

Grey Bruce Healthy Communities Partnership

Working together to create healthy public policy

Health starts where we live, learn, work and play

Grey Bruce is a vibrant community with stunning natural beauty, clean air and sparkling water. As residents, we feel a strong sense of belonging to the community and rate our overall health as very good. Yet when compared to the province, the results of some health indicators such as heavy drinking and injuries suggest that there is room for improvement for Grey Bruce.

It's time for us to stop thinking about health as something we get at the doctor's office. Health is something we create in our families, schools, workplaces and in our neighbourhoods. The more we see health this way, the more opportunities we have to improve it.

Grey Bruce is taking a leadership role in developing a rural Healthy Communities model. This will support residents in creating and maintaining good health by building on the existing strengths within our communities.

Who Are We?

Population

- Total population of 157,760 people located throughout 17 municipalities
- Higher percentage of seniors compared to the province; 18% of the population is over the age of 65 years
- Almost 25% of the population is under the age of 18 years

Education

- Greater proportion of people have apprenticeship or trade certificates than the province and a smaller proportion have college or university degrees
- 1 in 5 adults over the age of 25 years did not complete high school



Allenford Community Working Together



Hanover and District Hospital Fit-Trail

Income

- Average income is less than the province
- About 9,200 people are living in poverty

Cultural Diversity

- Most of the population speaks English
- Less than 1% of the population is Francophone
- Low immigration and fewer visible minorities compared to the province
- Two First Nations and several Mennonite and Amish communities

Commute to Work/School

- Nearly all people ride to work in a car/truck and most children are bussed or driven to school¹

(All data Statistics Canada 2006 Census², unless otherwise indicated)

How Are We Doing?



3 in 5 residents rate their health as very good or excellent



3 in 4 residents feel a sense of belonging to the community

Physical Activity, Sport & Recreation

- Nearly half of all residents are physically inactive
- At least 1 in 4 students spend 3 or more hours daily in front of a television, computer screen or cell phone¹

Healthy Eating

- Less than half of residents eat enough fruits and vegetables
- 40% of students eat junk foods 4 or more times per day¹

Substance & Alcohol Misuse

- 1 in 4 residents are heavy drinkers which is much higher than the province
- 8% of residents admit to drinking and driving a recreational vehicle; 4% admit to drinking and driving a car/truck⁴

Injury Prevention

- For those aged 65 years and over, the rate of hospitalization associated with injury from falls is 35% higher than the province²
- Motor vehicle crashes account for 79% of deaths amongst youth in Grey Bruce, which is 31% higher than the province³

Tobacco Use & Exposure

- 1 in 5 residents are current smokers
- 13% of people are exposed to second-hand smoke in vehicles or public places

Mental Health Promotion

- 3 in 4 residents rate their mental health as very good or excellent
- The rate of suicide death among males in Grey Bruce is higher than the province⁵



1 in 3 residents say they can't participate in certain activities because of a physical or mental condition, or health problem



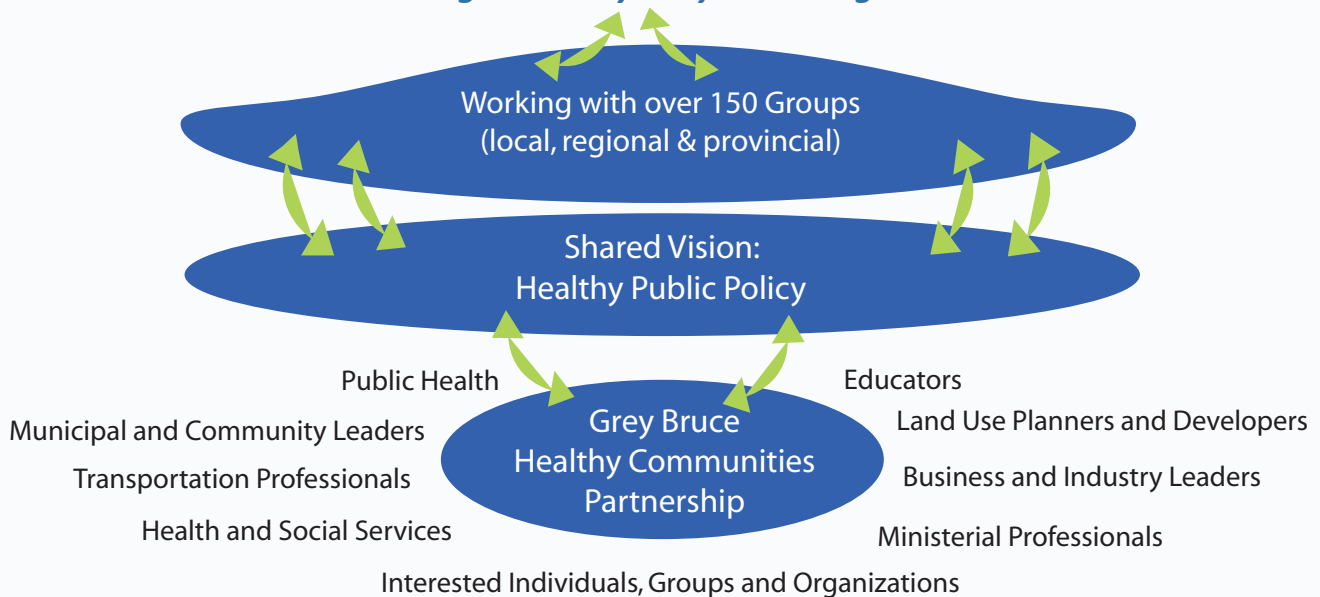
3 in 5 residents are overweight or obese

What Are We Doing?

Community partners are building on our strong history of working together to make Grey Bruce a healthy place to live, learn, work and play. Across the province, Grey Bruce is viewed as a positive model for how community partnerships can be successful.



Building a Healthy Grey Bruce Together



2010 Healthy Communities Conference

Over 200 participants including municipal and community leaders, land use planners, educators, business, industry, health and social service sectors and community members shared their experiences in developing healthy communities.

Engaging Policy Makers

Over 50 citizens and community leaders participated in a Networking Mapping process to identify community strengths in moving policy development forward.

Photovoice Project – What Does it Mean to Be Healthy?

Photovoice is being used to capture the experiences of Aboriginal youth in Grey Bruce. Taking pictures in their community, youth from Saugeen First Nation and Chippewas of Nawash First Nation describe their everyday life in terms of how they see the community impacting on their health and well-being. The use of *Photovoice* as a means to engage communities is envisioned to be an ongoing process.

Speak Up for a Healthy Community Campaign

Media campaign launched in the fall of 2010 encouraged individuals and communities to speak up to their community leaders. Join us on Facebook at *Grey Bruce Gets Healthy*.

What Are We Going To Do?

The Grey Bruce Healthy Communities Partnership sees that the opportunity for health begins in our families, neighbourhoods, schools, and jobs. The following priorities have been recommended to influence healthy public policy and give everyone in Grey Bruce the chance to live a healthy life.

Physical Activity, Sport & Recreation

- Support the development and implementation of policies to create environments that promote physical activity.
- Build capacity for schools to increase physical activity among students.

Injury Prevention

- Support healthcare providers in implementing fall prevention and intervention activities.
- Establish falls prevention policies for public spaces and buildings.

Healthy Eating

- Establish policies to support the use of local foods in the community and for municipal or regional food venues, community programs and events.
- Establish healthy food policies for workplaces, health and social services, public buildings and facilities.

Tobacco Use & Exposure

- Establish tobacco-free environments.
- Ensure tobacco status is assessed and cessation support services are available in all settings providing services to youth and young adults.

Substance & Alcohol Misuse

- Shape cultural norms to reduce acceptability of high-risk drinking practices.
- Develop a comprehensive alcohol and drug strategy in Grey Bruce.

Mental Health Promotion

- Increase access to affordable and safe housing.
- Improve knowledge and awareness of mental health and mental illness issues.

Moving Forward...

Your support is essential to achieving the priority actions listed above. We need your knowledge and leadership to identify opportunities for collaboration and bring the Healthy Communities vision to life in Grey Bruce. We look forward to hearing your ideas and discussing how you can be involved.

For more information:

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¹ Manske, S. (2008) Grey Bruce Health Unit Media Event. School Health Action Planning and Evaluation System Data. Owen Sound. ²Burns, D. (2005). Injury Hospitalizations for Selected Injury Events (2001). Comparison of Rates for Grey-Bruce, Southwestern Ontario, and the Province of Ontario. Grey Bruce Health Unit. ³Ministry of Health and Long-Term Care. (2007). (HELPS). 2000-2003 Vital Statistics. ⁴Grey Bruce Health Unit. (2006) Rapid Risk Factor Surveillance System. ⁵Ontario Registrar General 1986-2005 Mortality Data. Ontario Population Data 1986-2009, IntelliHEALTH Ontario. ⁶McFarland, V., Leffley, A. (2010). Canadian Community Health Survey (CCHS), 2007/08 Grey Bruce Health Unit. ⁷Statistics Canada.(2006) 2006 Census of Canada, Grey Bruce Health Unit Community Profile.