

# **Health Promotion Strategic Framework Fiscal 2017 / 2018**

## Health Promotion Framework, 2017/2018

The Health Promotion Department provides leadership within the Foundation to support our three mission priorities, through strategically planned projects, programs and communications. Our three mission priorities are: *Prevent Disease*, *Save Lives* and *Promote Recovery*. This report will aim to present each priority and the effort our Foundation is taking to address them.

### Mission Priority #1: Prevent Disease

**Goal:** Reduce key risk factors for heart disease and stroke, with an emphasis on childhood obesity.

- Heart Healthy Schools
- Childhood Obesity Conference
- Coalitions
- Advocacy and Communications
- New Initiatives and Funding Opportunities

### Mission Priority #2: Saves Lives

**Goal:** Enable faster, better cardiac and stroke emergency responses and treatment.

- Teaching New Brunswickers to Save Lives
- Hands Only CPR in High Schools program
- Instructor Network Support and Monitoring
- TeleStroke

### Mission Priority #3: Promote Recovery

**Goal:** Enhance support for survivors and care partners

- Professional Development for Health Care Professionals
- Provincial Stroke Strategy Committee
- Support for Cardiac and Stroke Patients

## Mission Priority #1: Prevent Disease

**Goal:** Reduce key risk factors for heart disease and stroke, with an emphasis on childhood obesity.

Up to 80% of chronic disease is preventable through healthy lifestyle practices. Ensuring our children have the best start to a long and happy life, free of heart disease and stroke is the driving force behind our prevention strategy, *Heart Healthy Children and Youth in the fight against childhood obesity*. It is this vision that has guided our projects and commitments to reflect the best opportunities to improve the heart health of our children.

### **Heart Healthy Schools**

*Heart Healthy Schools* (HHS) is an initiative that supports New Brunswick schools to help make the healthy choice, the easiest and most popular choice among the school population. Focused on the healthy built environment, HHS is designed to support school administrators in obesity prevention among the school community.

This project has allowed HSFNB to address a broad audience; students, their parents, teachers, school administrations, and the Department of Education. *HHS* has positioned HSFNB as leaders in the areas of student health and wellness, providing support to existing HSFNB programs, like *Jump Rope for Heart*. It is our intention to continue leveraging this partnership to ensure sustainability for all HSFNB programs.

*HHS* launched in September 2017 after a successful 2 year demonstration project: [www.hearthealthyschools.ca](http://www.hearthealthyschools.ca) (EN) and [www.ecolesfavorablesalasanteducoeur.ca](http://www.ecolesfavorablesalasanteducoeur.ca) (FR). In September of 2017, 6 pilot schools continued on in the HHS program and 18 new schools registered.

We will continue to expand the HHS network through registration of new schools, program support and on-going engagement through HSFNB programs. This will require a continued partnership and support with Communications and Revenue Development Departments to market and access funding opportunities.

**Measure:** The adoption (prioritization) of a healthy built environment by participating schools.

#### **Key performance indicators:**

- Number/percentage of schools participating in the program
- Schools participating in the program that show they have adopted healthy built environment initiatives that support health behaviours associated with the prevention of childhood obesity.

**1 year goal:** 15 schools enrolled

**3-5 year goal:** 50 schools enrolled

### **Childhood Obesity Conference**

HSFNB is in a unique position to host a provincial conference on the prevention of childhood obesity. Our strategic direction, Heart Healthy Children and Youth, has allowed us to develop networks among like-minded stakeholders and gain the confidence among the New Brunswick population.

A conference will be offered on June 6, 2018 at the Moncton Casino with key note speakers, Yoni Freedhoff, Sara Kirk and Manuel Arango. In addition to these speakers, a spotlight session on NB schools and a showcase of obesity prevention programs happening in NB will aim to bring together stakeholders for networking and action opportunities.

**Measure:** Impact on knowledge exchange for delegates at the conference on the prevention of childhood obesity.

#### **Key performance indicators:**

- Number of delegates attending the conference
- Number of delegates from: community health, health care, education, etc.
- Number/percentage of delegates who plan on using information from conference
- Number/percentage of delegates who plan on networking with or accessing information from other stakeholders at conference

**1 year goal:** host successful conference with 200 delegates

**3-5 year goal:** host annual conference with 10% increase in delegates each year

### **Coalitions**

HSFNB strategically participates in provincial coalition work with key government and non-government partners. Although many provincial coalitions exist, the HP department is participating in a select number of coalitions whose mandates are directly aligned with our own. Networking within these coalitions has allowed for access to key stakeholders and partnerships that have moved projects, like *Heart Healthy Schools* forward.

**Measure:** Support the promotion of health and wellness in partnership with coalition members to NB population

#### **Performance Indicators:**

- Participate in HEPAC SC meetings
- Participate and co-chair HBEWG of HEPAC meetings
- Participate in HEWG of HEPAC meetings
- Participate in NBATC Steering Committee meetings

***New Brunswick Anti-Tobacco Coalition (NBATC)***

The NBATC brings together key stakeholders invested in the anti-tobacco movement with a vision to realize a tobacco-free province. Our continued membership with NBATC ensures that our Foundation plays a leadership role in the province's anti-tobacco movement. Our primary role with the coalition is to support activities and projects that move our province towards the vision of being tobacco-free.

**Measure:** Support the prevention of tobacco use and cessation in New Brunswick

**Performance indicators:**

- Attend Steering Committee meetings
- Assist in collaborating with other steering committee members to realize the outcomes of the collective

***Healthy Eating Physical Activity Coalition (HEPAC)***

HEPAC's mission is to work together to promote healthy active lifestyles for the people of New Brunswick. Our continued membership on the HEPAC Steering Committee shows our leadership in the province's wellness movement and ensures the sustainability of our networks within the wellness community.

**Measure:** Support the promotion of a healthy lifestyle; healthy eating and physical activity in New Brunswick

**Performance Indicators:**

- Attend Steering Committee Meetings
- Assist in collaborating with other steering committee members to realize the outcomes of the coalition

***Healthy Built Environment Working Group (HBEWG)***

Co-chairing with the Office of the Chief Medical Officer of Health (OCMOH), the HBEWG will provide a forum for discussion and input with the intention to develop and push forward the concept of Healthy Built Environments in New Brunswick.

**Measure:** Support the concept of the Healthy Built Environments in New Brunswick.

**Performance Indicators:**

- Attend committee meetings/co-chair committee meetings
- Assist in collaborating with other committee members to realize the outcomes of the working group

***Healthy Eating Working Group (HEWG)***

The purpose of this HEPAC working group is to network, share healthy eating resources and exchange knowledge with working group members, and partners in New Brunswick's wellness movement.

**Measure:** Support the promotion of Healthy Eating in New Brunswick.

**Performance Indicators:**

- Attend committee meetings/co-chair committee meetings
- Assist in collaborating with other steering committee members to realize the outcomes of the collective.

**Advocacy and Communications**

HSFNB is in a unique position to advocate government for policy actions in support of our mission priorities and to drive messaging in support of these actions.

***New Brunswick Sugar Sweetened Beverage Coalition (NBSSBC)***

The Heart and Stroke Foundation of New Brunswick established, in partnership with Diabetes Canada, New Brunswick Medical Society and Dietitians of Canada, a provincial coalition to advocate for a levy imposed on the manufacturing of sugar sweetened beverages.

Our purpose, ensure the realization of the passing of legislation specific to a tax on Sugar Sweetened Beverages (SSBs) in the province of New Brunswick by developing and implementing an action plan through a collective effort in government directed advocacy.

**Measure:** Awareness of the risk associated with the consumption of sugar sweetened beverages.

**Key performance indicators:**

- Members participation on New Brunswick Sugar Sweetened Beverage Coalition
- Members collaboration on New Brunswick Sugar Sweetened Beverage Coalition
- Presentations/meetings with elected officials and bureaucrats on topics of sugary drink consumption
- Introduction of a levy on sugar sweetened beverages

### ***Health Promotion Materials***

Each year HSFNB distributes health promotion materials through various programs and projects. In 2016/2017 fiscal 105,289 pieces of health promoting materials were distributed representing topics related to engaging New Brunswickers in healthy lifestyle behaviours to reduce their risk of heart disease and stroke: hypertension, heart disease, diabetes, healthy eating and physical activity. With the support of HSFNB staff, we will continue to distribute materials that will align with our current mission mandate, to New Brunswickers.

### ***HP Communications and Social Marketing***

Members of the HP team will continue to work closely with our Communication lead to ensure a steady stream of mission content is prevalent through our social media channels and collaborate on social marketing projects with key stakeholders in New Brunswick.

**Measure:** Improve public awareness of the risk factors associated with cardiovascular diseases.

#### **Key performance indicators:**

- Number of materials distributed on a yearly basis
- Various social media metrics (likes, shares)

**1 year goal:** establish baseline for resource distribution and social media reach

**3-5 year goal:** increase our reach by 10% per year

### ***Cooking video project***

Members of the Health Promotion team will work towards the creation of Heart Healthy YouTube cooking videos that will be distributed through HSFNB social media channels.

**Measure:** Grow the number of followers to social media channels.

#### **Key performance Indicators:**

- Various social media metrics (Likes and Shares of video)

**1 year goal:** create 5 videos and track social media reach

**3-5 year goal:** create 10 videos per year and increase social media reach by 10% per year

### **New Initiatives and Funding Opportunities**

The HP department will continue to pursue new initiatives aligned with our mission strategies, and funding opportunities to ensure sustainability of our programs.

#### ***Grants Applications and Corporate Sponsorship Opportunities***

Members of the HP team will provide leadership and support in the identification and application of grants and corporate sponsorships for projects and programs of the Foundation.

**Measure:** Provide support to grant applications

#### **Performance indicators:**

- Identify grant opportunities in partnership with Revenue Development staff
- Provide content writing for grant opportunities

#### **Dial a Dietitian**

Healthy eating plays an integral part in the prevention and therapy for the majority of chronic diseases. Access to nutrition information and advice from a Registered Dietitian can be difficult for many New Brunswickers because of the rural nature of our province, the limited availability of services outside of hospital, and lack of insurance coverage. The VP, HP will work in partnership with Dietitians of Canada to investigate the potential for HSFNB to manage a Dial a Dietitian program funded through government and/or other corporate opportunities.

**Measure:** Advocate for better access to nutrition services

#### **Performance indicators:**

- Produce a Dial a Dietitian proposal
- Gain stakeholder support
- Gain government support
- Obtain funding

**1 year goal:** submit application for consideration of funding

**3-5 year goal:** if funded, measure the reach and impact of the service



## Mission Priority #2: Saves Lives

**Goal:** Enable faster, better cardiac and stroke emergency responses and treatment.

HSFNB is positioned as the leader in resuscitation among stakeholders, evident through the success of our instructor network, and programs ACLS, BLS, PALS, and Heart Saver AED. With the introduction of First Aid, we have been able to expand our audience to include communities and workplaces.



### Provide CPR and First Aid Training to New Brunswickers

Since introducing CPR to Canada in 1976, the Foundation works with partners each year to train everyday Canadians in basic CPR and first aid. In 2016 we trained more than 14,700 healthcare professionals and everyday New Brunswickers.

**Measure:** Increase the number of people in New Brunswick who are trained and/or certified to respond in the event of an emergency.

#### Performance indicators:

- Number of instructors
- Number of certifications for each course
- Number of courses/certifications to health care professionals
- Number of course/certifications to lay rescuers

**1 year goal:** increase # of New Brunswickers participating in training by 2 - 5%

**3-5 year goal:** increase # of New Brunswickers participating in training by 2 - 5% annually

### **Hands Only CPR in High Schools program**

This program has provided Hands Only CPR training to high school students throughout New Brunswick. Hands Only CPR kits are left with the high school to enable ongoing training. With over 10,000 students trained in 43 high schools, our CPR in High Schools program has seen much success over the last 3 years.

**Measure:** Increasing the number of high school students in New Brunswick who are confident to respond in the event of a cardiac emergency.

**Performance Indicators:**

- Number of students/percentage of students who receive hands only CPR training
- Number of schools/percentage of schools whose students have received training
- Number of districts in New Brunswick whose schools have received hands only CPR training

**1 year goal:** to continue to reach an additional 5 high schools

**3-5 year goal:** to have reached every high school in New Brunswick with the program

### ***Instructor Network Support and Monitoring***

We will continue to support and monitor our instructor networks in both CPR and First Aid programs. An emphasis will be placed on continued growth of the First Aid instructor network to enable better access with our target program growth areas. The Manager, Health Promotion has taken steps to ensure certification of First Aid and BLS, providing quality assurance in programming and assist in growing the trainer network.

**Measure:** Support and monitor the instructor network

**Performance Indicators:**

- Certify HSFNB Staff person as CPR and First Aid Instructor
- Number of instructors being monitored

**1 Year goal:** Create a plan to monitor instructor network

**3-5 year goals:** Increase # of instructors in NB by 5% annually

### **TeleStroke**

Through leadership in access to stroke care in New Brunswick, HSFNB worked diligently with stakeholders to introduce the first province-wide TeleStroke program in Canada in 2013. Ensuring patients have quick and efficient access to stroke care anywhere in the province. As co-chair of the NB Stroke Advisory Committee, HSFNB continues to work with both health networks, Horizon and Vitalité, the Department of Health and Ambulance NB to monitor the outcomes of the TeleStroke program.

**Measure:** Monitor the use of the TeleStroke program.

**Performance indicators:**

- Number of patients transported by ambulance with stroke diagnosis
- Number of patients offered TPA after using TeleStroke system
- Number of patients admitted to hospital for stroke
- Number of fatalities from stroke

**All these indicators are measured by the Department of Health. HSFNB has access to this data as co-chair of the NB Stroke Advisory Committee.**

### **Mission Priority #3: Promote Recovery**

**Goal:** Enhance support for survivors and care partners

There are an estimated 1.6 million Canadians living with heart disease and stroke. HSFNB has played a leadership role for many years in promoting the recovery of both heart disease and stroke patients as shown through our partnerships and programs within the Department of Health.

#### **Professional Development for Health Care Practitioners**

1. Hosting an annual NB Stroke Conference in partnership with both health networks and other identified partners.  
(2018 will be the 4<sup>th</sup> annual conference)
2. Identifying opportunities that support the development and learning for providers who promote recovery for heart and stroke patients.

**Measure:** Engage delegates in attending NB Stroke Conference

#### **Key performance indicators:**

- Number of delegates at the annual conference
- Financial support from partners and sponsors
- Positive evaluations from delegates at conference
- Obtaining CME through an accredited source

**1 year goal:** engage delegates in the annual conference and use evaluation comments to improve the next conference to provide topics of interest

**3-5 year goal:** continue to host annual conference providing best practice content and speakers to improve stroke care in New Brunswick

#### **Provincial Stroke Strategy Committee**

Co-chair provincial committee along with Department of Health to provide leadership for the advancement of all best practice pillars as well as monitoring of stroke outcomes in NB.

**Measure:** Support the monitoring of stroke outcomes for NB

#### **Key performance indicators:**

- Attend and co-chair committee meetings
- Assist in the collaboration with other committee members to realize the outcomes of the committee

### ***Support for Cardiac and Stroke Patients***

The problem: An estimated 1.6 million Canadians (32,000 New Brunswickers) and their families are living with the effects of heart disease and stroke. Their most urgent needs include: Support during the transition from hospital — a critical time for getting started on recovery and reducing risk of a future event.

Support for caregivers — including the more than one in four Canadians who report providing care to a family member or friend with a chronic illness, disability or aging needs.

Of note, the HSFNB significantly contributed to the existing infrastructure for the education and support of all cardiac patients. Our Heart to Heart program (a 6 to 8 week program of information and support for cardiac patients and partners), after many years, became the foundation for the existing infrastructure for all sites of cardiac rehabilitation throughout the province.

### ***Community Reintegration for Stroke Patients***

Continue to provide leadership for the Community Reintegration Working group of the NB Stroke Advisory Committee, developing the framework and implementation strategy for community reintegration of stroke patients after discharge from the hospital system and to support this work.

**Measure:** Support the community reintegration of stroke survivors in NB

#### **Key performance indicators:**

- Attend and co-chair committee meetings
- Assist in the collaboration with committee members to realize the outcomes of the committee

### ***Support Groups for People Affected by Stroke***

HSF has an information and support program for stroke patients and partners/caregivers called Living with Stroke.

**Measure:** Support and promote the development of peer support in NB

#### **Key performance Indicators:**

- Promote Living with Stroke as a vehicle for peer support in NB
- Provide opportunities for recruitment and training of facilitators of Living with Stroke

**1 year goal:** 2 Living with Stroke programs implemented

**3-5 year goal:** 6 Living with Stroke programs implemented

**Providing resources:**

1. Provide **Your Stroke Journey** – a free comprehensive guide that helps stroke survivors and their families understand the effects of stroke and manage their recovery.

**Measure:** Improving access to stroke support for stroke survivors and their caregivers.

**Performance indicator:**

- Percentage of stroke patients receiving HSFNB materials.
- Number of patients admitted to hospital for stroke
- Number of patients discharged home after suffering a stroke
- Number of Your Stroke Journey distributed to patients discharged to home

**1 year goal:** 60% of stroke patients discharged home receive Your Stroke Journey

**3-5 year goal:** 80% of stroke patients discharged home receive Your Stroke Journey

2. Provide **Living Well with Heart Disease**, a free comprehensive recovery guide, for cardiac patients and their families to understand the effects of heart disease and manage their recovery.

**Measure:** Improving access to heart disease support materials for patients and their caregivers.

**Performance indicator:**

- Percentage of heart disease patients receiving HSFNB materials.
- Number of patients admitted to hospital for heart disease
- Number of patients discharged home after treatment for heart disease
- Number of Living Well with Heart Disease distributed to patients

**1 year goal:** 70% of cardiac patients discharged home receive Your Stroke Journey

**3-5 year goal:** 80% of cardiac patients discharged home receive Your Stroke Journey

3. Provide 'Heart Pillows' to heart surgery patients through the NB Heart Centre and Bell Aliant Pioneers partnership.

**Measure:** Provide Heart Pillows to heart surgery patients

**Key performance indicators:**

- Number of people undergoing heart surgery
- Number of pillows distributed each year

**1 year goal:** 70% of cardiac surgery patients discharged home receive a heart pillow

**3-5 year goal:** 80% of cardiac surgery patients discharged home receive a heart pillow

**Explore funding for a Stroke Recovery Navigator to support community reintegration of stroke patients.**

**Measure:** Ensure better access to post stroke community resources and support through the creation of a position, “Stroke Recovery Navigator”.

**Performance indicators:**

- Produce a proposal
- Gain stakeholder support
- Gain government support
- Obtain funding

***(April 2018 – Proposal submitted to Department of Health Fall 2017, Funding denied)***

**Continue to host Stroke Public Forums in conjunction with Annual Stroke Conference.**

**Measure:** Engage public in attending Stroke Public Forum

**Indicators:**

- Number of members of public at the public forum

**1 year goal:** host annually with 50 people affected by stroke attending

**3-5 year goal:** host annually with 70 people affected by stroke attending