



Health Canada and the Public
Health Agency of Canada

Santé Canada et l'Agence
de la santé publique du Canada

Canada

Healthy Canada

April 11, 2017

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Are Canadians healthy?

In general, Canada is a healthy nation

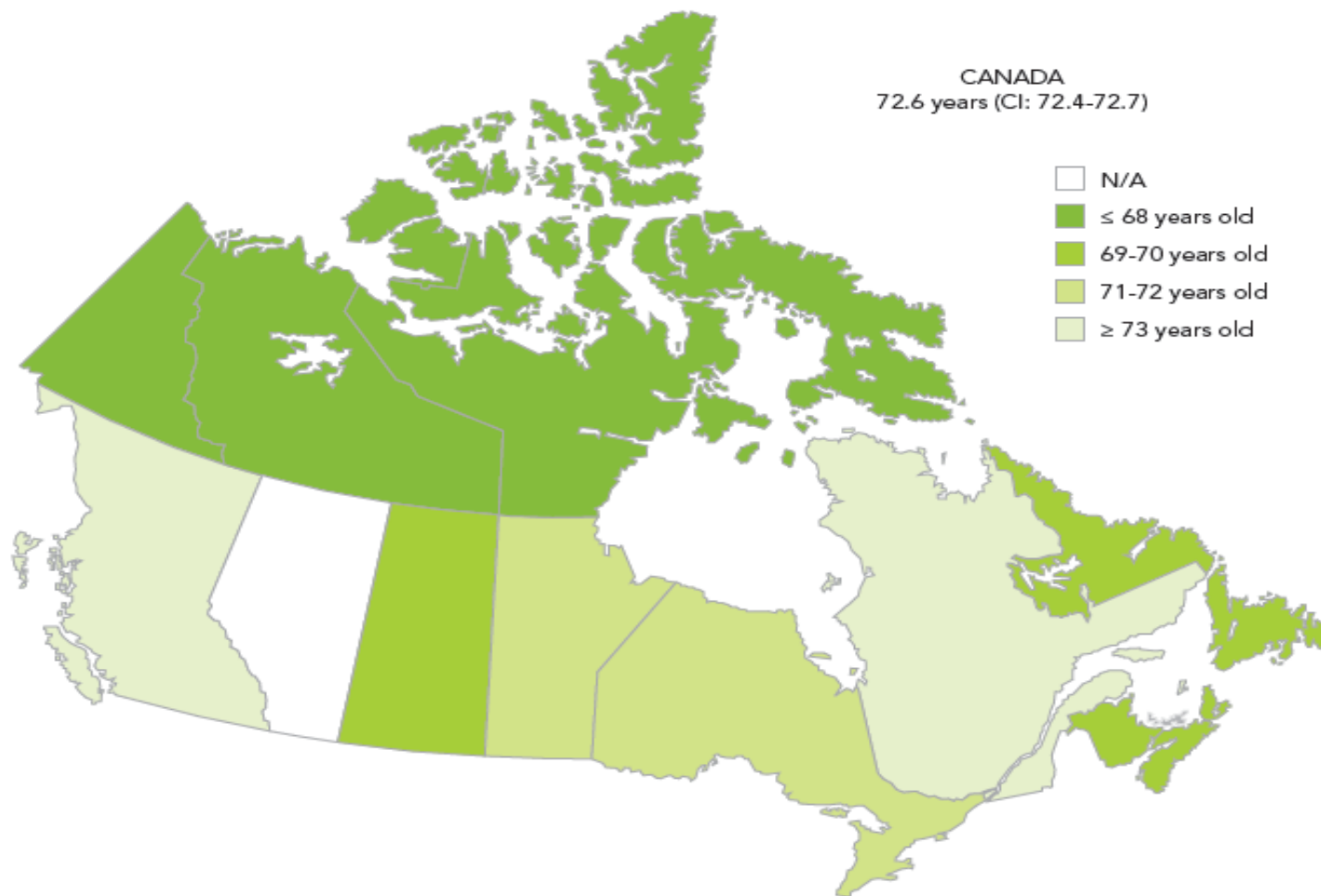
- Life expectancy & health-adjusted life expectancy rising
- Steadily declining incidence of cardiovascular disease and lung disease (COPD) linked to major decrease in smoking rates
- Cancer is the leading cause of death: 90% of new cases are in persons age 50+

Opportunities for Progress

- Persistently high prevalence of one or more NCD risk factors
- Physical inactivity, sedentary behaviours, overweight and obesity, particularly among children and youth
- Diabetes prevalence is increasing (ageing population and obesity)
- NCD inequalities across subgroups of Canadians
- Poor mental health and mental illness is widespread and negatively affects health behaviours, including physical activity, sleep, and healthy eating

Health Adjusted Life Expectancy

FIGURE 7. HEALTH-ADJUSTED LIFE EXPECTANCY (HALE) BY PROVINCE AND TERRITORY, CANADA* (2008/09–2010/11)



The Forward Agenda

- New and planned initiatives in the short and medium term support a “Healthy Canada” agenda with three pillars:

Healthy Eating

+

Healthy Living

+

Healthy Minds

- Initiatives emphasize collaboration with healthcare professionals, researchers, educators and the industries associated with food, fitness and healthcare. And Canadians!

Healthy Eating

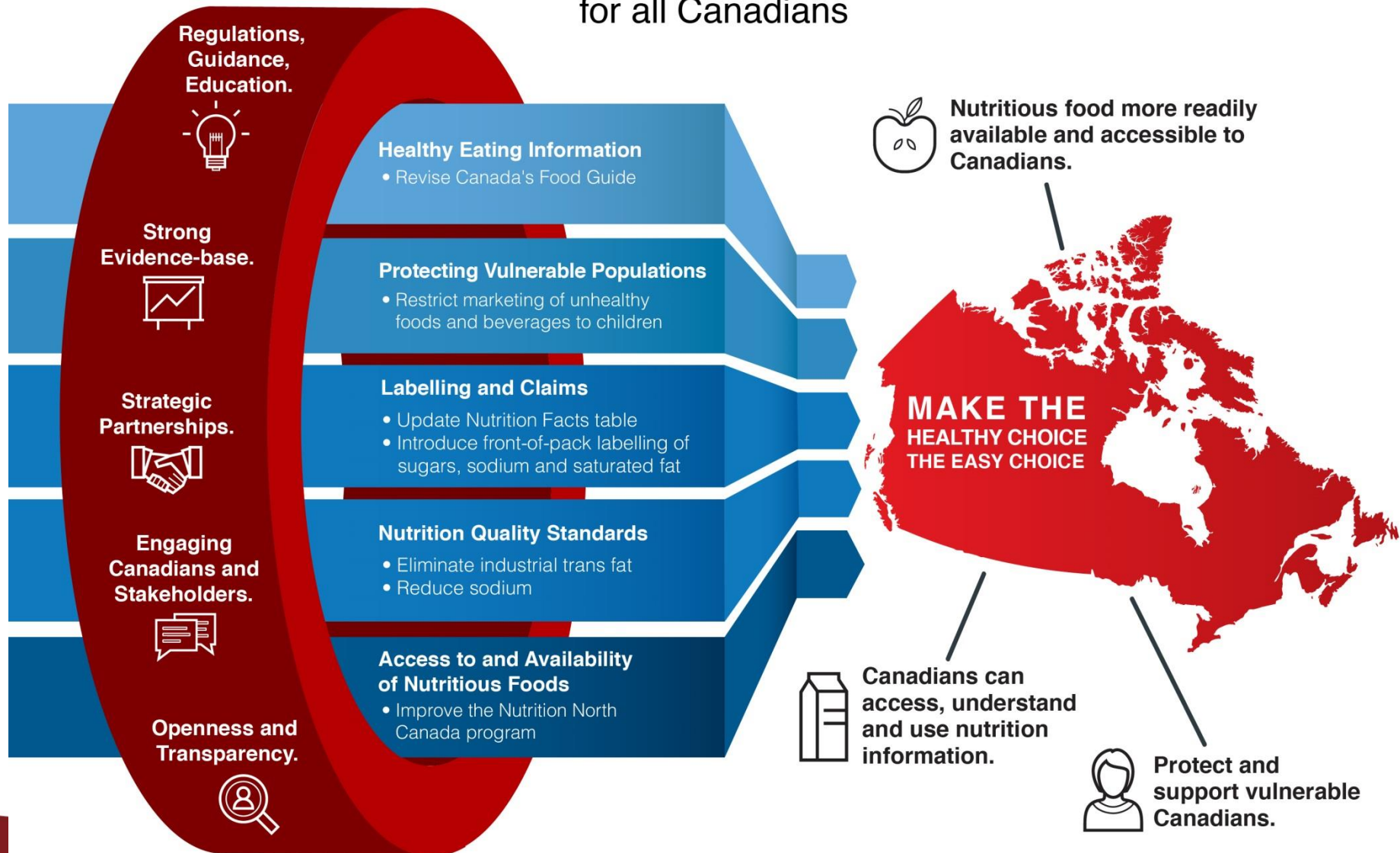
Canada's Healthy Eating Challenges



- Many Canadians do not follow a healthy eating pattern as part of a healthy lifestyle
- Poor diet is the primary risk factor for obesity and many chronic diseases, which places a significant burden on the health of Canadians and our health care system
- The food environment makes it increasingly difficult for Canadians to make healthy choices:
 - Widespread availability of inexpensive foods and beverages high in calories, fat, sodium and sugars
 - Marketing of foods is very powerful and children are particularly vulnerable
 - There is a constant flow of changing (and often conflicting) messages
 - Canadians face challenges in understanding and using nutrition information
 - Some subpopulations in Canada face challenges in accessing nutritious foods

HEALTHY *eating* Strategy

VISION: Make the healthy choice the easy choice for all Canadians



Accomplishments and Next Steps



Work completed to date

- Multi-stakeholder sodium reduction symposium held in Ottawa, October 12-13, 2016 (report to be imminently published)
- Canada's Healthy Eating strategy launched on October 24, 2016.
- Completed three public consultations:
 - Revision of Canada's Food Guide
 - Front of Package Labelling
 - Elimination of Industrially Produced Trans Fat
- Expert Policy Roundtable on marketing to children held on November 8-9 to discuss approach, age of restriction; scope (settings, tactics, media); and how to define "unhealthy".
- Published nutrition labelling regulations in Canada Gazette, Part II (update to Nutrition Facts Table and List of Ingredients)
 - Starting December 14, 2016, the food industry has a transition period of 5 years to make these changes

Next Steps

Revision of Canada's Food Guide

- Conduct public opinion research and a second public consultation in the spring 2017

Front of Package Labelling

- Publication of proposed regulations in *Canada Gazette, Part 1* : early fall 2017

Elimination of Industrially Produced Trans Fat

- Notice of Proposal: April 2017 (75 day consultation) and Notice of Modification: July/August 2017

Sodium Reduction:

- Engage restaurant and food service sector to develop approach for sodium reduction in restaurant foods (spring-summer 2017)
- Publish industry progress report end of 2017 and Canadians' sodium intake in winter 2018
- New or updated targets as warranted by monitoring results

M2K:

- Consultation and engagement with experts/stakeholders/general public in coming months

Openness & Transparency Policy



- On October 24th, 2016, the Minister of Health announced a new approach regarding transparency of stakeholder communications for healthy eating initiatives.
- All meetings and correspondence in which views, opinions, information and requests for information are relayed with the intent to inform development of policies will be published on a searchable / sortable table on the Canada.ca website, including the name of the organization, as well as the topics and purpose of discussion.
- **Exemption:** formal submissions of feedback on policy proposals during consultation periods
- <http://healthycanadians.gc.ca/healthy-canada-vision-canada-en-sante/transparency-stakeholder-communications-transparence-intervenants-eng.php>

Healthy Living

HIGH IMPACT INVESTMENTS

AT THE PUBLIC HEALTH AGENCY OF CANADA



Funding

IMPACT



**PUBLIC HEALTH
AGENCY OF
CANADA FUNDS
\$49M**

**LEVERAGED
PRIVATE
SECTOR FUNDS
\$43M**

Tobacco Control in Canada

- More than **37,000 Canadians** die from illnesses caused by smoking each year.
- **13%** of Canadians are current smokers. In 2015, approximately 115,000 Canadians started smoking daily.

New long term plan for tobacco control

- On March 1, 2017 at the National Forum on the Future of Tobacco Control, the Minister of Health stated the Government's commitment to a target of **less than 5% tobacco use by 2035**.
- This goal will require aggressive new measures that will focus long-term federal action to fight tobacco use. Measures will be centred on:
 - Protecting youth
 - Helping Canadians who use tobacco
 - Indigenous peoples
 - Tobacco use and health and social inequities
 - Building capacity
- Public consultation on the Future of Tobacco Control in Canada closes April 13, 2017.
- These modernization efforts are key elements of our ambitious tobacco control agenda, which also includes banning menthol in most tobacco products and introducing legislation to address vaping products and plain and standardized packaging for tobacco products.

Healthy Minds

“There is no health without mental health”

- **Mental Health and NCDs**

- Canadians with a chronic disease are twice as likely to report their mental health as "poor" or "fair" compared to those without a chronic disease
- The development of post-traumatic stress disorder as a result of family violence has been strongly associated with obesity and diabetes

- **The Government of Canada implements a continuum of actions...**



...to address key priorities:

- Promoting mental health and well-being for children, youth, and families
- Improving access to mental health services, particularly for children and youth
- Supporting Indigenous mental wellness
- Preventing suicide
- Creating a centre of excellence on post-traumatic stress disorder and related mental health conditions for veterans and their families

