

Healthy Public Policy

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What is PHABC ?

- Established 1962
- Voluntary, Non-profit, NGO.
- Areas :
 - Health promotion
 - Health protection
 - Healthy public policy
 - Disease and injury prevention



What does PHABC do ?

- Advocacy
- Sharing of health and related information
- Encourage research affecting public's health
- Cooperate with other organizations
- Foster reorientation of health services
- Support the Public Health Workforce



PHABC : Building a Policy Voice

- Renewal process in public health
- Reengage the Public Health Workforce
- Establish a working relationship with government
- Alliances
 - Unified Voice,
 - BC Healthy Living Alliance
 - Healthy Child Development Alliance



Favorable Context

- 2010 Olympic Games
- Five Great Goals from Premier
 - Healthiest Jurisdiction to Host Olympic Games
 - Act Now BC (intersectoral commitment)
- BC Healthy Living Alliance
 - Healthy Eating and Food Security
- Governments: Federal, Provincial, Municipal
- Health Authorities and Core Programs



An Opportunity for PHABC

- 2010 Olympics:
 - PHABC resolution to national membership (CPHA) on affordable and healthy food at the games
- ActNow BC - Targets
- BC Healthy Living Alliance \$
- Healthy Eating
- Food security:
 - is an emerging area of concern in health sector and is now a core program for public health
- Endorse Cost of Eating report



A Healthy, sustainable food system framework

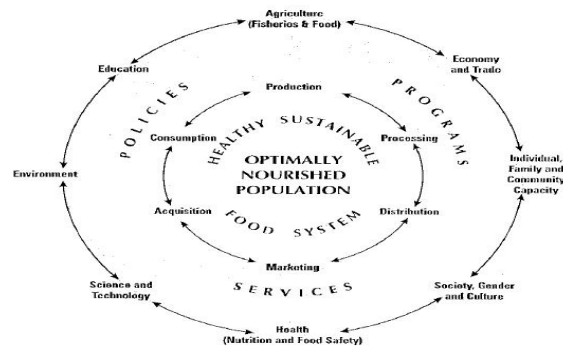


FIGURE 1 A healthy, sustainable food system framework.
(adapted from Dahlberg et al. 1997, Tansey and Worsey 1995)



PHABC's Role

- Harmonize efforts to maximize effectiveness of scarce resources
- Networking: Catalyst for shared objectives
- Expert groups (core programs)
- Issues groups (food security online discourse)
- Use the prevailing government agenda to accomplish desired systemic change
- Advocate for social determinants lens (HLABC)
- Demonstrate change strategies: Grant from MOH to work with vendors re: placement of healthy and affordable food
- Support development of PH workforce:
 - Human and/or financial resources-



Conclusion-- Opportunities and critical conditions

- Political context
- Public Health “Window of Opportunity”
- Relationship with policymakers
- Alliances within and outside the Province
- Credibility of PHABC- quality of health information, responsible advocate, coalition builder, trusted partner for positive social change.
- Activities at all levels of governance from policy to action

