



Rideau Community  
Health Services

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Your Community Health Centre

# Health Promotion Framework

Developed October 2022

## **RCHS Health Promotion Framework**

As defined by the World Health Organization, health promotion enables people to increase control over their own health. It covers a wide range of social and environmental interventions that are designed to benefit and protect individual people's health and quality of life by addressing and preventing the root causes of ill health, not just focusing on treatment and cure.

In drafting this framework RCHS reflected on the basic strategies for health promotion as identified in the Ottawa Charter:

- Advocate (to boost the factors which encourage health)
- Enable (allowing all people to achieve health equity)
- Mediate (through collaboration across all sectors)

### **Purpose of this Framework:**

Health Promotion is embedded in all disciplines and across all programs within RCHS. The Health Promotion Framework reflects RCHS's Strategic Plan and in conjunction with the other guiding frameworks (Advocacy, Risk/Quality/Safety) serves as an essential document to support the creation of an RCHS Health Promotion Strategy. The Health Promotion Strategy will contribute to program planning and the annual Operational Planning process.

When using this framework, it is important to consider how we can engage as many of the strategies and principles as possible, in conjunction with one another, to ensure the greatest impact and realization of the key goals. Taking collective, comprehensive, and balanced action using a determinants-based lens is the keystone of the action strategies.

This framework will be available to the Board of Directors, staff, volunteers, funders, community members, and partner agencies to demonstrate the breadth and scope of the work RCHS endeavors to do in the communities we serve.



# Health Promotion Framework

## Vision

Working together building healthy communities

## Key Goals

Life settings and conditions are supporting wellbeing throughout the life course

Communities are informed, engaged, and supporting wellbeing for all

Communities are taking action to improve wellbeing for all

## Action Strategies

Strengthen personal and community capacity for action

Create supportive environments throughout the life course

Influence public policy to promote wellbeing for everyone

Develop strong collaborative intersectoral partnerships

Take collective, comprehensive action using a determinants based lens

Orient the community to health promotion

Evaluate and report progress regularly



# Health Promotion Framework

## Areas for Action

Life settings

Homes

Schools

Workplaces

Neighbourhoods

Life course stages

Early years

School years

Young adult years

Mid-life adult years

Older adult years

Life conditions

Personal

Economic

Environmental

Societal

Cultural

## Crucial Factors

Mental Wellbeing

Social Wellbeing

Physical Wellbeing

Emotional Wellbeing

Spiritual Wellbeing

## Guiding Principles

Upstream focus

Multiple strategies

Evidence informed

Meaningful participation

Local relevance

Cultural competence

Balanced approach

Equity for wellbeing

## APPENDIX A: OVERVIEW

### VISION

#### **Working Together Building Healthy Communities**

We engage individuals, agencies, and partners to improve the health and wellbeing of our communities.

### KEY GOALS

Each goal in the framework is interconnected with the others and is framed to reflect ongoing action.

- 1. Life settings and conditions are supporting wellbeing throughout the life course**  
The quality of our life settings and conditions determines the quality of our overall health. This is the primary goal that, when achieved, will result in the realization of the vision of healthy communities. Fostering the work of building supportive setting and conditions is where RCHS can work collaboratively with others.
- 2. Communities are informed, engaged, and supporting wellbeing for all**  
This goal is an essential component in the success of the other two goals. The community must be supportive and engaged in achieving wellbeing for all. To rally community support and engagement, RCHS must work to increase the community's understanding and knowledge of what wellbeing is, how important it is, what the benefits of everyone achieving wellbeing are and how wellbeing for all can be achieved.
- 3. Communities are taking action to improve wellbeing for all**  
This goal is the continuation of goal two and pivotal for sustaining achievements towards goal one. To affect long-term, community level change, the community must engage in action themselves; sustainable action cannot be done "to" or "for" the community by others.

### ACTION STRATEGIES

- 1. Strengthen personal and community capacity for action**  
Skills and abilities are needed for action to be undertaken successfully. This includes personal skill development at the individual level as well as community development (advocacy, empowerment, mobilization, etc.)
- 2. Orient the community to health promotion**  
This work includes informing the community about the benefits of promoting the health and wellbeing of all community members and engaging them to support health promotion initiatives.

### **3. Foster supportive environments throughout the life course**

This work involves identifying what is needed to build wellbeing in all settings and at all stages of life and then working to fulfil those requirements. RCHS has adopted an evidence-informed Model of Health and Wellbeing to guide the delivery of programming in primary care and throughout the organization.

### **4. Develop strong collaborative intersectoral partnerships**

As a Community Health Centre RCHS values building and supporting community relationships and partnerships. This is a central focus of the RCHS Strategic Priorities 2021-2024

### **5. Influence public policy and promote wellbeing for everyone**

Establishing public policy that promotes wellbeing for everyone is critical. RCHS, as a member of the Alliance, is engaged in advocating for system level change that eliminate barriers that lead to inequities in wellbeing.

### **6. Take a collective, comprehensive, and balanced action using a determinants-based lens**

This is the keystone strategy and is rooted in all work undertaken by RCHS. All action needs to be undertaken by a collaborative intersectoral network or collective of sectors that uses a social determinants-based lens focused on addressing root causes.

### **7. Evaluate and report progress regularly**

Regular evaluation and progress reporting allows for RCHS to monitor the outcomes of the collective action being taken and what progress is being made on the identified goals. Regular evaluation results in informed decision making around next steps and identifies successes to be celebrated.

## **AREAS FOR ACTION**

### **Life Settings**

These are the places where we live (homes, neighbourhoods, communities), learn (daycares, schools, colleges/universities), and work (workplaces, job sites, homes) within a region of the country. The quality of those settings and region has a significant impact on our wellbeing.

### **Life Course Stages**

The beginning and ending of life course stages are not the same for everyone. There are transition periods between the stages that vary from person to person, some people will enter a new stage earlier, and some people later. To illustrate this variability, the age ranges of the life course stages in this framework overlap and are referred to as a range of years.

### **Life Conditions**

While the Social Determinants of Health outline 17 determinants that impact health, for the purpose of this framework we have grouped the life conditions that might most significantly impact our wellbeing into five main categories.

## **Personal**

This includes our genetic makeup, developed knowledge and skills/abilities, temperament, values and beliefs, relationships, support networks, current health status, age, gender, marital status, employment, education, and financial state.

## **Economic**

This includes such things as employment opportunities, available capital for development, investment climate, and income levels within the community and region.

## **Environmental**

This includes both the natural and built environments and involves access to such basics as food, water, shelter, transportation, and safety.

## **Societal**

This includes such things as community services, supports, capacity, cohesion, diversity, citizenship, social inclusion and dominant values and norms.

## **Cultural**

This includes individual and family belief, values, practices, customs and norms acquired by belonging to a specific subgroup within the larger society.

## **CRUCIAL FACTORS**

Wellbeing encompasses all facets of our lives – mental, physical, social, emotional, spiritual. Our mental wellbeing, physical wellbeing, social wellbeing, emotional wellbeing, and spiritual wellbeing are inseparable/ Although they are interwoven in ways that can never be completely disentangled, we can focus on individual facets in order to strengthen them. In fact, it is helpful to focus on each of them individually at times, though never to the total exclusion of the others. It is also clear that what we experience can have varying effects on one or all of the areas simultaneously depending on the type, intensity, and duration of the experience.

## **GUIDING PRINCIPLES**

### **Upstream Focus**

Health inequities are often directly related to policy. We need to identify the root causes or determinants of our goals and then take action to ensure the determinants are addressed.

### **Multiple Strategies**

The factors involved in building healthier communities are numerous and their interactions are complex. As a result, it requires many and varied strategies to address those factors and their interactions in order to make progress on our vision of building healthier communities.

### **Evidence Informed**

To achieve success, actions must be based on evidence, whether it is best or promising actions or knowledge gained from experience and actions, evaluation must be built in to determine effectiveness.

### **Meaningful Participation**

The power and decisions about actions to be taken must come at the direction of the community, this may mean that community capacity will need to be cultivated first. Initiatives must be community-focused, community-led and done *with* the community and not *to* the community.

### **Local Relevance**

To achieve community mobilization and engagement, the issues and initiatives must hold meaning for, and be relevant to, the local community.

### **Cultural Awareness and Safety**

All interactions with individuals and communities must be done with sensitivity to and awareness of the cultural backgrounds, beliefs, values, customs, and practices of those we are engaging with.

### **Balanced Approach**

Since the areas for actions are so intricately linked, it is important to ensure that action is taken in across all of the life settings, at all of the life course stages and on all of the life conditions.

### **Equity for Wellbeing**

Actions must enable all people in the community to achieve their optimal level of wellbeing. This requires RCHS to work toward removing artificial, discriminatory or systemic barriers that limit segments of the population from achieving wellbeing