

OSNPPH Core Lecture Series 2010

Public Health Nutrition in Action Scenarios

1. Advocacy
2. Community Development
3. Program Planning and Evaluation
4. Nutrition Education and Ethical Issues
5. Collaboration & Partnerships
6. Communication – working with the media

1. Advocacy Scenario

Public Health Agency of Canada -Core Competency

Advocacy is interventions such as speaking, writing or acting in favour of a particular issue or cause, policy or group of people.

It will draw attention to an issue, winning the support of key constituencies, in order to influence policies and spending, and bring about change.

In the public health field, advocacy is assumed to be in the public interest, whereas lobbying by a special interest group may or may not be in the public interest.

Advocacy is the deliberate and strategic use of information to influence decision-making. The purpose of advocacy is to:

- Change a decision-maker's perception or understanding of a problem/issue
- Influence choices that will be considered in formulating decisions
- Change decision-making behaviour"

4.0 Partnerships, Collaboration and Advocacy



This category captures the competencies required to influence and work with others to improve the health and well-being of the public through the pursuit of a common goal. **Partnership** and **collaboration** optimizes performance through shared resources and responsibilities. **Advocacy**-speaking, writing or acting in favour of a particular cause, policy or group of people - often aims to reduce inequities in health status or access to health services

4.4 Advocate for healthy public policies and services that promote and protect the health and wellbeing of individuals and communities.

Advocacy link <http://www.phac-aspc.gc.ca/ccph-cesp/stmts-enon-eng.php>

RD's have a major role in advocacy - selected examples

- **OSNPPH – Healthy School Nutrition Environment Document**
http://www.osnpph.on.ca/pdfs/call_to_action.pdf
- **OPHA – RD article link to “Do the Math”.....try this....very interesting!**
<http://www.opha.on.ca/media/ebulletins/Jul09/advocacyupdt.shtml>
- **Dietitians of Canada Position Papers**

Individual and Household Food Insecurity

http://www.dietitians.ca/news/highlights_positions.asp?fn=view&id=3941&idstring=1363%7C13086%7C9807%7C9301%7C8737%7C7427%7C1338%7C3941%7C3398%7C1231%7C2482%7C2175%7C2516%7C2517%7C1188

Community Food Security

http://www.dietitians.ca/news/highlights_positions.asp?fn=view&id=8737&idstring=1363%7C13086%7C9807%7C9301%7C8737%7C7427%7C1338%7C3941%7C3398%7C1231%7C2482%7C2175%7C2516%7C2517%7C1188

Scenario 1

You are on the Student Nutrition Program (SNP) Steering Committee, representing healthy eating, food safety and your Health Department. Historically the SNP was managed via ad hoc systems as there was one staff and 44 programs.

Due to new funding from the Ministry of Children and Youth Services (MCYS) the SNP has grown from 44 to 170 programs and from 1 to 4 staff in three years. MCYS does not provide funds to pay management salaries given this is a community development based project. It has become apparent to the Steering Committee that there is a problem.

1. What is the problem?
2. What is a short term solution you would like to advocate for?
3. What is a long term solution you would like to advocate for?
4. Who has the ability to put this solution into action in your community?
5. By whom and by what are they influenced?
6. How could you help make this happen?

Scenario 2

You are finished conducting this year's Nutritious Food Basket Survey. You have calculated various scenarios including a single mother on Ontario Works, and a family living on minimum wage. You discover that there are families in your area who cannot afford to pay for their rent and to buy food.

1. What is the root cause of the problem of household food insecurity that these families are experiencing?
2. What is the long term solution that you would like to advocate for?
3. Who has the ability to implement the solution i.e. who needs to hear about this problem and the solution to effect change?
4. Who do they listen to?
5. Who could you work with to get this message out?
6. How could you get the message out?

2. Community Development Scenario

Development of a Food Policy Council

Scenario

As the nutritionist/dietitian that works in the area of food security you work and interact with a number of agencies, programs, and individuals in the community who are all trying to make a difference. These include food banks, good food box programs, farmers, urban planners, faith communities, food reclamation programs, etc. You see that all these agencies, programs and individuals not only understand the issues they are working on, but they also see what else could/should be done. Using a community development process, you try to bring these people together to form a Food Policy Council.

Background Information

Food Policy Councils (FPCs) bring together stakeholders from diverse food-related sectors to examine how the food system is operating and to develop recommendations on how to improve it. FPCs may take many forms, but are typically either commissioned by state or local government, or predominately a grassroots effort. Food policy councils have been successful at educating officials and the public, shaping public policy, improving coordination between existing programs, and starting new programs. Examples include mapping and publicizing local food resources; creating new transit routes to connect underserved areas with full-service grocery stores; persuading government agencies to purchase from local farmers; and organizing community gardens and farmers' markets.

Community Development is the planned evolution of all aspects of community well-being. It is a process whereby community members come together to take collective action and generate solutions to common problems.

As community development is dynamic, a fixed blueprint for the perfect community development process is unrealistic. It is better to use a framework that provides guidance and adapt it as the situation evolves. The main components are:

1. Building Support
2. Making a Plan
3. Implementing and adjusting the plan
4. Maintaining momentum

http://www.servicecanada.gc.ca/eng/epb/sid/cia/comm_deve/cdhbooke.pdf

Questions to guide discussion

Building Support

1. Who could you invite to an initial meeting?
2. How could you ensure everyone's opinions and thoughts are heard at the first meeting?
3. How could you ensure that the community is ready to continue with this effort and take ownership of it?
4. What is the advantage of including people from such diverse backgrounds?

Making a Plan

1. What kinds of issues might a food policy council take? How could you help the group define and choose an issue to tackle?
2. What are the key components of a plan to address the chosen issue?

Implementing and adjusting the plan

1. What are some things that might need “adjusting” as the group tries to implement the plan?

Maintaining Momentum

1. What kinds of things could cause the process to lose momentum?

3. Program planning and evaluation scenario

Healthy Eating in the Preschool Years

The Situation:

As the Public Health Dietitian you have noticed an increase of calls from child daycare centres and parents with children in day care. They are asking for menu reviews. Public health nurses that work with the Ontario Early Years Centres (OEYC) are hearing more and more parent concerns about their young children's weight.

Last week your manager was at a meeting at the Ministry of Children and Youth Services discussing the fact that the Day Nurseries Act (http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_90d02_e.htm) has been opened for review and updating.

You also know from your practice and education that the earlier healthy eating habits are instilled the better for health and healthy weights long-term.

What are you going to do about this? How will you assess the situation? Is some kind of program or initiative warranted? Using the “**The Six Steps to Planning a Health Promotion Program**” available from The Health Communication Unit (THCU) at <http://www.thcu.ca/infoandresources/publications/planaagtablev0.3.pdf> think about the questions you must ask and the possible sources to go to for the answers. You can also go to the THCU's online planner found at <http://www.thcu.ca/ohpp/>

1. What do you think of the THCU steps to planning?

Situational Assessment

- 2. What is the difference between a situational assessment and a needs assessment?**
- 3. Describe the issue discussed in the scenario.**
- 4. Who does it involve? Who are the stakeholders?**
- 5. Does this issue fit with the Ontario Public Health Standards (2008)?**
http://www.health.gov.on.ca/english/providers/program/pubhealth/oph_standards/ophs/index.html
- 6. Suggest two or three sources of information that can illuminate the issue? Public health practice should be evidence-informed. You can use quantitative and/or qualitative data, mandates, standards, guidelines etc. Your sources can be local, provincial and national. What you can't find, you may need to “collect”. Think broadly.**

Should you move forward?

Identify Goals, Objectives and Population of Interest

- 7. What is the difference between a goal and an objective?**
- 8. Suggest one objective for a public health program to address this issue – be sure it's SMART (Specific, Measurable, Appropriate, Realistic, Time-framed).**

Identify Strategies, Activities, and Resources

- 9. What resources and activities could help you reach your objective?**

Develop Indicators / Evaluation

- 10. When is the best time in the program cycle to start thinking about evaluation?**
- 11. How will you know your objective is being met?**

Review the Program Plan

4. Nutrition Education and Ethical Issues Scenario

Scenario:

Your health unit is part of a healthy eating school nutrition coalition responsible for supporting local breakfast and snack programming. Many agencies and groups sit at the table, many of them are non-profit. They are looking for non-government funding to best support the program and have recently heard that a cereal company is willing to provide sweetened fortified cereals to some programs at no cost for an entire year.

Discussion Qs:

- Identify some nutrition education considerations for this case.
- What social determinants of health would you consider to be most relevant in this case?
- From a public health perspective, what issues would you have to consider regarding sponsorship from the private sector?
- Some groups around the table do not see any issues with this food donation. How would you ensure that the coalition understands the nutrition education issues with this type of sponsorship?
- What would you suggest be included in any sponsorship agreement?

Background Information and Resources:

Social Determinants of Health

Raphael (2008) reinforces this concept: "Social determinants of health are the economic and social conditions that shape the health of individuals, communities, and jurisdictions as a whole. Social determinants of health are the primary determinants of whether individuals stay healthy or become ill (a narrow definition of health)."

Social determinants of health have been recognized by several health organizations such as the Public Health Agency of Canada and the World Health Organization to greatly influence collective and personal well-being. A list of determinants of health — only some of which are social determinants — is below:

1. [Income](#) and [social status](#)
2. [Social support networks](#)
3. [Education](#) and [literacy](#), i.e. [health literacy](#)
4. [Employment/Working conditions](#)
5. [Social environments](#)
6. [Physical environments](#)
7. [Life skills](#)
8. Personal health practices and [coping](#) skills
9. Healthy [child development](#)
10. [Biology](#) and [genetic endowment](#)
11. [Health services](#)
12. [Gender](#)
13. [Culture](#)

Nutrition Guidelines

http://www.children.gov.on.ca/htdocs/English/documents/topics/schoolsnacksandmeals/nutrition_guidelines_2008.pdf

Ontario Nutrition Standards for Schools

<http://www.edu.gov.on.ca/eng/document/nr/10.01/bg0115.html>

5. Collaboration & Partnerships Scenario

Background:

Workplace wellness programs are a win-win approach for both employees and the employers. Good health benefits the employee and the success of the workplace. The goal of many workplace wellness programs is to improve not only the health and well-being of the employees, but to have a comprehensive program that will support retirees and family members in improving their health.

A large manufacturing industry has recently signed a contract with a public health unit to provide their workplace wellness program. The workplace wellness program offers the workplace a wide array of educational materials on health and nutrition, including a newsletter, pamphlets, and presentations. The employees are also offered regular opportunities to receive health screenings, such as blood pressure, blood cholesterol, and blood sugar levels.

The employees at the workplace are pleased with the various components offered by the wellness program. However, there are frequent complaints that their work environment does not support healthy eating. The cafeteria and vending machine selections do not offer any healthier selections. The cafeteria offers a minimal selection of fried foods and little vegetables and fruit. The vending machines are supplied with chocolate bars and chips. The employees also routinely state that although the company has a wellness program, the workplace continues to provide doughnuts and coffee at meetings.

Discussion Questions:

1. As the Dietitian on the wellness program, what would be some of your first steps for addressing some of the key areas of concern with nutrition at this workplace? Who would be some of the key players that you would need to connect with to facilitate change in the nutrition environment at the workplace?
2. After establishing a working group to move ahead to make changes in the nutrition environment, what potential problems do you foresee? What are some potential solutions?
3. After succeeding in adding healthier food and beverage options in the cafeterias and vending machines, what steps could you take to promote these healthier options to the employees? Who would you request to assist you in this process?
4. Once you have implemented a program to promote healthier food and beverage options at the workplace, what steps would you take to ensure that the program was maintained over time?

Key Points on Partnership and Collaboration

A partnership is an agreement to do something together that will benefit all involved.

Partnerships:

- share authority;
- have joint investment of resources;
- result in mutual benefits; and
- share risk, responsibility and accountability.

A partnership agreement should enable all involved to know the following:

- what the partnership is about;
- who is doing what; and
- what outcomes are expected.

The Partnership Process:

- 1) **Initial Development (Vision, Goals, Understanding the Current Situation, Commitment, Implications)**
- 2) **Making it Happen (Action Plans, Resources, Roles and Responsibilities, Capacity Building)**
- 3) **Accountability and Future Directions (Evaluation, Future Directions, Revision, Renewal and Closure)**

Successful Partnership Factors

Environment

- Look at the history of collaboration or cooperation within the workplace or community, what has worked in the past.
- Make sure that the political/social climate is favourable (e.g., contract renewal year)

Collaboration Membership Characteristics

- All members must maintain mutual respect, understanding and trust.
- Have an appropriate cross-section of members so that all of the community is represented equally.
- Complete a situational assessment or feedback survey with all potential stakeholders (e.g., employees, foodservice company, wellness committee, company executives)
- Members need to see the collaboration as a benefit to their self interest.
- All must be willing to compromise.

Process and Structure of the Group

- Members share a stake in both the process and outcome (e.g., input received from employees and food service providers and influence the outcome of the project).
- There is a multi-layer check in the decision making process, one group does not possess too much power.
- Flexibility to change with the community's needs.
- There is a clear understanding of roles and policy guidelines.
- The group is able to adapt and change when needed.

Communication

- Established and closely maintained formal and informal lines of communications (e.g., regular email correspondence, key documents circulated to all).
- You want to make sure you create an environment in which all participants are encouraged to make contributions.

Useful Resources

The Partnership Handbook

<http://www.hrdc-drhc.gc.ca/common/partnr.shtml>

Nutrition Promotion in the Workplace

http://action.web.ca/home/nutritio/attach/nrc_workplace-guide.pdf

Working Toward Wellness at Chrysler Canada, Inc.

www.workingtowardwellness.ca

Project Health – Healthy Eating Toolkit for Workplaces

<http://www.projecthealth.ca/files/upload/healthy-eating-toolkit-for-workplaces.pdf>

6. Media/Communication Scenario

Case Study 1:

A new study published yesterday found that a group of 25 postmenopausal women following a controlled intake of 40% calories from fat; 20% calories from protein; and 40% calories from carbohydrates over a four-week period resulted in lower LDL cholesterol and increased HDL as well as a decrease in triacylglycerides (TAGs). A reporter calls at 12:00 pm and asks you if this study proves that the newest version of the food guide gives incorrect advice. The reporter's deadline is 2:00 pm that same day. What do you say/do? The reporter is at deadline and you are the last dietitian on her list of "experts."

Considerations:

- What is your health unit's policy on responding directly to the media?
- If you agree to provide the interview, what kind of information do you need?
 - Where was the study done?
 - n = 25
 - Does this support other similar research on postmenopausal women?
 - Do you have access to the original research article?
 - What would YOUR key messages around heart health be?
 - How would you "defend" the newest version of the food guide?
 - Is this a reasonable request of a public health dietitian?
 - How can you spin this request to meet your mandate?
 - Using this interview, how can you educate the public about how to "interpret" studies published in the popular media?
- Is this something you can do given your schedule?
- Should YOUR schedule factor into the request?
- Can you suggest a colleague who may be able to provide the interview?

Case Study 2:

You are a public health dietitian at a local urban health unit. Your health unit is part of a chronic disease prevention coalition. Many agencies and groups sit at the table, some for profit, many non-profit, including the local Community Health Centre who receives corporate sponsorship from many different local businesses including some the health unit has concerns about. The coalition is looking for non-governmental funding since there are limited funds available to implement the health promotion programs planned by this coalition.

The Community Health Centre has gone ahead to promote a planned health promotion event that the collaborative group has been working on. In the CHC's press release, the name of a corporate sponsor, who is known to be in conflict with your health unit's philosophy, is mentioned as a key sponsor of the health promotion event. Your health unit has established very good rapport with local media outlets and you are contacted to respond to this announcement, specifically about the sponsorship piece. How would you best approach this request, knowing that your community partner, with whom you want to continue having a good relationship, is involved?

Considerations:

- What is your health unit's policy on responding directly to the media?
 - What would you do first, even before responding to the media?
 - Who needs to be involved in this interview? Why?
 - What would you say to "save face" on behalf of your health unit but also support the collaborative group?
 - What are the potential pitfalls/challenges of this media interview? Why?
 - What are the potential benefits of this media interview? Why?
 - How can you spin this issue into a positive interview?
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- From the public health perspective what issues would you have to consider regarding sponsorship from the private sector?
 - What criteria or parameters would you suggest be included in any sponsorship agreement?
 - What about terms of reference for this collaborative group? Could they assist in directing how and why media is approached by the individual organizations around the table?