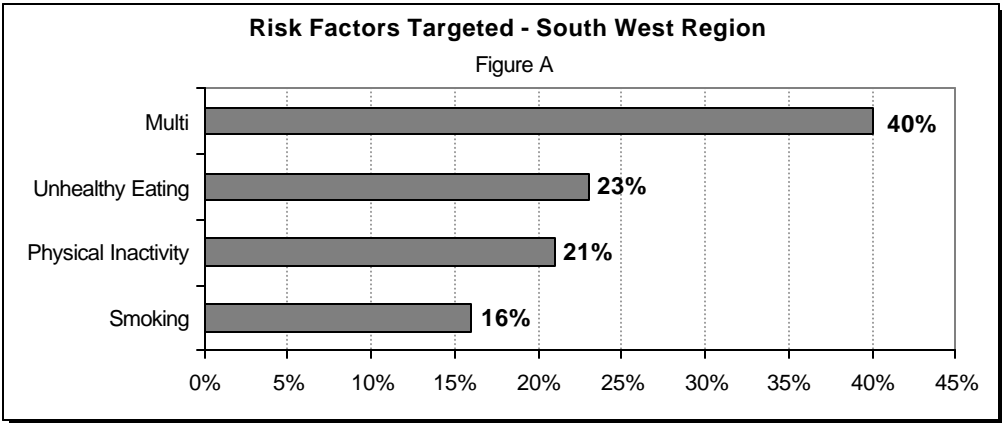
- Bruce-Grey-Owen Sound Health Unit: *The Beat Goes On*
- Elgin-St. Thomas Health Unit: *Healthy at Heart*
- Huron County Board of Health: *Take Heart Huron*
- Chatham-Kent Health Unit: *Chatham-Kent Heart Health*
- Lambton Health Unit: *Lambton Heart Health*
- Middlesex-London Health Unit: *Good Hearted Living*
- Oxford County Board of Health: *Whole Hearted Living*
- Perth District Health Unit: *Heart Health Perth*
- Windsor-Essex County Health Unit: *Heart Health Action Windsor-Essex*

A total of 194 activities are identified. Forty percent target all three risk factors; 23% target unhealthy eating; 21% target physical inactivity and 16% target smoking (*Figure A*).

The most frequently identified channels are community at large (44%) and schools (21%). Refer to *Figure B* on the following page for a summary of the channels to be used.

Education is the main approach used (35%) followed by awareness (28%), environmental support (20%), community mobilization (11%) and policy at 6% (*Figure C*).

The most frequently identified audiences are as follows: general community (26%); children and youth (24%); families and parents (16%); teachers and school administrators/boards (13%); women (11%); employers and employees (5%) and health care professionals at 5%. While other audiences are often targeted (e.g. restaurateurs and retailers) they are not cited as frequently as those above.



List of Heart Health Coordinators

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