

Provincial Wellness Advisory Council

Activity Plan

April 1, 2014 - March 31, 2017

Chairperson's Message



In accordance with the *Transparency and Accountability Act*, I am pleased to present the 2014-17 Activity Plan for the Provincial Wellness Advisory Council. This is the second Activity Plan for the Advisory Council under the Act as a Category 3 entity. Through this activity plan and the annual performance reports the Advisory Council will achieve its guiding principle of increased accountability to the public on issues related to healthy living and wellness.

In the development of the three year activity plan, consideration was given to the Provincial Government's strategic directions, as well as the mandate of the Advisory Council. The strategic direction of the Provincial Government related to Population Health and the Focus Area of Healthy Living are relevant to the work of the Advisory Council and are reflected in the 2014-17 Activity Plan.

The 2014-17 Activity Plan builds on the past activities of the Advisory Council in providing advice to the Minister of Health and Community Services. The objective and indicators in the activity plan represent the continued efforts of the Advisory Council to provide advice on issues related to healthy living and wellness in the province.

As Chairperson, my signature below acknowledges that the Provincial Wellness Advisory Council is accountable for the preparation of this 2014-17 Activity Plan and achievement of the objective and indicators contained in this plan.

Sincerely,

A handwritten signature in black ink that reads "Catherine Donovan". The signature is written in a cursive, flowing style.

Catherine Donovan, MD.,
Chairperson, Provincial Wellness Advisory Council

Table of Contents

1.0 Overview.....	4
Membership	4
Funding.....	4
2.0 Mandate.....	5
3.0 Primary Clients.....	5
4.0 Values.....	5
5.0 Vision.....	6
6.0 Mission	7
7.0 Annual Objective.....	8
Appendix A – Committee Membership as of April 2014.....	10
Appendix B – Strategic Directions 2014-17	11

1.0 Overview

In 2002, the Provincial Government, through its strategic health plan, recognized the importance of maintaining a healthy population and established the Provincial Wellness Advisory Council (Advisory Council). Recommendations from the Advisory Council informed the development of Achieving Health and Wellness: Provincial Wellness Plan for Newfoundland and Labrador (2006). During the course of the 2011-14 Activity Plan the Advisory Council reviewed the progress of the 2006 wellness plan and prepared recommendations for the Minister.

The Advisory Council in its advisory capacity to the Minister of Health and Community Services will play a key role in providing input and advice on advancing the wellness agenda in the province and in the development of the next phase of a provincial wellness plan.

Healthy living and wellness focus on the many factors that keep us healthy and prevent injury and chronic diseases. The health of the population is influenced by individual lifestyle and behaviors such as eating healthy, being physically active and being smoke-free. However, individual action must be supported by social, economic and environmental factors such as access to healthy food, legislation to protect us from secondhand smoke, and the design of safe and active communities which make the healthy choice the safest and best choice. Wellness is everyone's business and not just the responsibility of the health and community services system.

To address and advance healthy living and wellness in Newfoundland and Labrador will require strong leadership and partnerships with various sectors and segments of society. The nature of the Provincial Wellness Advisory Council positions it to provide advice to the Minister of Health and Community Services on various aspects and approaches necessary to advance healthy living and wellness.

Membership

The Advisory Council has 28 members representing Memorial University, non-government agencies, professional associations and various government departments. The Advisory Council membership is voluntary and appointments are made by the Minister of Health and Community Services (see Appendix A).

Funding

The Advisory Council does not maintain a separate office. The work of the Advisory Council is supported and funded by the Healthy Living Division of the Department of Health and Community Services. Associated meeting costs incurred by the Advisory Council are covered by the department and travel and other expenses associated with duties of the volunteer members are reimbursed by the department, in accordance with the government travel guidelines.

2.0 Mandate

The Advisory Council exists to provide advice and guidance to the Minister of Health and Community Services.

The role of the Advisory Council is to:

- Advise on the components of the Provincial Wellness Plan;
- Identify gaps and priorities based on evidence and research;
- Recommend action strategies;
- Monitor the achievements of the Provincial Wellness Plan; and,
- Provide ongoing leadership for wellness.

3.0 Primary Clients

The Advisory Council recognizes the Minister of Health and Community Services, Government of Newfoundland and Labrador, as its primary client. By fostering an environment of understanding within government about healthy living and wellness, the communities, organizations and the people of the province are also served.

4.0 Values

The Department of Health and Community Services' values are reflected daily as employees fulfill their roles and responsibilities in serving their clients. The Advisory Council has considered the departmental values and has adapted the values and identified two additional values. The values reflect how the Advisory Council members work as a group. The values are also reflected in the advice that is provided to the Minister.

Privacy

Each member of the Advisory Council is qualified, competent and respectful, and protects information appropriately, in the discussions and decision-making processes undertaken when providing advice to the Minister.

Excellence

The Advisory Council makes decisions based on the best evidence and information available to provide a high standard of advice to the Minister.

Transparency and Accountability

Each member of the Advisory Council takes their responsibilities seriously and contributes to a culture of openness in decision-making and reporting.

Collaboration

The Advisory Council engages with others in the health and community services system, with others in the broader health promotion and wellness community, and with various other partners and sectors to gather different perspectives and present collective advice to the Minister.

Innovation

The Advisory Council actively considers current evidence and new approaches to inform the development of recommendations for the Minister.

Equity

The Advisory Council considers fairness and justice when providing advice to the Minister.

Respect

The members of the Advisory Council respect the diversity of the group and the value that each member brings to the group. Each member of the Advisory Council treats members with respect during the discussions and decision-making process when preparing advice for the Minister.

5.0 Vision

The Advisory Council supports the vision of the Department of Health and Community Services:

The vision of the Department of Health and Community Services is for individuals, families and communities to achieve optimal health and well-being.

The Advisory Council contributes to achieving this vision by providing the best available advice to the Minister on efforts to advance and support healthy living and wellness in the province.

Performance Section

6.0 Mission

The Department of Health and Community Services has the following mission:

By March 31, 2017 the Department of Health and Community Services will have provided leadership to support an enhanced health care system that effectively serves the people of the province and helps them achieve optimal health and well-being.

To support the department's mission, the Provincial Wellness Advisory Council will have provided the best available, evidence informed and collective advice on healthy living and wellness to the Minister of Health and Community Services to support the people of the province in achieving optimal health and well-being.

7.0 Annual Objective

The Provincial Wellness Advisory Council through the Activity Plan (2014-17) will continue to provide the best available advice to the Minister of Health and Community Services on the area of healthy living and wellness.

There are many partners that contribute to the collective efforts to promote healthy living and wellness. These partners include local, provincial and national organizations and governments; professional groups and associations; regional health authorities; research centres and academic institutions; volunteer groups; and advocacy groups. Increasingly it is recognized that a more concerted and coordinated approach is needed to create the conditions needed in the province to effect substantial improvement in health. To further advance efforts for healthy living and wellness the Advisory Council has been asked by the Minister of Health and Community Services to consider new partnerships and non-traditional partnerships to help extend the scope of the efforts to advance healthy living and wellness in Newfoundland and Labrador.

To inform policy direction, the Provincial Government considers input from a variety of partners. The Provincial Wellness Advisory Council will facilitate this information exchange and will provide collective advice to the Minister of Health and Community Services from the many partners that contribute to wellness. This advice will help foster a culture of understanding within government about the broad scope of healthy living and wellness.

The Advisory Council has reviewed and considered the strategic directions of government. Under the strategic direction for Population Health, the focus area of Healthy Living relates to the work of the Advisory Council (see Appendix B).

Objective: By March 31, 2015/2016/2017 the Provincial Wellness Advisory Council will have provided advice to advance healthy living and wellness efforts in Newfoundland and Labrador.

Measure: Provided advice

Indicators 2014-2017:

- Provided advice on gaps and/or priorities for healthy living and wellness in Newfoundland and Labrador.
- Provided advice on emerging areas of interest to advance healthy living and wellness in Newfoundland and Labrador.
- Provided advice on mechanisms to support monitoring of healthy living and wellness initiatives in Newfoundland and Labrador.
- Provided advice on areas of wellness in response to direction provided by the Minister of Health and Community Services.

The above objective applies to the 2014-15, 2015-16 and 2016-17 fiscal years and will be reported on in the respective annual reports by the Provincial Wellness Advisory Council.

Appendix A – Committee Membership as of April 2014

Chairperson: Dr. Catherine Donovan, Memorial University of Newfoundland, Faculty of Medicine

- Association of Allied Health Professionals – Lisa Durnford
- Alliance for the Control of Tobacco – Kevin Coady
- Association of Registered Nurses of Newfoundland and Labrador – Lynn Power
- Canadian Cancer Society of Newfoundland and Labrador - Matthew Piercey
- Canadian Diabetes Association – Carol Ann Smith
- Canadian Mental Health Association – George Skinner
- Department of Advanced Education and Skills – Aisling Gogan
- Department of Child, Youth and Family Services – Jason Higgins
- Department of Education – Bradley Clarke
- Department of Environment and Conservation – Angela Burridge
- Department of Health and Community Services – Linda Carter and Éline Chatigny
- Department of Service NL – Donna Kelland
- Department of Tourism, Culture and Recreation - Michelle Healey
- Dietitians of Newfoundland and Labrador – Member Group of Dietitians of Canada – Janine Woodrow
- Heart and Stroke Foundation of Newfoundland and Labrador - Heather Percy
- Memorial University of Newfoundland, Faculty of Medicine – Pauline Duke
- Municipalities Newfoundland and Labrador – Lucy Stoyles
- Newfoundland and Labrador Centre for Applied Health Research - Pablo Navarro
- Newfoundland and Labrador Lung Association – Greg Noel
- Newfoundland and Labrador Medical Association – Jonathan Carpenter
- Newfoundland and Labrador Public Health Association - Fay Matthews
- Newfoundland and Labrador School Boards Association - Brian Shortall/Gronwyn Price
- Newfoundland and Labrador Teachers' Association – Judy Beranger
- Office of Public Engagement, Rural Secretariat – Michelle Snow
- Recreation Newfoundland and Labrador – Tina Auchinleck-Ryan
- Regional Health Authorities – Natalie Moody
- Seniors Resource Centre of Newfoundland and Labrador – Kelly Heisz

Appendix B – Strategic Directions 2014-17

Strategic directions are the articulation of desired physical, social, or economic outcomes and normally require action by or involvement of, more than one government entity. These directions are generally communicated by government through platform documents, Throne and Budget Speeches, policy documents and other communiqués. They summarize the outcomes desired for the health sector and are communicated to entities that plan and report in collaboration with the Department.

Strategic Direction

Title: Population Health

Outcome: Strengthened Population Health and Healthy Living

Population health refers not just to the health “status” of the population, but to the ability of people to adapt and respond to various aspects of life. Health is affected by many factors such as social, economic, physical and environmental conditions. A population health approach encompasses a range of services and supports that can help individuals, families and communities experience the best outcomes possible.

Initiatives that focus on social and emotional well-being, the prevention of illness and injury, as well as initiatives to support people in managing and maintaining their own health and lifestyle, form a solid foundation for addressing population health.

Under the strategic direction for Population Health, the focus area of Healthy Living relates to the work of the Provincial Wellness Advisory Council and through its advisory capacity to the Minister it is the area that the Advisory Council can demonstrate it has made an impact.

Focus Areas of the Strategic Direction 2014-2017	The Population Health Strategic Direction is		
	Addressed by the Cancer Control Advisory Committee's:		
	Activity Plan	Operational Plan	Work Plan
Healthy Living	✓		

Contact Information

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