

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON  
MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT  
RAPPORT

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Our File/N/Réf.  
Your File/V/Réf.

DATE 02 September 1997

TO/DEST. Coordinator, Community Services Committee

FROM/EXP. Medical Officer of Health

SUBJECT/OBJET **OTTAWA-CARLETON SUBMISSION TO THE ONTARIO  
HEART HEALTH PROGRAM**

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### **DEPARTMENTAL RECOMMENDATION**

**That Community Services Committee recommend Council approve that the Health Department and its Heart Beat partners apply for renewal of funding from the Ontario Heart Health Program, and that the Health Department continue to act as fiscal agent for the project.**

### **BACKGROUND**

Cardiovascular disease is one of the leading causes of death and disability for the population of Ottawa-Carleton. In 1987, the Health Department organized a heart health program called Heart Beat to promote heart health in Ottawa-Carleton that included broad community partnership. The Regional Heart Beat Committee organized the involvement of over 30 community partners and has been supported by over 200 Heart Beat volunteers to promote heart health in a wide variety of activities and venues (a list of Heart Beat partners is attached as Annex A). Examples of these activities include the Heart Beat bus, the Accessible Chances for Everyone to Stop Smoking (ACCESS) Program, the Healthy Palate Program for chefs, and the video "Le stress ou la vie" created by and for Francophone youth.

In 1990, Ottawa-Carleton Heart Beat became one of five demonstration sites for the Ontario Heart Health Action Program and received five-year, 100% provincial supplementary funding from the Health Promotion Branch of the Ministry of Health. The Heart Beat Demonstration Project achieved a high level of success and continues to enjoy strong support from the community, the Ministry of Health and the Health Department.

While the Demonstration Project terminates in December 1997, the project is now being expanded province-wide. In July, the Medical Officer of Health received an invitation to submit a proposal from Ottawa-Carleton by 15 October 1997. The Health Promotion Branch of the Ministry of Health has put out a call for proposals that invites health units in the province, in partnership with the community, to participate in a five-year Ontario Heart Health Program. The intent is to establish programs that are based on the successes and best practices learned from the experience gained in the demonstration sites. If approved, the Ministry of Health will contribute \$125,663 for each of five years, beginning in January 1998 (based on a provincial funding formula).

Eligibility for these funds is determined by the Ministry of Health according to a set of criteria included in the proposal package. Among these is the requirement that the Health Department act as the fiscal agent for the funds, but that the decision-making process for setting priorities for action and allocation of the resources be a joint responsibility of a community partnership that includes the Health Department and other key community heart health stakeholders. A related requirement is that the Ministry funds must be matched in a two-to-one ratio by contributions in-kind from the Health Department and community. Therefore, the Health Department's in-kind share of this is \$125,000 per year for five years and the community's share is \$125,000 per year for five years. Because the Health Department's commitment to Heart Health exceeds this amount, and because the existing community structure satisfies most proposal requirements, this project provides an opportunity to continue the Ottawa-Carleton Heart Beat funding relatively unchanged.

## PROPOSAL

The Ottawa-Carleton proposal uses the community partnership structure of Regional Heart Beat as the base for continuing to develop and deliver a comprehensive, multi-strategy approach to addressing the three key risk factors for cardiovascular disease in Ottawa-Carleton: smoking, poor nutrition and physical inactivity. Over the next five years, the funding provided through the Ontario Heart Health Program will support the Health Department and the Regional Heart Beat partnership to pursue objectives designed to:

- raise awareness and build skills related to cardiovascular disease prevention;
- influence the environment to support heart health; and
- strengthen partnerships and support collective health action.

The Health Department will function as the lead agency in supporting the Heart Beat partnership by acting as fiscal agent to administer the Ministry of Health's funds in Ottawa-Carleton. As specified in the Application Guidelines, the Health Department will also provide the Project Coordinator as part of our commitment to an in-kind contribution.

The Program objectives will be achieved through a multi-strategy approach intended to reach the whole population of Ottawa-Carleton. The Application Guidelines specify that detailed Activity Plans for *January to March 1998* and *April 1, 1998 to March 31, 1999* must be part of the submission, as well as a narrative outline of plans for the four subsequent years (April 1999 to March 31, 2003).

Regional Heart Beat Committees and other community partners have been at work this summer on developing these Activity Plans. These plans describe how the new resources will be used, and demonstrate how the network of community partners will contribute an equivalent level of in-kind support, as required.

### COMMUNITY CONSULTATION

More than twenty community stakeholders have been interviewed to provide input to the proposal using a structured interview format. During the next six weeks the completed proposal draft will be presented to a number of community organizations for additional input and to gather written support which will be included with the final submission to the Ministry of Health.

### FINANCIAL IMPLICATIONS

The Ministry requires that the Health Department contribute the equivalent of the annual value of the new funding (i.e. \$125,000.) including the salary of a full-time Heart Health Project Coordinator. Since the Health Department budget has supported staff and program costs for heart health activities for the last ten years, this proposal requirement has a neutral financial impact for the Region.

### CONCLUSION

Heart Disease is a major cause of premature death and illness in Ottawa-Carleton. The Health Department has the opportunity to play a lead role in the continuation of a major community collaboration through Regional Heart Beat for the next five years.

Funds will come from three sources. One part will come from a modest infusion of dedicated funds from the Ministry of Health. A second part will come from the continued commitment of Health Department staff and program resources. The third part will be contributed by the community in the form of equivalent in-kind resources and services.

This arrangement is not only cost-efficient, but more importantly, it embodies evidence and best practices found in the literature on the value of community-wide approaches in enhancing the health of communities and populations.

A copy of the draft proposal is available on request from the Coordinator, Community Services Committee.

*Approved by  
Robert Cushman MD MBA FRCPC*

ANNEX AMEMBERS OF REGIONAL HEART BEAT

Canadian Cancer Society  
Canadian Diabetes Association  
Carlington Community and Health Services  
Centretown Community Health Centre  
City of Kanata  
City of Nepean  
City of Ottawa  
City of Vanier  
Council on Smoking and Health  
Employee Lifestyle Management Alliance  
Government of Ontario  
Heart Beat Volunteers  
Heart and Stroke Foundation of Ontario  
Heart Institute Alumni  
Heart Transplant Association  
Loblaws Supermarkets Limited  
Lung Association - Ottawa-Carleton Region  
Kidney Foundation of Canada - Eastern Ontario Branch  
Occupational Health Nurses Association  
Ontario Restaurant Association - Ottawa Chapter  
Ontario Hospital Food Services  
Ottawa-Carleton Health Department  
Partenaires Franco-Santé  
Pincrest-Queensway Community Health Centre  
Queensway-Carleton Hospital  
Regional Heart Saver Committee  
Rideau Health and Fitness Centre  
Sandy Hill Community Health Centre  
Smoker's Treatment Centre  
Somerset West Community Health Centre  
South-East Ottawa Community Services  
University of Ottawa Heart Institute  
Ottawa-Carleton YMCA-YWCA