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Promoting Health: A (re) Introduction to Building Healthy Public Policy

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Today's Workshop



What is policy?



PHO's Eight-step policy making process for developing healthy public policies



Case study: Peterborough Public Health



Q&A

Polls



What is Policy?^{1,2}

Policy is a guide to action to change what would otherwise occur, a decision about amounts and allocations of resources:

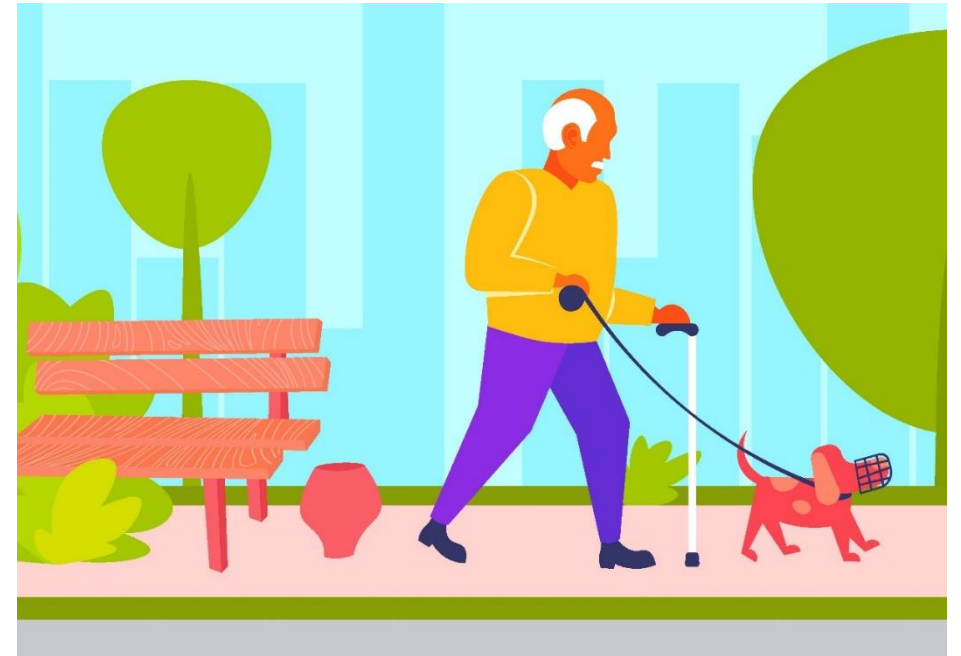
- The overall amount is a statement of commitment to certain areas of concern
- The distribution of the amount shows the priorities of decision makers.

Policy sets priorities and guides resource allocation.



What is Healthy Public Policy?^{3,4}

Healthy public policies aim to improve the circumstances in which people are born, grow, work, and age. Healthy public policy is coordinated action that leads to health, income and social policies that foster greater equity.



Types of Policy Instruments⁴

Regulation

Commands and prohibits in order to define norms and acceptable behaviours.

Examples:

- Immunization of School Pupils Act
- Health Menu Choices Act

Economic

Taxation on products to create disincentives to decrease unhealthy or increase healthy behaviours.

Fiscal measures to allocate funds to maintain good health

Examples:

- Taxation on tobacco
- Funded mandatory public health programs

Information

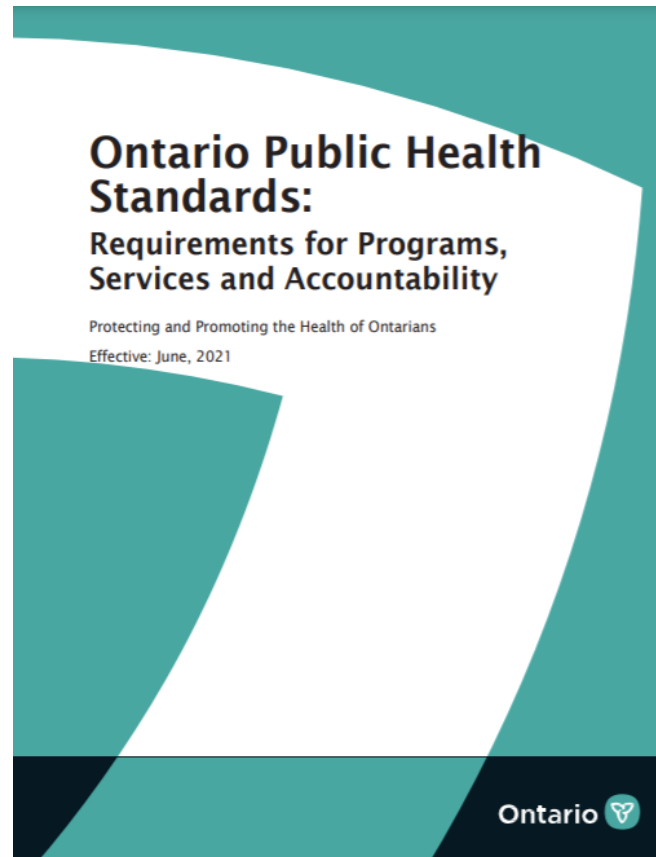
Attempts to influence behavior through knowledge transfer, communication, and moral persuasion.

Examples:

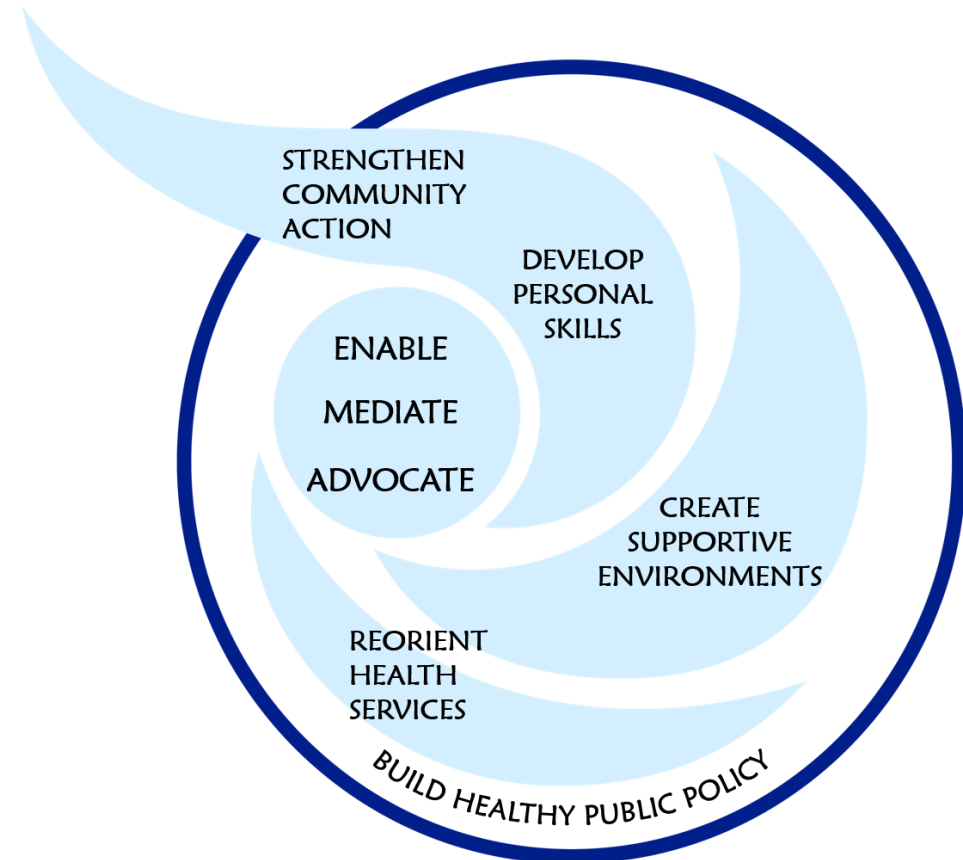
- Canada's Food Guide and Physical Activity Guide
- Pregnancy and alcohol warning labels

Public Health's Mandate in Healthy Public Policy

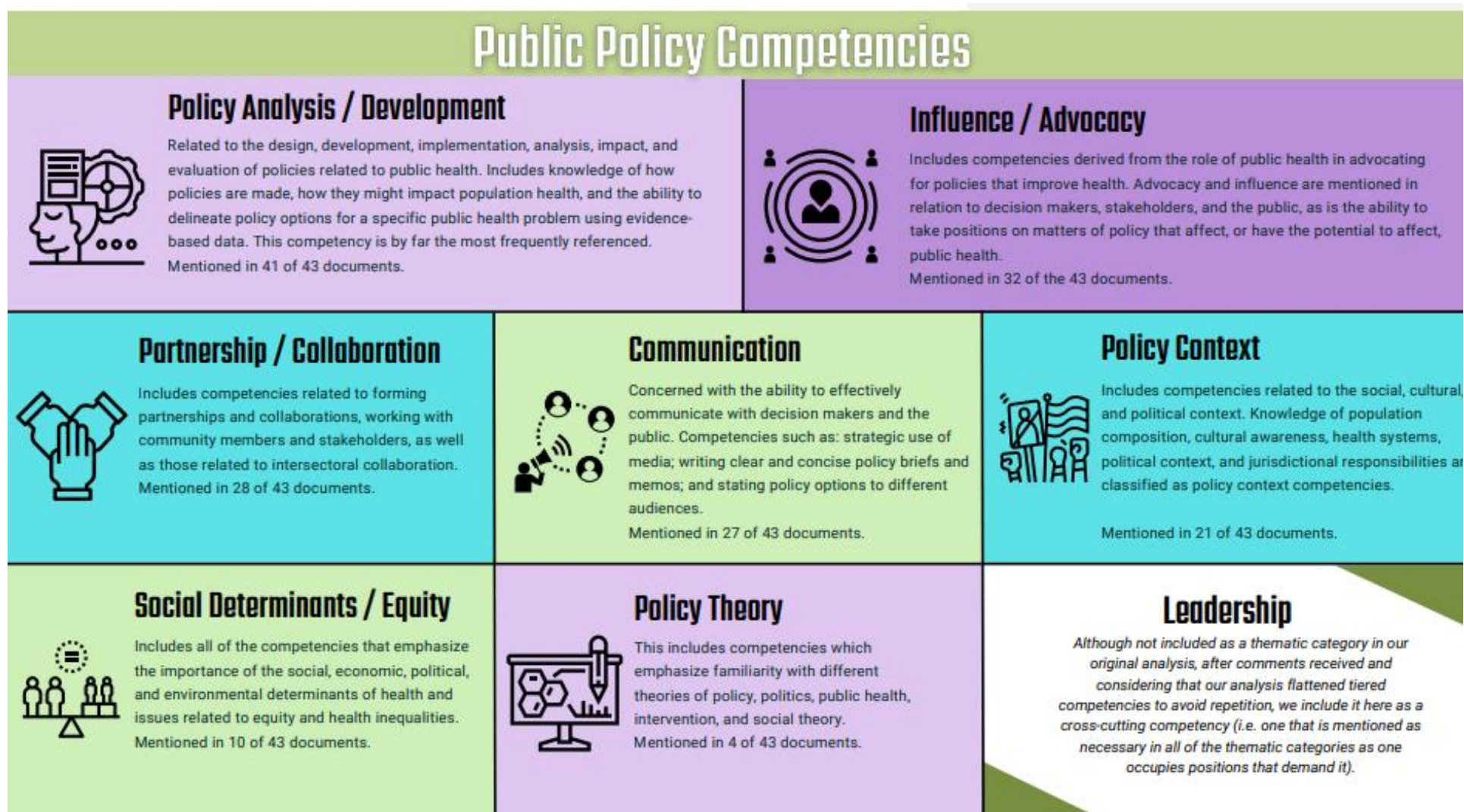
Ontario Public Health Standards⁶



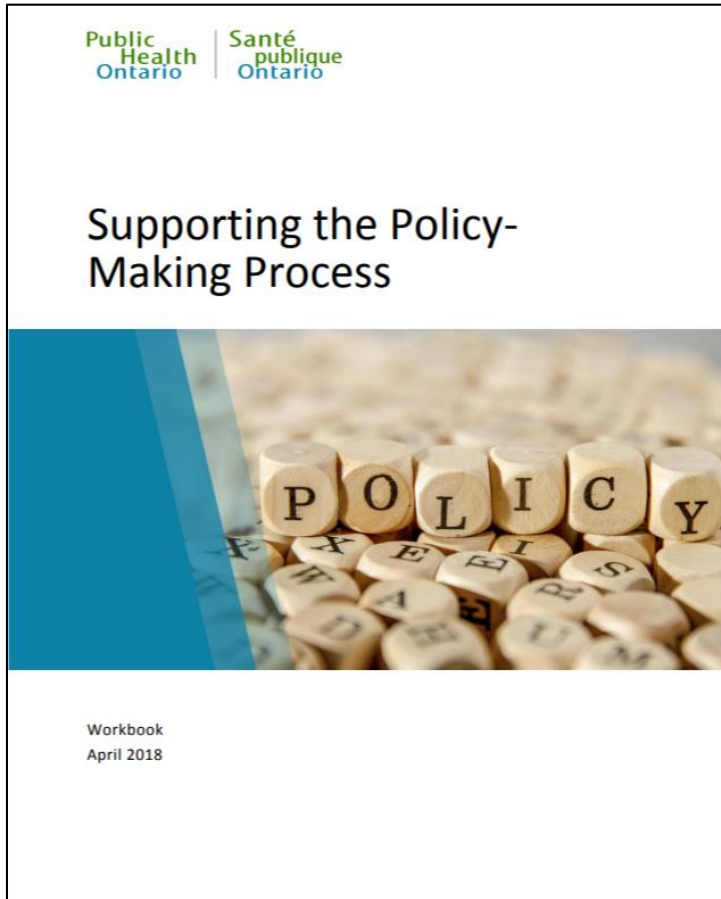
Ottawa Charter⁴



Role of Public Health in Influencing Policy⁸



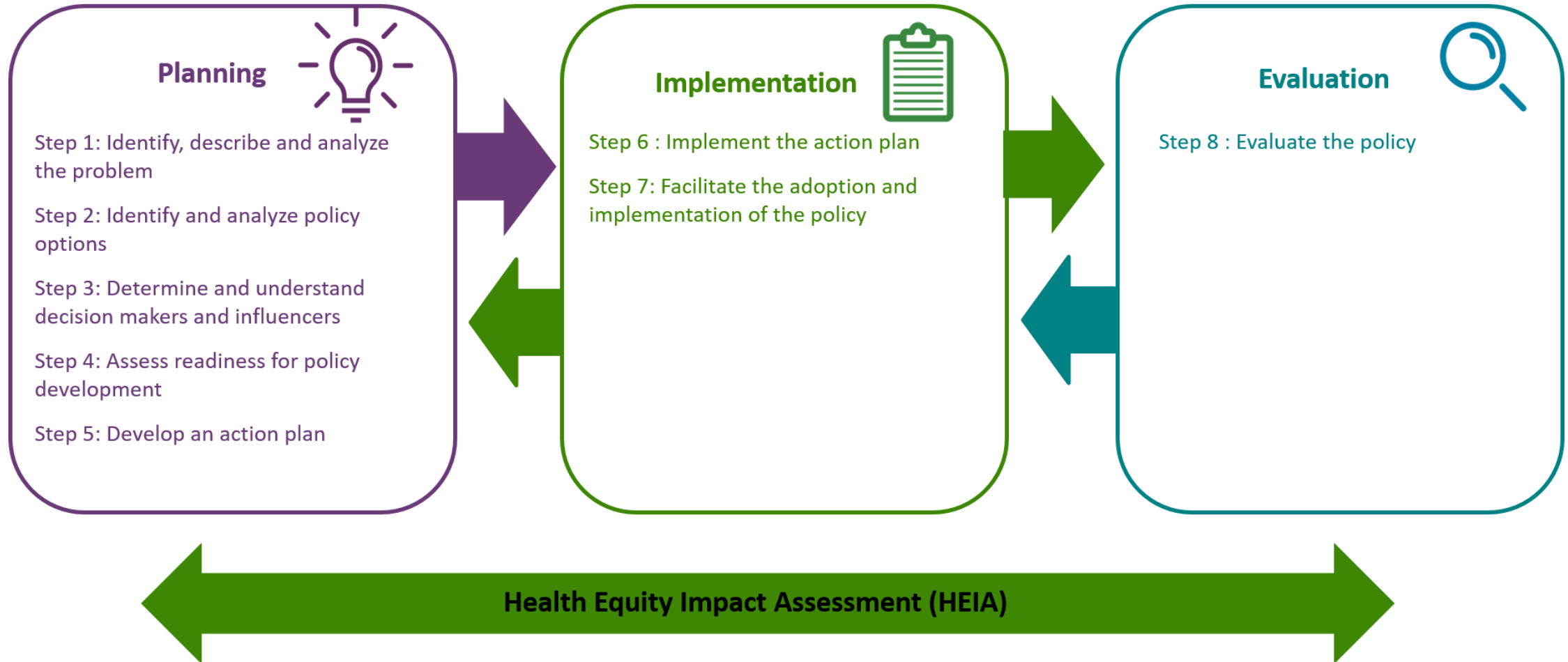
Public Health Ontario's Policy Workbook²



Three Embedded Concepts

- **Health in All Policies:** takes into account the health implications of decisions made outside the health sector
- **Advocacy:** a combination of individual and social actions which are designed to gain political commitment and policy support
- **Health equity:** some populations may experience a greater burden of inequity because of existing or new policies

Eight-Step Policy Making Process for Developing a Healthy Public Policy²







References

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