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Multi-Sectoral partnerships and innovation for healthy living

Today's world is facing increasingly complex public health challenges, from obesity to an aging population. The Public Health Agency of Canada recognizes that new solutions are needed with active engagement of all sectors of society to address these multifaceted issues. Through partnerships with the private sector, not-for-profit sector, and organizations within and outside of health, progress can be made to support healthy lifestyles among Canadians. The Agency's Multi-sectoral Partnership Approach (MSPA) provides federal funding to test innovative ideas and approaches (e.g., social finance) and to scale up evidence-based interventions that enable healthy living behaviour change (e.g., healthy eating and physical activity). The Agency is working as a convener with the public and private sectors to merge ideas and co-design solutions that aim to impact Canadians' health. Through the MSPA, prevention-focused interventions are being implemented by groups across the country. For example, the Boys and Girls Clubs of Canada is running "Kid Food Nation", a healthy eating and food environment initiative in partnership with Corus Entertainment and President Choice Children's Charity, and a Social Impact Bond with the Heart and Stroke Foundation to deliver "Activate" to encourage healthy eating and physical activity among seniors. Since the funding program's launch in 2013, the Agency has invested \$73M and has leveraged an additional \$57M in non-government funding to broaden the reach of projects. Early successes are showing that innovation and greater impact can be achieved by implementing broader scale solutions and by creating shared value among all sectors of society.

Biography

Patti Murphy is a Senior Policy Analyst in the Public Health Agency of Canada's Centre for Chronic Disease Prevention and Health Equity. At the core of her role is brokering people and ideas; to create an approach that results in new ways of working together across sectors to test innovative approaches to healthy living and chronic disease prevention. She graduated from the University of Waterloo with an Honours Bachelor Degree and has worked in both local and federal public health organizations on a variety of public health issues; including sexual health, HIV/AIDS, seniors and health promotion.

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Julia Riendeau is a Senior Policy Analyst in the Public Health Agency of Canada's Centre for Chronic Disease Prevention and Health Equity. In this role, she is responsible for facilitating the development and mainstreaming of social finance and other experimental program approaches to promote healthy living and prevent chronic disease. Prior to her current employer, Julia worked on a range of health and social issues at the Privy Council Office Innovation Hub and Employment and Social Development Canada. Julia holds a Bachelor of Applied Science degree from the University of Guelph and a Master of Public Health from Lakehead University.

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