

Association of Local Public Health Agencies (ALPHA)

GWTA Partnership
Presentation - Jordan
October 27, 2009

alPHa

- Represents all 36 Public Health Units in Ontario
- Members of Boards of Health
- Medical Officers of Health
- Associate Medical Officers of Health
- 7 Affiliate Groups
 - Public Health Nurses
 - Public Health Inspectors
 - Public Health Dentists
 - Health Promoters
 - Nutritionists/Dietitians
 - Epidemiologists
 - Business Administrators

Public Health

- Public health is concerned with the overall health of the population
- Work to promote and protect health, as well as prevent infectious disease
 - Promotion
 - Health education and public policy
 - Protection
 - Inspections and reducing environmental hazards
 - Prevention
 - Immunization, screening, surveillance, injury prevention

Healthy Public Policy

MAKE TRACKS



Starting December 1, 2007 there will be no Retail Sales Tax on the following items:

Bicycles priced under \$1,000

- helmets
- lights
- bells and horns
- reflectors
- mirrors

Helping Ontarians to stay healthy and get active!



December 2007 to November 2008

Canadian Bicycle Sales

	2006 Unit Sales	2007 Unit Sales	2008 Unit Sales	% Change 2007 to 2008
Total 26" Bikes	119,893	113,754	116,761	2.64
Total Youth Bikes	38,689	43,506	44,786	2.94
Road Bikes	20,201	20,378	22,698	11.38
Hybrid Bikes	42,527	43,005	50,141	16.59
Other	522	1,254	2,010	60.29
TOTAL All Bikes	221,832	221,897	236,396	6.53

Source: Bicycle Trade Association of Canada. Captures 65% of all independent bicycle dealers.

Built Environment

- What makes a Healthy Community?
- Increasing public health involvement in looking at the impacts of urban design
 - promoting alternative means of transportation (public transit, bicycling, walking)
 - working closely with planners
 - building walkable, livable communities

Healthy Weights

- Sedentary lifestyle and poor diet has led to recent epidemic in childhood obesity
 - 19 percent of Ontario children 2 to 17 years are overweight and 8.5 percent are obese
 - rise in diabetes and other related chronic diseases
- Children of this generation will have poorer health than their parents
 - need for healthy eating and acting focus in public health

Healthy Eating

- Not eating enough fruits and vegetables is strongly related to a number of chronic diseases
- Promote healthy eating in schools
- Cost of Nutritious Food Basket
 - Advocacy for income support

Health Indicators

- Physical Activity Index (those 12 and older who are active or moderately active)
 - Ontario average 50% Niagara Region 58%
- Healthy Body Mass Index (those 18 and older with BMI between 18.5 & 24.9)
 - Ontario average 47% Niagara Region 47%
- Fruit & Vegetable Consumption (those 12 and older eating 5 or more servings per day)
 - Ontario average 42% Niagara Region 44%

Why Partner with WRT?

- The Great Waterfront Trail Adventure fits with Public Health's mandate to promote injury prevention as well as active living
- It also provides an opportunity to promote healthy eating
- 11 Health Units are along the route

Areas for Partnership

- Education
 - Chronic Disease Prevention
 - Sun safety
 - Injury Prevention
 - Helmet safety
 - Warm ups and cool downs
- Healthy Eating
 - Nutritious Menus
 - Participants
 - Vendors



Niagara's Associate Medical Officer of Health, Andrea Feller

At the start in Niagara-on-the-Lake



- 2008 Durham Region Health Unit
 - Sun safety
 - Injury prevention – helmets please!



Family joins the fun



New friends



Questions?

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