

Putting the Public Sector at the Forefront of “Public” Health

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Bridge 4 Health

PHABC 2013 Conference
Health in All Policies:
Taking Intersectoral Action for Equitable & Sustainable Health
November 2013



Presentation Outline

- * Bridge 4 Health Background
- * Core Activities
- * Opportunities & Collaboration



Background

- * Bridge 4 Health
 - * founded Feb 2013
 - * a dynamic collective platform to encourage collaboration and engagement to promote health & well-being for all
- * Aims to:
 - * Foster interdisciplinary and public collaboration
 - * Co-production of knowledge
 - * Collective action
 - * Shift public dialogue on ‘health promotion’



Evidence and practice based

- * Lived Experience
- * Role as knowledge broker
- * International policy research in mental health promotion
- * Community-based research in pre/post natal health
- * Environmental scan of policy-makers across Canada
- * Interdisciplinary capacity-building with health and social service providers
- * Front-line community work (new moms, new immigrants, etc.)



Public Engagement

- * “a process by which people are enabled to become actively and genuinely involved in defining the issues of concern to them, in making decisions about factors that affect their lives, in formulating and implementing policies, in planning, developing and delivering services and in taking action to active change.” (WHO, 2011)
- * A spectrum from informing, consulting, involving, collaborating and empowering (IAP2, 2007).
- * Health promoters can shift public, professional, and policy-maker’s focus from the dominant biomedical and lifestyle health paradigms to a broader public-policy perspective by collecting stories about the impact that living conditions have on people’s lives. (Raphael, 2012).



Co-production of Knowledge

“Health is created in the context of everyday life, and health literacy originates in, and helps shape the sociocultural context in which people live.

Empowerment, equity, co-production and cultural capital have been shown to be positively associated with people’s health.”

Abel (2013) in Health Literacy: the solid facts – WHO Regional Office for Europe.



What about the ‘Public’?”

- * Intersectoral approaches call for engagement of the public
- * Movements are emerging that emphasize getting public on board with SDOH agenda (e.g., UPSTREAM)
- * How do we engage youth, artists, indigenous and traditional healers?
- * How can we co-produce health promotion knowledge and share resources to move beyond lifestyle approach?



Bridge 4 Health Core Activities

- * Knowledge Brokerage
- * Local and Global Network(s)
- * Resource Hub
- * Coaching & Leadership Development



Knowledge Brokerage & Capacity Building Services

- * Bridge 4 Health aims to facilitate the exchange of knowledge between researchers, policy-makers, health professionals, educators, businesses and community members
 - * co-production of new knowledge
 - * relevant, practical and creative solutions!
 - * diverse views are honoured and shared
 - * special attention to holistic health



PHABC Policy Paper

TAKING ACTION ON STIGMA AND SOCIAL INCLUSION IN BRITISH COLUMBIA

Report to the Healthy Minds Healthy People Directorate recommending key first steps to address the stigma and discrimination experienced by people with moderate to severe mental health and substance use issues and towards a more socially inclusive British Columbia.

Bridge 4 Health Network

- * knowledge exchange amongst network contributors on diverse topics related to health
- * increase of social capital through expansion of personal/professional networks
- * building relationships and social support amongst network members
- * innovative partnerships and funding opportunities
- * collaboration on diverse research or training projects and tool development



Network Activities

- * 3 in person networking events (Feb, May, Sept 2013)
- * Content development on website (Blogs)
- * Coaching & leadership development
- * Development of Youtube video (Sept 2013)



Resource Hub

Goals

- * To develop a space to co-create knowledge amongst diverse voices
- * To support global conversations about opportunities, research, and practice via online collaborative mechanisms
- * To host and develop specific resources that are about collaboration and engagement to promote health and wellbeing in various settings.



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Non-Governmental Organization (NGO)

Building a dynamic collective platform towards health & well-being for all.
Creando un espacio colectivo para promover la salud y el bien estar.

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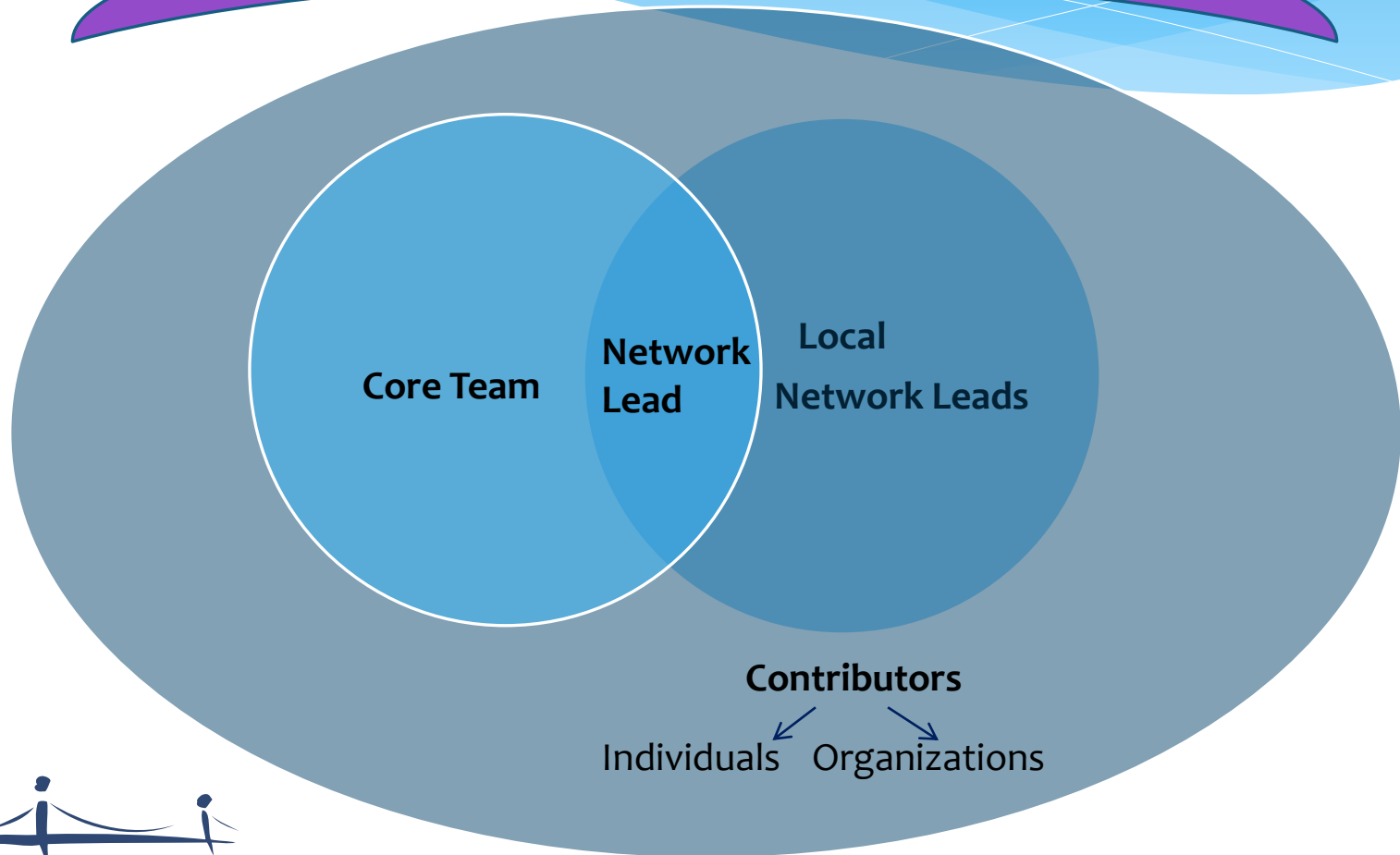
Coaching & Leadership Development

- * Currently: offering coaching and leadership development for contributors
- * Future: developing health promotion coaching and leadership programs for organizations interested in promoting health and well-being in their local governments and communities



Current Structure

Global Advisory Circle



Bridge 4 Health Local Engagement

- * Health Promotion Workshop at Canadian Public Health Association Conference, Ottawa (June 2013)
- * Local events
 - * Reconciliation Walk (Sept, 2013)
 - * Upstream Action (Oct, 2013)
 - * Yoga Outreach Fundraiser (Oct 2013)
 - * PHABC Community Event (Oct 2013)
- * Simon Fraser University Health Promotion Health Team
- * Exploring partnerships with: Health Literacy Networks, Pan-Canadian Health Promotion Collaborative, PHABC Public Engagement, Upstream, Social Medicine BC



Bridge 4 Health Global Engagement

- * Invited guest/speaker at International Union for Health Promotion and Health Education (IUHPE) conference, Thailand (Aug 25, 2013)
- * New partnerships with : IUHPE Global Health Literacy Group & IUHPE Latin-American Working Group
- * Recruitment of Global Advisory Circle
- * Recruitment of local network leads in Mexico and Chile
- * Exploring partnership with Pan-American Interdisciplinary Primary Care Network (REQUIAPS) and other health literacy networks in Australia and Europe.





Building a dynamic collective platform towards health and well-being for all.

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CALENDAR COMING SOON!

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NEWS

Bridge for Health's latest news!

Search ...

Welcome Bridge for Health's Global Advisory Circle!

OCTOBER 3, 2013

Me gusta 0

Bridge for Health is proud to introduce our new Global Advisory Circle!

Yes, we choose the word 'circle' to represent the spirit of collaboration this group shares.

Not only are these bright, experienced, and respected collaborators; they also have vast experiences in building partnerships, collaborations and networks locally and globally, in the areas of health promotion, health literacy and health equity. Most importantly, they bring their inspiration, wisdom and knowledge to support Bridge for Health's vision to create safe, just, diverse, sustainable and vibrant environments that enable individuals, groups and communities to flourish.

Please welcome [Marilyn Rice](#), [Kristine Sørensen](#) and [Sarah Simpson](#)!

Tweets

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Ilona Kickbusch

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@IlonaKickbusch

Watch out for the Third Forum on Human Resources for Health in Recife in November #globalhealth #WHO who.int/workforceallia...

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YVR come out Sunday to support [@voaaoutreach](#) fundraiser with

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Moving Forward

- * Expanding our local network & in Latin America
- * Expanding to organizational contributors
- * Seeking funding opportunities to carry out core activities
- * Continued partnership development



Bridge 4 Health's Vision

- * Dynamic creative global space that honours unique strength and contributions of communities, policy-makers, researchers, health and social service providers, families, children & youth, artists, advocates, indigenous and traditional healers
- * Collectively aspiring to create safe, just, diverse, sustainable and vibrant environments that enable individuals, groups and communities to flourish



Join us!

- * Help us spread the word by Liking [facebook.com/Bridge4Health](https://www.facebook.com/Bridge4Health) or Follow us on Twitter [@Bridge4Health](https://twitter.com/Bridge4Health)
- * Write a blog to share your work/research related to collaboration and engagement to promote health & wellbeing for all
- * Share an innovative story of how your community has come together to promote health and wellbeing
- * Connect us with other organizations that share our passion for health promotion, innovation and collaboration
- * Bring ideas on collaborative projects and/or funding opportunities
- * Support Bridge 4 Health's strategy & business development



Questions & Comments

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