

Topic:

# Health Promotion

Local Health Involvement Group Report  
to the Board of Directors

Highlights from the  
Community

Spring 2017



## Meeting Details

A total of 3 regional Local Health Involvement Group (LHIG) meetings took place between March & April 2017 (2 English, 1 French).

### Total attendance:

13 LHIG member participants

5 board member participants

## Feedback from Participants

- *Good discussion- thought-provoking*
- *Very good leadership*
- *This really made me "re-think" my thinking*
- *This discussion caused me to reflect on my values*

**100% positive response to meeting the objectives and being provided sufficient background information for a valuable discussion**

## Meeting Context

As part of their strategic planning work, the Board of Directors chose the topic of Health Promotion for the Local Health Involvement Groups to discuss.

Guest speakers from the Public Health-Healthy Living Team provided presentations that set the context for the consultation in two phases:

1. Harm Reduction Strategies that address individual harmful health behaviours
2. A community approach to broader health promotion work that can help improve the health of the greater population

LHIG members were asked to provide their reactions and feedback to some of the strategies currently being implemented and how to spread the message of prevention.

## Themes/Thoughts

### Reaction to Harm Reduction Strategies

- Strategies need to be introduced alongside the rationale/foundation for the strategies. Education builds understanding.
- This work challenges peoples' values so it may not happen quickly
- Personal stories can make all the difference when talking about harmful behaviour.
- Ongoing dialogue will be important with community leaders- they NEED this information.
- Consider the impact of harm reduction strategies on other public health strategies. Make sure they don't clash. For example- will a new mom going for a baby visit choose not to come because she may have to sit beside individuals coming for clean needles?
- With all the cost-cutting happening in health, some taxpayers may not be comfortable with spending money on harm reduction strategies

### Health Promotion at the Community-Level

- For people to understand the return on investment of health promotion, they need to understand that "health" is more than acute-care.
- Health Promotion work is not immediate- it takes time, it takes partnerships, it takes community champions and it takes community appetite.
- In order to get people to care more about prevention, they need to understand the personal and societal costs.
- Most communities don't realize that there is support for creative health promotion ideas at the community-level. That may encourage more people to get involved.
- When health promotion activities are promoted as fun and social events, you will have more buy-in from participants.
- It has to start with our children- healthy habits develop early and children can help motivate parents with their learning.