

# Healthy Communities: An International Concept & Approach



September 15<sup>th</sup>, 2011  
Sherbrooke & Stanstead, Quebec

# History of Healthy Communities

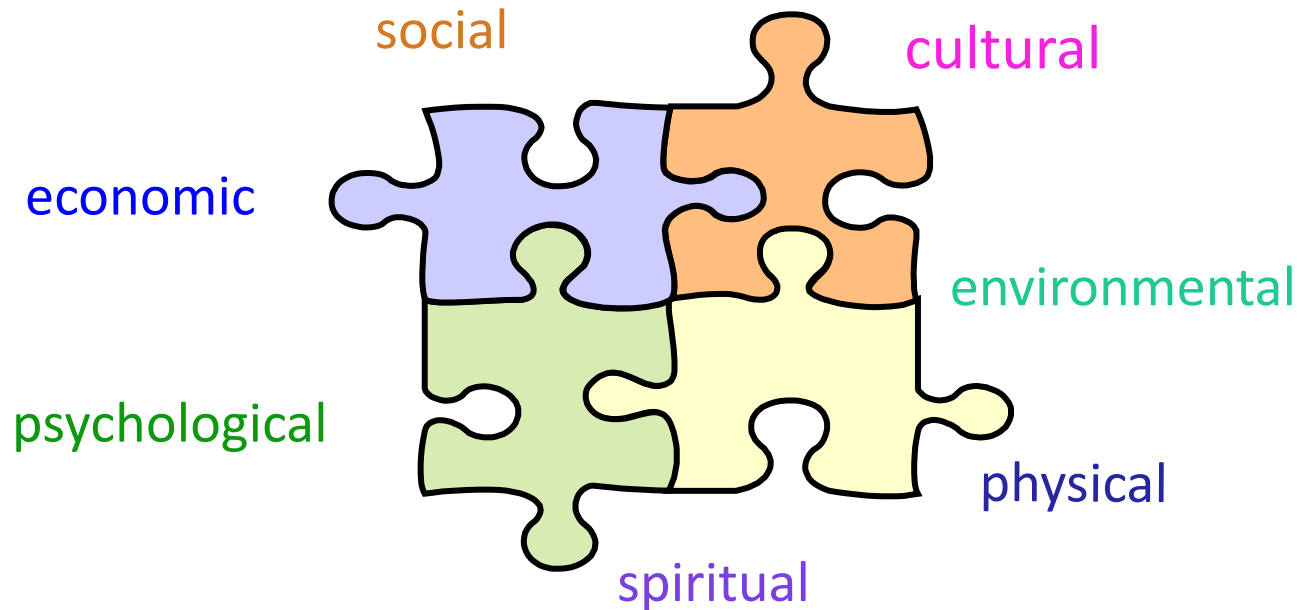
- **1844: Health of Towns Association**
- **1974: Lalonde Report**
- **1984: Beyond Health Care Workshop**
- **1986: Ottawa Charter for Health Promotion**
- **Late 1980s/1990s: Quebec and Ontario Networks; World Health Organization's (WHO) Healthy Cities pilot projects**
- **2000s: New Brunswick and B.C. Networks; Canadian Healthy Communities Network**

Over 7,500+ communities, cities, towns,  
regional and national networks worldwide

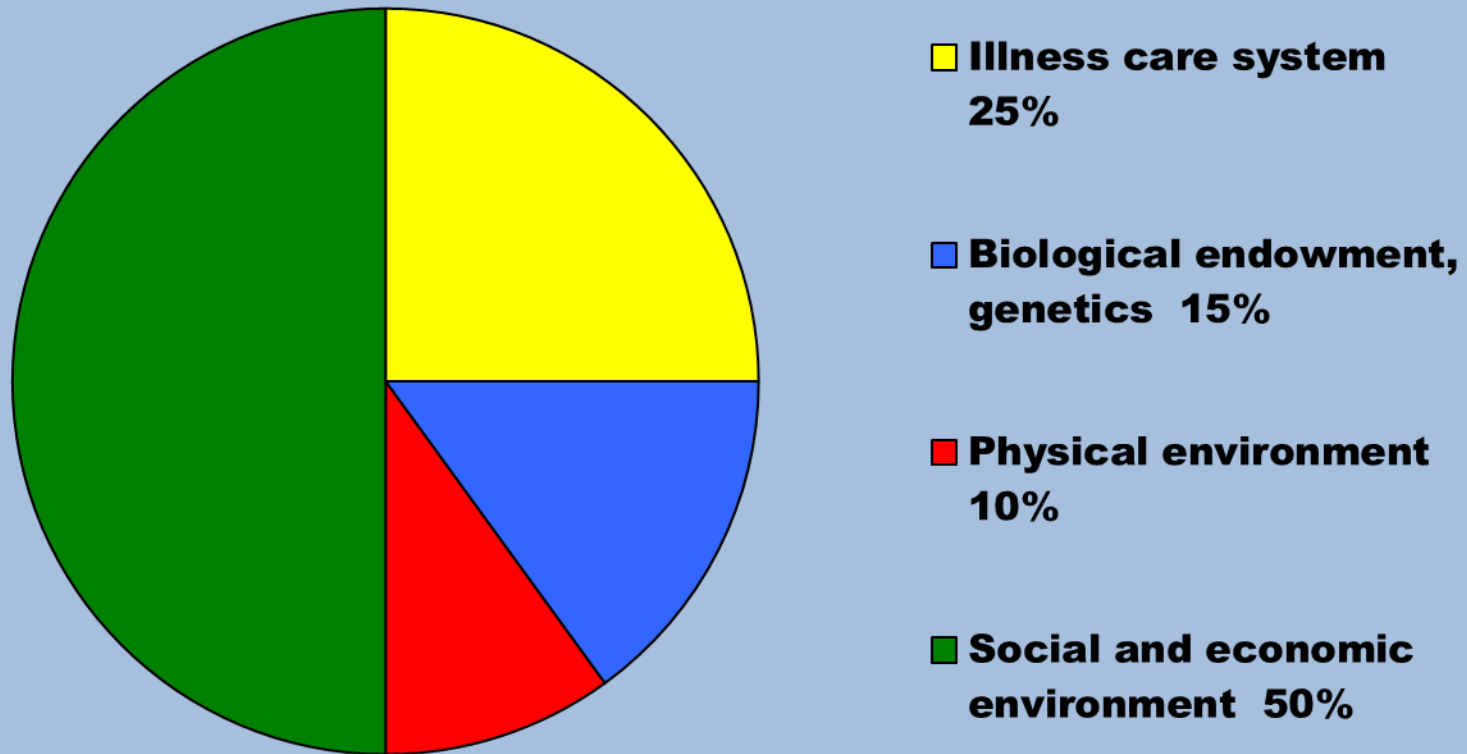


**Health is:** *“...a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity.*

World Health Organization



# Impact on Health Status



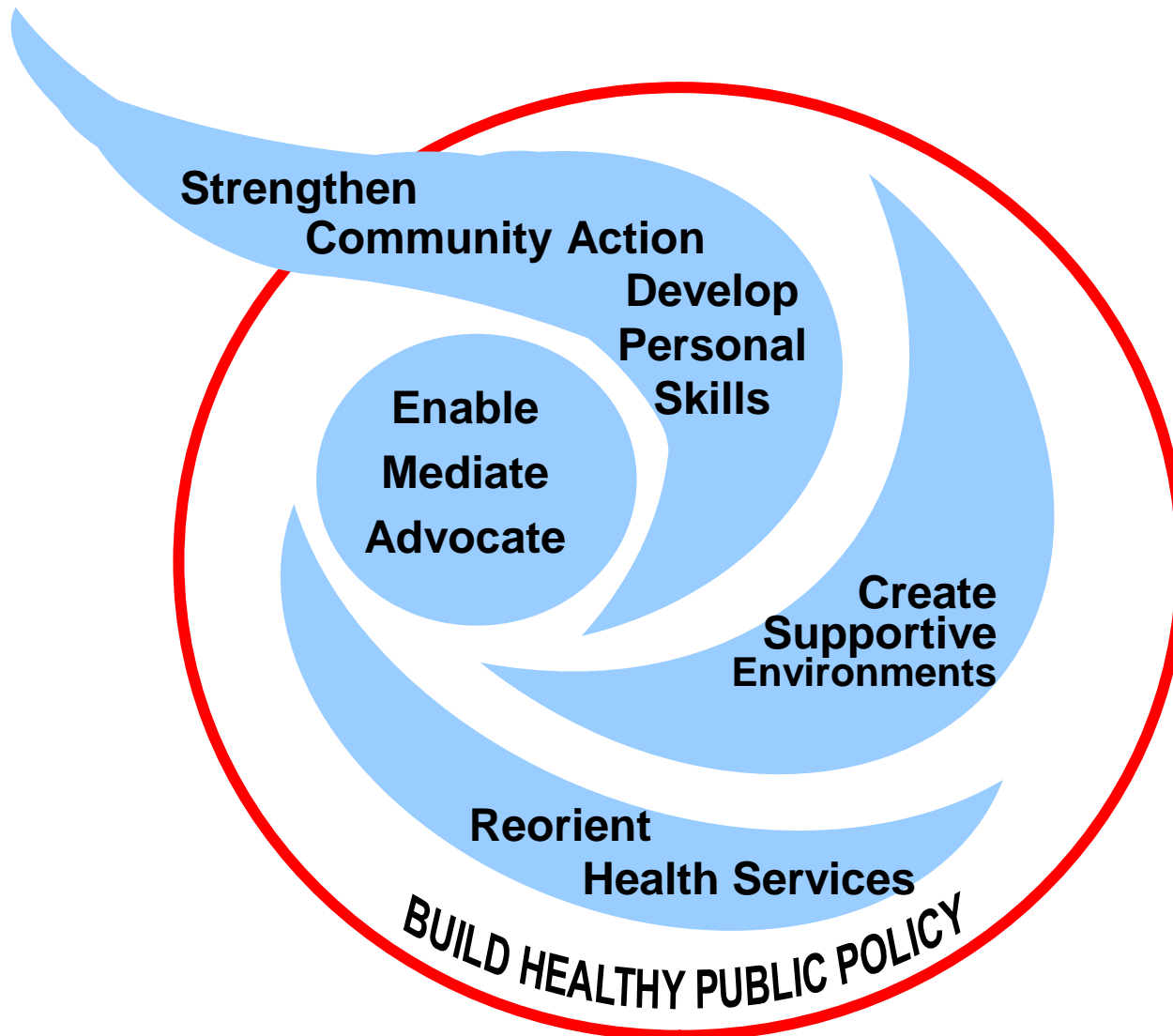
# 3 Different Models of Health

<b>Biomedical Model</b>	<b>Behavioural Model</b>	<b>Socio-environmental Model</b>
cardiovascular diseases cancer HIV/AIDS stroke diabetes unhealthy weights hypertension etc.	smoking poor eating habits physical inactivity substance abuse poor stress coping lack of lifeskills etc.	poverty/unemployment education isolation/powerlessness housing environmental pollution hazardous living or working conditions, and other stressors

# The Determinants of Health

- Income and Social Status
- Social Support Networks
- Education
- Employment and Working Conditions
- Social Environment
- Physical Environment
- Gender
- Culture
- Personal Health Practices and Coping Skills
- Healthy Child Development
- Health Services
- Biology and Genetic Endowment

# Ottawa Charter for Health Promotion





# What is Community Development?

Community Development is a process designed to create conditions of economic and social progress for the whole community, with its active participation and fullest possible reliance upon the community's own initiative.

United Nations



# Community Development Principles



Learn

Assess

Listen

Regroup

Organize

Reflect

Plan



Evaluate

Develop

Implement

# Capacity Building

Capacity is the participatory leadership, skills, resources, knowledge and tools of individuals in communities and the organizations that enable them to address, and have greater control over, the conditions and factors that affect their quality of life.

Aspen Institute

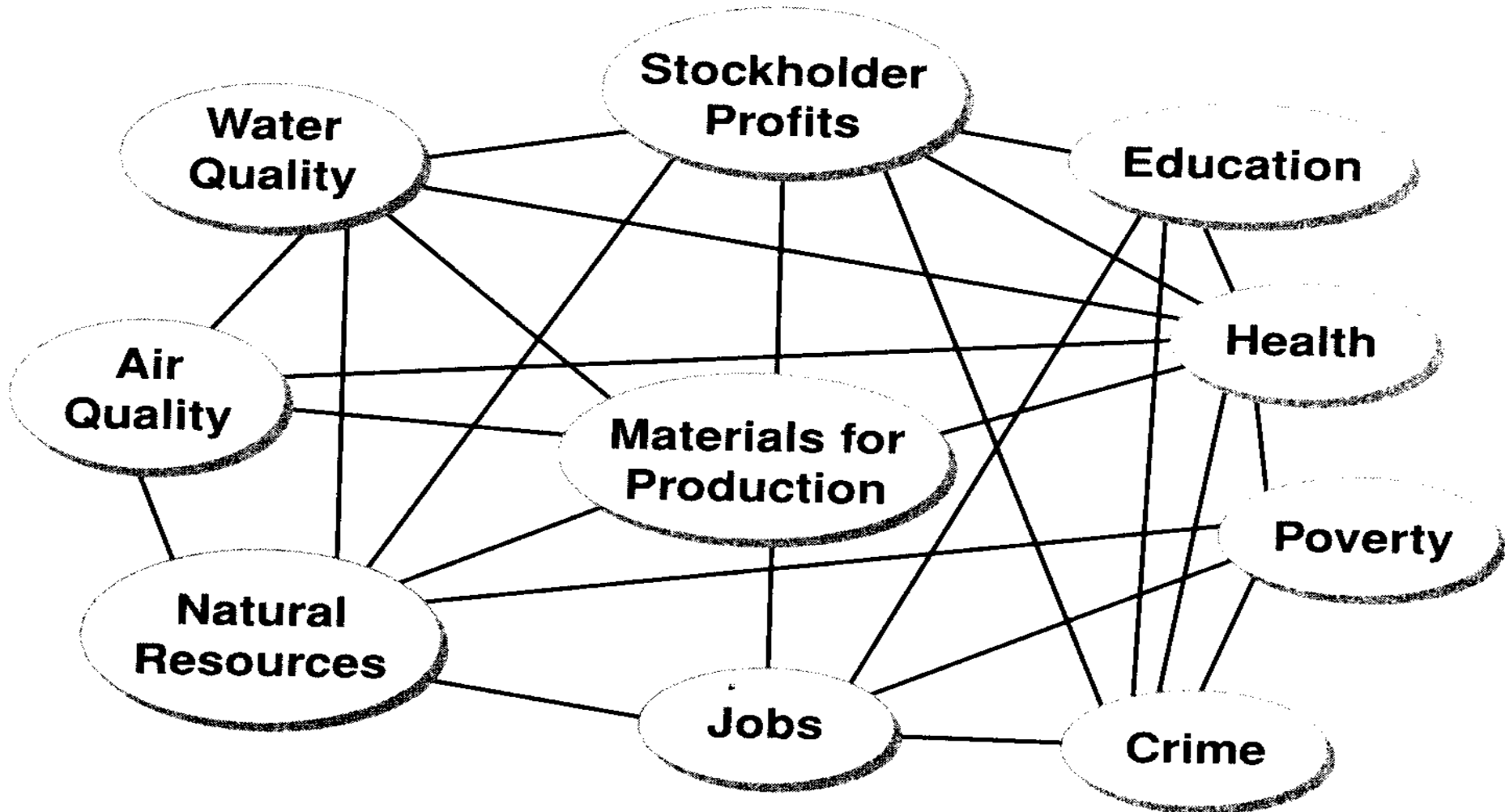




- ✓ Individual
- ✓ Organizational
- ✓ Community



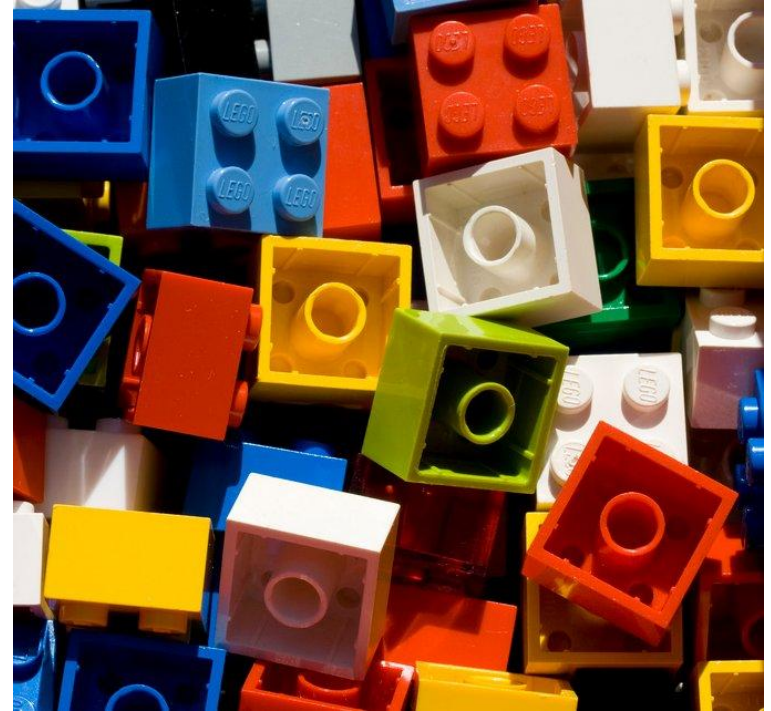
# Everything in our community is connected to everything else



# Healthy Communities Approach

## 5 Key Building Blocks

1. Community Engagement
2. Multi-sectoral Collaboration
3. Political Commitment
4. Healthy Public Policy
5. Asset-based Community Development & Capacity Building



# Outcomes of Using a HC Approach

1. Diverse participation
2. Expanded leadership
3. Strengthened skills
4. Widely shared vision and understanding
5. Strategic agenda
6. Consistent, tangible progress towards goals
7. Effective community organizations/institutions
8. Better use of resources







# *Healthy Communities: An Approach to Action on Health Determinants in Canada*

**Project Goal: To demonstrate that the Healthy Community approach is an effective way to address chronic disease prevention**



COALITIONS LINKING ACTION  
& SCIENCE FOR PREVENTION

CANADIAN PARTNERSHIP  
AGAINST CANCER



PARTENARIAT CANADIEN  
CONTRE LE CANCER

# **Four Provincial Healthy Communities Networks**

- **BC Healthy Communities**
- **Mouvement Acadien des Communautés en Santé du Nouveau-Brunswick**
- **Ontario Healthy Communities Coalition**
- **Réseau québécois de Villes et Villages en santé**