



OCDPA

Ontario Chronic Disease Prevention Alliance

**Using the OCDPA Common Messages to
Address Chronic Disease in Ontario:
A Framework to Guide OCDPA Members**

Framework prepared by One World Inc for OCDPA

Overview

- Ontario Chronic Disease Prevention Alliance
- Common Message Project Phase I
 - Development of Common Messages
- Common Message Project Phase II
 - Development of the Common Message Utilization Framework
- Common Message Utilization Framework
- Recommended Next Steps

Ontario Chronic Disease Prevention Alliance

The Ontario Chronic Disease Prevention Alliance (OCDPA) is a collaborative of 30+ leading health-related organizations working together to focus on chronic disease prevention and healthy living for Ontario in a comprehensive manner.

We believe that it is essential in Ontario for community and health care practitioners, groups and organizations to think, and act, like a system in order to address prevention and reduce the burden of chronic disease.

OCDPA. (2006) *Thinking Like A System: The way forward to preventing chronic disease in Ontario.*



Common Message Project Phase 1: Development of Common Messages

To support common chronic disease prevention
priorities and action across Ontario

Phase 1: Message Development (2007/2008)

- OCDPA worked with its members and external field experts to develop consistent messaging for use by Alliance members and beyond
- February 2009 - Common Messages document, *Supporting Collective Priorities and Action on Chronic Disease Prevention in Ontario*, posted on OCDPA website (www.ocdpa.on.ca)
- The document sets out priorities, principles and themes to guide action in the five message areas

Common Messages

- A multiple risk factor, multiple setting approach to promoting healthy living conditions (social and environmental)
- Systems approach messages to chronic disease prevention
- Evidence-informed messages for 5 risk factors:
 1. Tobacco
 2. Alcohol
 3. Healthy Eating
 4. Physical Activity
 5. Mental health

Common Message Project Phase 2: Development of the Utilization Framework

Phase 2: Common Message Utilization Framework (2008/2009)

- Objectives
 - Identify ways that Common Messages can be advanced, disseminated, promoted, used and integrated
 - Engage members in the promotion, utilization and integration of the Common Messages
- OCDPA worked with consultants from One World Inc to engage OCDPA members in developing a Common Message Utilization Framework

Common Message Utilization Framework: Purpose and Scope

- A launch point for future planning to use the Common Messages to align policy, planning and practice among Alliance members, external stakeholders and across the province
- Content reflects input of OCDPA members and staff
- Identifies opportunities & challenges in using the Common Messages
- Maps out practical ways, with examples, in which the messages can be used, integrated and promoted

Framework Development: Engagement of OCDPA Members

- On-line OCDPA Member Survey
 - Explored early thoughts on using the Common Messages in OCDPA members' work
 - 17 respondents
- Focus Groups
 - Opportunity to share ideas and feedback on the potential advancement, promotion, dissemination and use of the OCDPA Common Messages
 - OCDPA Face-to-Face Membership Meeting (20 participants)
 - OCDPA Teleconference with members (8 participants)
 - Ontario Hospital Association Supplementary Focus Group (13 participants)
- Meetings with OCDPA Staff
 - Overall development of the Utilization Framework

Overall Findings: On-Line Survey and Focus Groups

- Overall interest in advancing the messages
- Common Messages align with organizational mandate/priorities
- Ideas and mechanisms for use
 - Dissemination and promotion of common messages
 - Integration of common messages into planning and priorities
- Respondents indicated some capacity, but additional supports/resources are needed, to advance common messages
 - Ability to lead specific risk factor messages
 - Tools (e.g. brief evidence-based papers, tools, templates, etc) needed to further operationalize the common messages for use
- There is value in operationalizing a system-wide approach
 - Important to track the dissemination and use of common messages as well as their outcomes

Common Messages Utilization Framework

Overview: Common Message Utilization Framework

- Benefits and values of advancing the Common Messages in Ontario
- Opportunities to advance and use Common Messages
 - Levels of Use
 - Priority Stakeholders/Target Audiences for Receiving the Common Messages
 - Channels for Promoting the Common Messages

Advancing the Common Messages: Benefits and Values

- Facilitate a shift in policy and practice to an evidence-informed, multiple-risk factor, multiple-setting approach that promotes healthy living conditions
- Identify common chronic disease prevention priorities to advance by Alliance members
- Support strategic alignment of policy, planning and practice
 - Within OCDPA member organizations/networks
 - With external stakeholders

Advancing the Common Messages: Benefits and Values

- Increase impact of chronic disease prevention efforts
 - Delivery of frequent, consistent messages through multiple channels
 - Planning and implementing concentrated action in priority areas
 - More focused and coordinated collective effort in advancing healthy public policy
- Put into practice a comprehensive, system-wide approach to chronic disease prevention
 - Demonstrate strategic alignment and partnerships in action to funders and decision-makers
 - Complementing and integrating with current social marketing campaigns and related work to support policy initiatives in planning and development

Opportunities to Advance & Use Common Messages: Levels of Use

- Identified different levels of use and levels of member involvement
- Scope and level of use vary with:
 - Fit with mandate of organization/network
 - Capacity
 - Opportunities in the environment

Opportunities: Levels of Use

Level of Use	All Messages All Members	Individual Message (s) Fit with Core Mandate
Provide Visibility	✓✓✓	✓
Promote Use	✓✓✓	✓
Reference in Communications with Decision-makers	✓✓✓	✓
Integrate into Practice	✓	✓✓✓
Integrate into Planning and Priorities	✓	✓✓✓
Take the Lead	✓	✓✓✓
Collaborative Use through the Alliance	✓✓✓	✓

Opportunities: Internal Stakeholders/Target Audiences

- Priority
 - Senior managers responsible for policy, planning, government relations
 - Senior managers responsible for program and/or resource development
 - Local practitioners and volunteers
- Other
 - Local or regional office staff and program coordinators
 - Communications department

Opportunities: External Stakeholders/Target Audiences

- Priority
 - Public health professionals
 - Local Health Integration Networks
 - Provincial government and representatives
 - Other systems and/or networks
- Other
 - Primary care providers (Family Health Teams, Community Health Centres)
 - Municipal governments
 - Professional and health provider associations
 - Educators

Opportunities: Channels for Promotion

- Various networks in the following areas of focus:
 - Alcohol
 - Healthy eating
 - Heart health
 - Health promotion
 - Mental health
 - Physical activity
 - Public health
 - Tobacco
 - Other

Recommended Next Steps

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- Identify and implement immediate opportunities to increase visibility of the Common Messages
 - Post on website
 - Announce in listservs, newsletters, publications
 - Present at meetings
- Review Common Messages Utilization Framework with internal stakeholders to identify:
 - Short-term actions to promote and disseminate the Common Messages
 - Longer-term actions to integrate the Common Messages into organizational planning
- Share action plan with Alliance members

Recommended Next Steps

- Identify funding opportunities to support implementation of the Utilization Framework
- Organize a follow-up membership meeting to:
 - Identify and confirm leads in each message area
 - Identify short-term priorities for collection action
 - Consider how to move forward/capitalize on specific opportunities
- Build capacity for use by developing:
 - Short, evidence-based reports on identified issues
 - Tool kit including fact sheets for each Common Message area
 - Ready-to-use templates for presentations, training and communications

Recommended Next Steps

- Move forward with joint planning for priority target audience(s):
 - E.g. Local Health Integration Networks, Ministry of Health Promotion, Ministry of Health and Long-Term Care and Family Health Teams
- Identify and formalize mechanisms for tracking and reporting on the dissemination and use of Common Messages
- Pursue funding opportunities to disseminate Common Messages and to evaluate their use/impact



OCDPA

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Please visit us at:

www.ocdpa.on.ca