



2021-2022 Wellness Grant Program

Background

The PEI Chief Public Health Office (CPHO) promotes, prevents and protects the health of Islanders so that fewer people become sick or injured and more people live healthier lives. **Public health** aims to provide the maximum benefit for the largest number of people. Health Promotion is the process of enabling people to increase control over, and to improve, their health.¹ It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions. The Health Promotion unit, in the CPHO, is responsible for advancing policies and processes that strengthen the skills and capabilities of individuals and foster social, environmental and economic conditions – known as the **Social Determinants of Health (SDH)** – that promote healthy and resilient populations.

SOCIAL DETERMINANTS OF HEALTH (SDH)

- Income & social status
- Social support networks
- Employment & working conditions
- Physical environments
- Education & literacy
- Personal health practices & coping skills
- Biology & genetic endowment
- Healthy child development
- Social Environments
- Health services
- Gender
- Culture

The SDH shape the environments, opportunities, resources, and skills people need to be healthy. The unequal distribution of the SDH throughout the population creates health differences among groups of people. **Health Inequities** refer to those differences in health that are avoidable and preventable, as they result from an unfair distribution of resources and opportunities. Using a **population health** approach, we aim to improve the health and wellbeing of all Islanders and reduce health inequities among populations. A population health approach can mean ensuring an intervention is universally available or tailoring an intervention to a specific group of people experiencing health inequities.

Health promotion action in the CPHO is guided by the five strategies identified in the internationally-recognized **Ottawa Charter for Health Promotion**: develop personal skills, create supportive environments, build healthy public policy, reorient health services and strengthen community action.² Health promotion action can address gaps or inequities in the SDH and/or promote and leverage existing strengths or resources that contribute to communities' health and wellness. Participation and collaboration between individuals, communities, organizations, businesses, and governments is essential to sustain health promotion action. Health promotion action works toward the goal of **health equity**. Health equity means all people have a fair chance to reach their full health potential and are not

¹World Health Organization. Health Topics, Health Promotion. [Online]. 2018. Available from: http://www.who.int/topics/health_promotion

² Public Health Agency of Canada. Population Health Approach – Ottawa Charter for Health Promotion: An International Conference on Health Promotion [Internet]. [Cited: May 11, 2017.] Available from: <http://www.phac-aspc.gc.ca/ph-sp/docs/charter-chartre/pdf/charter.pdf>



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disadvantaged by social, economic, and environmental conditions.³ We hope the Wellness Grant Program will serve as a catalyst for some of this work.

Most of the resources allocated for health and wellness in PEI are spent on health services addressing illness and disease. While it is important to provide high quality services to those who require health care, many chronic diseases are preventable as they are linked to the four primary **modifiable risk factors of chronic disease**: poor diet, physical inactivity, tobacco use, and harmful use of alcohol.⁴ These risk factors are associated with cancer, cardiovascular disease, pulmonary disease, and diabetes, among other chronic diseases. Poor mental health also contributes to, and is associated with, these diseases. The burden of chronic disease poses challenges for sustaining PEI's health care system, and is preventing Islanders from attaining and maintaining optimal health and wellness.

However, we know a large proportion of PEI's chronic diseases can be prevented or delayed. Many initiatives that address health outcomes and the SDH are already taking place across PEI but more work is needed to address chronic disease "upstream." An "upstream" approach aims to prevent disease or injury before it ever occurs. In health promotion, we refer to this as **primary prevention**.⁵ We hope that Wellness Grant projects build on Islanders' existing assets to develop upstream projects to promote wellness and prevent chronic disease.

Levels of Prevention

Primary - prevents disease, illness, or injury before it happens.

Secondary - early detection of disease, illness or injury and reducing its severity.

Tertiary - treating an existing disease, illness or injury.

***Example:** An industrial company is releasing a contaminant into a river that is causing swimmers in the river to get rashes.*

*Enforcing a policy that prohibits the company from dumping the contaminant (thus preventing rashes) is **primary prevention**. Having a lifeguard check swimmers for rashes and treat immediately is **secondary prevention**. Setting up a support group to help people deal with persistent rashes is **tertiary prevention**.*

³ National Collaborating Centre for the Determinants of Health. Glossary of Essential Health Equity Terms. [Online]. 2018. <http://nccdh.ca/resources/glossary/>

⁴ Chief Public Health Office. Promote, Prevent, and Protect: Prince Edward Island Chief Public Health Officer's Report 2016 Health for All Islanders. Charlottetown: Department of Health and Wellness, Government of PEI, 2016.

⁵ Institute for Work and Health. What researchers mean by ... primary, secondary and tertiary prevention [Internet]. [Cited: May 11, 2017.] <https://www.iwh.on.ca/wrmb/primary-secondary-and-tertiary-prevention>



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GLOSSARY OF KEY TERMS

Public Health – organized efforts to monitor and prevent disease and promote and protect health so that fewer people become sick or injured and more people live healthier lives.

Health Promotion – enabling people to increase control over, and to improve, their health.

Social Determinants of Health – the social, environmental and economic conditions in which people are born, grow, live, work, and age that shape health and wellbeing. These circumstances are shaped by the distribution of money, power, and resources.

Health Inequities – differences in health among populations that are avoidable and preventable, as they result from an unfair distribution of resources and opportunities.

Population Health – the health outcomes of a group of individuals, including the distribution of such outcomes within the group. It is an approach to health that aims to improve the health of an entire human population.

Health Equity – all people (individuals, groups, and communities) have a fair chance to reach their full health potential and are not disadvantaged by social, economic, and environmental conditions.

Primary Prevention – efforts to prevent disease or injury before it ever occurs.

Ottawa Charter for Health Promotion - The Ottawa Charter is a global health milestone. It identifies five components of health promotion action and prerequisites for health, including peace, shelter, education, food, income, a stable ecosystem, sustainable resources, social justice and equity.

GRANT-WRITING RESOURCES

Essential Health Equity Terms: <http://nccdh.ca/resources/glossary/>

Ottawa Charter for Health Promotion: <https://www.who.int/healthpromotion/conferences/previous/ottawa/en/>.

Community Toolbox – Writing a Grant: <https://ctb.ku.edu/en/table-of-contents/finances/grants-and-financial-resources/writing-a-grant/main>

General Grant Writing Tools Handbook: https://www2.gov.bc.ca/assets/gov/careers/about-the-bc-public-service/corporate-giving/grant_writing_handbook.pdf

Effective Proposal Writing: https://www.ohcc-ccso.ca/sites/default/files/Strategies_for_Effective_Proposal_Writing.pdf