

Backgrounder: Municipal Election Public Health Strategy

Prepared: June 4, 2018

Goal: To foster municipal leaders to become champions of public health

2018 Objectives:

1. To increase knowledge about Peterborough Public Health’s mandate and its relationship to municipal governance/mandates. Audience: Candidates running for the municipal elections across the County of Peterborough
2. To raise awareness on the current municipal policy opportunities to positively impact population health. Audience: Candidates running for the municipal elections across the County of Peterborough
3. To promote the value of public health considerations as a factor in voter decision-making. Audience: General public

Proposed Activities [intended audience]:

- a) Series of information sessions [candidates] and
- b) Provide resources of interest and updated “primer” from 2014 [candidates]
- c) Media column by MOH to promote the importance of selecting a candidate that understands important role the municipality has on health

Activity Descriptions:

- a) Series of information sessions implemented/resourced by management team

<p>Provide two to three 1.5 hour opportunities for candidates to meet the MOH and receive a “public health primer” presentation plus some interaction with managers based on “topic tables” (conversation café)</p> <p><u>Agenda:</u> 30 minutes – intro to public health</p>	<p>Design & Timing Considerations: Offer first two sessions late June. Initial session an after work (5:00-6:30) and second session a “breakfast” (8:30-10:00). Third session optional following July 27 registration deadline. (tentative booking for June 25 evening session and July 5 morning session)</p> <p>Promote as a supportive event for candidates inclusive of County and City. Pre-registration required. This will allow us to get their input on topics of interest to them (close-ended survey questions) that could shape the topic tables</p> <p><u>Presentation Content Ideas:</u></p>
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<p>45 minutes – two small table discussions; participants pre-assigned</p> <p>10 minutes wrap up</p> <p>5 minutes exit survey (Poll Everywhere)</p>	<ul style="list-style-type: none"> • Mimic format approach provincial guide to municipal elections – consistent with something they’ve looked at already to frame their potential role as a council member (we assume) • Ensure messaging is inclusive of City vs County; include a mix of examples, highlight important relationship with Curve Lake and Hiawatha • Why is public health an election consideration? The public is interested in health...how do we know? From recent consultations such as Sustainable Peterborough, Housing & Homelessness Strategy, Well-being, Age-Friendly • How do we accomplish our work? <ul style="list-style-type: none"> ○ OPHS Policy Framework (pg 7) ○ Highlight domains, objectives, and following principles • How is public health evident in day to day councillor’s work? Strategic topics to use as examples: <ul style="list-style-type: none"> ○ Cannabis and opioids ○ Official plan submission – 5 domains; 11 recommendations ○ 1-2 BOH members could speak to their experience of bringing public health goals to municipal decision-making. (ideally 1 city and 1 county board member). Rosana to recruit. <p><u>Table Conversations</u></p> <p>Based on “Let’s Make Health A Priority” OR topics of common interest expressed by candidates (survey results)</p> <p>Assign managers to table topics as facilitators.</p> <p>Table facilitator has a pre-determined set of questions for discussion at each table...or start with go-around to identify questions people already have.</p>
<p>Participants provided with take away resources and referral to our website for more information</p>	<p>Design Considerations:</p> <ul style="list-style-type: none"> A. Resources available on topics of interest to candidates (see responses from survey) B. Hard copies of web resource (see b) below) distributed <ul style="list-style-type: none"> - Update the “Let’s Make Health A Priority”
<p>Follow up</p>	<p>Immediate feedback via Poll Everywhere (cell phones) – have post cards in case someone doesn’t have cell phone and/or data service on their phone</p> <p>Email follow up to those who do not attend to share a link to the “primer” resource</p>

b) Web-based resources

Post "Let's Make Health A Priority" on website

- Update the document used in 2014 so it aligns with official plan submission and current strategic themes or strategies

Use:

- Candidates and their teams can refer to PPH information as needed.
- Sent to non-participants as a way to follow up on original invitation
- Some nominal community promotion so that other local agencies involved in fostering civic engagement could use or reference (e.g. Nourish)

c) MOH Guest Column in September's Examiner

Evaluation Plan:

- Focus on the most resource intensive activity...the information sessions
- Process evaluation questions:
 - o Did we actualize what we planned?
 - o What was the participation rate?
 - o What level of resources (inputs of \$ and staff time) were needed?
 - o What worked well?
 - o What could be adjusted for the next session/next election?
- Impact evaluation questions (for immediate feedback):
 - o Participant overall satisfaction with the session?
 - o Participant self-reported change in knowledge about public health's mandate
 - o Participant self-reported change in awareness
 - o Participant level of intention or motivation to....make contact with public health staff to seek out evidence and information
 - o What type of healthy public policies are candidates most interested to support? (include no response, not sure)