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# Health Goals for Canada:

*Towards Their  
Achievement*

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“To Prevent Disease,  
to Relieve Suffering,  
and to Heal the Sick,  
-This Is Our Work”

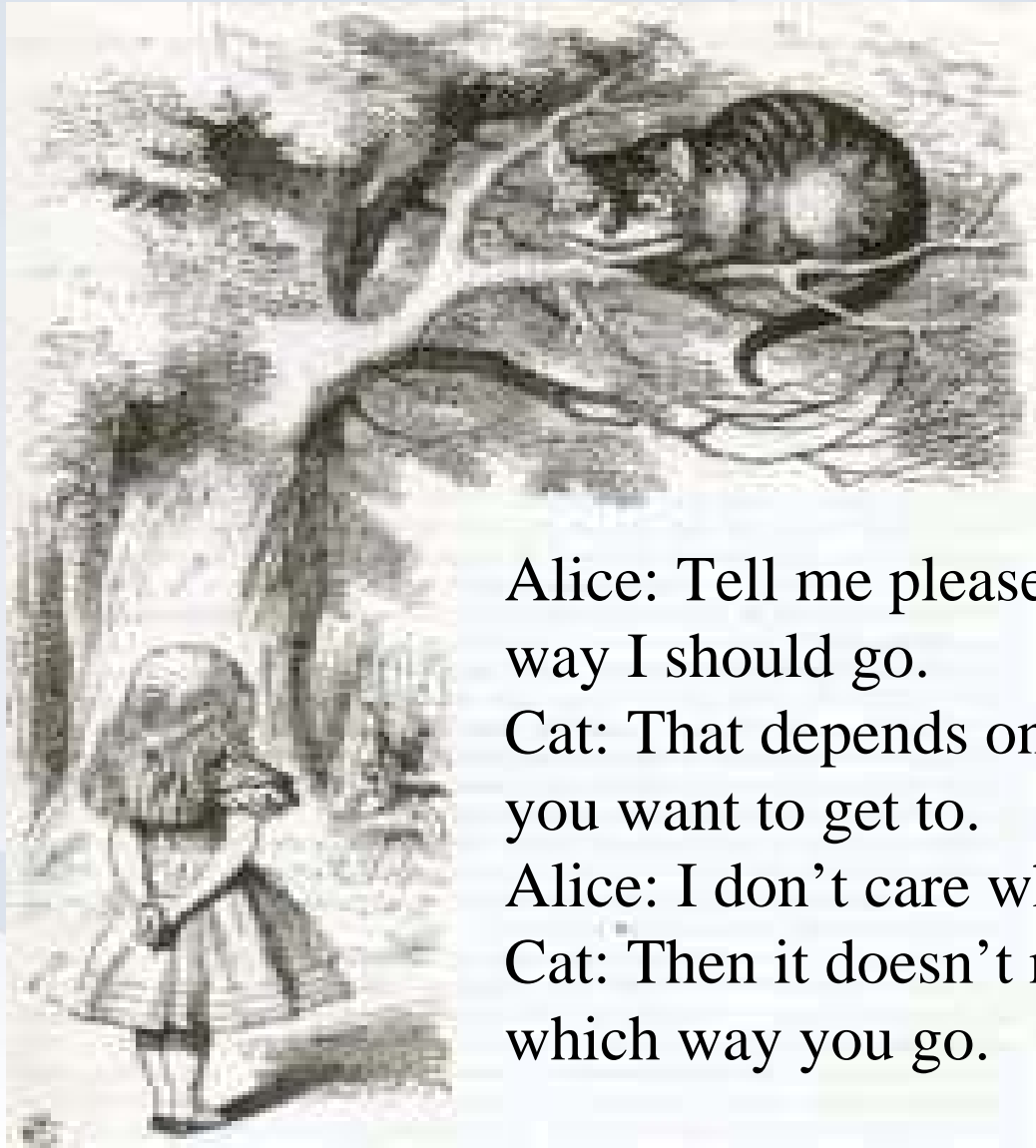
Sir William Osler

# Why Goals?

## The Goals:

- It matters where you want to get to.
- Indicate a path to improve health, quality of life
  - High level, aspirational, direction-setting, upstream, based on determinants of health
- Provide a common frame for new and ongoing intergovernmental and intersectoral efforts
  - Each jurisdiction uses Goals to then inform their own initiatives.
- Set the stage for dialogue with other gov't and non-government sectors,
  - to foster greater policy coherence and promote healthy public policy.

# Alice and the Cheshire Cat



Alice: Tell me please which way I should go.

Cat: That depends on where you want to get to.

Alice: I don't care where.

Cat: Then it doesn't matter which way you go.

## Context

- Sept. 2004 – First Ministers agree to: *"set goals and targets for improving the health status of Canadians"*.
- Minister of State for Public Health (GoC) and Minister of Healthy Living (MB) co-lead a F/P/T collaborative process to develop goals
- DM's of Health agreed to a 2-step approach:
  - **Phase I Goals:** consensus on broad aspirational statements of desired states or directions in which society wants to move
  - **Phase II Targets & Indicators:** set targets, indicators and develop strategies to measure progress towards the Goals within each jurisdiction

# Health & Global Change



Urbanization-  
Climate Change-  
Globalization-  
Economic Gaps-  
Technology-  
Social Change-

The Basics Still Matter-

# The Health of the Population

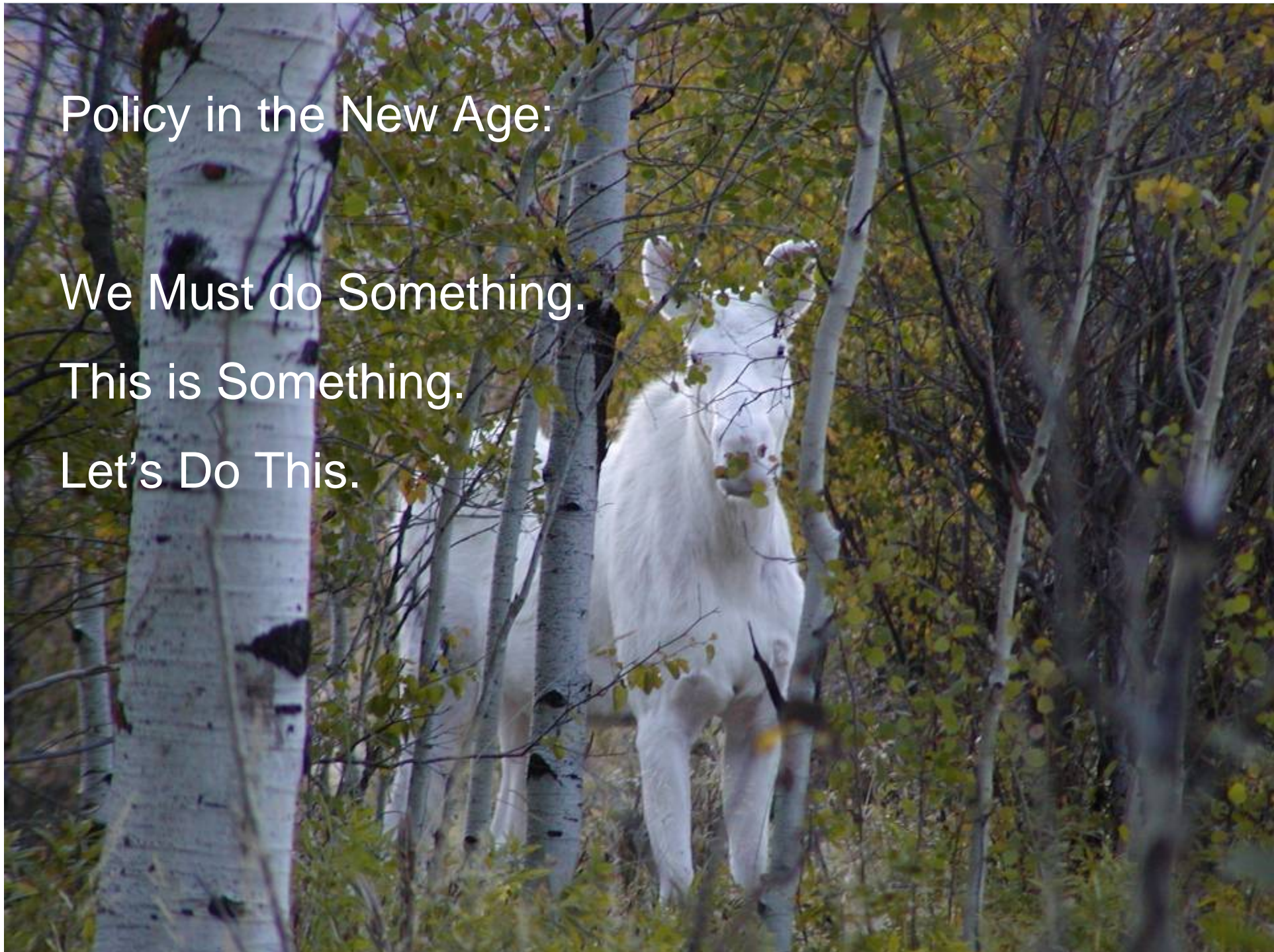
- Peace and Stable Ecosystem
- Food and Shelter
- Education
- Sustainable Resources
- Child Development
- Working Conditions
- Choices and Coping
- Income and Social Status
- Health Services
- Social Support Network

Policy in the New Age:

We Must do Something.

This is Something.

Let's Do This.



# Development of Goals

- Broad consultation process with public health experts, health professionals, provinces and territories, academics and researchers, government officials, 'ordinary' Canadians
- Consultations:
  - 12 P/T roundtables (Ministers of Health present)
  - 5 thematic events
  - Web surveys and Youth Engagement initiatives
  - Cascading consultations – key stakeholder organizations, MPP/MLAs, other champions
  - 5 regional Deliberative Dialogues
- Interdepartmental Working Group

# Development of Goals (cont'd ...)

- Establishment of Goal Statements Working Group
  - identified core values and principles, drafted goal statements considering all inputs
- Goal statements revised based on validation process feedback
  - CPHA, PHN Council, CCMOH, Taking Stock II (validation with key stakeholders)
- Health Goals for Canada approved by Ministers of Health October 23, 2005 (Annex A)

# The Health Goals 1

## ***Overarching Goal:***

- As a nation, we aspire to a Canada in which every person is as healthy as they can be – physically, mentally, emotionally, and spiritually.

## **Canada is a country where:**

### ***Basic Needs (Social and Physical Environments)***

- Our children reach their full potential, growing up happy, healthy, confident and secure.
- The air we breathe, the water we drink, the food we eat, and the places we live, work and play are safe and healthy - now and for generations to come.

# The Health Goals 2

Canada is a country where:

## *Belonging and Engagement*

- Each and every person has dignity, a sense of belonging, and contributes to supportive families, friendships and diverse communities.
- We keep learning throughout our lives through formal and informal education, relationships with others, and the land.
- We participate in and influence the decisions that affect our personal and collective health and well-being.
- We work to make the world a healthy place for all people, through leadership, collaboration and knowledge.

# The Health Goals 3

Canada is a country where:

## *Healthy Living*

- Every person receives the support and information they need to make healthy choices.

## *A System for Health*

- We work to prevent and are prepared to respond to threats to our health and safety through coordinated efforts across the country and around the world.
- A strong system for health and social well-being responds to disparities in health status and offers timely, appropriate care.

# First Phase Successes...

- It happened
- Broad consensus on what we aspire to, across governments and sectors
- Broad consultation and input
  - Deliberative dialogues -focussed discussions
  - Sustained interest and commitment throughout
- Collaborative process among government and non-government actors
- Goals reach across sectors to address underlying determinants of health



The Mountains are Lovely but  
do They Block the View?

## ... Still to Do

- What level of collaborative process to move forward in jurisdictions and across FPT?
  - Ministers did not address FPT follow-up actions
  - No consensus yet on strategy and best ways to operationalize and ground the goals
- Each jurisdiction will use Goals to inform their own initiatives
  - Federal and provincial-territorial parallel paths, what are the potential interconnections
- Sustain momentum

# Now What ?

Achieving progress in fulfilling the objectives of the Goals:

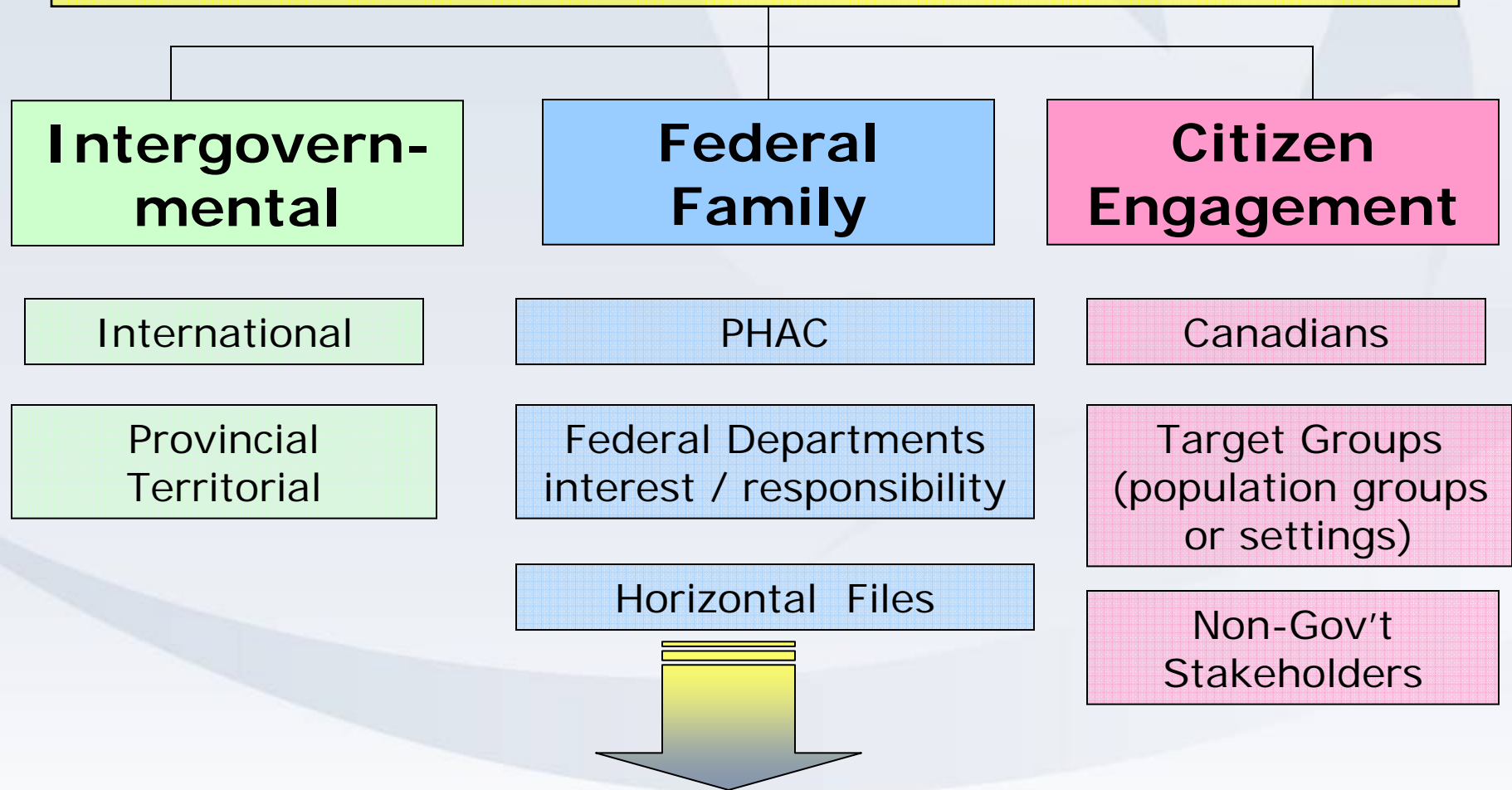
- What else needed in order to:
  - Maintain momentum and broad uptake of the Goals:  
-federal family, P/T jurisdictions, communities, by stakeholders and by ordinary Canadians?
  - Operationalize the goals and ensure a public health perspective is applied to policy development?
  - Set targets and indicators and measure progress
    - to what extent can they be common across jurisdictions?
  - Learn from others experiences, internationally and in other jurisdictions?

## Advancing the Goals: Federal Engagement

- Phase II : Goals as a framework influencing public policy development.
- Focus on making progress in key areas:
  - Intergovernmental
  - Federal Family
  - Citizen Engagement

# Advancing the Health Goals

## Three Streams of Federal Engagement



Knowledge Translation: Research, Targets, Indicators

# 1. Intergovernmental

- International
  - Examine int'l efforts to incorporate Health Impact Assessments in public policy development
  - WHO Commission on Social Determinants of Health
- Provincial/Territorial
  - FPT WG: forum for information sharing, develop communications products
  - P/Ts work within their own jurisdiction

## 2. Federal Family

- Federal Departments
  - Departments with areas of federal responsibility (e.g, Vets, Corrections, DND)
  - Departments with interest (e.g., SDC, EC)
  - Identify linkages and align existing work to Goals
  - In areas of federal responsibility identify targets and indicators
  - Determine appropriate engagement strategies for future work
- PHAC
  - Internally, map strategic priorities and outcomes to the Goals and align programs and activities.

# Federal Family (cont'd...)

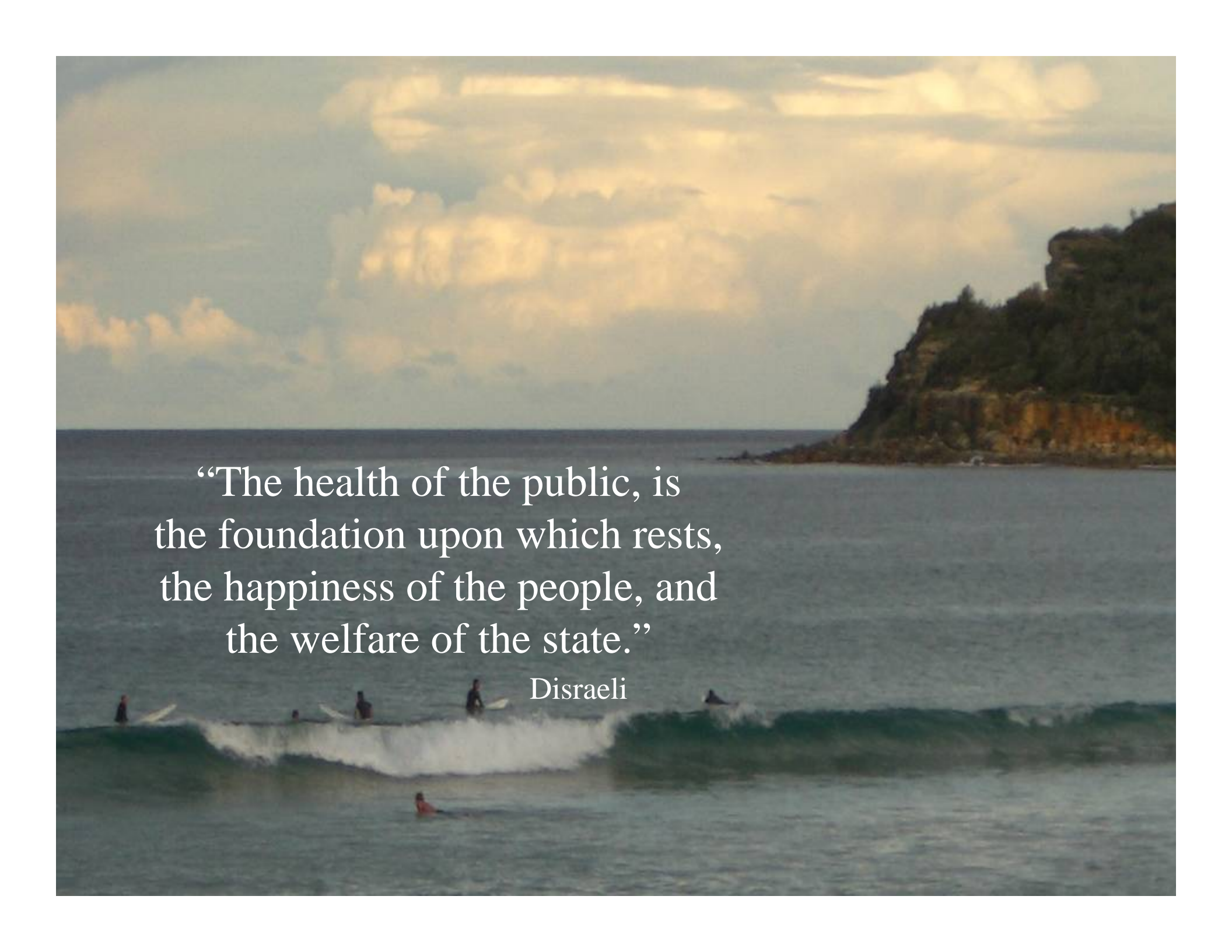
- Horizontal Files
  - Identify key horizontal files (e.g., Food) that could be aligned to the Goals.
  - Example: National Food Policy Framework, ensure goals, priorities, targets are aligned to the broader Health Goals
- Technical Work
  - Analysis of existing research, indicators
  - Information sharing
  - Data analysis

## 3. Citizen Engagement

- Population Level
  - Communications products and tools
  - Update website
  - Engagement with
    - specific population groups (e.g., youth, Aboriginal)
    - settings (schools, workplaces)
- NGOs and Professional Groups
  - Collaborative work to operationalize the Goals
  - Using broad networks to support uptake and involvement.
  - Identify linkages and alignment of their work to the Goals
  - Communication activities
  - Engagement in Policy Options

# Knowledge Translation

- Knowledge translation (e.g., research, targets, indicators) cuts across all three streams.
- Possible examples include:
  - Synthesize research on population health and test their applicability to the Goals.
  - Examine use of goals in other countries (e.g., UK, WHO, EU) and use of Health Impact Assessments
  - Examine work done in other jurisdictions (e.g., BC Progress Report)
  - Lessons learned on using targets and indicators
  - Use of gender-based analysis and other analytical tools to examine health disparities



“The health of the public, is  
the foundation upon which rests,  
the happiness of the people, and  
the welfare of the state.”

Disraeli

# Addressing The Determinants

- **Partner**- Who can we work with, to do it better together?
- **Advocate**- What needs to be done at policy, legislative or program level?
- **Cheerlead**- Encouraging and not getting in the way.
- **Enable**- What we do directly to change the determinants
- **Mitigate**- Picking up some of the pieces, to reduce impact

# Interagency Collaboration In Moving Forward?

- Identify linkages with existing work
- Tap into existing research and knowledge on social determinants
- Promote an understanding and operationalization of Goals
  - Reach into stakeholders and P/Ts
- Take on a Goal, develop strategies to advance it, and identify targets and indicators to measure progress

An aerial photograph of a river with rapids. The water is turbulent and white with foam as it flows over dark, layered rock formations. In the background, there is a building with a white tent-like structure on its roof, surrounded by trees and a parking lot. The overall scene is in a wooded, natural setting.

“Success is  
10% inspiration and  
90% perspiration”

Leacock

## For Your Consideration?

- Do you have suggestions regarding the proposed engagement strategy to advance the Goals?
  - Where should we focus efforts in the short-term?
- How can we use the Goals as a framework to guide public policy development?
- How can we ensure broad uptake and operationalization of the Goals?
- How do you see initiatives and programs within your agencies aligning to the Goals?
- How can we facilitate interagency collaboration?

## Surviving Goals, Targets and Indicators

- Remember there is a purpose to this
- Embrace the Forest
- Engage in Reflective Practice
- Current Problems Were Once Solutions
- The Simple Answer is: Few things are Simple, (But There Are Useful Solutions)
- There Is No Panacea
- Don't Let the Best be the Enemy of the Good
- Focus on Application and Dissemination

# Hang in There- Spring Has Always Followed Winter (so far)

