

HEALTHY MISSISSAUGA 2010 PLAN

Executive Summary

The *Healthy Mississauga 2010 Plan* is a framework for action toward the betterment of health for the people of Mississauga. It charts a course for residents, businesses and agencies to collectively and proactively work toward positively affecting the well-being of those who live and work in Mississauga. Not only is individual physical health discussed in the Plan, but social and environmental health as well.

This document is developed by the thirteen member organizations of the Healthy City Stewardship Centre (HCSC). The HCSC organizations all have different mandates for various local health issues. The member organizations have come together to develop the *Healthy Mississauga 2010 Plan* because they recognize that there will be greater benefits achieved by collaborating together. The principal vision of the Stewardship Centre is:

Mississauga will be a Healthy City of people with optimal physical, mental and spiritual health.

The *Healthy Mississauga 2010 Plan* presented herein, describes a number of priorities that will be collectively focussed on over the next five years. The Plan is written with the specific intention to allow the HCSC member organizations to continue to work toward their own mandates and strategic priorities, and also collaborate on agreed to health issues.

There is a collective belief among the Healthy City Stewardship Centre members, that Mississauga is generally in a favourable health condition, but that there are growing trends such as obesity rates, poverty levels, etc. that cause concern for the future health of our local community. Mississauga's present health condition of its residents, environment and communities requires assessment and positive action to ensure there is no further decline, but more importantly, improvement and leadership in development of best practices in certain areas.

Throughout the 2010 Plan, there is specific reference made to measuring the improvements in local health, as the work to fulfil the Plan progresses. The University of Toronto at Mississauga will champion the measurements of progress throughout the years ahead. As each of the initiatives within the Plan become galvanized and put into action, a resource plan to do all that is necessary or possible to meet the set targets will be developed by the specific champion for that initiative.

The *Healthy Mississauga 2010 Plan* is presented as a five year strategy. It is an attempt at having a network of key decision-making agencies and organizations, work together on a number of initiatives that they agree are of importance. The nine stated HCSC ACTIONS outlined below are not presented in priority order. For some of the actions listed below work has already begun, but much is still to be done to ensure these initiatives are implemented. The nine HCSC ACTIONS of the 2010 Plan are:

i. Goal: All people in Mississauga will value and strive for optimal health.

a. HCSC ACTION: To understand why some people are motivated to value and strive for good health, and why others are not. To use this knowledge to mobilize more of the City’s population to achieve better health.

- champion: University of Toronto at Mississauga
- target: to conduct research and develop materials and strategies on various aspects of personal health motivation; to then use this knowledge to motivate more people in Mississauga to strive for optimal health
- timing: on-going to 2010

b. HCSC ACTION: To support the ACTIVE 2010 – GET ACTIVE Mississauga Plan.

- champion: Mississauga YMCA (with direct support from the City of Mississauga)
- target: to better the 44.3% rate of the Mississauga population that is physically active, to 55%
- timing: immediate and on-going to 2010

c. HCSC ACTION: To support the Youth Strategy development and implementation.

- champion: City of Mississauga (with direct support from the Mayor’s Youth Advisory Committee (MYAC))
- target: to provide children and youth the support, programs, opportunities and life-skills to move well through their teen years into adulthood
- timing: a) completion and approval of the Youth Strategy by year-end 2006
b) full implementation of the Youth Strategy by 2010

ii. Goal: All people in Mississauga will feel safe in their communities.

d. HCSC ACTION: To identify the neighbourhoods, community groups or individuals where concerns regarding safety are preventing people from leading active lives. To implement effective solutions that help alleviate these concerns.

- champions: all HCSC member organizations
- targets: to identify neighbourhoods or individuals and response to their specific safety concern by implementing an effective solution within an acceptable response time.
- timing: immediate and on-going to 2010

iii. Goal: All people in Mississauga will have equal access to information and services.

e. HCSC ACTION: To strive for correct, culturally appropriate and timely communication on health information for all communities in Mississauga.

- champions: All HCSC member organizations for best practices and the United Way of Peel Region as champion for the future 2-1-1 service implementation.

- targets: a) to develop best practices for health information communication, in particular targeting new immigrants to Mississauga,
b) to successfully negotiate for, and then implement, the 2-1-1 social services phone service.
- timing: a) best practices: development of best practices by the end of 1st year, May '07, implementation of best practices by 2010,
b) 2-1-1 service: fully implemented by 2010.

iv. Goal: All people in Mississauga will live in and contribute to a clean and sustainable environment.

f. HCSC ACTION: To support the ‘Public Health and Urban Form’ initiative’s development and implementation.

- champions: Region of Peel (Office of the Medical Officer of Health) and the City of Mississauga (Planning and Building Department)
- target: a) to develop a planning process by which Mississauga’s urban form is supportive of good public health,
b) fully implemented as a standard planning process.
- timing: a) planning process developed by the end of the 1st year – May '07,
b) full implementation by 2010

g. HCSC ACTION: To support the UTM’s ‘Centre for Emerging Energy Technologies’.

- champion: University of Toronto at Mississauga
- target: to improve community access to new and sustainable energy technologies by means of encouraging partnerships, and coordination with City and Region initiatives.
- timing: immediate and on-going to 2010

v. Goal: All people in Mississauga will feel part of a larger community and will know that they will be cared for in times of need.

h. HCSC ACTION: To investigate the health and community needs of new immigrants to help their transition into the community of Mississauga, and implement effective solutions to manage their needs.

- champions: all HCSC member organizations
- target: to investigate gaps in services for new immigrants, to lobby for increased resources, and to implement effective solutions to manage their needs
- timing: immediate and on-going to 2010

i. HCSC ACTION: To research existing volunteer programs, especially in Mississauga's private sector, and create a forum by which success stories are shared.

- champion: all HCSC member organizations
- target: to hold a forum on volunteer capacity with local private and public organizations, and then communicate examples and success stories to a wider local audience.
- timing: end of first year – May '07



The Healthy City Stewardship Centre member organizations believe that working together on these priority health actions will generate the best results. It is hoped that the collaborative efforts toward the HCSC goals will galvanize the public, governments, agencies and businesses to get involved to achieve optimum success.