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Agency of Canada

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Applying a health promotion lens across the Canadian Health Network

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Health Promotion Affiliate, Canadian Health Network

a joint project of the Ontario Prevention Clearinghouse and the Centre for Health Promotion, University of Toronto

Health info for every body
Des infos qui font corps avec votre santé



Canadian Health Network

Health info for every body

Brought to you by the Public Health Agency of Canada and major health organizations across the country.

Français	Contact Us	Help	Search	Home
About Us	FAQs	Media Room	Site Map	A-Z Index

June 4, 2007

Search



Groups

- ▶ [Children](#)
- ▶ [Youth](#)
- ▶ [Seniors](#)
- ▶ [Aboriginal Peoples](#)
- ▶ [Women](#)
- ▶ [Men](#)

Topics

- ▶ [Active Living](#)
- ▶ [Complementary and Alternative Health](#)
- ▶ [Environment and Health](#)
- ▶ [Health Promotion](#)
- ▶ [Health System](#)
- ▶ [Healthy Eating](#)
- ▶ [Injury Prevention](#)
- ▶ [Living with Disabilities](#)
- ▶ [Mental Health](#)
- ▶ [Sexuality / Reproductive Health](#)
- ▶ [Substance Use / Addictions](#)
- ▶ [Tobacco](#)
- ▶ [Violence Prevention](#)
- ▶ [Workplace Health](#)

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- ▶ [Cancer](#)
- ▶ [Cardiovascular Disease](#)

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Highlights



What is the Canadian Health Network?

▶ The Program

- ▶ A **health promotion program** delivering high quality public health information through the internet.

▶ The Network

- ▶ Public Health Agency of Canada (PHAC)
- ▶ Affiliates Organizations - 20 Affiliate Organizations within their own fields of expertise.
- ▶ Network Contributors - 1, 600 Network Contributors

▶ The Results

- 20,000+ consumer-focused, credible, bilingual, resources, sourced and vetted by expert health organizations



How is everyone involved?

▶ Public Health Agency of Canada

- Funder
- Manages the collective operations of the 20 Affiliate organizations
- Provides oversight of funding agreements

▶ Affiliates

- Primary content selectors and developers of the collection.
- Responsible for quality assurance, coordinate expert review
- Marketing and Network development

▶ Network Contributors

- Provide quality e-health resources to the CHN
- Provide expertise



Health Promotion in the CHN

► Strategic Direction 2001-03

- Strengthen CHN's advantage in health promotion
- THCU did environmental scan and HP mapping
- Subject and topic areas realigned, RfPs to fill gaps

► Strategic Direction 2004-06

- Strengthen CHN's focus on HP; increase emphasis on information on all health determinants
- Call for proposals lead to creation of Health Promotion Affiliate

- ▶ [Aboriginal Peoples](#)
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- ▶ [Men](#)

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- ▶ [Health Promotion](#)
- ▶ [Health System](#)
- ▶ [Healthy Eating](#)
- ▶ [Injury Prevention](#)
- ▶ [Living with Disabilities](#)
- ▶ [Mental Health](#)
- ▶ [Sexuality / Reproductive Health](#)
- ▶ [Substance Use / Addictions](#)
- ▶ [Tobacco](#)
- ▶ [Violence Prevention](#)
- ▶ [Workplace Health](#)

Disease Prevention

- ▶ [Cancer](#)
- ▶ [Cardiovascular Disease and Stroke](#)
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- ▶ [Respiratory Diseases](#)

Health Promotion



Please answer our [short survey](#).



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Healthlink
NEWSLETTER

What makes us healthy?

Good health includes our physical, mental and social well-being.

In this section, you can explore:

- ◆ [What determines health](#) (such as health habits, income, environment)
- ◆ [Health promotion strategies and tools](#) to help improve health.

By understanding what influences our health, we can take action for ourselves and for our communities.

Throughout CHN, you will find information on health promotion and the determinants of health for specific groups, topics or diseases.

- ▶ [HP-101: health promotion on-line course](#)
- ▶ [Canadian best practices portal for health promotion and chronic disease prevention](#)
- ▶ [How healthy are rural Canadians? An assessment of their health status and health determinants: a component of the initiative 'Canada's rural communities: understanding rural health and its determinants'](#)

FAQs
Answers to frequently asked questions about health promotion.

Search

Search "Health Promotion"

- ▶ [Guided search](#) - Browse or search our collection of resources on health promotion.
- ▶ [Quick searches:](#)

www.canadian-health-network.ca
www.reseau-canadien-sante.ca

HP Page

Health promotion is throughout CHN, a strategic direction and part of every group, topic and content.

It is also a topic or health centre area with resources, guides, links etc.

Health info for every body
Des infos qui font corps avec votre santé



Building CHN Health Promotion Capacity

- ▶ Health Promotion Affiliate as leader
- ▶ Health Promotion Network/Forum
- ▶ Health Promotion Workshops
 - Round one – develop common understanding, framework and working definition of HP
 - Round two - develop and apply tools for HP



What was needed – a health promotion assessment tool

- ▶ *Made-for-CHN*
- ▶ *Concise*
- ▶ *Comprehensive*
- ▶ *Clear*
- ▶ *Customizable*
- ▶ *Work in progress/
adaptable for
varying needs*
- ▶ *“How to” manual(s)*
- ▶ *Web-enabled*



Key Features of CHN Health Promotion Tool

It flags resources that:

- ▶ promote participation and empowerment
- ▶ are action-oriented
- ▶ builds assets and strengths.

It maps:

- ▶ target populations,
- ▶ HP settings,
- ▶ level of intervention,
- ▶ HP strategies and
- ▶ the determinants of health.

CHN Health Promotion Assessment Tool ¶

Document: ¶		URL: ¶		Date: ¶
Promotes participation <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> n/a		Is Action-Oriented <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> n/a		Focus on assets, strengths, capacities <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> n/a
WHO¶		WHERE¶	HOW¶	WHAT¶
Written for¶	About¶	Level¶	Strategy¶	Determinant of health¶
<input type="checkbox"/> Aboriginal Peoples¶	<input type="checkbox"/> Aboriginal Peoples¶	<input type="checkbox"/> Individual¶	<input type="checkbox"/> Advocacy¶	<input type="checkbox"/> Income & social status¶
<input type="checkbox"/> Children¶	<input type="checkbox"/> Children¶	<input type="checkbox"/> Family¶	<input type="checkbox"/> Awareness¶	<input type="checkbox"/> Social support networks ¶¶
<input type="checkbox"/> Francophone¶	<input type="checkbox"/> Francophone¶	<input type="checkbox"/> Group¶	<input type="checkbox"/> Capacity building¶	<input type="checkbox"/> Education & Literacy¶
<input type="checkbox"/> Men¶	<input type="checkbox"/> Men¶	<input type="checkbox"/> Community¶	<input type="checkbox"/> Collaboration with varied sectors¶	<input type="checkbox"/> Employment / Working conditions¶
<input type="checkbox"/> Multicultural¶	<input type="checkbox"/> Multicultural¶	<input type="checkbox"/> Society¶	<input type="checkbox"/> Community development¶	<input type="checkbox"/> Social environments¶
<input type="checkbox"/> Rural, Remote, Northern¶	<input type="checkbox"/> Rural, Remote, Northern¶	<input type="checkbox"/> ¶	<input type="checkbox"/> Cultural competency¶	<input type="checkbox"/> Physical environments¶
<input type="checkbox"/> Seniors¶	<input type="checkbox"/> Seniors¶	Setting / Place¶	<input type="checkbox"/> Health Communication¶	<input type="checkbox"/> Biology & genetics¶
<input type="checkbox"/> Women¶	<input type="checkbox"/> Women¶	<input type="checkbox"/> Education, Schools¶	<input type="checkbox"/> Health education¶	<input type="checkbox"/> Personal health practices & coping ¶¶
<input type="checkbox"/> Youth¶	<input type="checkbox"/> Youth¶	<input type="checkbox"/> Health Services ¶	<input type="checkbox"/> Organizational development/change¶	<input type="checkbox"/> Healthy child development¶
<input type="checkbox"/> People with Disabilities¶	<input type="checkbox"/> People with Disabilities¶	<input type="checkbox"/> Home, Residence¶	<input type="checkbox"/> Policy development¶	<input type="checkbox"/> Gender¶
<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	<input type="checkbox"/> Leisure, Recreation¶	<input type="checkbox"/> Research¶	<input type="checkbox"/> Culture¶
<input type="checkbox"/> General¶	<input type="checkbox"/> General¶	<input type="checkbox"/> Social Services¶	<input type="checkbox"/> Self help, Mutual Aid¶	<input type="checkbox"/> Health Services (access to)¶
<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	<input type="checkbox"/> Workplace¶	<input type="checkbox"/> ¶	<input type="checkbox"/> ¶
<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	WHY¶	<input type="checkbox"/> not applicable ¶
<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	<input type="checkbox"/> not applicable¶	<input type="checkbox"/> Primary Prevention¶	<input type="checkbox"/> ¶
<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	<input type="checkbox"/> Secondary Prevention¶	<input type="checkbox"/> ¶
<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	<input type="checkbox"/> Tertiary Prevention¶	<input type="checkbox"/> ¶
<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	<input type="checkbox"/> Harm Reduction¶	<input type="checkbox"/> ¶
<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	<input type="checkbox"/> ¶	<input type="checkbox"/> not applicable¶	<input type="checkbox"/> ¶

This tool/checklist has been adapted from the [Subject Search Framework](http://www.ohpa.ca/) of the Ontario Health Promotion E-Mail Bulletin (<http://www.ohpa.ca/>), and Larry Hershfield's paper "Mapping Health Promotion: Setting Strategic Content Directions for the Canadian Health Network" July 2003, Ottawa (<http://www.canadian-health-network.ca/>) ¶



Health Promotion Assessment Tool Pilot

Evaluation

- ▶ 6 month testing phase
- ▶ Online survey of all Affiliates
- ▶ 3 Focus Groups /Forums on practical use of the tool
- ▶ Consultations and interviews



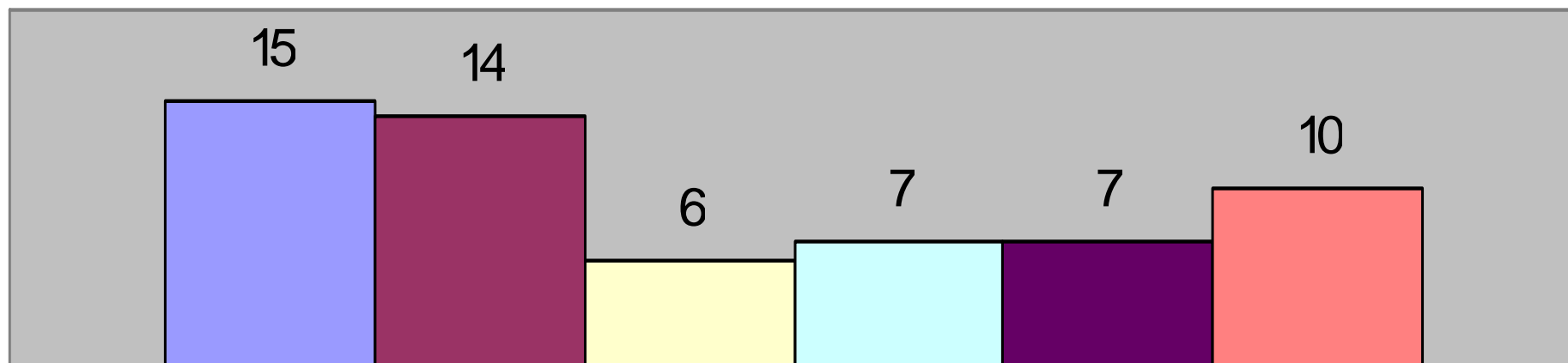
Survey Results

- ▶ 100% of affiliates responded to the survey
- ▶ 20/21 affiliates **support continued use** of the tool
- ▶ 62% had **new insights** about their collection from using the tool
- ▶ 81% rated the tool as easy or somewhat **easy to use**



Building the Collection

Use of Tool in Collection Activities



- select new resources
- assess collection gaps
- revise and/or develop FAQs
- cataloguing resources
- understand resources audiences
- Other (weed, review, content)



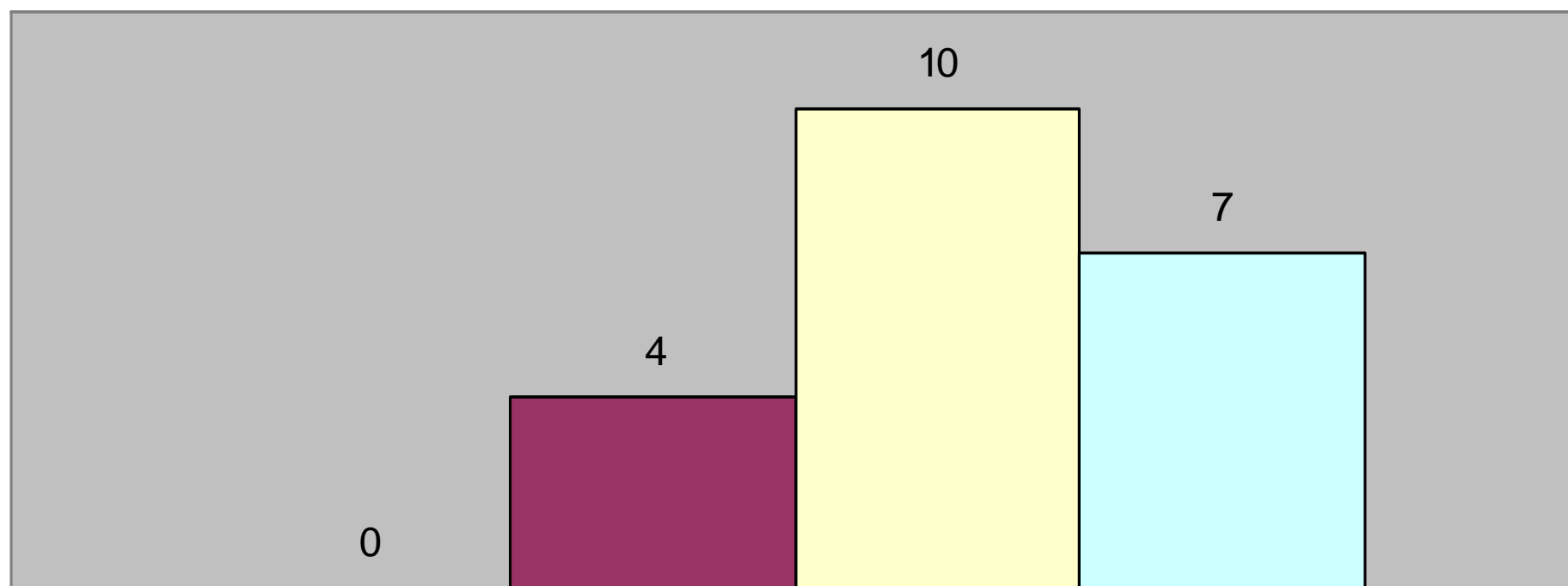
Building the Audience & Network

- ▶ 9 used the Tool in identifying, recruiting, and assessing Network Contributors
- ▶ 4 used the Tool in *Promotional activities*
 - developing messaging on a bookmark
 - outlining a feature article
 - assessing conferences to attend
 - selecting opportunities to reach different audiences



User-friendly

Ease of Use of HP Tool



■ difficult ■ somewhat difficult ■ somewhat easy ■ easy



Benefits and Limitations of Tool

- ▶ Gaining familiarity and clarity on health promotion
- ▶ Keeping multiple factors in mind
- ▶ Ease of use and analysis
- ▶ Customizable and adaptable
- ▶ Lack of clarity and consistent method of data collection or evaluation
- ▶ Takes time and resources to apply
- ▶ Needs to be integrated with other work processes



CHN HP Forums on Uses of Tool

- ▶ **Building collections (October)**
- ▶ **Marketing and promotions (November)**
- ▶ **Content development (December)**



Building the Collections

- ▶ Resource description
- ▶ Gap analysis
- ▶ Creation of database
- ▶ Creation of checklist (with Quality Assurance)
- ▶ Overall assessment of resource
- ▶ Guide collection priorities and topics



Marketing and Promotions

- ▶ Development of marketing strategies (e.g. selection of target audience)
- ▶ Planning workshops and/or conferences
- ▶ Engaging network contributors
- ▶ Used to create messages on promotional materials
- ▶ Evaluation of marketing events: conferences



Content Development

- ▶ Evaluate feature article
 - e.g. to ensure messages were asset-based, action oriented, solution based etc.
- ▶ Planning of FAQ's and development of replies to Health Information Requests
 - e.g. to reflect broader determinants of health, multiple strategies etc.



In Summary...

- ▶ Affiliates found tool useful for collection purposes, and had applications for marketing, networking and content development
- ▶ Affiliates continue to find innovative ways to use the Tool despite resource challenges
- ▶ Recommendation for HP Assessment Tool to be integrated with CHN's Operational Framework and systems



In Their Own Words

- ▶ *“Nous a permis de mieux encadrer notre propre évaluation sur les aspects de promotion de la santé”.*
- ▶ *“The HP Tool ...reminds us of the diverse audiences and themes that we should be considering when we develop our collections”*



In Their Own Words

- ▶ *“The health promotion tool has helped us to sharpen our focus and keep the CHN mission in the forefront”*
- ▶ *“The tool provides a framework to help with meeting the health promotion strategic direction.”*



The HP Assessment Tool

- ▶ Available for downloading in Word and working through definitions and more at: <http://www.opc.on.ca/draft/HPChecklist.htm>
- ▶ Try it out on paper, check the definitions, adapt it for your purposes, let us know your comments
- ▶ Questions? Ideas and Suggestions?