

# Achieving excellence together

## Developing a comprehensive health promotion framework for Nova Scotia's addiction prevention and health promotion professionals

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# Aim of our session

To provide a shared learning exchange with our national colleagues on the recent activities and thinking undertaken by Addiction Services to:

- Provide a context for the work
- Develop a framework for addressing prevention and health promotion work
- Provide an opportunity for knowledge exchange

A top-down view of a complex, multi-level highway interchange. The roads are light blue with white dashed lines. Numerous colorful toy cars are scattered across the different levels of the interchange. In the center, there is a green square island with a single green tree. The background is a light brown color.

**Setting the stage:  
A retrospective**

**Framing the work  
today**

**Looking into the future**



# Is our work effecting change or are we just working?

Malcolm Gladwell –  
Big Ideas | Experience Research

# Defining our terms...

In the context of the substance use and gambling field how do you define

Prevention?

Health Promotion?

Population Health?

# Prevention...

... refers to preventing and reducing *immediate* and *long-term* harms related to substance use and gambling.

Success is achieved by:

- preventing, delaying or reducing use or hazardous use
- reducing the negative consequences of use through *harm reduction* activities, and
- by increasing access to the broad *determinants of health* across a population, and promoting *child and youth development*.

# Health Promotion...

Represents a comprehensive social and political process, it not only embraces actions directed at strengthening the skills and capabilities of individuals, but also action directed towards changing social, environmental and economic conditions so as to alleviate their impact on public and individual health. Health promotion is the process of enabling people to increase control over the *determinants of health* and thereby improve their *health*.

<http://www.who.int/healthpromotion/about/HPR%20Glossary%201998.pdf>

# Population Health...

...an approach to health that aims to improve the health of the entire population and to reduce health inequities among population groups. ...it looks at and acts upon the broad range of factors and conditions that have a strong influence on our health.

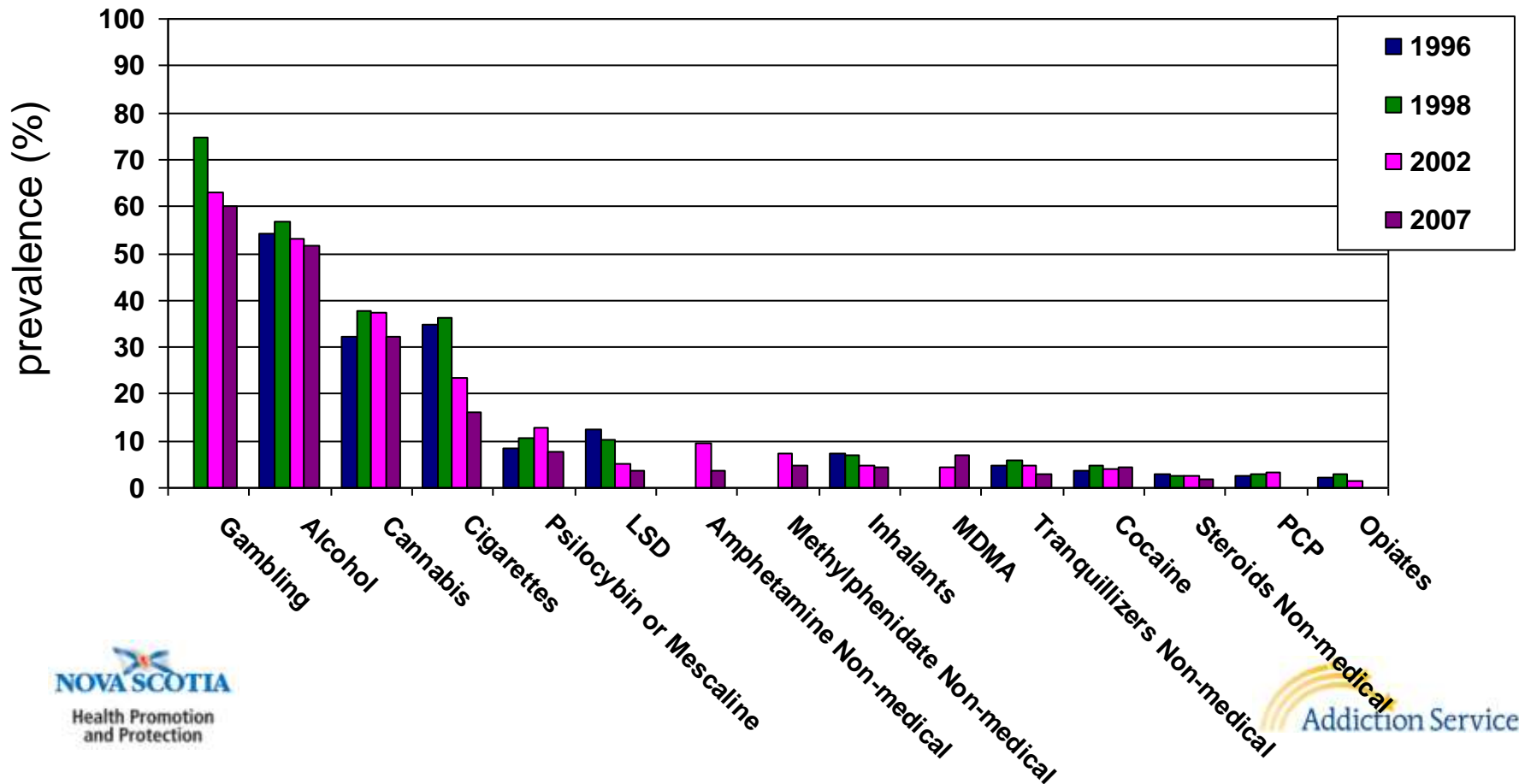
Public Health Association of Canada

<http://www.phac-aspc.gc.ca/ph-sp/approach-proche/index-eng.php>

# Nova Scotia Student Drug Use Survey 1996 – 2007

[http://www.gov.ns.ca/hpp/publications/NS\\_Highlights\\_2007.pdf](http://www.gov.ns.ca/hpp/publications/NS_Highlights_2007.pdf)

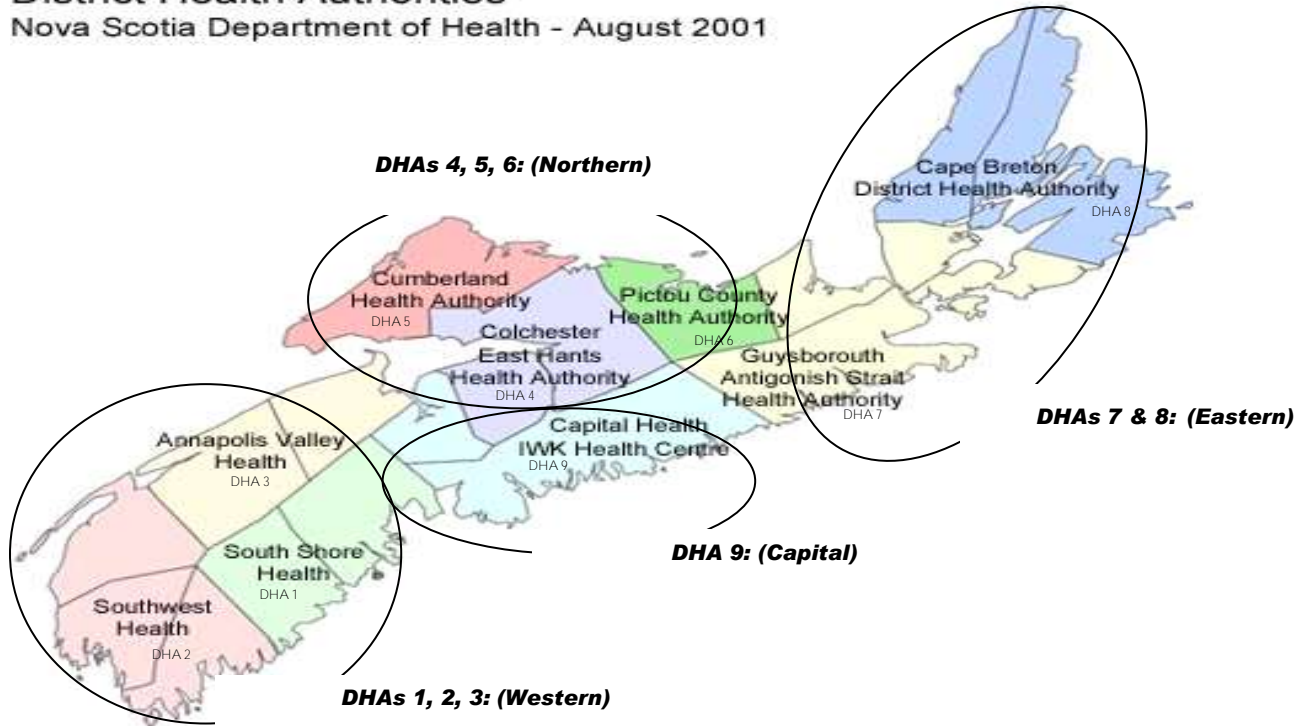
## Past year use/activity




# The Journey of Addiction Services



## District Health Authorities Nova Scotia Department of Health - August 2001





# **How Addiction Services frames health promotion and prevention work today**

# Redefining the Focus



# Best Practices Review

## Institute of Medicine's Classification Scheme

- Universal prevention
- Selective prevention
- Indicated prevention
- Treatment

## Public Health-Oriented Schemes

- Primary, Secondary & Tertiary Prevention

## Department of Health Quality Framework

- Standards and Expectations
- Level I, Level II, Level III, Level IV

# Best Practices Review



The review recommends organizing our work by Health Promotion, Supply Reduction, Demand Reduction and Harm Reduction; with Demand Reduction further broken down by Universal and Targeted Prevention



Health  
Promotion

Supply  
Reduction

Demand  
Reduction

Harm  
Reduction

# Supply Reduction

Strategies that are intended to achieve social, health, and safety benefits by reducing the physical availability of a particular substance or gambling activities

## Examples

- Smoking By-laws
- Limiting Alcohol Outlets
- Raising taxation levels
- Limiting the availability of VLTs

# Demand Reduction

Strategies which succeed by motivating users to consume less overall and/or less per occasion, but don't necessarily call for abstinence

## Universal demand reduction

- Mass media
- Social marketing campaigns
- Broad school programming
- Community-based strategies
- Programming for targets within the general population

## Targeted demand reduction

- Interventions for families at higher risk
- School-based or -linked programs
- Brief interventions for at-risk populations

# Harm Reduction

Strategies that reduce the likelihood of harm to health and safety without *necessarily* requiring a change in the pattern or level of substance use

## Examples

- Night life initiatives
- Outreach approaches for persons at risk for substance use and other problems
- Wet Shelters
- Needle Exchanges or Supervised Injection Sites
- Implement and monitor use of a VLT player card that allows players to utilize various responsible gaming features

# A Framework for Excellence

- Standards Development
- Assessment, Monitoring and Evaluation
- Competencies Development and Capacity Building
- Organizational Change

# A Vision for Prevention Standards

In our future we see

- A prevention team that works proactively with clear aims and processes and a commitment to evaluation.
- Our work defined by health promotion principles.
- We operate in a broader context in our communities and in partnership
- We develop ourselves professionally
- What we do is valued by the public, recognized by allied professionals and provides a continuum with our treatment partners.

# Guiding Principles

- What we do is ***support communities in strengthening their own capacity*** to take control over their health and effectively address issues that affect them
- Our work is characterized by ***partnership and collaboration***
- We support communities and other partners in seeking ***sustainable prevention pathways***
- We are ***leaders and ambassadors*** of evidence-based and ethical prevention
- We understand that knowledge evolves and needs to be sought from different sources; ***we embrace new research***, reflect on it and apply new understanding to our work

# Knowledge exchange with a working model...

## Strategies

- Capacity Building
- Networking, Collaborating & Partnering
- Social Marketing
- Advocating for Healthy Public Policy

## Health promotion and prevention in practice

- Scenario development
- Interactive process

# Final Thoughts

- Engaging health promotion within a traditional understanding of substance use and problem gambling prevention
- Measuring and standardizing effective prevention methods
- Meaningful interaction between substance use and problem gambling prevention and social determinants of health
- Engage colleagues to facilitate joint ownership in substance use and problem gambling prevention and health promotion
- Promoting all aspects of health with the entire community
- The ongoing evolution of organizational transformation

# Links

## Addiction Services (DHA)

General:

<http://addictionservices.ns.ca/>

## Addiction Services (HPP)

General:

<http://www.gov.ns.ca/hpp/addictions/>

Resources:

<http://www.gov.ns.ca/hpp/resources/addictions.asp>

## Nova Scotia Government

General:

<http://gov.ns.ca/>

Full references and further information - [james.shedden@gov.ns.ca](mailto:james.shedden@gov.ns.ca)