



Eat, Sip and Be Healthy

2

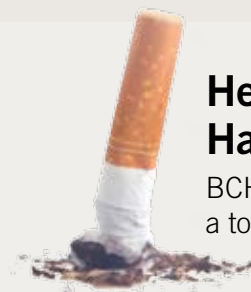
BCHLA plans to reach families where they work, play and learn.



BC on the Move

BCHLA has four initiatives to take British Columbians from the television to the trails.

3



Healthy Lungs, Happy Body

BCHLA plans for a tobacco free BC

4



BC Healthy Living Alliance
working together to promote wellness and prevent chronic disease

go!

Supporting schools, communities and families in healthy living

Today in British Columbia, 16–18 percent of the population smokes*, 40 percent are physically inactive, and most — 60 percent — do not eat enough vegetables and fruit. The BC Healthy Living Alliance (BCHLA) is working to change that.

BCHLA is supporting British Columbians across the province to eat healthier, get active and live tobacco-free. In partnership with the BC government, BCHLA is striving to make British Columbia the healthiest region to ever host the Winter Olympic and Paralympic Games.

It is an ambitious goal backed by a strong team that joined together in 2003 to become the largest coalition of health leaders in the history of BC. Shortly thereafter, the BC Government created ActNow BC to encourage British Columbians to lead a healthier lifestyle. Recognizing the alignment between ActNow BC and BCHLA, the Province invested \$25.2 million in BCHLA to start working towards their shared vision of a healthier future.

With inspiring goals, comprehensive strategies and a collaborative team of organizations, the BC Healthy Living Alliance is poised to make history again.

Let's go!

Mapping our approach

BCHLA has worked hard to gather research and develop strategies to achieve BC's health targets

7



Being healthy in BC

6 What the most recent provincial data reveals about British Columbians

Together we're better

5

Building healthy, vibrant communities across BC

*There is some variation on the rate of tobacco use among data sources; the CTUMS rate is listed at 16% and BC Statistics is listed at 18%.

A Recipe for Success

BCHLA members are helping to make healthy choices easier for British Columbians. So what is the secret recipe for success? It is simple: just mix together healthy eating, physical activity and tobacco reduction, and stir in a good measure of community capacity building.

Combined, these strategies can prevent a number of serious health issues. Indeed, following the recipe can significantly reduce the risk of serious chronic diseases like cancer, diabetes, cardiovascular disease and chronic respiratory disease.

To help reduce the number of people living with chronic disease, BCHLA has prepared a series of comprehensive initiatives under each strategy. BCHLA members have stepped up to lead initiatives in areas where they have demonstrable expertise and networks. Through targeted interventions, supportive resources and strong leadership, BCHLA is combining all the right ingredients to build a healthier BC.

Providing knowledge, skills and easier access to healthier food choices at school, work, and play so families can make better food choices.	Healthy Eating Strategy	1
Creating opportunities and overcoming barriers to make physical activity a priority for everyone.	Physical Activity Strategy	2
Reaching young adults where they work, learn, socialize and live, with smoking prevention, protection and cessation initiatives.	Tobacco Reduction Strategy	3
Building stronger networks, leadership and skills to support the development of healthier communities.	Community Capacity Building Strategy	4

FACT

61% of British Columbian children aged 12-18 do not eat enough vegetables and fruit.

HEALTHY EATING

Eat, Sip and Be Healthy

When it comes to healthy eating, education and access to nutritious foods are key. The goal of the Healthy Eating strategy is to make healthy food more readily available and provide BC families with the skills and knowledge necessary for making sound snack and meal choices.

In today's busy world, food selection and preparation does not just happen in the kitchen. That is why BCHLA plans to reach families where they work, play and learn.



Healthy Food and Beverages at School, Work and Play

BCHLA members are working to change the way schools, recreation facilities and local government buildings approach and present food choices. Dietitians of Canada is providing customized support to schools as they implement provincial school guidelines for food and beverage sales. The BC Recreation and Parks Association, along with the Union of BC Municipalities, is ensuring local government buildings and recreation facilities also receive the support they need to make vital changes to their food and beverage selections. At school, work or play, BCHLA is helping to make the healthy choice the easy choice.



With an abundance of great local foods at your fingertips, a desire to change and some basic skills, you'd be amazed at how your quality of life changes for the better. Slowly introduce healthy foods while letting go of the ones with no nutritional value.

~ Karen Barnaby, Executive Chef, The Fish House in Stanley Park

Farm to School Salad Bar

Children consume 30% of their daily calories at school. So an important step is improving access to locally-grown, culturally-appropriate foods in schools. The Public Health Association of BC is piloting a Farm to School Salad Bar initiative in twelve schools in the North and Interior — places where access to such foods can be limited. A central focus is to build relationships between schools and local farms. Parents, students and school staff prepare, serve and eat crispy local greens. Children benefit because fresh veggies and fruit are readily available at school, and they learn about the local food system, nutrition and health.

Food Skills for Families

Cooking healthy food that is tasty and appealing to our families is not always easy. Adding to the challenge is the fact that some families have limited incomes or do not even have basic information about where to start. Drawing on the strengths of two existing programs — *Cooking Fun for Families* and *Cooking for Your Life!* — the Canadian Diabetes Association is developing a new food skills program geared to the needs of vulnerable families. The program will build skills necessary for choosing and preparing healthy foods. New programming, promotion, venues and training for community-based facilitators ensure the program reaches those who need it most. Building on community strengths is what BCHLA is all about.

Sip Smart!

From sport drinks to pop to fruit “punch”, sugar-sweetened beverages are everywhere. To kick this liquid-sugar habit, the BC Pediatric Society and Heart and Stroke Foundation are launching an elementary school educational program. It includes innovative resource materials and a teacher-friendly learning module. By teaching kids why it is important to drink less sugary drinks, the initiative complements BCHLA's other efforts to reduce unhealthy choices in schools. The goal? When kids are thirsty, they reach for healthier thirst-quenchers.



FACT

Just 30 minutes of physical activity each day can dramatically improve our health. Forty-one percent of British Columbians aged 35-54 are not active enough to achieve the health benefits of regular activity.



PHYSICAL ACTIVITY

incomes and face multiple challenges. The BC Recreation and Parks Association and the Heart and Stroke Foundation are building on effective community program models and approaches, like *Everybody Gets to Play™*, to ensure that economically disadvantaged people have access to quality leisure experiences. When it comes to physical activity, income should not determine who gets to play.

Community Based Awareness Initiative



Communities are critical to realizing the benefits of physical activity. Through this initiative, the BC Recreation and Parks Association and the Heart and Stroke Foundation are giving them tools to spread the good news. This will raise awareness and promote local opportunities for physical activity so that people can act on what they have learned from campaigns like ActNow and ParticipACTION. When British Columbians hear the message to get active, they will now know where to go.

Built Environment and Active Transportation Initiative

The formula is simple. **Increased awareness + safe opportunities for walking and cycling = more physically active neighbourhoods.** However, rural and smaller communities are often limited in their ability to design pedestrian and cycling friendly neighbourhoods. This initiative, led by the BC Recreation and Parks Association and the Union of BC Municipalities, prepares them to make the most out of infrastructure funding opportunities available to communities. And planners, civil engineers and other key stakeholders are being brought together to identify ways to plan for more active communities. BCHLA is on the ground — getting *BC on the Move*.



Active kids are healthy kids, but today the neighbourhoods and streets of our childhood have changed. Our children rarely play road hockey, walk to school or have the freedom to explore the neighbourhood on their bicycles. To stay healthy, our kids and their families need to be able to enjoy physical activity as part of their everyday life.

~ Silken Laumann, Former Olympian, Author and Physical Activity Ambassador

In BC, smoking accounts for approximately **6,000 deaths annually**. That's 16 people each day!



“ If you're a smoker, there is no more important positive health change you can make than to stop smoking — no butts about it. ~ Dr. Art Hister, *Author, broadcaster and columnist* ”

■ TOBACCO REDUCTION

Healthy Lungs, Happy Body

Tobacco is addictive, poisonous and kills 16 British Columbians every day. Even so, more than 600,000 people in BC continue to smoke, with young adults showing the highest rates of smoking. Even though 19 to 29-year-olds have



become a major marketing target for tobacco companies, there are few programs to support them. To overcome this, BCHLA is reaching out to these young adults at work, school, in the community and at home. After all, a tobacco-free BC is a healthy place for all of us.



Tobacco-Free Workplace Initiative

Most adults in BC spend one-third of every day at work. And 19-29 year olds are the fastest growing segment of the BC labour force. So it makes sense to aim tobacco-free programs at young workers in the workplace. The Canadian Cancer Society is working with employers, unions and industry health and safety associations to create environments that support tobacco-free employees and assist those who have or want to quit. Forums on the impact of tobacco use in the workplace, organised in partnership with WorkSafe BC, industry health and safety associations and leading BC companies, are also helping to clear the air for all of BC.

Tobacco-Free Post Secondary Initiative

BCHLA supports tobacco-free campuses. This includes ensuring protection from tobacco marketing, enacting tobacco-free policies, developing cessation resources for students and faculty, and educating trade students on tobacco as a health and safety issue in the workplace. Assisted by the BC Lung Association, schools are leading the fight against tobacco by creating healthier learning environments for BC's bright minds.

Targeted Education Campaign

Young adults were born double-clicking; they send text messages in their sleep and use MSN as a verb. Newspapers and billboards do not reach this media-savvy group — they get their information from networking sites, blogs and each other. In this new reality,



the Heart and Stroke Foundation is working with professors to challenge students in senior-level marketing classes. Their assignment is to design a multimedia tobacco education campaign. Winners will see their campaign focus tested, further developed and then launched. Connecting with young adults is just one more way BCHLA is kicking butts in BC.



Community Outreach Initiatives

When young adults are not working or studying hard, you can be sure they are enjoying their time off. Tobacco reduction, protection and prevention initiatives have to reach places where young adults play and live, and two community outreach initiatives achieve that goal.

The Community Detailing initiative will engage businesses and community organizations where young adults “hang out” to promote cessation resources. These community partners know youth — their customers — and youth culture, and can reach them where they socialize and have fun — at bars, restaurants, shopping malls, events and recreation centres.

British Columbians are protected from second-hand smoke in public and work places but many are still exposed to unwanted tobacco smoke entering their homes from neighbouring units. The Smoke-Free Housing in Multi-Unit Dwellings Initiative will work with housing providers to create more smoke-free living spaces. The Heart and Stroke Foundation is implementing a smoke-free housing pilot project to provide technical support to interested housing providers, and is conducting educational forums across BC. Soon, young adults will be able to choose smoke-free rental housing.

Wherever they go, young adults are being supported by BCHLA to help them kick the smoking habit, protect them from second-hand smoke and live healthier, smoke-free lives.



■ COMMUNITY CAPACITY BUILDING STRATEGY

Together We're Better

Capacity building focuses on engaging people to make their community a healthier and more vibrant place. In part, it is about helping local champions gain skills so that they have a complete toolbox for improving the community they call home. This creates a strong foundation for a healthier community to grow.

How to Build Capacity

Building capacity means developing the potential for people to improve and respond to the needs of their own community. The Canadian Cancer Society will start by leveraging the great work being done to promote healthy eating and physical activity, and reduce tobacco consumption at the local level. To that end, BCHLA is ensuring that initiatives under the three strategies integrate and complement activities already underway.

Building capacity also relies on key members of the community. A Community Capacity Facilitator will watch over the “big picture”, establishing and supporting networks among regional partners. Between regions, the goal is to connect people so they can share information, success stories, and best practices. Community Development Leaders will work on the ground with people to help them enhance the places where they live.

In addition, Community Development Leaders will work in areas, or with special populations that are at risk for unhealthy eating, physical inactivity and tobacco use. Increasing capacity within

these communities will reduce health disparities — that is the gap between members of communities with resources and those with less. After consulting with high-risk communities, grants will be made available to support projects that build capacity in line with BCHLA targets.

Under the funding program, communities will increase their chances of success by reducing the gap between people who live in that community.

Honing the skills of community champions increases the long-term viability of healthy living initiatives. As a result, the Canadian



Cancer Society is building capacity by offering communities tools, training and skill development that reflect regional needs and priorities — engaging stakeholders, supporting leadership development and providing resources to address local issues. For example, this might include connecting a group that needs a place to hold cooking classes with a free kitchen at the local food bank. The result is not just a new class for low-income parents. It is a future where families have a foundation of skills to create healthy meals.

By building on strengths, fostering relationships and targeting those in need, BCHLA is weaving healthy living into the very fiber of BC and shaping a future of health for everyone.



45% of British Columbians **volunteer** their time to a charitable and/or nonprofit organization.



“ To create healthy communities, it is essential to establish networks and partnerships, and harness the capacity that already exists. We know that when communities have the ability to create healthy living for themselves, we make truly lasting change. ~ Faye Wightman, *President and CEO, Vancouver Foundation* ”

Facts to Go...

Being Healthy in BC

At the launch of ActNow BC, the provincial data revealed the following about British Columbians:

- 51% are not sufficiently physically active
- 37% of adults are overweight and 18% are obese
- 60% of adult British Columbians are not eating enough vegetables and fruit
- Tobacco use remains the most significant health issue

Together, these data create a vivid picture of health in BC. This informs and directs BCHLA's efforts, shows us where we need to focus our efforts and whom we need to reach to improve health and well-being in this province.

TOBACCO

- In 2002, **smoking** was estimated to cost the BC economy \$2.3 billion.
- **Young adults** aged 20-24 have the highest rate of smoking in BC, at 27%.
- 24% of 25-29 year olds are current smokers.



It is exciting to see that BCHLA used the latest population health research to develop their healthy living programs and has committed to evaluating them. The potential benefit to the public is great and the contribution to the knowledge-base means that those benefits can be extended to others — in British Columbia and in other jurisdictions.

~ Dr. Perry Kendall, *Provincial Health Officer*



PHYSICAL ACTIVITY

- **Obesity-related illnesses** cost the BC health care system an estimated \$380 million annually.
- **Physical activity** reduces the risk of dying prematurely, reduces the risk of dying from heart disease or stroke, which are responsible for one-third of all deaths.
- **Walking** is a low cost activity that has been shown to be the most favoured activity for those in low-income and minority and immigrant groups.
- Residents of walkable communities typically walk 2-4 times as much and **drive 5-15% less** than residents of car-dependent communities.

HEALTHY EATING

- One-third of the average BC family food budget is spent on restaurant food.
- 78-84% of **BC women** aged 18-49 do not eat enough vegetables and fruit.
- In households where the purchaser has a university degree, significantly **more vegetables and fruit** are consumed.
- Consumption of **snack food** such as chips, crackers, popcorn and pretzels has tripled since the 1970s.



Smoking Prevalence Rates in BC

BC Health Authorities	Age Groups				
	15+	15-19	20-24	25-44	45+
Interior	22%	10%	31%	25%	19%
Fraser	17%	9%	24%	18%	15%
Vancouver Coastal	14%	11%	22%	17%	12%
Vancouver Island	21%	25%	31%	24%	17%
Northern	27%	28%	39%	26%	26%
Total – BC	18%	14%	27%	20%	16%

BC Statistics, 2006

51% of BCers are not sufficiently physically active

37% of BC adults are overweight

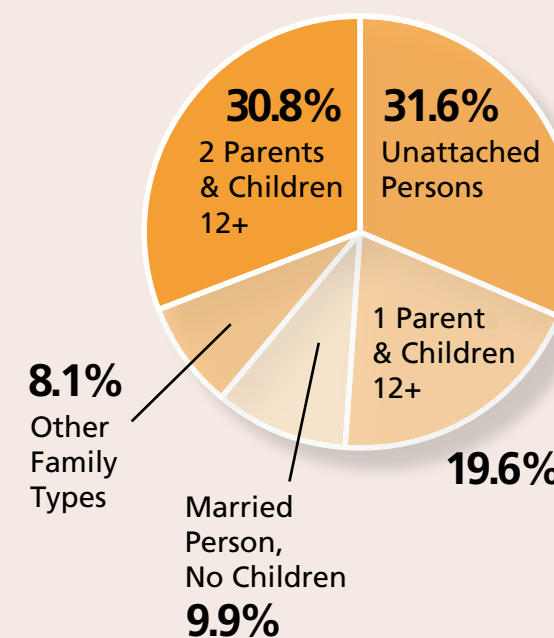
60% of BC adults are not eating enough vegetables and fruit

Tobacco use remains the most significant health issue

Mapping our approach

Improving the health and well-being of the province requires an informed and thoughtful approach. BCHLA has analyzed the research, examined best practices and developed strategies to achieve its targets.

People who lack food security, by family type in BC



Distribution of Food-Insecure People in BC by Family Type, 2005

In 2005, BCHLA published *The Winning Legacy*, a paper outlining 27 strategies to address the risk factors of smoking, unhealthy eating, physical inactivity and the resulting problems of excess weight and obesity. In that paper, BCHLA estimated the cost of implementing the plan at \$1.1 billion over six years. BCHLA also suggested that if the targets are achieved, projected savings to the health care system would be \$2.4 billion over five years.

In 2006, the provincial government announced a one-time grant to BCHLA of \$25.2 million to support implementation of the recommendations outlined in *The Winning Legacy*. The initiatives described in these pages represent BCHLA consensus on how best to direct the funding in order to maximize its impact on the health of British Columbians.

Guiding our Strategies: Scope, Dose and Reach

The \$25.2 million question was...where to focus BCHLA's resources? To generate the best return on investment, BCHLA used the evidence to guide investments and build on existing efforts. This ensured that strategies would be targeted to populations and geographic areas where the need is high and the community is ready.

With the following guiding principles, BCHLA will have a significant and positive impact on the lives of British Columbians:

1. Focusing on evidence-based initiatives/activities in each strategy.
2. Ensuring coherence across and within strategies for a greater chance to see magnification of results.
3. Expediting delivery of results through partnering with and building on existing platforms and activities already underway.

Evaluating Success

To determine the success of our strategies, BCHLA has partnered with the Michael Smith Foundation for Health Research (MSFHR). This partnership ensures an arms-length perspective and avoids duplication of effort. BCHLA is confident in its strategies and is committed to a transparent evaluation process that contributes to global health promotion research and practice.



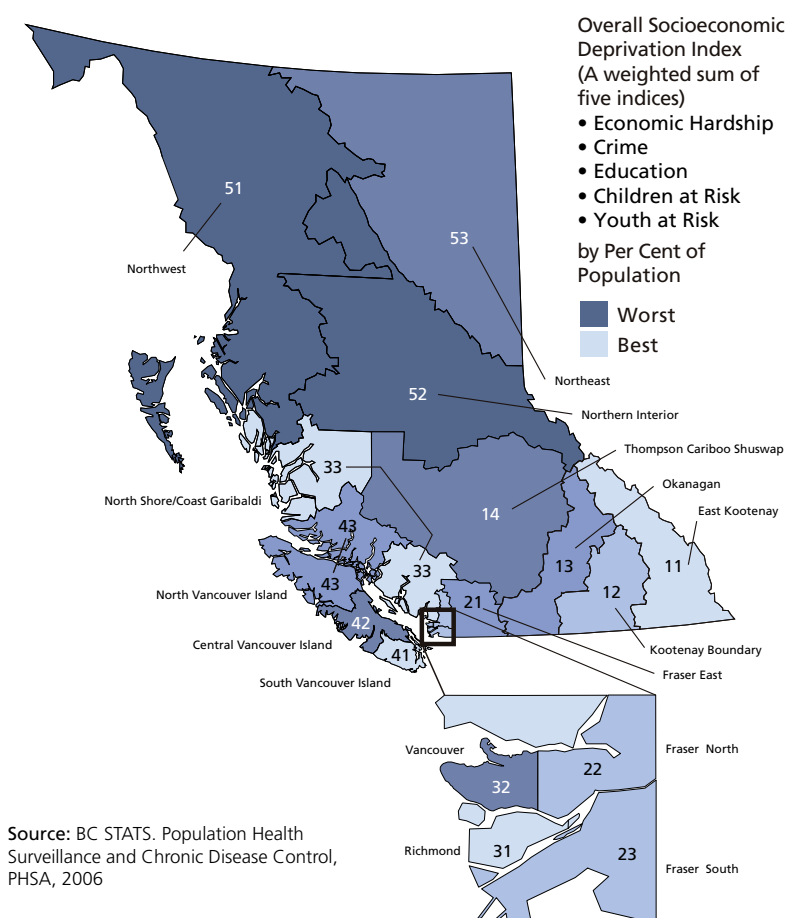
The World is Watching

BCHLA's work has attracted attention from around the world.

Organizations such as the United Nations, the World Health Organization, Health Canada and numerous experts and academic networks have commended BCHLA's collaborative approach.

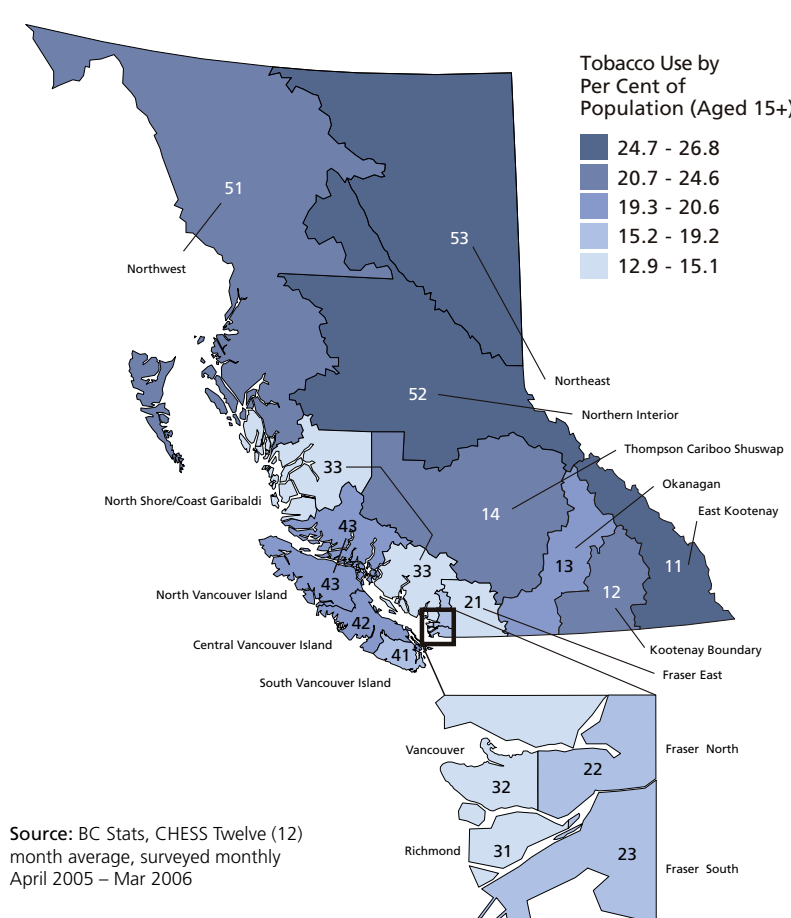
Healthy Living Report Card

BC's Socio-Economic Profile



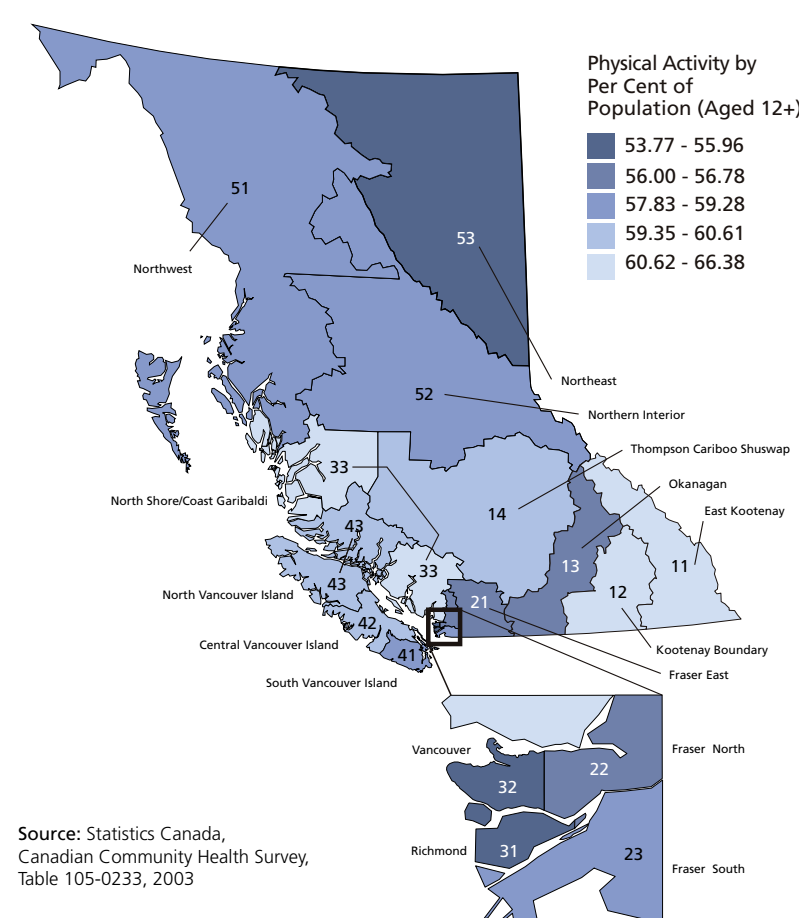
Source: BC STATS. Population Health Surveillance and Chronic Disease Control, PHSA, 2006

BC Smoking Stats



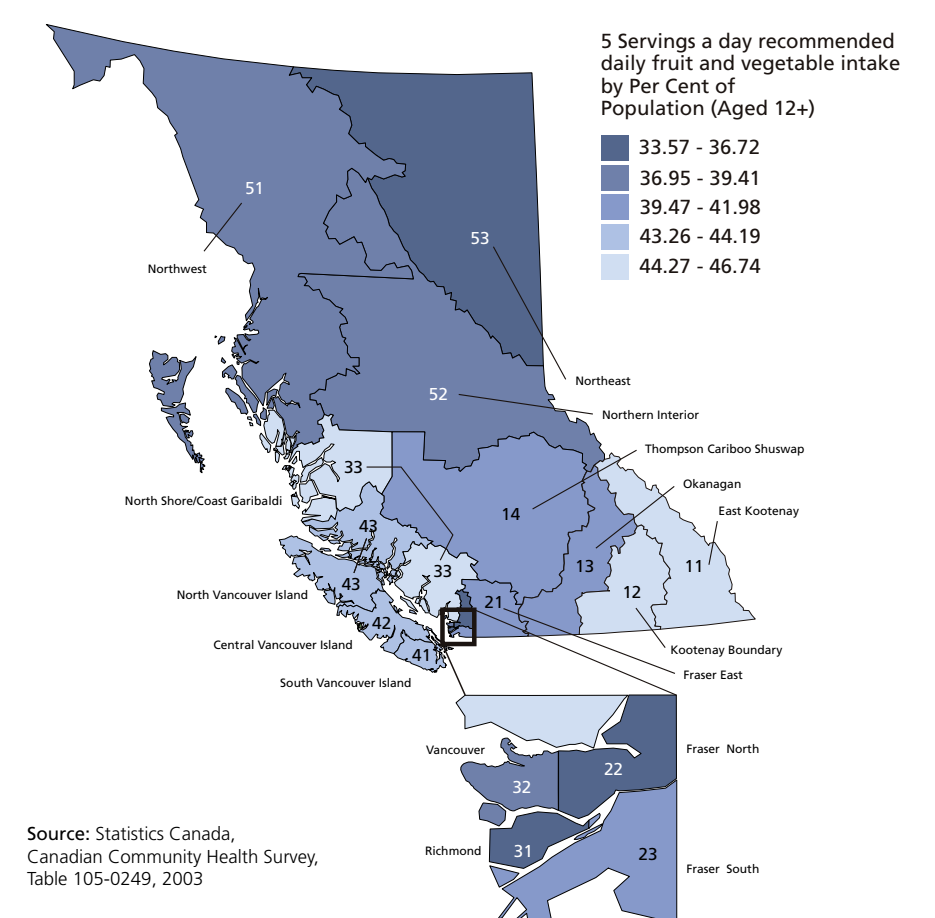
Source: BC Stats, CHES Twelve (12) month average, surveyed monthly April 2005 – Mar 2006

BC Physical Activity



Source: Statistics Canada, Canadian Community Health Survey, Table 105-0233, 2003

BC Healthy Eating



Source: Statistics Canada, Canadian Community Health Survey, Table 105-0249, 2003

BCHLA's Wellness Commitment



The BC Healthy Living Alliance is a provincial coalition of organizations working together to improve the health of British Columbians. The organizations reflect a diverse range of health issues, and bring a wealth of knowledge and experience to the alliance.

Members of the BC Healthy Living Alliance are committed to:

- Advocating for and supporting health promoting policies, environments, programs and services;
- Enhancing collaboration among government, non-government and private sector organizations;
- Increasing capacity of communities to create and sustain health promoting policies, environments, programs and services.



Building on the momentum leading up to 2010, BCHLA has established ambitious health improvement targets for BC.

The BCHLA healthy living targets:

- 9 out of 10 British Columbians will not smoke
- 7 out of 10 will eat five or more daily servings of vegetables and fruit
- 7 out of 10 will be physically active
- 7 out of 10 will be at a healthy weight

After careful research and consideration, BCHLA adopted four complementary strategies to support British Columbians in achieving these targets. We are proud of the energy and commitment of our members, and are confident our strategies will be successful.

BCHLA initiatives are making positive strides by helping British Columbians from all backgrounds live healthier lifestyles. At each step, BCHLA, together with provincial and community-based partners, is offering support, connecting people and facilitating change. That is our commitment to all British Columbians.



BC Healthy Living Alliance
working together to promote wellness and prevent chronic disease

#310 – 1212 West Broadway
Vancouver, BC V6H 3V1
Phone: 604-629-1630

www.bchealthyliving.ca



Printed on FSC certified, 50% recycled media (25% post-consumer) using an eco-friendly digital waterless press. Please share and recycle this document.

IN PARTNERSHIP WITH
Health Authorities in BC
<http://www.health.gov.bc.ca/socsec>

Public Health Agency of Canada
<http://www.phac-aspc.gc.ca>

2010 Legacies Now
<http://www.2010legaciesnow.com>

MEMBERSHIP

THE  LUNG ASSOCIATION™
British Columbia

BC Lung Association
<http://www.bc.lung.ca>



BC Pediatric Society
<http://www.bcpediatricsociety.ca>



British Columbia Recreation
and Parks Association
<http://www.bcrpa.bc.ca>



Canadian Cancer Society –
BC and Yukon Division
<http://www.bc.cancer.ca>



Canadian Diabetes Association,
Pacific
<http://www.diabetes.ca>



Dietitians of Canada, BC Region
<http://www.dietitians.ca>



Heart and Stroke Foundation
of BC & Yukon
<http://www.heartandstroke.com>



Public Health Association of BC
<http://www.phabc.org>



Union of BC Municipalities
<http://www.civicnet.bc.ca>

Collectively, we capture the attention and contribution of over 40,000 volunteers, 4,300 members, and 184 local governments across this province.



ActNowBC

BCHLA acknowledges the support provided by ActNow BC.
<http://www.actnowbc.ca>