

A critical discussion of the future of health promotion in Canada

Chair: Katherine Frohlich, Université de Montréal

Speakers

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CPHA 2018, Montréal, Québec



Healthy Cities 2.0: Creating One Planet Regions

**The Future of Health Promotion
CPHA Conference, Montreal
30 May 2018**

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Professor and Senior Scholar
School of Public Health and Social Policy
University of Victoria**



My two chapters

- **Population Health Promotion in the Anthropocene**
- **Healthy Cities and Communities: Urban Governance for Health**

The concept of a One Planet region is where they come together.



One Planet Living - The greatest challenge we face in the 21st century



We behave in Canada and the USA as if we have all this



Ecological footprint, selected countries, 2013

The available biocapacity per person on our planet is currently 1.7 global hectares = 1 Planet

More than 7 PLANETS

1 Luxembourg	13.1
2 Qatar	12.6

More than 5 PLANETS

3 Australia	8.8
4 Trinidad & Tobago	8.8
5 Canada	8.8
6 United States	8.6

More than 4 PLANETS

7 Kuwait	8.2
8 Mongolia	7.5
9 Estonia	7.0
10 Belgium	6.9
11 Singapore	6.8

More than 3 PLANETS

12 Finland	6.7
13 Sweden	6.5
19 Austria	6.1
20 Denmark	6.1
24 Netherlands	5.8
25 Norway	5.8
31 Germany	5.5
34 Switzerland	5.3
36 New Zealand	5.1
37 France	5.1
38 United Kingdom	5.1

More than 2 PLANETS

39 Japan	5.0
40 Ireland	4.8



But this is what we actually have



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The challenge

How do we live equitably, in harmony and in good health on this one small planet we call home?



We are the ones who have to change

- **We have caused most of the problem**
- **We continue to be the high consumers**
- **If we are not willing and able to do this, why would anyone else?**





Becoming a One Planet region



10 principles of One Planet Living



Health and happiness



Local and sustainable food



Equity and local economy



Travel and transport



Culture and community



Materials and products



Land and nature



Zero waste



Sustainable water



Zero carbon energy



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Bioregional Annual Review, 2015 -16

Towards a 'One Planet' region

- **What would our community be like, and what would our lives be like, if we reduced our EF down to a 'One Planet' footprint**
- **This means an 80% reduction for Australia, Canada and the USA**
- **while retaining a high life expectancy, good health and life satisfaction for all?**



One-Planet Baseline:

Top five actions include

- | | |
|---|----------------|
| 1. Make 86% of trips by walking, cycling and transit | 0.38
gha/ca |
| 2. Reduce food waste post-purchase by 50% | |
| 3. Reduce red meat consumption 50% by substituting with white meat or legumes | 0.37
gha/ca |
| 4. Improve energy efficiency in buildings by 40% | 0.34
gha/ca |
| 5. Reduce paper consumption by 50% | 0.21
gha/ca |



Health co-benefits

All of the following have direct health co-benefits

- **Energy efficiency**
 - **Air quality up (beware IAQ issues!)**
 - **Physical activity up**
 - **GHG emissions down**
- **Public transport**
 - **Fewer injuries, more exercise, fewer emissions, more social connections**
- **Low meat diet**
- **Local economies**
 - **Social connections**



Conversations for a One Planet Region



***Working together for a
'One Planet'***

Greater Victoria Region

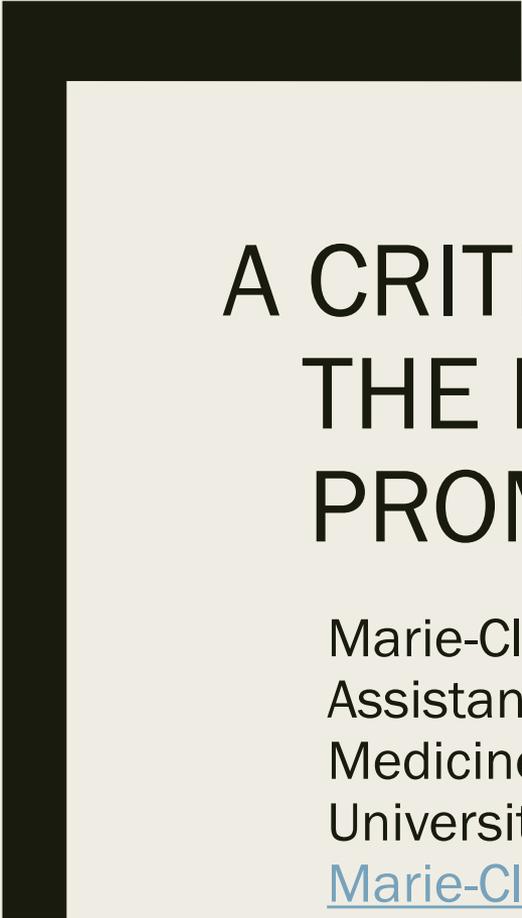
If we don't talk about it, we can't begin to imagine it; if we can't imagine it, we can't design or build it

Getting to a One Planet Region

- **First we need to talk about it**
- **Then we need to imagine it**
- **Then we need to design and build it**
 - **Physical, social, economic and cultural change**
- **And throughout, we need to measure how we are doing**

Learn - Discuss - Imagine - Design - Create





A CRITICAL DISCUSSION ON THE FUTURE OF HEALTH PROMOTION IN CANADA

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Medicine and Emergency Medicine,
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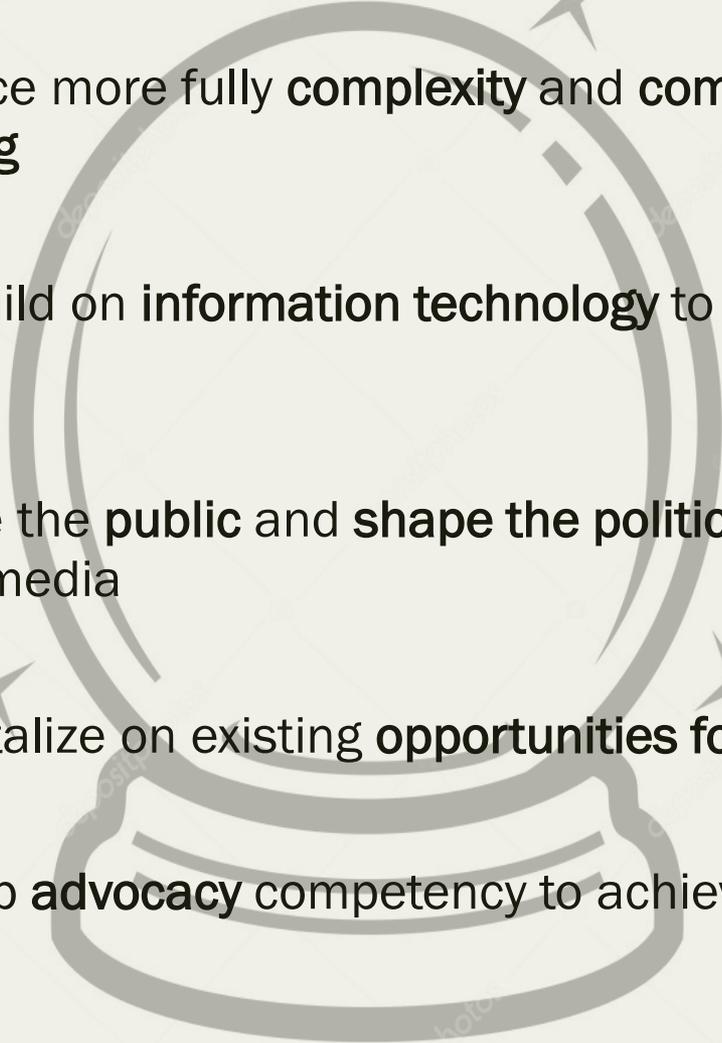
Marie-Claude.Tremblay@fmed.ulaval.ca



The future of health promotion



The future of health promotion

- 
- Embrace more fully **complexity** and **complex systems thinking**
 - Build on **information technology** to develop new action strategies
 - Engage the **public** and **shape the political discourse**, using social media
 - Capitalize on existing **opportunities for social betterment**
 - Develop **advocacy** competency to achieve system change

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What is the future of health promotion in Canada?

- Varying definitions of health promotion
- Training in health promotion
- Contribution of health promotion to public health
- Reflection on our interventions
- Multidisciplinarity and opportunities for collaboration
-

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