

**Public Health Goals for Canada:
A National Youth Health Network to Engage Young Adults**



H1011-050015/001/CY
POR-05-30

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Executive Summary

Background:

In September 2004, Canada's First Ministers recognized the need for greater emphasis on public health and committed to developing through a collaborative process a Public Health Strategy for Canada.

The Government of Canada consulted in six theme areas, developed from review and synthesis of the information from previous discussions about public health goals for Canada and existing goals in other jurisdictions. The theme areas speak to the full spectrum of the determinants of health, including individual risk factors and behaviours and the various influences on health that operate outside the health system (e.g. cultural, economic, environmental).

Objective:

The objective of this project was to use a variety of qualitative research tools to provide feedback and insights on the draft public health goal statements developed by the Public Health Agency of Canada's (PHAC) Goals Working Group.

Methodology:

A four-phase methodology was designed, incorporating a series of on-line discussions, an hour-long live web cast, and a long focus group. This variety of qualitative research tools enabled an assessment of how these public health statements could be promoted among young Canadians. The on-line discussions were designed to get feedback on how the goals were resonating with the current Canadian reality and their aspirations for long term health. The live web cast was designed to solicit specific questions that young participants might have when presented with the goals. A subsequent on-line discussion and long focus group were planned to generate insights about building a youth marketing campaign around the goal statements for Canadian youth.

Due to the calling of the Federal Election on January 26 and subsequent change of departmental priorities, the two final phases of research in this project (the summary on-line discussion and long focus group) were not completed. This report will attempt to address as many of the research questions as was possible with the completion of the two phases.

Recommendations:

- There was no clear consensus as to which goals were "most appropriate" for young Canadians.
- Many participants noted that the best form of publicity for the goals is engagement in helping refine them.
- Reduce the amount of goals presented to Canadian youth
- Engage young Canadians in the setting of specific priorities to be covered by the goal statements:
- Attach future public health goals to specific issues and benchmarks.



1.0 Background

1.1 Objectives

Context

In September 2004, Canada's First Ministers recognized the need for greater emphasis on public health and committed to developing through a collaborative process a Public Health Strategy for Canada that would "set goals and targets for improving the health status of Canadians through a collaborative process with experts." [FMM Communiqué, September 2004]

Consultation on Six Theme Areas

The Government of Canada consulted in six theme areas, developed from review and synthesis of the information from previous discussions about public health goals for Canada and existing goals in other jurisdictions. The theme areas speak to the full spectrum of the determinants of health, including individual risk factors and behaviours and the various influences on health that operate outside the health system (e.g. cultural, economic, environmental).

Federal/Provincial/Territorial Process

A Federal/Provincial/Territorial (F/P/T) Working Group made up of provincial and territorial representatives was established to guide the public health goals process and is ultimately responsible for presenting the proposed public health goal statements to Deputies and Ministers for direction, approval, and endorsement.

A Goal Statement Working Group (GSWG) was formed in July 2005 for the express purpose of drafting high level, aspirational public health goal statements. It is a time-limited group made up of several public health experts. The GSWG considered all feedback and reports received from the consultation process, initially working with the Saskatchewan Population Health and Evaluation Research Unit (SPHERU) interim report, and incorporating ongoing inputs received throughout the summer (i.e. deliberative dialogues, provincial/territorial roundtables, thematics).

The GSWG is accountable to the F/P/T Working Group, the main body to link with the relevant F/P/T mechanisms, including the Conference of Deputy Ministers of Health and the Conference of Ministers of Health.

A Federal/Provincial/Territorial Working Group made up of provincial and territorial representatives, was established to guide the public health goals process.

Two Phases

The first phase of the consultation process, launched on March 29, 2005 focuses on reaching consensus across jurisdictions on a set of common, aspirational public health goals for all Canadians. The second phase will start in autumn 2005 and will set the stage for discussion and development of an approach towards more specific and concrete public health objectives, targets, indicators, and strategies.

Research Need

The objective of the current project was to use a variety of qualitative research tools to provide feedback and insights on the draft public health goal statements currently being developed by the Public Health Agency of Canada's (PHAC) Goals Working Group.

The specific objectives were to:

- To use a series of online discussions, web-based long-interviews, and a long focus group to review draft public health goal statements currently being developed.



- To give senior staff at the PHAC avenues to participate in and learn from the process of eliciting feedback from young Canadians
- To inform participants about opportunities to participate in future PHAC youth projects, ranging from consultations to polls.
- To use qualitative research tools to assess how final public health goal statements could be promoted among young Canadians.

1.2 Methodology

1.2.1 Phase 1: Recruitment for On-line Discussions

EKOS/D-Code recruited 68 participants to take part in on-line discussions on the subject of the health goals. Recruitment was done in two phases. First, 24 young Canadians aged between 15 and 25 years of age were recruited, through the EKOS/D-Code youth network, to act as Network Leaders. These individuals were, in turn, tasked with recruiting two more individuals within their peer group to participate in the project. Network Leaders were given a recruitment profile guide for each of the two people to increase the diversity of the recruitment pool.

A snowballing recruitment approach was selected for the following reasons:

- In some cases with special or marginalized communities, traditional recruitment methods are less successful.
- D-Code's past experience in developing and activating networks shows that one or two degrees of separation within the network builds a more open environment for dialogue, especially among youth and Aboriginal communities.

Participants were grouped in the following ways:

- two (2) English-language discussions (aged 15-19 years of age)
- four (4) English-language discussions (aged 20-25 years of age)
- one (1) French-language discussion (aged 15-19 years of age)
- two (2) French-language discussions (Aged 20-25 years of age)

Aside from the main divisions between school-aged (15-19) and older youth (20-25) and language, 32 participants were male, and 36 participants were female. Fifteen participants were from Alberta or British Columbia, seven were from Manitoba or Saskatchewan, 18 were from Ontario, 20 were from Quebec, and eight were from the Atlantic region (Nova Scotia, Newfoundland, PEI., or New Brunswick).

1.2.2 Phase 1: On-line discussions

Project participants were invited to participate in one of nine on-line discussions facilitated by project leaders. The nine on-line discussions ran concurrently and took place between October 19 and 24, 2006.

On-line discussions allowed for PHAC to solicit detailed feedback on issues and goals through a password-protected message board. Each day, participants were presented with each of the ten public health goals developed and asked to assess:

- How well Canada was currently doing in meeting this goal (and give a corresponding numerical rating out of ten)
- What Canadian society could be doing better to raise this rating
- What each participant felt they could do as individuals to raise this rating.

As they replied participants were encouraged to debate and respond to others as the discussion developed. PHAC and senior research staff were given passwords allowing them to observe the discussions as they transpired. A final question asked participants to suggest broad strategies for



promoting awareness of these goals among young people. In all, the 68 on-line discussion participants generated over 130,000 words of feedback on the goals. **(See Appendix A for a summary of key points arising by each goal and Appendix C for the discussion guide).**

1.2.3 Phase 2: Live webcast

On October 28, 2005 a group of senior high school students from three Canadian provinces participated in a live webcast facilitated by Dr. Carolyn Bennett, Minister of State for Public Health. The one-hour webcast session was hosted by the Centre for Global eHealth Innovation (CGeHI) in Toronto, and was moderated by Dr. Doina Lupea from CGeHI. There were approximately 20 students from each of the three schools participating both live (Northern High School - Toronto), and remotely (Leo Hayes High School - Fredericton and Vincent Massey Collegiate - Winnipeg). Manitoba MLA Kerri Irvin-Ross and Lorraine Adam, Executive Director, Manitoba Public Health, were also present in Winnipeg.

Students participating remotely watched Toronto's session live on their computers, and were able to see the live participants and participate simultaneously in the discussion via the chat functionality included in the software used, called ePresence. All their questions were gathered and sent by a teacher who acted as a local moderator. The Minister and students in Toronto were not able to see the students in Winnipeg and Fredericton. After a short presentation given by the Minister, the students in Toronto began the discussion. The facilitator then presented the comments and questions sent by remote participants. The discussion lasted one hour. Due to time limitations, not all the questions raised during the web cast were addressed by the Minister. However they were archived in ePresence and included in this report. They may be addressed later and/or used for future research and consultation.

This phase was designed to engage high-school aged students in the process and solicit their input and questions about public health issues in general. **(See Appendix B for an analysis of the on-line webcast and Appendix D for the moderator's guide).**



2.0 Findings

2.1 By Goal

2.1.1: Overarching goal: “As a nation, we aspire to a Canada in which every person is as healthy as they can be – physically, mentally, emotionally, and spiritually.”

Key issues: Health care policy (private vs. public), physical fitness (obesity, quality of food supply, health care system), Mental health, poverty, religion.

Quotes:

“If you look at the world and where health care costs are lowest, it tends to be the places where people have the most options to care for their emotional and spiritual health as well (a lot of countries don't see these as part of 'health care')” *(Talie)*¹

“Les pays ne sont pas couvert par l'assurance maladie malgré que l'on sache que les problèmes mentaux SONT des maladies. Donc ces traitements sont souvent accessibles qu'à une certaine classe de gens, ceux qui peuvent se permettent ces traitements coûteux. » *(Threadz)*

2.1.2 “We work to prevent and are prepared to respond to threats to our health and safety through coordinated efforts across the country and around the world.

Key issues: national security (terrorism), health security (SARS, avian bird flu, AIDS, emergency preparedness), international cooperation, health research

¹ Names used are screen aliases used during the webcasts.

Quotes:

Je pense qu'effectivement depuis le 11 septembre 2001, le SRAS, etc. beaucoup d'effort on été fait dans ce sens. Mais, il reste beaucoup de chemin à faire. Le Canada ne sera jamais à mon avis un frontière étanche et nous nous devons de faire de notre mieux afin de protéger la canadiens. Je ne pense pas malheureusement que le Canada est prêt à faire face à une catastrophe majeure de type tsunami, ouragan, attaque terroriste. (*Jeg*)

Whenever we experience a national disaster (hurricane Juan, ice storm, etc.), our country responds very well...Canada is doing excellent in this category and there is nothing we can improve, except possibly have a larger military force deployed to clean up cities more quickly. (*Tom Cruise*)

2.1.3 "We work to make the world a healthy place for all people through leadership, collaboration and knowledge."

Key Issues: international aid, security, collaboration between government and society

Key Quotes

I think Canada is making "the world a healthy place for all people..." and doing a very good job at it. Canada is a huge support system for its citizens and countries all over the world. We never hesitate to help out a Nation in need. (*Superman*)

Canada is a perceived global leader in economic aid for developing countries, a powerful mediator, a development expert. However, according to the last statistics I saw on the matter, Canada's foreign aid contributions in terms of our GDP were well behind those of many European countries, the US and Japan. (Correct me if I'm wrong!) So we can do better - we can contribute more, and really come into our role as a global leader in foreign development. (*Eli Cash*)

In 5-10 years, there is no way that we will be able to gauge if we've been successful in achieving this goal...I understand we're a nation and its hard to make goals that affect everyone, but I think its better to have hundreds of specific goals targeting select areas than have such a BROAD, almost useless goal such as this one! (*Physics Mania*)

2.1.3 "We keep learning throughout our lives through formal and informal education, relationships with others, and the land."

Key issues: Education (tuition costs, mentorship, social function), environmental policy (industrialization, natural preservation), multiculturalism, social policy (support systems for education, poverty, health)

Quotes:

Si je comprend bien la question, le gouvernement veut savoir si on apprend constamment que ce soit par l'enseignement ou a travers les gens. Je crois que oui, notre systeme d'education est excellent selon moi.. (*July*)

I would give Canada a five in this area. I think that Canada, since the continent has been colonized has been progressively through 'modernization' and 'industrialization' losing the capacity to learn from the land and through a lack of respect for the environment is really making it difficult for future generations to reconnect and continue to learn. (*Jeanie*)



I think that our University systems are great, but I really feel that there should be something done towards tuition. I was reading my agenda one day, and I was surprised to see that Paul Martin, our PM, only paid \$470 a semester for tuition! My books alone cost more than that. *(Bentuzzi)*

2.1.4 “Every person receives the support and information they need to make healthy choices.”

Key Issues: health promotion (drugs, alcohol, disease prevention), education

Quotes

I'm not sure that every Canadian knows what a big problem obesity is becoming these days. We all know that fatty foods are bad for us but I don't know everyone realizes what the long term consequences are *(Alishy)*

L'idée de recevoir le soutien et l'information qu'on a besoin pour faire des choix sains est belle. Dépendent de ce qui est le sujet, je pense qu'on a de l'information, il suffit de la trouver. Ce n'est pas toujours évident de trier les vérités des mensonges, mais si on persiste, on trouvera les trésors de sagesse. *(Charlie)*

Although it is true that our nation provides this information to the majority of people during the youth period, it is not true for all youth. This is because this information is primarily distributed through the education system of the nation. However, not all youth attend the education system due to economic or social conditions. *(Nevek)*



2.1.5 "Each and every person has dignity, a sense of belonging, and contributes to supportive families, friendships, and diverse communities."

Key issues: Multiculturalism, modern family structures, homelessness/ poverty, civic engagement.

Key Quotes:

I think of when I have walked through Toronto's business district. I see a variety of cultures who are represented in 'investment economies' and around city hall. However, what is more shocking is when you focus in on the service industry. This is not a diverse sector. I see a strong trend of non-white women in this sector. *(Jeanie)*

“Nous vivons malheureusement dans un monde individualiste et pressé. Le manque de temps empêche souvent les personnes d'avoir les mêmes horaires et ainsi se rencontrer et partager du temps ensemble.” -*(Colorfulsofy)*

I believe that it is hard to include everyone into one unit of family. Many immigrants lived here for decades, but still did not feel a sense of belonging as a Canadian... In addition, many homeless people do not get enough support from family, friends and communities. . *(Bhsiao)*

2.1.6 “Our Children reach their full potential, growing up happy, healthy, confident, and secure.”

Key issues: Poverty, Education (differing standards),

Key Quotes:

In order to increase the rating, Canada would have to make addressing childhood poverty an important priority... I feel that improving access to affordable housing in safe neighborhoods,

implementing breakfast/lunch programs in school, and education would be of key importance.
(Miller)

“Non mais les enfants ont besoin de leurs PARENTS. Il est vrai que les parents ne sont pas toujours prêts pour avoir des enfants, qu'ils ne savent pas où ils s'en vont et qu'ils travaillent beaucoup, mais avoir des enfants implique des RESPONSABILITÉS de leur part, ils doivent assumer leur rôle. Leo

The issue here is one of opportunities. Unfortunately for Canada, we are the recipients of ten very different education systems, differing on a provincial basis. Therefore, the experiences of students varies considerably....(Eli Cash)

2.1.7 "The air we breathe, the water we drink, the food we eat, and the places we live, work, and play are safe and healthy -- now and for generations to come."

Key issues: Environmental policy (pollution in big cities, the Kyoto Agreement, modern workplaces, transportation of goods and services)

Quotes

I think that Canada, as one of the most affluent and economically developed nations in the world is doing a pretty good job of abusing resources and polluting far beyond what any nation should. It was already ranked nearly last in environmental stewardship of the developed nations. (Jeanie)

Je pense que 90% des gens qui vont au travail conduisent seul. Un effort sur le co-voiturage devrait être mis en place. Dans certains pays on trouve des sites internet entier consacré à des demandes ou offres de co-voiturage. (Zel)

J'ai lu tout récemment dans le journal que sur 30 pays, le Canada se situait en 28e position pour ce qui est de l'environnement et la pollution. (Leo)

If we want to produce goods and services then pollution will occur. Our country is the second largest in the world, meaning if we want these goods that we produce to be exported to places where they can be consumed, we must be willing to accept the cost of transportation which we all should know by now, causes pollution. (Qbbstud)

2.1.8 "We participate in and influence the decisions that affect our personal collective health and well-being."

Key issues: civic engagement (politics, bureaucracy, voting), personal health

Key Quotes:

I'm really disappointed that we don't have many ways of making opinions [known] to the government. Most importantly, citizens aren't really interested in participating in decisions that would affect our personal collective health and well-being. It is tough to get the citizens' interest on such topics. (Kido)

Je sais que nous pouvons voter à chaque 4 ans mais je ne crois pas que la population en générale n'a pas un grand impact sur notre bien-être personnels et collectifs. (Madeau)

2.1.9 "A strong system for health and social well-being responds to disparities in health status and offers timely, appropriate care."

Key issues: health care system (hospital wait times, numbers of doctors and nurses, health care funding)



Key Quotes:

I think the keyword in this statement that needs to be addressed is "timely" - the waiting areas in emergency rooms, the waiting lists for cancer treatment or surgery etc. are notorious. For me to improve my score for this one, Canada needs to devote more attention to making the existing health care system more efficiently run with the goal of reducing waiting times for all patients. *(Eli Cash)*

Il y a des cas semi-urgent qui entrent à l'hôpital et attendent quand même 5 heures avant de passer, je reconnais qu'il est difficile d'améliorer ce point mais justement c'est un domaine où il y a une grande possibilité d'amélioration, donc investir du temps et de l'argent vont nous apporter plus.

I don't see how this is worded as a goal, but I'll take it to mean that we want a health care system that "responds to disparities", etc... The World Health Organization recently released the things that they believe affect health the most, and they have little to do with hospitals. The factors are such things as: employment, social support, childhood, addictive behaviour, social acceptance, food choices/ availability, etc *(Talie)*

2.2: Questions participants posed during research that were not answered:

The following questions were posed during the on-line discussion and were not answered due to time constraints.

About the Health Goals and the Goals Process:

Q: These are great goals. When does the Action Plan get formulated, and can you consult us throughout the process, as we would be really happy to help and be involved?

Q: For those with financial concerns, they can't purchase healthy foods. Are these goals only going to benefit wealthy Canadians?

Q: What does it mean in real terms re: Goal #1 to be emotionally and spiritually healthy? How do you see meeting this overarching goal?

Q: What political party do you feel has the greatest focus on health and health care?

Q: Physically healthy people are still suffering environmental effects from smog and other cancer-causing agents. Is there an aspect of this that your Health Goals are addressing?

Q: What do you see as being the most important aspect for Public Health in your term?

About the Health Care/ Social Services Generally:

Q: Wait times in hospitals - we need federal dollars. Please, can you help?

Q: What can be done to encourage more females into medicine?

Q: I'd really like to know if there's anyway we could get more female doctors, not being sexist, but I know that my mum is trying to find a female doctor now, because hers left to go work somewhere she'd be paid more...if we need to pay our doctors better to keep them, why aren't we doing it?



Q: Can anything be done to protect social workers who have to go into dangerous situations to act on behalf of children in need?

Q: Can we make doctors' work less like shift work and more like a real job in which we respect them?

Q: What can be done about wait times in hospitals?

Q: In general, there seems to be a doctor shortage. Can you help?

Q: As mental health problems increase, what steps are there to help those who are in that situation already, and to prevent others from following that same path?

Q: Is there a way to get others -aside from paid teachers and teachers from talking about health? What about our parents and relatives?

Q: Why aren't we trying to address bigger problems?

Q: What methods are being used to make sure that all imported goods are healthy and are not harmful to the Canadian citizens?

Q: Wait times in hospitals and doctors offices are still way too long. With the billions of surplus federal dollars, is there help on the way to provinces?



Environmental Issues

Q: In Winnipeg, where we can get carried away by 2,000 kg mosquitoes, fogging has become an issue. Is it really safe, and what can be done in this regard to help us?

Q: Big cities have healthy water and good medical facilities, but those in rural areas do not. What can be done in this regard?

Q: Smog isn't a major problem in Winnipeg, but it is elsewhere. How is this being addressed with these companies that pay so many tax dollars to your government?

Q: How do we get people to realize that they need to live in a healthier environment?

Socio-Economic/ Workplace issues

Q: Some of us teenagers are working in unsafe and unhealthy work environments. Can you do anything from your office to find out what youth are really experiencing?

Q: Disaffected youth are flocking to drugs and gangs all over the country because they don't belong anywhere else. If we're going to have a healthy country, how can we address these kids?

Physical Fitness/ Healthy Lifestyles/ Diet

Q: Do we know if any natural medicines or homeopathics given to patients actually help?

Q: In Switzerland they have a program for overweight students, that they teach them and their parents about nutrition and weight loss, why don't we have a program like that here?

Q: Why do we continue to serve harmful food such as McDonalds?

Q: We're told that eating organic food, and avoiding genetically modified food is supposed to be healthier for us, but we can't afford them, as they're more expensive. Is this fair?

Q: Eating organic food is supposed to be healthier for us, yet as a young student I can not afford these more expensive products. What options do I have if I want to eat healthy?

Mental Health

Q: Can we address the question of what can be done to address the epidemic of suicide and depression in our youth?

Q: How do you educate those who are not in school about mental health?

Q: We feel we're doing a good job in schools re: physical health, but we're falling short in terms of offering students help with their mental health. With suicide and depression rampant, is there a focus or role for your office here?

Substance Use and Abuse

Q: How can we expect to stop the use of drugs with youth, if we aren't properly informed about the consequences?

Q: Cigarettes are still too readily available to youth. Is there more you can do in terms of legislation?

Q: When people still choose cigarettes, there needs to be more prevention. Can you send motivational speakers to schools and commercials that show the effects of smoking and the dangers directly to teenagers?

Q: Tobacco companies still target youth. Can't you stop them?

Q: Why don't we make smoking illegal? Can you not do without the tax money?

Q: We feel that all high schools in the country should have mandatory Health PED right through Grade 12. Do you agree? IS there a way the Federal government can help with this, given that Education is a provincial responsibility?

Q: We're trying to make Canada a better place, but there are some areas in our country that are often left untouched or forgotten. Do you not agree?

Avian Flu/ Infections Diseases:

Q: Is this flu potentially fatal for teenagers and our families?

Q: What is being done to prevent the spread of outside Health threats from coming into Canada?

Q: How do we get this MSN address (referred to by Minister Bennett)?

Q: Can you invite us to Ottawa and meet us in person?

Q: We've been told that there were cases found in Asia where the Avian flu was the cause of death to humans without direct contact with birds. Is this true?

Q: Specifically, what are you doing to prevent threats to the health of Canadians... like the Avian Flu, or AIDS, and the unsafe food that is being imported into our country?

Q: The development of the Avian flu is happening in the third world counties, and we believe that they need help to prevent the flu from mutating.



Q: All of us are a bit scared about the flu pandemic. How ready are we?

Q: There were cases found in Asia where the Avian flu was the cause of death to humans without constant direct contact with birds... so that also applies to humans as well doesn't it?

Q: RE: flu - do we have any vaccines or treatments ready for this?

3.0 Recommendations and Conclusions

Based on feedback generated from this research it is recommended that the Government of Canada adopt the following steps in moving the public health goals forward for further discussion:

- 1) **Due to the calling of the Federal Election on January 26 and subsequent change of departmental priorities, the final phase of research in this project (the long focus group) was not completed.** Research completed over the first two phases indicates that many young people feel the public health goals need some further refinement and definition before they are presented to young Canadians.
- 2) **There was no clear consensus as to which goals were “most appropriate” for young Canadians.** Given the qualitative nature of the research and the research population, recommendations about which goals were “most resonant” and “least resonant” with this audience are not possible. Consensus on the meaning of each of these goals varied across discussions, and specific feedback is summarized in **Appendix A**.
- 3) **Many participants noted that the best form of publicity for the goals is engagement in helping refine them.** There is considerable interest among participants in engaging in future attempts to refine the public health goals into specific targets, and there is an understanding, particularly among older youth, that this is difficult to do nationally.
- 4) **Reduce the amount of goals presented to Canadian youth:** Given the wide-ranging scope and overlap between issues in the goals, it is recommended that the goals be synthesized into smaller, more detailed statements.
- 5) **Engage young Canadians in the setting of specific priorities to be covered by the goal statements:** Many participants felt the goals needed to be rewritten in much more specific language to reflect their concerns about health in Canada. Some participants expressed satisfaction at being consulted about the goals, but wanted to have the ability to suggest changes.
- 6) **Attach future public health goals to specific issues and benchmarks:** Youth expressed a sincere interest in engaging with the “nuts and bolts” of how to achieve these goals. Many participants were confused about when and how these goals were to be evaluated. Most of the discussions were related to debating specific issues (such as how to meet CO2 emission reduction targets and decreasing obesity rates).



Appendix A: Online discussion summary and analysis:

Numerical ratings

Ranking of each goal by numerical rating:

- 1) We work to prevent and are prepared to respond to threats to our health and safety through coordinated efforts across the country and around the world. (7.3/10)
- 2) We work to make the world a healthy place for all people, through leadership, collaboration and knowledge. (7.1/10)
- 3) We keep learning throughout our lives through formal and informal education, relationships with others, and the land. (7/10)
- 4) Every person receives the support and information they need to make healthy choices. (6.8/10)
- 5) Each and every person has dignity, a sense of belonging, and contributes to supportive families, friendships and diverse communities. (6.6/10)
- 6) As a nation, we aspire to a Canada in which every person is as healthy as they can be – physically, mentally, emotionally, and spiritually. (6.5/10) *Note: This goal is identified as the Overarching Goal by PHAC.*
- 7) Our children reach their full potential, growing up happy, healthy, confident and secure. (6.4/10)
- 8) The air we breathe, the water we drink, the food we eat, and the places we live, work and play are safe and healthy - now and for generations to come. (6.3/10)
- 9) We participate in and influence the decisions that affect our personal and collective health and well-being. (6.2/10)
- 10) A strong system for health and social well-being responds to disparities in health status and offers timely, appropriate care. (6.1/10)

- *Health Goal with the widest range of opinion in the numeric score:*
 - * We work to prevent and are prepared to respond to threats to our health and safety through coordinated efforts across the country and around the world.
- *Health Goals with narrowest range of opinion in the numeric score;*
 - * As a nation, we aspire to a Canada in which every person is as healthy as they can be – physically, mentally, emotionally, and spiritually.
 - * Our children reach their full potential, growing up happy, healthy, confident and secure.

Goal by Goal:

Overarching goal: “As a nation, we aspire to a Canada in which every person is as healthy as they can be – physically, mentally, emotionally, and spiritually.”

Average Rating 6.5/10

Key issues: Health care policy (private vs. public), physical fitness (obesity, quality of food supply, health care system), Mental health, poverty, religion.

Summary

Participants generally understood the idea of seeing health in more holistic terms. As an overarching goal, this would indicate that the wording has some resonance with respondents. Included in this understanding is the acceptance of personal responsibility in having a healthy lifestyle. There was some concern that Canada’s health care system currently focuses too much on the physical side of



health and not enough the mental or emotional difficulties Canadians face. Many participants were unsure as to whether Canada's health care system is adequately equitable, and noted the socio-economic and regional discrepancies in quality of health care. There was some debate as to the merits of a completely public or mixed private-public health system.

Quotes:

"If you look at the world and where health care costs are lowest, it tends to be the places where people have the most options to care for their emotional and spiritual health as well (a lot of countries don't see these as part of 'health care')" (*Talie*)

"Les pays ne sont pas couverts par l'assurance maladie malgré que l'on sache que les problèmes mentaux SONT des maladies. Donc ces traitements sont souvent accessibles qu'à une certaine classe de gens, ceux qui peuvent se permettent ces traitements coûteux. » (*Threadz*)

"We work to prevent and are prepared to respond to threats to our health and safety through coordinated efforts across the country and around the world."

Average Rating: 7.3/ 10

Key issues: national security (terrorism), health security (SARS, avian bird flu, AIDS, emergency preparedness), international cooperation, health research

Summary:

Participants generally discussed this goal in terms of Canada's ability to respond to public health emergencies or disasters. Generally, participants felt quite secure in Canada's capabilities to respond to threats at home in Canada, and were proud of the country's generosity in helping other nations facing sudden health problems. There is some concern, however, that Canada's disaster response systems have not truly been tested, either by a terrorist strike, natural disaster, or pandemic.

Key Quotes

Je pense qu'effectivement depuis le 11 septembre 2001, le SRAS, etc. beaucoup d'effort on été fait dans ce sens. Mais, il reste beaucoup de chemin à faire. Le Canada ne sera jamais à mon avis un frontière étanche et nous nous devons de faire de notre mieux afin de protéger la canadiens. Je ne pense pas malheureusement que le Canada est prêt à faire face à une catastrophe majeure de type tsunami, ouragan, attaque terroriste. (*Jeg*)

Whenever we experience a national disaster (hurricane Juan, ice storm, etc.), our country responds very well....Canada is doing excellent in this category and there is nothing we can improve, except possibly have a larger military force deployed to clean up cities more quickly. (*Tom Cruise*)

"We work to make the world a healthy place for all people through leadership, collaboration and knowledge."

Average Rating: 7.1

Key Issues: international aid, security, collaboration between government and society

Summary:

Participants generally thought Canada was a global leader in the fields of international development and cooperation. But many participants noted that Canada's international reputation may well be unearned, as the country's contribution to international aid as a percentage of GDP falls well below



that of European countries. Some participants disputed that this goal was even measurable, and stated that it was worded too broadly to be useful.

Key Quotes

I think Canada is making "the world a healthy place for all people..." and doing a very good job at it. Canada is a huge support system for its citizens and countries all over the world. We never hesitate to help out a Nation in need. (*Superman*)

Canada is a perceived global leader in economic aid for developing countries, a powerful mediator, a development expert. However, according to the last statistics I saw on the matter, Canada's foreign aid contributions in terms of our GDP were well behind those of many European countries, the US and Japan. (Correct me if I'm wrong!) So we can do better - we can contribute more, and really come into our role as a global leader in foreign development. (*Eli Cash*)

In 5-10 years, there is no way that we will be able to gauge if we've been successful in achieving this goal...I understand we're a nation and its hard to make goals that affect everyone, but I think its better to have hundreds of specific goals targeting select areas than have such a BROAD, almost useless goal such as this one! (Physics Mania)

"We keep learning throughout our lives through formal and informal education, relationships with others, and the land."

Average Rating: 7/10

Key issues: Education (tuition costs, mentorship, social function), environmental policy (industrialization, natural preservation), multiculturalism, social policy (support systems for education, poverty, health)

Summary:

Discussion on this topic covered the broadest range of topics of all the goals. Central to the discussion was a re-evaluation of the meaning and value of learning in an industrialized society. Participants were generally positive about the quality of formal education they received, especially in comparison with other countries, but many noted that rising tuition costs and education cutbacks were affecting Canada's effectiveness in this area. Many saw the environmental dimensions of this goal. Some lamented the fact that a truly harmonious relationship with the environment is, in today's industrialized society, extremely difficult to achieve. Participants also noted that Canada's multiculturalism policies allow for some intercultural knowledge sharing.

Key Quotes:

Si je comprend bien la question, le gouvernement veut savoir si on apprend constamment que ce soit par l'enseignement ou a travers les gens. Je crois que oui, notre systeme d'education est excellent selon moi.. (*July*)

I would give Canada a five in this area. I think that Canada, since the continent has been colonized has been progressively through 'modernization' and 'industrialization' losing the capacity to learn from the land and through a lack of respect for the environment is really making it difficult for future generations to reconnect and continue to learn. (*Jeanie*)

I think that our University systems are great, but I really feel that there should be something done towards tuition. I was reading my agenda one day, and I was surprised to see that Paul Martin, our PM, only paid \$470 a semester for tuition! My books alone cost more than that. (*Bentuzzi*)



“Every person receives the support and information they need to make healthy choices.”

Average Rating 6.8/10

Key Issues: health promotion (drugs, alcohol, disease prevention), education

Summary:

Participants saw this goal as reflective of Canada’s abilities to promote healthy choices in eating, drug use, drinking, and disease prevention. While participants generally thought Canada was doing well on informing its citizens about the dangers of drug, alcohol, and disease prevention, there was considerable concern that not enough information is available to help the population understand obesity. There was also a sense among some participants that even despite the wealth of information available to young people, those who are outside the education system may not be receiving it, and thus are compounding any other problems they have.

Quotes

I'm not sure that every Canadian knows what a big problem obesity is becoming these days. We all know that fatty foods are bad for us but I don't know everyone realizes what the long term consequences are *(Alishy)*

L'idée de recevoir le soutien et l'information qu'on a besoin pour faire des choix sains est belle. Dépendent de ce qui est le sujet, je pense qu'on a de l'information, il suffit de la trouver. Ce n'est pas toujours évident de trier les vérités des mensonges, mais si on persiste, on trouvera les trésors de sagesse. *(Charlie)*

Although it is true that our nation provides this information to the majority of people during the youth period, it is not true for all youth. This is because this information is primarily distributed through the education system of the nation. However, not all youth attend the education system due to economic or social conditions. *(Nevek)*

"Each and every person has dignity, a sense of belonging, and contributes to supportive families, friendships, and diverse communities."

Average Rating: 6.6/ 10

Key issues: Multiculturalism, modern family structures, homelessness/ poverty, civic engagement.

Summary:

Discussion on this goal was quite broad. There was a recognition that Canada contains many diverse communities and that some communities, particularly recent or non-white immigrants, may be falling behind economically. Other participants saw this goal as a call for a more communal spirit among Canada’s population, one that was fundamentally at odds with the individualistic nature how people work, play and live in a modern country. Some participants were concerned that problems of poverty pose significant challenges to feelings of self-worth.

Key Quotes:

I think of when I have walked through Toronto's business district. I see a variety of cultures who are represented in 'investment economies' and around city hall. However, what is more shocking is when you focus in on the service industry. This is not a diverse sector. I see a strong trend of non-white women in this sector. *(Jeanie)*



“Nous vivons malheureusement dans un monde individualiste et pressé. Le manque de temps empêche souvent les personnes d'avoir les mêmes horaires et ainsi se rencontrer et partager du temps ensemble.” -(*Colorfulsofy*)

I believe that it is hard to include everyone into one unit of family. Many immigrants lived here for decades, but still did not feel a sense of belonging as a Canadian... In addition, many homeless people do not get enough support from family, friends and communities. . (*Bhsiao*)

“Our Children reach their full potential, growing up happy, healthy, confident, and secure.”

Average Rating 6.4/ 10

Key issues: Poverty, Education (differing standards),

Summary:

Participants generally saw this goal as excessively idealistic and difficult to measure. There was an underlying sense that discrepancies in socio-economic background and the varying quality of educational environments undermine Canada’s ability to make serious commitments on this goal. At the same time there was some debate as to whether government or society was really able to make a meaningful difference in this area. While some participants had specific recommendations for addressing issues like poverty and education, many noted that families and individuals must take some responsibility for their own destinies.



Key Quotes:

In order to increase the rating, Canada would have to make addressing childhood poverty an important priority... I feel that improving access to affordable housing in safe neighborhoods, implementing breakfast/lunch programs in school, and education would be of key importance. (*Miller*)

“Non mais les enfants ont besoin de leurs PARENTS. Il est vrai que les parents ne sont pas toujours prêts pour avoir des enfants, qu'ils ne savent pas où ils s'en vont et qu'ils travaillent beaucoup, mais avoir des enfants implique des RESPONSABILITÉS de leur part, ils doivent assumer leur rôle. *Leo*

The issue here is one of opportunities. Unfortunately for Canada, we are the recipients of ten very different education systems, differing on a provincial basis. Therefore, the experiences of students varies considerably....(*Eli Cash*)

"The air we breathe, the water we drink, the food we eat, and the places we live, work, and play are safe and healthy -- now and for generations to come."

Average Rating: 6.3/10

Key issues: Environmental policy (pollution in big cities, the Kyoto Agreement, modern workplaces, transportation of goods and services)

Summary:

Participants generally assailed Canada’s record on environmental matters, and noted that the country consistently ranks as one of the highest per capital polluters in the world. Many blamed government inaction on Kyoto targets, and lamented the lack of political initiative to make serious efforts to reduce greenhouse gases. Others also noted that Canadians as a whole are not doing their part, either by driving less or using energy more efficiently. Some participants noted, however, that our environmental problems are rooted in Canada’s sparse population, its climate, and the pollution that is produced by its main industries – which are also central to the country’s prosperity.

Quotes

I think that Canada, as one of the most affluent and economically developed nations in the world is doing a pretty good job of abusing resources and polluting far beyond what any nation should. It was already ranked nearly last in environmental stewardship of the developed nations. *(Jeanie)*

Je pense que 90% des gens qui vont au travail conduisent seul. Un effort sur le co-voiturage devrait être mis en place. Dans certains pays on trouve des sites internet entier consacré a des demandes ou offres de co-voiturage. *(Zel)*

J'ai lu tout récemment dans le journal que sur 30 pays, le Canada se situait en 28e position pour ce qui est de l'environnement et la pollution. *(Leo)*

If we want to produce goods and services then pollution will occur. Our country is the second largest in the world, meaning if we want these goods that we produce to be exported to places where they can be consumed, we must be willing to accept the cost of transportation which we all should know by now, causes pollution. *(Qbbstud)*

"We participate in and influence the decisions that affect our personal collective health and well-being."

Average rating: 6.2/ 10

Key issues: civic engagement (politics, bureaucracy, voting), personal health

Summary:

Participants interpreted this goal in two ways. Many saw it in terms of how it related to how citizens participate in the overall political process. A majority felt that Canadians do not currently have many opportunities to engage in decision making processes with government. Voting alone does not satisfy the needs of many participants to participate in the political system. Some participants recognized that it is difficult for governments to fully engage the population. Others noted the implications this goal has for personal health. Some noted that many already participate in decisions that affect their personal health – and that many make the wrong choices anyway. Others lamented that even though they feel there are plenty of opportunities to improve personal health, there is rarely enough time to take advantage of them.

Key Quotes:

I'm really disappointed that we don't have many ways of making opinions to the government. Most importantly, citizens aren't really interested in participating in decisions that would affect our personal collective health and well-being. It is tough to get the citizens' interest on such topics. *(Kido)*

Je sais que nous pouvons voter a chaque 4 ans mais je ne crois pas que la population en generale n'a pas un grand impact sur notre bien-être personnels et collectifs. *(Madeau)*

"A strong system for health and social well-being responds to disparities in health status and offers timely, appropriate care."

Average Rating 6.1/ 10

Key issues: health care system (hospital wait times, numbers of doctors and nurses, health care funding)

Summary:

Many participants saw this goal as vaguely worded and difficult to assess in any measurable way.



Many participants focused their commentary on the word “timely” and expressed considerable concern over hospital wait times. Others noted that addressing problems of alcohol and drug abuse, encouraging healthy lifestyle choices, and addressing socio-economic discrepancies would play an important role in Canada’s efforts to meet this goal. Several participants questioned whether this statement could be properly be characterized as a goal, and wondered as to how it would be measured.

Key Quotes:

I think the keyword in this statement that needs to be addressed is "timely" - the waiting areas in emergency rooms, the waiting lists for cancer treatment or surgery etc. are notorious. For me to improve my score for this one, Canada needs to devote more attention to making the existing health care system more efficiently run with the goal of reducing waiting times for all patients. (*Eli Cash*)

Il y a des cas semi-urgent qui entrent à l'hôpital et attendent quand même 5 heures avant de passer, je reconnais qu'il est difficile d'améliorer ce point mais justement c'est un domaine où il y a une grande possibilité d'amélioration, donc investir du temps et de l'argent vont nous apporter plus.

I don't see how this is worded as a goal, but I'll take it to mean that we want a health care system that "responds to disparities", etc... The World Health Organization recently released the things that they believe affect health the most, and they have little to do with hospitals. The factors are such things as: employment, social support, childhood, addictive behaviour, social acceptance, food choices/ availability, etc (*Talie*)



About how to Publicize the Goals:

On the last day of discussions, participants were asked to describe, in broad terms, how to go about communicating these goals to other young people

Key insights:

- Future work in publicizing these goals needs to address, in specific terms, what areas these goals are meant to affect. Many participants looked for concrete examples to illustrate the intention of these goals. Others wanted specific milestones that would allow them to assess whether Canada was living up to their intentions.
- While young people are technologically savvy, they still rely on traditional forms of advertising and outreach. While participants said they would use information available on websites, they also still wanted to see public billboards, television commercials, radio ads, and school-based educational outreach on the goals.
- Many participants noted that the best form of publicity for the goals is engagement in helping refine them. There is considerable interest among participants in engaging in future attempts to refine the public health goals into specific targets.

Quotes:

Key Quotes:

I think that although the goals serve as a vague framework of sorts, they also need to have concrete examples to illustrate their intent. Most of the youth of today are techno-savvy, and so television commercials and website promotion, if they were well-designed, could be a good way to spread the word about the goals. (*Redhead*)

By reviewing the discussion posted here by us, the youth of our country, the government now knows what we think. These thoughts need to be taken into consideration and incorporated into this program before it is launched nationally so that the goals reflect the thoughts of all Canadians. *(Jwm)*

They (the goals) should be more honest, more direct - then they can be publicized in ways that younger people will actually care about. Those statements all sounded the same to me, and if I saw them on a bus stop, I don't think I would really notice. *(Iceberg)*

Je crois qu'un bon moyen de communiquer ces buts santé aux grand public est en se servant des campagnes de sensibilisation. À plusieurs reprises tout au long des quatre jours de discussion, la sensibilisation a été mentionnée comme une bonne façon de partager ces objectifs avec le public et de faire réfléchir les gens. De mon côté, je trouve qu'il est en mon devoir de prendre l'information qui m'est donné et d'y réfléchir sérieusement.

Je crois qu'il est possible de communiquer les buts de santé qu'on a vus dans cette discussion, tout simplement en continuant la discussion à l'extérieur de ce milieu, dans notre entourage. La plupart de mes amis et de ma famille sont assez engagés pour être intéressés à ces buts, du moins pour vouloir savoir quels sont ces buts, et à partir de là décider d'eux-mêmes si ces buts ont été atteints. *(Zel)*



Appendix B: Webcast analysis:

LEGEND of the web cast session:

- Chat questions (**addressed during the web cast)
- Live questions

Public Health Goal #1:

“As a nation, we aspire to a Canada in which every person is as healthy as they can be – physically, mentally, emotionally, and spiritually.”

(Note: this goal is also the Overarching Health Goal Identified by PHAC.)

Overlapping key issues: physical fitness (obesity, quality of food supply, health care system), mental health, poverty

of questions: 7

- In Switzerland they have a program for overweight students, that they teach them and their parents about nutrition and weight lose, why don't we have a program like that here?
- As mental health problems increase, what steps are there to help those who are in that situation already, and to prevent others from following that same path? (Public Health Goal #10)
- Can we address the question of what can be done to address the epidemic of suicide and depression in our youth? (Public Health Goal #10)
- How do you educate those who are not in school about mental health? (Public Health Goal #8 & 10)
- We feel we're doing a good job in schools re: physical health, but we're falling short in terms of offering students help with their mental health.
- With suicide and depression rampant, is there a focus or role for your office here?
- **What can be done to address the epidemic of suicide in our youth?



Additional key issues: the vagueness of the goal, responsibilities of federal government physical health education

of questions: 2

- What does it mean in real terms re: goal #1 to be emotionally and spiritually healthy? How do you see meeting this goal?
- We feel that all high schools in the country should have mandatory Health PED right through Grade 12. Do you agree? Is there a way the federal government can help with this, given that Education is a provincial responsibility? (Public Health Goal #8)

Public Health Goal #2:

“Our Children reach their full potential, growing up happy, healthy, confident, and secure.”

Overlapping key issues: poverty, education

of questions: 5

- Disaffected youth are flocking to drugs and gangs all over the country because they don't belong anywhere else. If we're going to have a healthy country, how can we address these kids?
- For those with financial concerns, they can't purchase healthy foods. Are these goals only going to benefit wealthy Canadians?
- Why do we continue to serve harmful food such as McDonalds? (Public Health Goal #8)
- Eating organic food is supposed to be healthier for us, yet as a young student I can not afford these more expensive products. What options do I have if I want to eat healthy? (Public Health Goal #8)
- **Organic food is healthier – however we cannot afford it – is this fair?

Additional key issues: complementary medicine, fairness

of questions: 2

- We're told that eating organic food, and avoiding genetically modified food is supposed to be healthier for us, but we can't afford them, as they're more expensive. Is this fair? (Public Health Goal #8 & 10)
- Do we know if any natural medicines or homeopathics given to patients actually help?

Public Health Goal #3:

"The air we breathe, the water we drink, the food we eat, and the places we live, work, and play are safe and healthy -- now and for generations to come."

Overlapping key issues: Environmental policy (pollution in big cities) transportation of goods and services

of questions: 4

- What methods are being used to make sure that all imported goods are healthy and are not harmful to the Canadian citizens?
- In Winnipeg, where we can get carried away by 2,000 kg mosquitoes, fogging has become an issue. Is it really safe, and what can be done in this regard to help us?
- Smog isn't a major problem in Winnipeg, but it is elsewhere. How is this being addressed with these companies that pay so many tax dollars to your government?
- Physically healthy people are still suffering environmental effects from smog and other cancer-causing agents. Is there an aspect of this that your Health Goals are addressing?



Additional key issues: workplace safety (for teenagers), safety of imported goods

of questions: 2

- Some of us teenagers are working in unsafe and unhealthy work environments. Can you do anything from your office to find out what youth are really experiencing?
- How do we get people to realize that they need to live in a healthier environment?

Public Health Goal #4:

"Each and every person has dignity, a sense of belonging, and contributes to supportive families, friendships, and diverse communities."

Overlapping key issues:

of questions: 0

Additional key issues:

of questions: 0

Public Health Goal #5:

"We keep learning throughout our lives through formal and informal education, relationships with others, and the land."

Overlapping key issues:

of questions: 0

Additional key issues: responsibility of family/friends for health education

of questions: 1

- Is there a way to get others -aside from physical education teachers and teachers from talking about health? What about our parents and relatives?

Public Health Goal #6:

"We participate in and influence the decisions that affect our personal collective health and well-being."

Overlapping key issues:

of questions: 0

Additional key issues:

of questions: 0

Public Health Goal #7:

"We work to make the world a healthy place for all people through leadership, collaboration and knowledge."

Overlapping key issues:

of questions: 0

Additional key issues: international comparison of the Canadian public health system

of questions: 1

- *Could you please compare the steps you are trying to make in Canada to other countries (to EU for example) regarding plans for a new public health system?*

Public Health Goal #8:

"Every person receives the support and information they need to make healthy choices."

Overlapping key issues: health promotion (drugs, alcohol, disease prevention), education

of questions: 2

- When people still choose cigarettes, there needs to be more prevention. Can you send motivational speakers to schools and commercials that show the effects of smoking and the dangers directly to teenagers?
- How can we expect to stop the use of drugs with youth, if we aren't properly informed about the consequences?

Additional key issues: health promotion (nutrition, organic food), tobacco policy/legislation

of questions: 6

- Tobacco companies still target youth. Can't you stop them?
Why don't we make smoking illegal? Can you not do without the tax money?
- Cigarettes are still too readily available to youth. Is there more you can do in terms of legislation?
- **What can we do about tobacco legislation?
- **Healthy eating habits, or not?
- **Why we still allow Macdonald to sell their unhealthy food?
- *Smoking – the tobacco industry in Canada is not so strong as in USA - Why isn't the government not taking a bigger smash at these companies? (instead of talking about second hand smoke)*

Public Health Goal #9:

"We work to prevent and are prepared to respond to threats to our health and safety through coordinated efforts across the country and around the world."



Overlapping key issues: health security (Avian (bird) flu, emergency preparedness vis-a-vis flu pandemics, AIDS), international cooperation, health research (flu)

of questions: 12

- The development of the Avian flu is happening in the third world countries, and we believe that they need help to prevent the flu from mutating
- RE: flu - do we have any vaccines or treatments ready for this?
- All of us are a bit scared about the flu pandemic. How ready are we?
- Is this flu potentially fatal for teenagers and our families?
- We've been told that there were cases found in Asia where the Avian flu was the cause of death to humans without direct contact with birds. Is this true?
- ****Can you please comment on the flu pandemics readiness?**
- ****Do we have a flu vaccine to protect us in case of a pandemic?**
- There were cases found in Asia where the Avian flu was the cause of death to humans without constant direct contact with birds... so that also applies to humans as well doesn't it.
- What is being done to prevent the spread of outside Health threats from coming into Canada? Specifically, what are you doing to prevent threats to the health of Canadians like the Avian Flu, or AIDS, and the unsafe food that is being imported into our country?
- *Is there anyone working on developing a synthetic vaccine?*
- *How long till we can expect a mutation of the avian virus to be dangerous for us?*
- *If we have the vaccine (flu) – does it kill the bug? By doing that aren't we asking for a stronger virus?*

Additional key issues:

of questions: 0

Public Health Goal #10:

“A strong system for health and social well-being responds to disparities in health status and offers timely, appropriate care.”

Overlapping key issues: health care system (hospital wait times, shortage of doctors, health care funding)

of questions: 6

- Wait times in hospitals - we need federal dollars. Please, can you help?
- What can be done about wait times in hospitals?
- Wait times in hospitals and doctors offices are still way too long. With the billions of surplus federal dollars, is there help on the way to provinces?
- In general, there seems to be a doctor shortage. Can you help?
- *Wait time in hospital – what is the government doing about this?*
- *Can you comment on the doctor shortages, especially women doctors?*

Additional key issues: regional disparities (rural vs. urban, large vs. small cities)

of questions: 3

- Big cities have healthy water and good medical facilities, but those in rural areas do not. What can be done in this regard?
- What can be done to encourage more females into medicine? I'd really like to know if there is any way we could get more female doctors, not being sexist, but I know that my mum is trying to find a female doctor now, because hers left to go work somewhere she'd be paid more...if we need to pay our doctors better to keep them, why aren't we doing it?
- We're trying to make Canada a better place, but there are some areas in our country that are often left untouched or forgotten. Do you agree?

Additional questions related to public health:

of questions: 5



- What do you see as being the most important aspect for Public Health in your term? (addressed to Dr. Bennett)
- Why aren't we trying to address bigger problems?
- Can anything be done to protect social workers who have to go into dangerous situations to act on behalf of children in need?
- What political party do you feel has the greatest focus on health and health care?
- Can we make doctor work less like shift work and more like a real job in which we respect them?



Appendix C: On-line Discussion Moderator's Guides

Public Health Goals Statements On-line Discussion Moderator's Guide (English)

Readme:

Thanks for taking part in this discussion! We hope you'll find it interesting and informative.

Some background:

Recently the federal government created the Public Health Agency of Canada. Its role is to work on how to prevent chronic diseases (like cancer and heart disease), infectious disease outbreaks (like SARS), and to protect the health and safety of Canadians.

Since March, the Public Health Agency has gone across Canada and asked governments, experts, and ordinary Canadians to talk about what a healthy Canada would look like. Feedback from those consultations was used to come up with Public Health Goals for Canada. These are general statements that will be used to help develop policies and programs to promote better health for all Canadians.

The Public Health Agency wants to know what young people think of what they've come up with. **You should know that when you are posting online, your real identity is not known to other participants or to the government. So please, feel free to be honest in your opinions, but respectful of those of others.**

Participating in this on-line discussion are other people your age (15-19 or 20-25). In total, we are talking to 72 Canadians between the ages of 15 and 25 from across the country. Each team consists of eight young people and me, the moderator. My name is Samir and I am with D-Code. If you have any questions or concerns about ANY of the questions or topics, please just drop me a line. I am here to help!

There are 3-4 phases to this discussion – the topics will change every day – which means YOU MUST get on-line at least twice a day. Ideally you get on-line in the morning to answer the questions and in the afternoon and evening to read and respond to the comments of others.

Each phase will be associated with a category (see listing on the left of your screen). There will be a number of **READ MEs** within each category that we want you to read and respond to. Please answer each question or exercise separately – post one idea per entry. It is sometimes easier to answer the question if you print out the question, or if you copy and paste the question into the response field. Give yourself enough time to reflect upon and formulate your answers. You can come back at any time during the day to add to your answers.



Once each phase has ended, we will be closing the conversation on the topics covered in that phase. We ask that you not backtrack into previous phases – please stick to the timing outlined above. This means that you should check in at least **TWICE EVERY DAY** and read what’s been posted. You can go away, reflect and then come back to add your thoughts, but you must visit the discussion a couple of times every day. The timing is very tight and there won’t be an opportunity to catch up at the end. New questions will be posted each morning.

How to Navigate the On-line Discussion (you may want to print this for reference):

Some Rules of “Engagement”...

We don’t have many rules at D-Code – we’re kind of an easy-going gang. But the rules we have, we feel very strongly about.

- **You must read everything that NEXUS posts.** Nexus will be asking specific questions and posting pertinent information – both of which you’ll need to review to participate in the discussion.
- **Check in a couple of times a day.** Read, reflect and post your thoughts as frequently as you can.
- **Speak honestly.** This discussion is all about open, forthright dialogue. If you don’t agree with what someone said, say so.
- **Feel free to disagree.** We will defend your right to disagree but you must be constructive.
- **Think and write as creatively as you possibly can.** There are no limits at this stage. Go crazy, be wild, have fun.
- **Refrain from using jargon or lingo** or any weird words that your fellow participants might not understand.



If you have any problems or concerns, you can contact me at samir@d-code.com or 416-599-5400/1-800-448-4044 x23

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Day 1

1) Public Health Goal #1: **“As a nation, we aspire to a Canada in which every person is as healthy as they can be – physically, mentally, emotionally, and spiritually.”**

- Tell us, on a scale of 1 to 10, how is Canada doing in terms of this goal? “1” would mean that you think Canada is doing a terrible job in this area. “10” would mean that Canada is doing an excellent job in this area – it simply cannot do any better! Start off by giving us your number rating. Tell us why you gave it.
- What would have to happen for you to increase your rating?
- What is the one thing that you could do to make this rating better?

2) Public Health Goal #2 **“Our children reach their full potential, growing up happy, healthy, confident and secure.”**

- Tell us, on a scale of 1 to 10, how is Canada doing in terms of this goal? “1” would mean that you think Canada is doing a terrible job in this area. “10” would mean that Canada is doing an excellent job in this area – it simply cannot do any better! Start off by giving us your number rating. Tell us why you gave it. Start off by giving us your number rating. Tell us why you gave it.
- What would have to happen for you to increase your rating?
- What is the one thing that you could do to make this rating better?



3) Public Health Goal #3: **“The air we breathe, the water we drink, the food we eat, and the places we live, work and play are safe and healthy - now and for generations to come.”**

- Tell us, on a scale of 1 to 10, how is Canada doing in terms of this goal? “1” would mean that you think Canada is doing a terrible job in this area. “10” would mean that Canada is doing an excellent job in this area – it simply cannot do any better! Start off by giving us your number rating. Tell us why you gave it. Start off by giving us your number rating. Tell us why you gave it.
- What would have to happen for you to increase your rating?
- What is the one thing that you could do to make this rating better?

Day 2

1) Public Health Goal #4: **“Each and every person has dignity, a sense of belonging, and contributes to supportive families, friendships and diverse communities.”**

- Tell us, on a scale of 1 to 10, how is Canada doing in terms of this goal? Start off by giving us your number rating. Tell us why you gave it.

“1” would mean that you think Canada is doing a terrible job in this area.
“10” would mean that Canada is doing an excellent job in this area – it simply cannot do any better! Start off by giving us your number rating. Tell us why you gave it.

- What would have to happen for you to increase your rating?
- What is the one thing that you could do to make this rating better?

2) Public Health Goal #5: **“We keep learning throughout our lives through formal and informal education, relationships with others, and the land.”**

- Tell us, on a scale of 1 to 10, how is Canada doing in terms of this goal? Start off by giving us your number rating. Tell us why you gave it.

“1” would mean that you think Canada is doing a terrible job in this area.
“10” would mean that Canada is doing an excellent job in this area – it simply cannot do any better! Start off by giving us your number rating. Tell us why you gave it.

- What would have to happen for you to increase your rating?
- What is the one thing that you could do to make this rating better?

3) Public Health Goal #6 **“We participate in and influence the decisions that affect our personal and collective health and well-being.”**

- Tell us, on a scale of 1 to 10, how is Canada doing in terms of this goal?

“1” would mean that you think Canada is doing a terrible job in this area.
“10” would mean that Canada is doing an excellent job in this area – it simply cannot do any better! Start off by giving us your number rating. Tell us why you gave it. Start off by giving us your number rating. Tell us why you gave it.

- What would have to happen for you to increase your rating?
- What is the one thing that you could do to make this rating better?

Day 3:

1) Public Health Goal #7 **“We work to make the world a healthy place for all people, through leadership, collaboration and knowledge.”**

- Tell us, on a scale of 1 to 10, how is Canada doing in terms of this goal?

Start off by giving us your number rating. Tell us why you gave it. “1” would mean that you think Canada is doing a terrible job in this area. “10” would mean that Canada is doing an excellent job in this area – it simply cannot do any better! Start off by giving us your number rating. Tell us why you gave it.

- What would have to happen for you to increase your rating?
- What is the one thing that you could do to make this rating better?

2) Public Health Goal #8 **“Every person receives the support and information they need to make healthy choices.”**



- Tell us, on a scale of 1 to 10, how is Canada doing in terms of this goal? Start off by giving us your number rating. Tell us why you gave it. “1” would mean that you think Canada is doing a terrible job in this area. “10” would mean that Canada is doing an excellent job in this area – it simply cannot do any better! Start off by giving us your number rating. Tell us why you gave it.
- What would have to happen for you to increase your rating?
- What is the one thing that you could do to make this rating better?

3) **Public Health Goal #9: “We work to prevent and are prepared to respond to threats to our health and safety through coordinated efforts across the country and around the world.”**

- Tell us, on a scale of 1 to 10, how is Canada doing in terms of this goal? Start off by giving us your number rating. Tell us why you gave it. “1” would mean that you think Canada is doing a terrible job in this area. “10” would mean that Canada is doing an excellent job in this area – it simply cannot do any better! Start off by giving us your number rating. Tell us why you gave it.
- What would have to happen for you to increase your rating?
- What is the one thing that you could do to make this rating better?



Day 4:

1) **“Public Health Goal” #10 “A strong system for health and social well-being responds to disparities in health status and offers timely, appropriate care.”**

- Tell us, on a scale of 1 to 10, how is Canada doing in terms of this goal? “1” would mean that you think Canada is doing a terrible job in this area. “10” would mean that Canada is doing an excellent job in this area – it simply cannot do any better! Start off by giving us your number rating. Tell us why you gave it. Start off by giving us your number rating. Tell us why you gave it.
- What would have to happen for you to increase your rating?
- What is the one thing that you could do to make this rating better?

2) Now go through all the goals and think a bit about how to publicize these goals among the people around you.

- What would you do?
- How would you make this interesting to other young people?

Énoncés d'objectifs de l'Agence de santé publique Guide du modérateur pour la discussion en ligne

À lire :

Tout d'abord, nous vous remercions de participer à cette discussion. Nous espérons qu'elle vous intéressera et qu'elle saura vous fournir des informations pertinentes.

Contexte :

Le gouvernement fédéral a récemment créé l'Agence de santé publique. Le rôle de cette nouvelle agence est la prévention de maladies chroniques (comme le cancer et les problèmes cardiaques), de maladies infectieuses (comme l'épidémie de SRAS) et la protection de la santé et de la sécurité de tous les Canadiens.

Depuis le mois de mars dernier, des représentants de l'Agence de santé publique sont allés aux 4 coins du pays pour demander aux experts gouvernementaux et aux citoyens ce à quoi ressemblerait un pays en santé. La rétroaction de ces nombreuses consultations a alors été utilisée pour définir les Buts Santé pour le Canada. Ces buts sont des énoncés généraux qui seront utilisés pour développer des programmes et des politiques en matière de promotion d'une meilleure santé pour tous les Canadiens.

L'Agence de santé publique voudrait connaître l'opinion des jeunes sur ce qu'elle propose de mettre de l'avant. **Vous devez savoir que lorsque vous affichez vos opinions en ligne, votre identité n'est pas connue des autres participants ou du gouvernement. Nous vous demandons donc d'être honnête, d'afficher vos vraies opinions, tout en étant respectueux des autres.**

D'autres jeunes de votre groupe d'âge (15-19 ans ou 19-25 ans) participent à cette discussion. Au total, la discussion regroupe 72 jeunes entre 15 et 25 ans qui viennent de tous les coins du pays. Chaque équipe est formée de 8 jeunes et de moi-même, le modérateur. Je m'appelle Samir et je travaille chez D-Code. Si vous avez des questions ou des préoccupations concernant n'importe laquelle des questions qui vous seront posées, n'hésitez surtout pas à me faire signe. Je suis ici pour vous faciliter la tâche!

C'est une discussion à trois ou quatre étapes. Les sujets changeront tous les jours, ce qui implique que vous DEVEZ venir en ligne au moins deux fois par jour. Idéalement, vous devriez être en ligne le matin pour répondre aux questions, et l'après-midi ou en soirée pour lire et répondre aux commentaires des autres participants.

Chaque étape sera associée à une catégorie (voir la liste à gauche de l'écran). Il y a un certain nombre de **À LIRE** dans chaque catégorie. On vous demande de les lire attentivement et de répondre aux questions qui vous seront posées. Veuillez répondre à chaque question ou exercice séparément – une idée par entrée. Il est des fois plus facile de répondre à la question si vous imprimez celle-ci, ou si vous faites un copier-coller dans le champ de réponse. Donnez-vous le temps nécessaire pour réfléchir et formuler votre réponse. Vous pouvez faire des ajouts à vos réponses n'importe quand au cours de la journée.



Une fois chaque étape terminée, nous fermerons la conversation sur le sujet traité dans cette étape. Nous vous demandons également de ne pas revenir à une étape antérieure – respectez les délais mentionnés. Cela signifie que vous devez participer à la discussion au moins **DEUX FOIS PAR JOUR** et lire les commentaires qui ont été affichés. En tout temps, vous pourrez sortir, prendre le temps de réfléchir et revenir quand vous voudrez pour répondre. Cependant, vous devez vous y rendre quelques fois chaque jour. Les délais sont très serrés et vous n’aurez pas l’occasion de rattraper le temps perdu à la fin. Des nouvelles questions seront affichées tous les matins.

Comment naviguer dans la discussion en ligne (vous pouvez imprimer ceci pour référence future) :

Quelques petits règlements...

Il n’y a pas beaucoup de règles chez D-Code – on est plutôt du genre relax. Mais les quelques règles que nous avons, on y tient vraiment!

- **Vous devez lire tout ce qui est affiché par NEXUS.** Nexus vous posera des questions spécifiques et affichera des informations pertinentes à la discussion. Vous devrez lire tout ça attentivement pour pouvoir participer correctement.
- **Venez en ligne quelques fois par jour.** Lisez, réfléchissez et affichez vos réponses et commentaires le plus souvent que vous le pouvez.
- **Soyez honnêtes.** La discussion repose sur l’honnêteté et l’ouverture d’esprit des répondants. Que vous soyez d’accord ou pas avec ce qui a été affiché par d’autres, dites-le!
- **Sentez-vous à l’aise d’être en désaccord.** Nous défendrons votre droit de ne pas être d’accord, à condition que vos commentaires soient constructifs.
- **Pensez et écrivez de façon créative.** Il n’y a aucune limite : ayez du fun.
- **N’utilisez pas de jargon ou de vocabulaire bizarre** que certains autres participants pourraient ne pas comprendre.

Si vous avez des problèmes ou des questions, vous pouvez entrer en contact avec moi à samir@d-code.com ou au (416) 599-5400/ (800) 448-4044, poste 23

Samir Khan
D-Code
(800) 448-4044, poste 23
samir@d-code.com



Jour 1

- 1) But Santé n° 1 : **L'air que nous respirons, l'eau que nous buvons, la nourriture que nous mangeons et les milieux dans lesquels nous vivons, travaillons et nous divertissons sont sécuritaires et sains, aujourd'hui et pour des générations à venir.**
- Sur une échelle de 1 à 10, où pensez-vous qu'en est le Canada dans l'atteinte de ce but? 1 signifie que vous pensez que le Canada ne fait pas un bon boulot dans ce domaine. 10 signifie que le Canada fait du très bon travail pour atteindre ce but – le pays ne peut pas faire mieux! Commencez par nous donner votre cote numérique. Puis expliquez-nous pourquoi vous avez donné cette cote.
 - Que faudrait-il pour que vous donniez une meilleure cote?
 - Nommez une chose que vous pourriez faire pour améliorer cette cote.
- 2) But Santé n° 2 : **En tant que nation, nous aspirons à un Canada dans lequel chaque personne est en aussi bonne santé que possible sur les plans physique, mental, affectif et spirituel.**
- Sur une échelle de 1 à 10, où pensez-vous qu'en est le Canada dans l'atteinte de ce but? 1 signifie que vous pensez que le Canada ne fait pas un bon boulot dans ce domaine. 10 signifie que le Canada fait du très bon travail pour atteindre ce but – le pays ne peut pas faire mieux! Commencez par nous donner votre cote numérique. Puis expliquez-nous pourquoi vous avez donné cette cote.
 - Que faudrait-il pour que vous donniez une meilleure cote?
 - Nommez une chose que vous pourriez faire pour améliorer cette cote.
- 3) But Santé n° 3 : **Chaque personne vit dans la dignité et appartient et contribue à des familles, des groupes d'amis et des collectivités diverses qui favorisent l'entraide.**
- Sur une échelle de 1 à 10, où pensez-vous qu'en est le Canada dans l'atteinte de ce but? 1 signifie que vous pensez que le Canada ne fait pas un bon boulot dans ce domaine. 10 signifie que le Canada fait du très bon travail pour atteindre ce but – le pays ne peut pas faire mieux! Commencez par nous donner votre cote numérique. Puis expliquez-nous pourquoi vous avez donné cette cote.
 - Que faudrait-il pour que vous donniez une meilleure cote?
 - Nommez une chose que vous pourriez faire pour améliorer cette cote.



Jour 2

- 1) But Santé n° 4 : **Tous les enfants du pays atteignent leur plein potentiel et grandissent heureux, confiants, en santé et en sécurité.**
- Sur une échelle de 1 à 10, où pensez-vous qu'en est le Canada dans l'atteinte de ce but? 1 signifie que vous pensez que le Canada ne fait pas un bon boulot dans ce domaine. 10 signifie que le Canada fait du très bon travail pour atteindre ce but – le pays ne peut pas faire mieux! Commencez par nous donner votre cote numérique. Puis expliquez-nous pourquoi vous avez donné cette cote.
 - Que faudrait-il pour que vous donniez une meilleure cote?
 - Nommez une chose que vous pourriez faire pour améliorer cette cote.
- 2) But Santé n° 4 : **Chaque personne reçoit le soutien et l'information dont elle a besoin pour faire des choix sains.**
- Sur une échelle de 1 à 10, où pensez-vous qu'en est le Canada dans l'atteinte de ce but? 1 signifie que vous pensez que le Canada ne fait pas un bon boulot dans ce domaine. 10 signifie que le Canada fait du très bon travail pour atteindre ce but – le pays ne peut pas faire mieux! Commencez par nous donner votre cote numérique. Puis expliquez-nous pourquoi vous avez donné cette cote.

- Que faudrait-il pour que vous donniez une meilleure cote?
- Nommez une chose que vous pourriez faire pour améliorer cette cote.

3) But Santé n° 6 : **Nous contribuons aux décisions qui touchent notre santé et notre bien-être personnels et collectifs, et nous influons sur ces décisions.**

- Sur une échelle de 1 à 10, où pensez-vous qu'en est le Canada dans l'atteinte de ce but? 1 signifie que vous pensez que le Canada ne fait pas un bon boulot dans ce domaine. 10 signifie que le Canada fait du très bon travail pour atteindre ce but – le pays ne peut pas faire mieux! Commencez par nous donner votre cote numérique. Puis expliquez-nous pourquoi vous avez donné cette cote.
- Que faudrait-il pour que vous donniez une meilleure cote?
- Nommez une chose que vous pourriez faire pour améliorer cette cote.

Jour 3

1) But Santé n° 7 : **Nous apprenons tout au long de la vie par le biais de l'enseignement formel et informel et de relations avec autrui et avec la terre.**

- Sur une échelle de 1 à 10, où pensez-vous qu'en est le Canada dans l'atteinte de ce but? 1 signifie que vous pensez que le Canada ne fait pas un bon boulot dans ce domaine. 10 signifie que le Canada fait du très bon travail pour atteindre ce but – le pays ne peut pas faire mieux! Commencez par nous donner votre cote numérique. Puis expliquez-nous pourquoi vous avez donné cette cote.
- Que faudrait-il pour que vous donniez une meilleure cote?
- Nommez une chose que vous pourriez faire pour améliorer cette cote.



2) But Santé n° 8 : **Nous travaillons sur la prévention des menaces à notre santé et à notre sécurité par le biais d'efforts coordonnés à l'échelle nationale et internationale, et nous sommes prêts à réagir à de telles éventualités.**

- Sur une échelle de 1 à 10, où pensez-vous qu'en est le Canada dans l'atteinte de ce but? 1 signifie que vous pensez que le Canada ne fait pas un bon boulot dans ce domaine. 10 signifie que le Canada fait du très bon travail pour atteindre ce but – le pays ne peut pas faire mieux! Commencez par nous donner votre cote numérique. Puis expliquez-nous pourquoi vous avez donné cette cote.
- Que faudrait-il pour que vous donniez une meilleure cote?
- Nommez une chose que vous pourriez faire pour améliorer cette cote.

3) But Santé n° 9 : **Un solide réseau de santé et de bien-être social qui réduit les écarts dans les états de santé et qui offre des soins appropriés, au moment opportun.**

- Sur une échelle de 1 à 10, où pensez-vous qu'en est le Canada dans l'atteinte de ce but? 1 signifie que vous pensez que le Canada ne fait pas un bon boulot dans ce domaine. 10 signifie que le Canada fait du très bon travail pour atteindre ce but – le pays ne peut pas faire mieux! Commencez par nous donner votre cote numérique. Puis expliquez-nous pourquoi vous avez donné cette cote.
- Que faudrait-il pour que vous donniez une meilleure cote?
- Nommez une chose que vous pourriez faire pour améliorer cette cote.

Jour 4

1) But Santé n° 10 : **Par le biais du leadership, de la collaboration et des connaissances, nous travaillons à faire du monde un endroit sain pour tous.**

- Sur une échelle de 1 à 10, où pensez-vous qu'en est le Canada dans l'atteinte de ce but? 1 signifie que vous pensez que le Canada ne fait pas un bon boulot dans ce domaine. 10 signifie que le Canada fait du très bon travail pour atteindre ce but – le pays ne peut pas faire mieux! Commencez par nous donner votre cote numérique. Puis expliquez-nous pourquoi vous avez donné cette cote.
- Que faudrait-il pour que vous donniez une meilleure cote?
- Nommez une chose que vous pourriez faire pour améliorer cette cote.

2) On vous demande maintenant de repasser chacun des buts santé et de réfléchir à une façon de les communiquer aux gens qui vous entourent.

- Que feriez-vous ?
- Comment pourriez-vous intéresser les gens dans votre entourage à ces buts santé?



Appendix D: Live Webcast Moderator's Guide

All times below are EST.

- 1:00 p.m. Webcast goes live. Facilitator gives introductory comments and welcomes students from Winnipeg and Fredericton, as well as MLA Kerri Irvin-Ross and Lorraine Adam participating in Winnipeg. Facilitator introduces Minister Bennett.
- 1:10 p.m. Minister Bennett gives opening remarks
- 1:20 p.m. Students in Toronto begin discussion by asking Minister Bennett questions about the Health Goals. Once the discussion has started, the facilitator will ask Winnipeg and Fredericton students to start sending in their comments and questions.
- Questions that further the discussion will be brought to the Web cast—any questions that have not been addressed during the Web cast will be archived and addressed after the Web cast.
- 1:50 p.m. Facilitator gives wrap-up comments and starts to close the discussion.
- 1:55 p.m. Minister Bennett gives closing remarks and ends the Web cast.

