



COALITIONS LINKING ACTION  
& SCIENCE FOR PREVENTION

An initiative of:

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# HEALTHY CANADA by design

## **Technology to support a Community of Practice – Promoting Healthy Built Environment Policies**

Kim Perrotta, HCBD Knowledge Translation & Communications

Heart and Stroke Foundation

Health Promotion Ontario Conference, Toronto

September 2014



# Presentation Overview

- ❑ What is Healthy Canada by Design?
- ❑ What were trying to do from a policy perspective?
- ❑ What were our knowledge translation & communications objectives?
- ❑ How did we use technology to support those objectives?



# What is Healthy Canada by Design (HCBD)?



- Community of Practice** - focused on creating Healthy Built Environments
- Multi-sectoral** – Public Health, Planners, Transportation Engineers, NGOs, Academics
- Multi-jurisdictional** – Across Canada



## Vision:

- ❑ Health officials, planners, engineers and NGOs in communities across Canada collaborating seamlessly to:
  - ensure built environments are designed to promote health and well-being,
  - thus contributing to the reduction of risk factors for chronic diseases



# Funder & National Partners for HCBD



## Funder:

- Health Canada - Canadian Partners Against Cancer (**CPAC**) - Coalitions Linking Action and Science for Prevention (**CLASP**)



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URBAN PUBLIC HEALTH NETWORK

RÉSEAU CANADIEN POUR LA SANTÉ URBAINE

## 5 National Organizations:

- Heart & Stroke Foundation (**HSF**)
- Urban Public Health Network (**UPHN**)
- Canadian Institute of Planners (**CIP**)
- Canadian Institute of Transportation Engineers (**CITE**)
- National Collaborating Centre Healthy Public Policy (**NCCHPP**)



Shaping our Communities  
Sustaining Canada's Future || Bâtir nos communautés  
Pour un Canada viable



Centre de collaboration nationale  
sur les politiques publiques et la santé

National Collaborating Centre  
for Healthy Public Policy

# Health Authority Partners in HCBD



## HCBD CLASP I (2009-12)

### Quebec & Ontario & BC

- Montreal Public Health
- Toronto Public Health
- Peel Public Health
- Vancouver Coastal Health
- Fraser Health Authority
- Vancouver Island Health Authority (CLASP I only)

## HCBD CLASP Renewal (2012-14)

### NFLD & New Brunswick & Nova Scotia, Manitoba & Saskatchewan

- Newfoundland and Labrador Wellness Council & Building Healthy Communities Collaborative
- Capital District Health
- New Brunswick Department of Health
- Regina Qu'Appelle Health Region
- Winnipeg Region Health Authority
- Ottawa Public Health (unfunded)

# Other Partners in HCBD



## NGOs

- Toronto Centre for Active Transportation
- Montreal Urban Ecology Centre

## Academic Partners (Formal & Informal)

- Simon Fraser University
- University of British Columbia
- Memorial University
- Dalhousie University
- University of Montreal

## Governmental Partners (Informal)

- Canadian Institute of Health Information
- Public Health Agency of Canada



## ❑ Two Transportation & Health Data Projects

- SFU & BC Health Authorities
- U of M & MPH

## ❑ Community Engagement & Active Transportation (AT)

- TCAT & TPH

## ❑ Piloting Traffic Calming Policies

- NCCHPP – HIA in a subdivision plan
- HSF-Clearwater BC

## ❑ Innovative Street Design Case Studies

- CITE with Peel – Case Studies



# HCBD CLASP Renewal - Broadening Impact



- ❑ **Six new health authorities:**

- ❑ Five new provinces
- ❑ Extend to rural & remote contexts
- ❑ Embedded Planner
- ❑ Bring health into local policies
- ❑ Built environments that foster physical activity & active transportation (AT)

- ❑ **Twin Goals:**

- ❑ Affect policy at a local level
- ❑ Build Capacity within Health Authorities



# Knowledge Translation & Communications Objectives



1. Share HCBD resources & support information sharing between health authorities & all HCBD members
2. Support new health authority teams with local stakeholders – BE Expertise
3. Peer to peer mentoring & collaboration between health authority teams
4. Peer to peer mentoring between 50 HCBD members & 19 partners
5. Promote HCBD resources, reports & experience with public health, planning, transportation & NGO sectors across Canada

# 1 Support Information Exchange



## HCBD Hub Website

- Post HCBD reports & other resources
- Support information exchange between 19 partners
- Members Only Pages – Key Dates, Contact Lists, Project Updates & Draft reports
- Presentations & Recordings – Peer to Peer Sessions, Conferences & Webinars



## 2 Support Local Health Authority Projects



### Built Environment Expertise

- ❑ Provide access to Built Environment Expertise
- ❑ To support workshops, meetings, conferences & media events in five local communities to build local support
- ❑ Produce blogs on key events in each of the five communities – give community exposure



### 3 Building Relationships between Health Teams



#### Peer to Peer Sessions

- ❑ 6 new Health teams & 5 existing Health teams
- ❑ Presentations & Discussions on:
  - ❑ HCBD Resources & Tools
  - ❑ Guests – Leaders in Field
  - ❑ On issues of concern
- ❑ 3 formal (21 – 36 people)
- ❑ 4 informal sessions (8-16 people)
- ❑ PPTs posted on website & teleconference – inexpensive, easy & convenient

The slide is titled "Adapting RALA Tools for New Brunswick" and is part of the "NB CLASP Project". It features logos for Healthy Canada by Design, CLASP, and the Canadian Partnership for Healthy Communities. The main content area includes a map of Red Deer, Alberta, titled "2012 – 'A Continuous, Connected System'", showing a network of green paths and blue roads. Below the map is a yellow box with the text "Results: Infrastructure Improvements – Minden" and three small photographs of a waterfront area with trees, a bridge, and a paved path.

Healthy Canada by Design

CLASP

Adapting RALA Tools for New Brunswick

The Rural Active Living

Hally Owens, MCIP RPP  
NB CLASP Facilitator  
Dillor Consulting

2012 – "A Continuous, Connected System"

Red Deer  
Alberta  
Bike Map

Results:  
Infrastructure  
Improvements –  
Minden

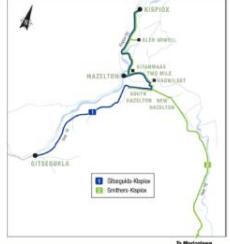
# 4 Building a Multi-Sectoral Community of Practice

## Peer Mentoring Sessions

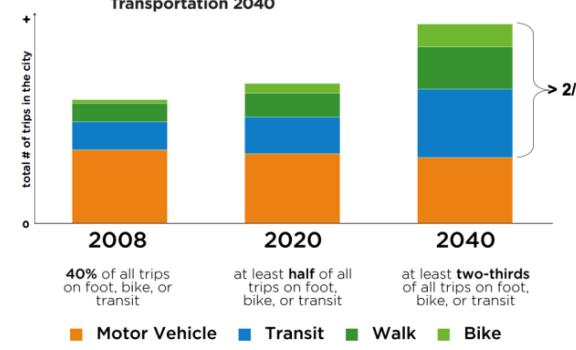
- ❑ All HCBD Members & guests from Partner organizations
- ❑ 3 sessions (80 – 130 people)
- ❑ Multi-Sectoral Guest Speakers
- ❑ Early Adopters & Leaders in the Field
- ❑ Identifying Strategies, Challenges & Lessons Learned
- ❑ PPT on Website & Teleconference again
- ❑ Easy, convenient & inexpensive

### Providing Access: Small & Rural Towns

Flex-Routing: Hazelton Regional Transit



**TALKVANCOUVER.com PLAN TARGETS**  
Transportation 2040



Year	Motor Vehicle	Transit	Walk	Bike	Total
2008	40%	10%	10%	10%	70%
2020	40%	15%	10%	10%	75%
2040	40%	20%	15%	15%	80%

total # of trips in the city

40% of all trips on foot, bike, or transit

at least half of all trips on foot, bike, or transit

at least two-thirds of all trips on foot, bike, or transit

2008 2020 2040

Motor Vehicle    Transit    Walk    Bike

### We are ALL Pedestrians

Underlying Principles:

1. Regardless of the primary mode of travel, every trip is a walking trip.
2. Focus on improving the overall quality of the pedestrian environment



Hamilton Public Works

Slide 3

STEP FORWARD HAMILTON PEDESTRIAN MOBILITY

## 4 Building a Multi-Sectoral Community of Practice



### Face to Face Meeting

- 2 days in Winnipeg
- 1-3 members from each of the 19 partners (48 people)
- Popcorn presentations
- Round Table Discussions
- Panel Presentations on technical projects/resources
- Support relationship building & Networking



# 4 Building a Multi-Sectoral Community of Practice



## E-newsletters

- ❑ To keep HCBD members informed about one another's work
- ❑ Keep decision-makers & members within partner organizations aware of our work
- ❑ High level summary
  - ❑ Circulated through e-mail, listserves, LinkedIn & Twitter
  - ❑ Sent directly to over 286 people
  - ❑ High open rate (ave 38%)
  - ❑ Generate hits on website (ave. 275)

The logo for Healthy Canada by Design, featuring a red stylized 'M' and 'Y' logo next to the text "Healthy Canada by Design".

**Updates from the Healthy Canada by Design (HCBD) CLASP Partnership**

**HCBD CLASP Initiative Renewed**

In October 2012, the Healthy Canada by Design (HCBD) CLASP Initiative received renewed funding from Health Canada through the Canadian Partnership Against Cancer's CLASP program. With this round of funding, we have expanded the partnership to include six additional health authorities from five new provinces, a national partner, one academic institution, and two non-profit organizations. For more information on the second phase of the HCBD CLASP Initiative see: [HCBD About Us](#).

A photograph showing a person riding a bicycle on a paved path next to a road with trees and buildings in the background, illustrating a healthy transportation option.

**New HCBD report - transportation & health data**

Our new HCBD partner at Simon Fraser University released a report examining the availability of transportation and health data that are needed to bring health considerations into transportation planning decisions in the lower mainland of British Columbia. Read the report at [BC Transportation & Health Data Report](#).

**Healthy communities workshop - Newfoundland**

Our new HCBD partner, Newfoundland and Labrador Provincial Wellness Advisory Committee, launched its project by convening a healthy communities workshop on May 30th that drew 70 public health and planning professionals from across the Newfoundland. See the workshop report at [Newfoundland Workshop Report](#).

**Active design workshop - Winnipeg**

Working in collaboration with Planners from several organizations, our new HCBD partner, the Winnipeg Regional Health Authority, convened an active design workshop as a pre-conference workshop to the Manitoba Planning Conference in March 2013. For more information, see [Winnipeg Workshop Posts](#).

**Creating a more active city - New York City**

Three senior staff from New York City described for HCBD partners the work they have done over the last few years to make New York City a more active and healthy city. The presentation and a recording of the session are available at [HCBD Presentations](#).

**Road design & public health - NCCHPP**

The National Collaborating Centre for Healthy Public Policy (NCCHPP) convened a webinar for HCBD project teams on May 18th to explain how traffic corridors can be made safer and more attractive for pedestrians and cyclists. For more information on the event, contact Olivier at [olivier.bellefleur@inspq.qc.ca](mailto:olivier.bellefleur@inspq.qc.ca).

**Creating healthy communities in Ontario**

Staff from three health authorities in Ontario described for HCBD members the strategies and approaches they have employed to create communities that foster physical activity, active transportation and improved health on July 23rd. Their presentations and a recording of that session are available at [HCBD Presentations](#).

# 5 Reach Broader Network of Professionals



## HCBD Blogs

- ❑ Promote HCBD reports, resources & events
- ❑ Cross-pollinate audiences from the different sectors
- ❑ 22 prepared to date
- ❑ Disseminate through e-mails, listserves & linkedIn & Twitter
- ❑ Average 460 hits per blog

### Healthy Canada by Design CLASP

Coalition Linking Action and Science for Prevention (CLASP)



→ Toronto Complete Streets Forum 2013

Planners Promote Local Food & Active Living

### Peel Region's Healthy Development Index

Posted on [July 23, 2013](#)

#### The Creation of the Healthy Development Index

Under the Healthy Canada by Design CLASP initiative, with funding provided by the Canadian Partnership Against Cancer (CPAC), Peel Public Health collaborated with researchers at The Centre for Research on Inner City Health at St. Michael's Hospital and McMaster University to create a Healthy Development Index (HDI) that could be used to support land use planning decisions.

The HDI is a tool for assessing the urban form of existing and proposed communities along standards that support active living and thereby positive outcomes. The evidence based tool identifies seven elements of the built environment that have been clearly linked to health impacts:



Kim Perrotta

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25,273 hits

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# 5 Reach Broader Network of Professionals



## HCBD Webinar Series

- Showcase 12 HCBD CLASP Projects in 4 national Webinars
- 6 Health Authorities
- CITE, CIP, NCCHPP, HSF, SFU & MPH/UofM
- 2 – 4 speakers at each
- Partner with CH-NET
- Drew 110 to 160 at each



You are invited!  
To a Fireside Chat (webinar) - a pan-Canadian discussion via telephone and internet.

### Bringing Health into the Transportation Planning Process

April 24, 2014 - 1:00 – 3:00 pm Eastern Time

For more information and to register: [www.chnet-works.ca](http://www.chnet-works.ca)  
(create a login account, login, click on the fireside chat of interest, click to register)

CHNET-Works! is pleased to collaborate with the Healthy Canada by Design CLASP Initiative, funded by the Canadian Partnership Against Cancer, on this Fireside Chat.

Researchers from Simon Fraser University, the University of Montreal, and Montreal Public Health will present two projects directed at health and transportation planning.

#### Join us to hear about:

- What Simon Fraser researchers discovered, and recommend, about the data that is needed and available to bring health into transportation planning processes.
- The approach that Montreal researchers have developed, and the data that is needed, to assess the health impacts associated with transportation options in Montreal.

#### Who should attend?

Professionals in public health, planning and transportation who are interested in weaving health considerations into the transportation planning processes in their communities.

#### Advisors on Tap:



Meghan Winters is an Assistant Professor with the Faculty of Health Sciences at Simon Fraser University. She is an Epidemiologist interested in the link between health, transportation, and city design.



Audrey Smargiassi has a PhD in Environmental Sciences. She is an Associate Professor at the School of Public Health at the University of Montreal. She is a spokesperson for a team of researchers and practitioners from Montreal Public Health, the University of Montreal, and McGill University, including Patrick Morency, Louis Drouin, Céline Plante, Louis-François Tétreault, Sophie Goudreau, Marianne Hatzopoulos, and Lise Gauvin.



CHNET-Works! is a project of Population Health Improvement Research Network  
University of Ottawa



# 5 Reach Broader Network of Professionals



## 3 National Conferences

- ❑ Showcase 12 HCBD Projects in Panel presentations at three national conferences
- ❑ CPHA, CIP & CITE Annual Conferences
- ❑ Reach public health, planning and transportation professionals
- ❑ 6 health authority projects, CIP, CITE, NCCHPP, SFU, HSF & MPH

### Healthy Canada by Design CLASP



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HCBD Peer Sessions HCBD Partner's Websites Other Resources Project Evaluation

Members Only - Knowledge Translation Members Only - Project Updates Drop-Box

#### Planners' Conference Focuses on People

Posted on July 23, 2014



On July 12, 2014, the Canadian Institute of Planners (CIP) and the Atlantic Planners Institute (API) wrapped up their joint annual conference in Fredericton, New Brunswick. Entitled *People Matter*, the conference was dedicated to the positive impact that planners can have on health by influencing how people live, work, eat and play.

The 3.5 day event included 3 keynote presentations, 16 mobile workshops, 23 intensive workshops and 34 concurrent sessions. Among the 477 participants at this year's conference, were 22 members from the Healthy Canada by Design (HCBD) CLASP Initiative.

The 10 members of the CIP Healthy Communities Committee (CIP HCC), which has been funded through the HCBD CLASP Initiative since 2009, organized four of the conference's sessions:

- One workshop, intended as an introduction to healthy community planning, was built around the Healthy Communities Guide, three research briefs, and the legislation comparison report prepared by the CIP HCC over the last five years;
- Another workshop revolved around the concept of healthy



Kim Ferrota

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Hits since March 7, 2013  
25,272 hits

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# 5 Reach Broader Network of Professionals



## Twitter

- ❑ Draw audience to website
- ❑ Bring articles from others into website
- ❑ Track issues; build awareness
- ❑ 327 followers in 1 year

The image is a screenshot of a Twitter profile for the account **HealthyCanadaDesign** (@hcdclasp). The profile picture is a red scribble. The bio reads: "HCBD CLASP is a partnership of health, planning & transportation professionals that are collaborating to create healthy communities - K. Perrotta". The account has 996 tweets, 36 photos/videos, 472 following, 327 followers, and 18 favorites. The timeline shows several tweets, including one from **Cycle Toronto** (@CycleToronto) about bike lanes and one from the account itself (@hcdclasp) about safe pedestrian crossings on Hwy 7. The sidebar shows "Who to follow" with three suggestions and a "Trends" section with hashtags like #FBI14, #health2con, #RideWallStreet, #Canada, #7MillionMilestones, #ThoseThreeWords, #EdBals, #Toronto, #WhiteHouse, and #WallStreet.

# Lessons Learned re: Technologies & KTE



- Hub website** – user-friendly format - central to network – updated weekly
- Peer to Peer Sessions** - “Faux webinars” – easy & inexpensive – work well with user-friendly website
- Webinars** – Easy & relatively inexpensive way to reach broad audience
- Blogs** – useful to promote resources & messages
- E-newsletters** – useful for decision-makers & members of partner organizations
- Twitter** – help draw people into website
- Face to Face Meetings** - Still essential for relationship building





## Contact Information:

Kim Perrotta, HCBD Knowledge Translation & Communications & HSF

[kperrotta@hsf.ca](mailto:kperrotta@hsf.ca) Until Sept 30, 2014. Hamilton, Ontario

([kim.perrotta@cogeco.ca](mailto:kim.perrotta@cogeco.ca) effective Oct 1, 2014)

Gene, HCBD Project Manager & HSF

[gchin@hsf.ca](mailto:gchin@hsf.ca) Until October 31, 2014. Vancouver, BC

**Twitter@hcbdclasp**

<http://hcbd-clasp.com/>

