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The Canadian Heart Health Initiative: A Policy in Action

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Canadian Heart Health Initiative

Conceived in 1987, Launched in 1988

- ◆ Represents a “policy driven”, systematic and evidence-based approach to:
 - ◆ Implement health promotion interventions
 - ◆ Build public health capacity in health promotion
- ◆ Apply current knowledge on prevention in diverse systems across Canada
- ◆ Uses heart health as entry point with a view to expand to other NCDs

Canadian Heart Health Initiative

Main goal:

Focus on implementation; integrate and adapt known efficacious interventions into fabric of the public health infrastructure

Canadian Heart Health Initiative

- **Provided bridge between policy and practice**
- **Nation-wide in scope**
- **Fostered cooperation and partnership**

Health System Goals

- **Deliver evidence-based preventive interventions**
- **Build capacity for CVD prevention within the public health infrastructure**
- **Build effective partnerships for CVD prevention at national, regional and local levels**
- **Control health care costs**

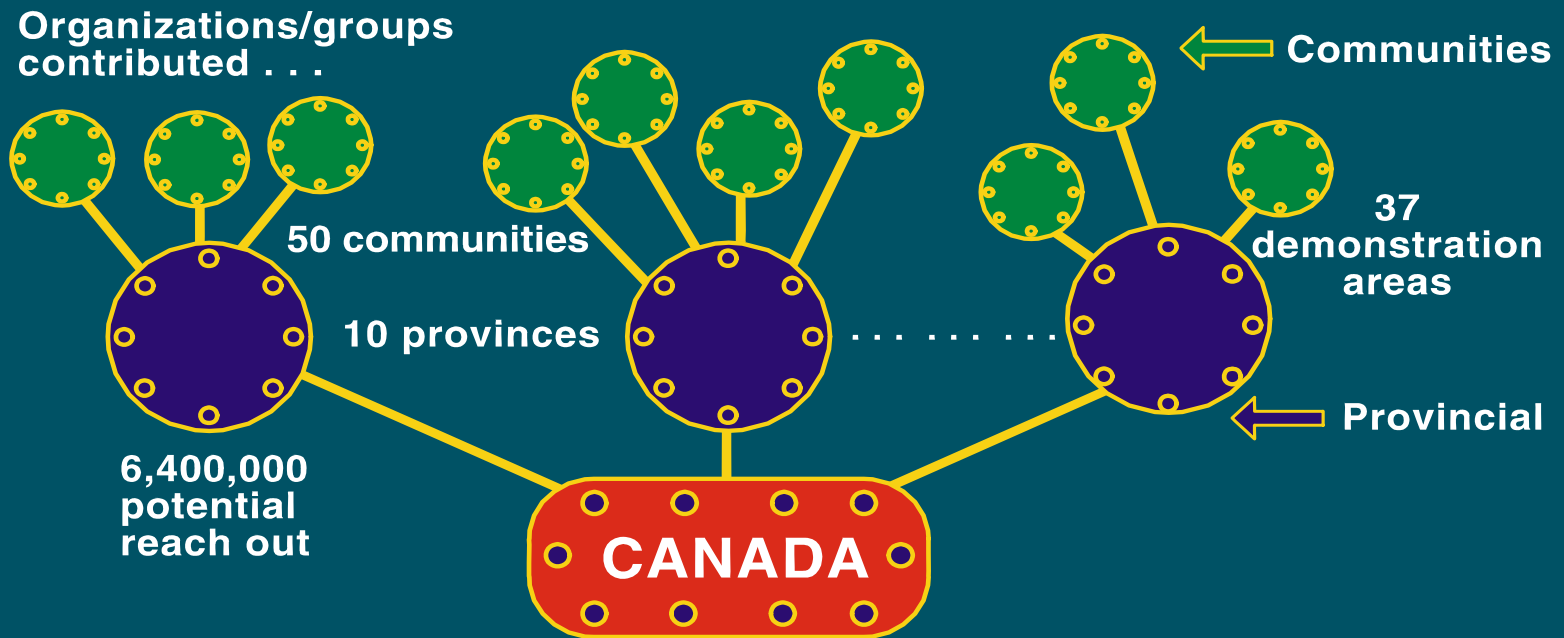
The Canadian Heart Health Initiative

A Partnership Model



Partnership and Linkage Model

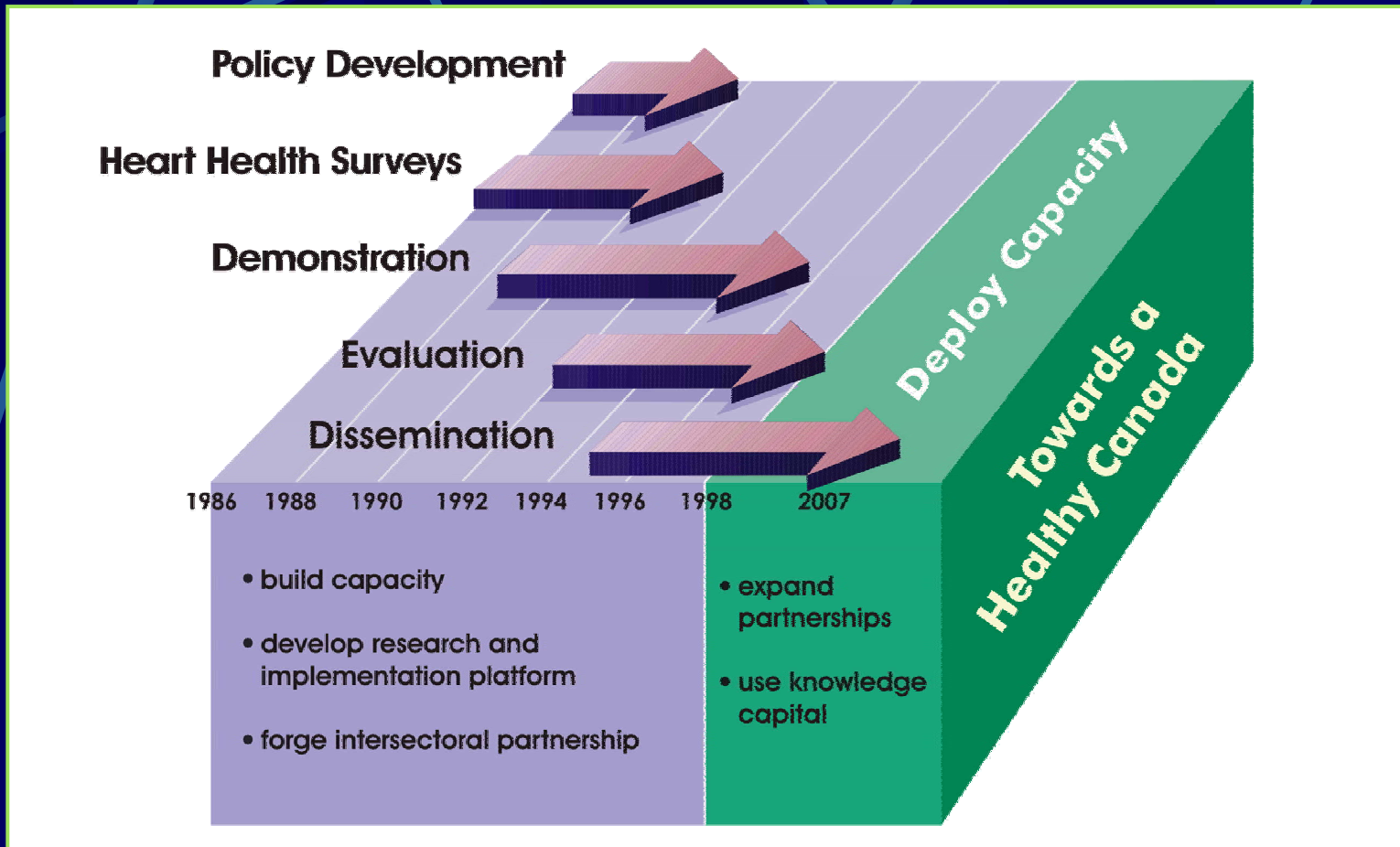
Canadian Heart Health Initiative
... coalitions provide the linkage system across levels ...



CANADIAN HEART HEALTH INITIATIVE EVALUATION DATABASE

Canadian Heart Health Initiative

Bridging science, policy and action



Policy Development (1986 to 1988)

- ▶ **Federal/Provincial working group recommendations**
- ▶ **Consultations with stakeholders**
- ▶ **Consensus approach to Policy Framework**
- ▶ **“Promoting Heart Health in Canada” (1987)**

Provincial Heart Health Surveys (1986-92)

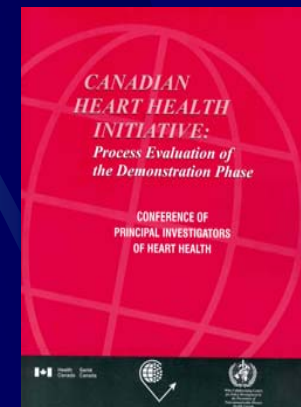
- ◆ **10 provincially-based surveys were conducted**
- ◆ **Built provincial capacity**
- ◆ **Risk factor data and physical measurement**
- ◆ **Media / Marketing for visibility**
- ◆ **Consolidated into one national database – The Canadian Heart Health Database**

Demonstration Phase (1989-97)

- ◆ **To determine feasibility of implementing a comprehensive approach to CVD prevention at the community level**
- ◆ **311 community-based provincial heart health projects in 10 provinces**
- ◆ **Risk factor focus: tobacco, physical activity, nutrition**

Process Evaluation (1992-99)

- Process evaluation guidelines developed
- Canadian Heart Health Evaluation Database
 - ➔ Increased capacity of public health departments to monitor and implement prevention programs
- CHHI - Process Evaluation of the Demonstration Phase (2002)



Dissemination Phase (1995-2005)

- 1. Research dissemination projects**
- 2. Towards an integrated approach to chronic disease prevention**
 - ▶ building on the learnings of the CHHI**

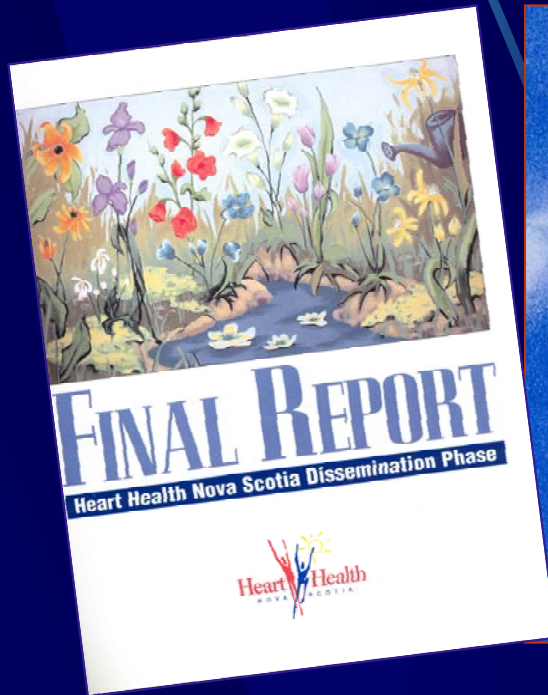
Dissemination Projects

Objectives

- ◆ **Measure current levels of capacity and dissemination for heart health programming in both community wide and individual centred approaches at all levels**
- ◆ **Determine factors that support and impede capacity building and dissemination of best clinical and community practices in heart health promotion**
- ◆ **To inform the field of dissemination research and capacity building in order to deliver evidence-based disease prevention efforts in Canada**

Provincial Dissemination Projects

...9 provinces



Canadian Heart Health Dissemination Project

- **Description of the 9 provincial dissemination projects**



http://www.science.mcmaster.ca/chhdp/CHHDP_IE.html

- **Final step**
 - **Synthesis of provincial learnings to be compiled in 2005**

Dissemination Phase

“Towards an integrated approach to chronic disease prevention”



- ◆ Single diseases
- ◆ Single risk factors
- ◆ Specific population groups

- Commonality of risk factors for major NCDs
- Systems approach to delivery
- Partnerships

Towards an integrated approach to NCD prevention...

Dissemination Phase

“Towards an integrated approach to chronic disease prevention”

- **Expanding existing heart health coalitions to chronic disease alliances at national, provincial and community levels**
- **Chronic Disease Prevention Alliance of Canada**
 - Canadian conference on Chronic Disease
 - ... a national action plan for chronic disease in Canada
- **Provincial Alliances**

Advancing the Knowledge Base To guide integrated action

- **New “demonstration sites” to evaluate and monitor integrated NCD prevention approaches**
 - **Alberta WHO-CINDI demonstration site**

...

Some Key Achievements

- ▶ **Extensive database on behavioural risk factors**
 - ▶ **Potential linkage to mortality and morbidity data**
- ▶ **Coalitions for heart health at all levels expanded to chronic disease alliances**
- ▶ **Flexible network management model for pan-Canadian initiatives in a decentralized environment**
- ▶ **Practical knowledge on planning and evaluation**
- ▶ **Link to international efforts such as WHO CINDI/CARMEN**



Some Key Achievements

- Mobilized prevention agenda in Canada
- International contributions



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Thank You!