

Annual Highlights 2016

Population & Public Health

Vision

Healthy British Columbians.
Everyone has opportunities for health & well-being where we live, learn, work & play.

Mission

- Influence policy & practice
- Promote population health & health equity
- Reduce the burden of chronic disease & preventable injury

Strategic goals

- Be a trusted source of population health information & expertise
- Produce actionable analysis & support its adoption
- Catalyze & lead collaborative action

Priority program areas

Chronic disease & injury prevention
Food security
Healthy eating
Health equity
Healthy built environment
Healthy communities & schools
Healthy weights
Population health surveillance

Guiding principles

- Emphasize wellness
- Strive for equity
- Recognize populations with unique needs

** Promote, Protect, Prevent: Our Health Begins Here. BC's Guiding Framework for Public Health, BC Ministry of Health, 2013.*

Leader's message

I am very pleased to present the 2016 highlights of the Population and Public Health Program (PPH) and share our recent accomplishments and changes.



PPH officially joined the BC Centre for Disease Control (BCCDC) in December 2015, and our staff began relocating onsite this year. The Ministry of Health (MOH), BCCDC, and PHSA are finalizing an agreement to broaden BCCDC's mandate beyond communicable disease to also include greater emphasis on health promotion, chronic disease and injury prevention. For the latter, PPH has aligned with the BC Injury Research and Prevention Unit (BCIRPU) to collaboratively lead injury prevention initiatives.

As per a new 2017-2020 directional plan (*in development*), BCCDC will coordinate and support the population health agenda across PHSA agencies, and collaborate with the MOH and all health authorities to achieve the [Guiding Framework*](#) goals. Facilitated by PPH, the newly established PHSA Leadership Council for Population and Public Health engages health promotion leaders across PHSA in a collective, coordinated effort to support provincial population and public health priorities across PHSA and with our partners.

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For more information, visit www.phsa.ca/populationhealth

BC Centre for Disease Control
An agency of the Provincial Health Services Authority

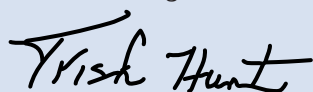
Leader's message (cont.)

Increasingly, MOH is transitioning responsibility for operations of healthy living programs to BCCDC and other PHSA agencies. So far, these programs include healthy eating, healthy weights, healthy communities & schools (see pg 4-5). Working to strengthen population health surveillance, the new BC Observatory for Population and Public Health is based at BCCDC, and is led by a collaborative group of partners from the MOH, all regional health authorities and the Provincial Health Officer.

It is a privilege to work with such a dedicated group of professionals and I thank all PPH, Observatory and BCIRPU team members for their passion and commitment to improving the health of British Columbians.

We are excited about the opportunities for greater collaboration and integration of our work within BCCDC and with all our partners and stakeholders in the coming years to help people achieve their best health and well-being.

With sincere regards,



Trish Hunt
Senior Director of Health Promotion, Chronic Disease and Injury Prevention

Ideas to action

EVIDENCE > Food insecurity rates

PPH partnered with University of Toronto researchers to analyze food insecurity rates in BC, using Canadian Community Health Survey data from 2005 to 2011-12. Key findings include:

- Over 1 in 10 BC households experienced food insecurity, with the highest rates in the north.
- One in 6 children lived in food-insecure households, although this rate was as high as 1 in 4 in some regions.

COLLABORATION > PHSA websites

PPH is leading a PHSA-wide project to improve the consistency and organization of online healthy living information on PHSA websites. With input from all agencies, PPH has developed a [core set of topics and messaging](#), which will be tailored and uploaded across PHSA agency sites in 2017.

ACTION > Community health data

PPH released the BC Community Health Data website in response to local governments' request for increased access to local-level, user-friendly health data. The interactive website www.communityhealth.phsa.ca features three tools:

- **Community profiles** for 142 communities
- **Database** with hundreds of health indicators
- **Health atlas** showing patterns across BC



Food security

PPH works with the MOH to lead and facilitate collaboration across government, health authority and nongovernment sectors to increase food security in BC.

The goals of food security are to increase access to nutritious, safe, personally acceptable food with a focus on those most vulnerable to food insecurity and to increase availability of healthy food produced in a sustainable manner.

Indigenous children's access to traditional foods

Harvesting, preparing and sharing traditional foods are important practices of Indigenous cultures and food security. In collaboration with Aboriginal and health sector partners, PPH completed the first review of food safety barriers and facilitators to providing non-market, high-protein, traditional foods in early childhood settings in BC.

Food costing

A 2015-16 evaluation will support PPH and the regional health authorities to make improvements to bi-annual food costing in BC. Future cycles will build on current strengths such as data collection at the health service delivery area-level.

Health equity

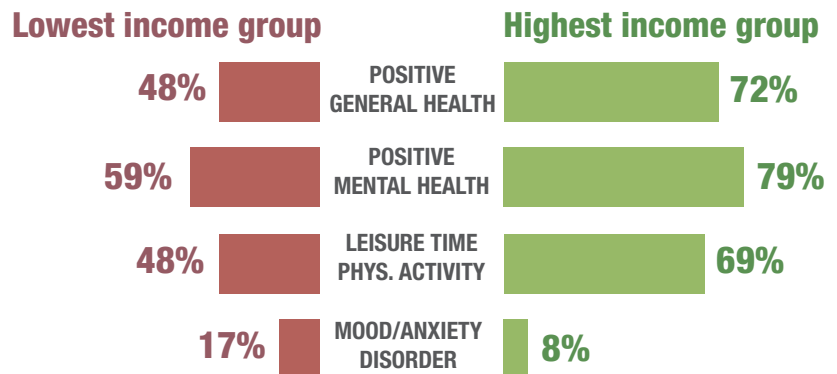
PPH seeks to promote health equity by improving the availability, accessibility and acceptability of health services in BC.

Improving health equity can benefit every British Columbian, but is particularly important for those who do not have the same opportunities to be as healthy as others.

Selected indicators report

PPH released a 2016 report as the first part of its analysis of a suite of 52 priority health equity indicators established in 2012. The ongoing analysis of these indicators serve to monitor and report on health inequities in BC, and the findings are being used to inform provincial actions to promote health equity.

Selected equity indicators by income quintile



PPH analysis on Canadian Community Health Survey data, 2007/08 - 2011/12.





Healthy eating

Expanding leadership in provincial healthy eating program management

In December, PPH added a new role focused on managing and supporting the implementation of provincial healthy eating programs, in collaboration with MOH. PPH will continue developing key partnerships with stakeholders across all sectors to ensure that healthy eating programs align with Ministry and PHSA strategic direction and follow best practices.

A first priority is *Informed Dining*, a nutrition information program designed to help consumers make informed choices when eating out.

Resource development

PPH led the adaptation and development of *Pediatric Nutrition Guidelines for Health Professionals* in collaboration with the MOH:

- Evidence-informed nutrition and feeding guidelines and nutrition risk indicators for healthy, full-term infants and children from six months up to six years of age.
- Information about parental influences on eating habits, growth, informed decision-making about infant feeding, food allergy prevention, high-iron foods and food safety.

Healthy Families BC

Healthy Families BC (HFBC) is the BC Government's health promotion and chronic disease prevention agenda. PPH leads, coordinates, and supports various components of the HFBC initiatives in collaboration with the MOH and regional health authorities.

The MOH began transitioning several healthy eating programs to PPH to provide program management oversight and support to NGO partners as Ministry shifts focus towards policy.

Food Skills for Families program

- Provides hands-on healthy eating and cooking skills with a focus on reaching Aboriginal, Punjabi and low income families, seniors, and newcomers to Canada.
- Accomplishments in 2016 include development of a new curriculum and delivery of 183 programs across BC.

Farmers' Market Nutrition Coupon Program

- Provides coupons to low income families and seniors who participate in cooking and skill-building programs.
- Participants receive \$15 weekly to purchase local fresh fruits and vegetables, fresh-cut herbs, nuts, eggs, dairy, fish, and meat from over 125 farmers' markets across BC.

Healthy schools & communities

Healthy Schools BC (HSBC)

HSBC aims to strengthen the relationship between the health and education sectors and improve student health outcomes using the Comprehensive School Health approach. Working closely with MOH, Ministry of Education, health authorities (HAs) and the Directorate of Agencies for School Health (DASH) BC, PPH has completed a three-year evaluation of the HSBC initiative.

Evaluation highlights:

- School districts increasingly communicate with their HA (90% in Cycle 3, vs. 74% in cycle 1)
- Knowledge exchange and skill development opportunities resulted in greater understanding of comprehensive school health and better ability to partner across sectors.
- High satisfaction with HSBC tools and resources (over 85% of users were satisfied).
- Students involved in grant-funded HSBC projects reported increased health literacy and greater involvement in their learning.

Healthy Families BC Communities

This initiative aims to build and support strong relationships between health and local government sectors to address chronic disease risk factors in community settings. PPH completed a three-year evaluation of the initiative working closely with MOH, health authorities, BC Healthy Communities Society and the Union of BC Municipalities.

Evaluation highlights:

- HAs formed official partnerships with 65% of incorporated municipalities
- HAs developed Healthy Living Strategic Plans with 56% of incorporated municipalities.
- Over 70% of local government representatives who use resources provided through HFBC-C were satisfied or very satisfied.
- Local governments highlighted the need for more local data to inform planning.

Healthy built environment

PPH works to promote healthier built environments (HBEs) that increase opportunities for physical, mental, and social health and well-being.

Linkages toolkit updates

In response to user feedback, PPH is updating the evidence in the *HBE Linkages Toolkit* in collaboration with health authorities, Simon Fraser University and BCCDC Environmental Health.

- Two new fact sheets on “small community contexts” and the “economic co-benefits” have already been used for public health inspector training in Alberta, and to inform local planning processes in Grand Forks and Salmo.

Speaker series

- As the secretariat for the HBE Alliance, PPH facilitated 20 presentations with over 200 participants on topics such as water quality concerns for First Nations on reserve, toxic building materials, and the social impact of a public space revitalization.
- Learning sessions resulted in new collaborations and products, e.g., evidence presented at a HBEA webinar informed the development of the new Social Well-being fact sheet for the Linkages toolkit.





Injury & falls prevention

Falls prevention campaign

Chaired by PPH, the BC Fall and Injury Prevention Coalition led a November 2016 provincial public awareness campaign called *Finding Balance BC* that reached thousands of British Columbians.

The purpose of the campaign was to help seniors to remain safe in their homes by encouraging them and their caregivers to take action to reduce risks of falling.

Provincial prioritization

As part of a provincial multi-round process to develop provincial injury prevention priorities, PPH co-facilitated several health authority sessions to solicit local input.

The resulting priorities (right) will guide the development of recommendations for provincial actions.

1 in 3 Elders will fall this year

What can you do to prevent falls?

• Keep your body active	• Make your home safer
• Have your medications reviewed each year	• Have your eyes checked every year

For more information, please visit: www.findingbalancebc.ca



Top injury prevention priorities in BC:

1. Falls (seniors 65+years)
2. Transport-related injuries (young drivers, pedestrians, cyclists, motor vehicle occupants)
3. Youth suicide & self-harm

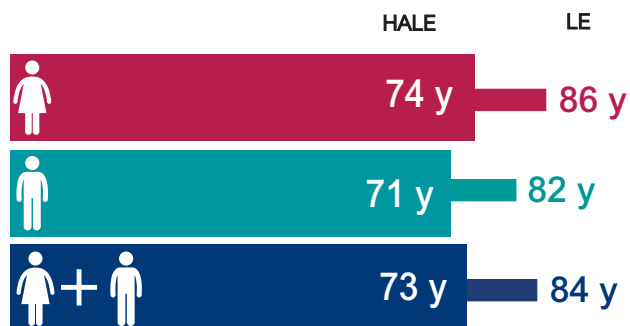
Population health surveillance

The PPH surveillance team engages in the collection, analysis, interpretation and dissemination of data about health status, chronic diseases, as well as protective and risk factors among British Columbians.

Health-adjusted life expectancy (HALE)

HALE is a population health indicator defined as the average number of years a person is expected to live in “full health”, which can be compared to the overall life expectancy. PPH completed a new life expectancy and HALE analysis for 2005/6, 2009/10 and 2013/14.

Life expectancy (LE) and HALE at birth, 2014



PPH analysis using self-reported data from the MOH Chronic Disease Registry and the Canadian Community Health Survey.

Registry data linkage project

The goal of this project is to develop and implement a system for linkage between data from PHSA's clinical, service, and disease registries along with administrative data from the MOH.

Significant progress has been made on Phase 1, which focuses on the individual, one-time data linkage between the Ministry's Chronic Disease Registries and PHSA's data extracts, including socio-economic data from PPH and registry data from the Provincial Renal Agency, Cardiac Services BC, and BC Cancer Agency.

BC Population Health Indicator Database

PPH led the launch of a new data platform designed to reduce redundancy and expedite the process of sharing health data among medical health officers, epidemiologist and data analysts.



British Columbia

BSERVATORY
Population & Public Health

The purpose of the newly established BC Observatory for Population & Public Health is to provide collaborative leadership in the development of provincial and regional surveillance capacity with respect to non-communicable diseases, injuries, and risk and protective factors.

PPH is a key member of the Observatory partnership, providing active support and guidance to Observatory's key priority projects and strategic planning.

PPH currently leads a number of projects that will serve as a foundation for future Observatory activities. Examples of these projects include: MOH/PHSA registry data linkage, the BC Population Health Indicator Database, Chronic Disease & Injury data mart.



Team members

- **Trish Hunt**, Senior Director of Health Promotion, Chronic Disease and Injury Prevention
- **Dr. Drona Rasali**, Director, Population Health Surveillance & Epidemiology
- **Lydia Drasic** (*retired*), Executive Director, BCCDC Operations & Chronic Disease Prevention

- **Alberto Almeida**, Project Coord. & Admin. Support
- **Cynthia Buckett**, Provincial Manager, Healthy Eating Resource Coordination
- **Bethany Elliott**, Project Manager, HFBC (*former*)
- **Charito Gailling**, Project Manager
- **Maja Grgar**, Coordinator Administrative Operations
- **Kamaljeet Guram**, Project Manager
- **Sarah Gustin**, Manager, KT & Communications
- **Billie Jane Hermosura**, Project Manager, HFBC
- **Diana Kao**, Epidemiologist
- **Melanie Kurrein**, Provincial Manager, Food Security
- **Crystal Li**, Surveillance Biostatistician
- **Ellen Lo**, Project Manager, HFBC
- **Tania Morrison**, Provincial Manager, Food Security
- **Megan Oakey**, Provincial Manager, Injury & Falls Prevention
- **Vanessa Perrodou**, Coordinator, Healthy Eating & Food Security
- **Jesse Veenstra**, Project Manager, HFBC (*former*)
- **Angeza Yusufzai**, Administrative Assistant (*former*)
- **Rita Zhang**, Epidemiologist
- **Rola Zahr**, Manager, Prov. Healthy Eating Programs

BC Observatory for Population & Public Health

- **Kate Smolina**, Director
- **Stacie Buttar**, Administrative Assistant
- **Vash Ebbadi**, Regional Epidemiologist (NHA)
- **Brent Harris**, Regional Epidemiologist (IHA)
- **Eleni Kefalas**, Regional Epidemiologist (VCH/FHA)
- **Tony Leamon**, Regional Epidemiologist (VIHA)



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BC Centre for Disease Control
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