

World Cafe Discussion: Mash up Your Mandates, Messages and Mediums : Integrated Health Promotion. Sharon Stevens (Sharon@solutiongroup.ca)

The case study of Introducing the Air Quality Health Index was used by Sharon How do we get Canadians to care about the air and take action to protect their health? A handout was distributed.

Start to make the connection between AIR QUALITY and HEALTH

Key organisations: Health Canada, Environment Canada, Ministry of Health, Environmental Stewardship, NGOs and their link organisations Universities

Think of your own examples of linked up working and record on the work sheet.

Step 1. Opportunities to connect with organisations.

Who has a similar or related mandate?

Examples:

- BC Cancer Society and pesticides
- Northern Health and Forest Council to work together to reduce motor vehicle crashes.
- Develop Provincial Food Policy-Include Ministry of Fisheries and Oceans as well as Ministry of Education, Ministry of Health, include NGOs
- Roots of Empathy sessions for mums and babies
- Multi agency committee in Northern Health
- Tap into local artists art/culture groups, youth groups who have a different perspective

Step 2. Are there new or additional opportunities to create champions of my program or initiative?

Who can be the messengers? Messengers to speak effectively and in a trusted voice to other organisations and help to reach out and network.

- Seniors waiting for a flu shot-introduce opportunities to talk about respiratory health
- Local politicians
- Vancouver Canucks Hockey Team-link with head injury prevention

Step 3: Opportunities to align key messages .How could my message align with those being shared by other groups? Would they appeal to their audiences?

- Vancouver Canucks Hockey team-link with head injury prevention
- Cancer Society

- Heart and Stroke Foundation
- Immigrant Agencies

Step 4: What communication channels and tools could be created or accessed to maximise this “mash-up”?

- Newsletters, websites of other organisations-web button sharing
- Social Media-FaceBook, Twitter, blogs

To summarise, think sideways and think out of the box to mash-up your thinking in 4 key steps outlined.