



Thrive!

A plan for a healthier Nova Scotia

How Thrive! Came To Be

Common Understanding

Why this issue at this time?

Why this particular strategy?

Specific Call to Action

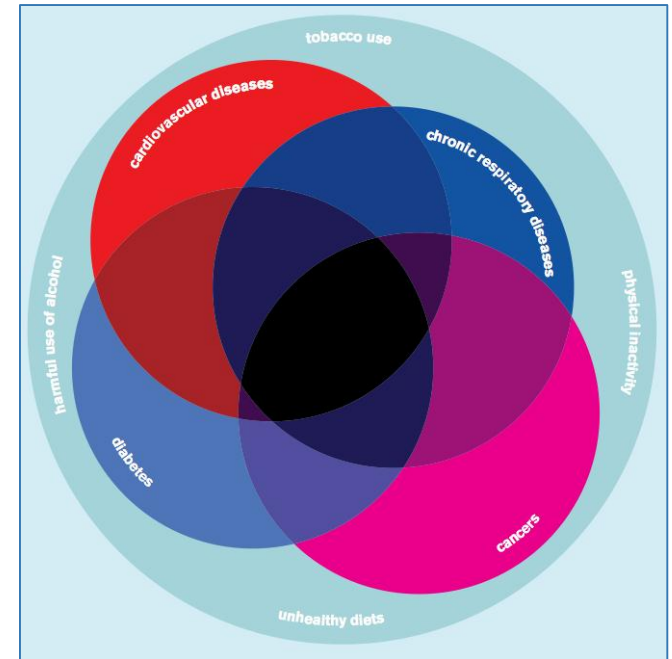
“Patterns are set for life in childhood. Improving the health and well-being of our children is a great investment. Government will do that through a childhood obesity strategy and continued focus on promoting active, healthy living for all families.”

-- NS Speech from the Throne

March 25, 2010

Some Additional Context

- Worldwide explosion of non-communicable disease
- Obesity → GLOBESITY!
- Work underway nationally, provincially, locally
- Rapid cycle of questions, answers and controversies

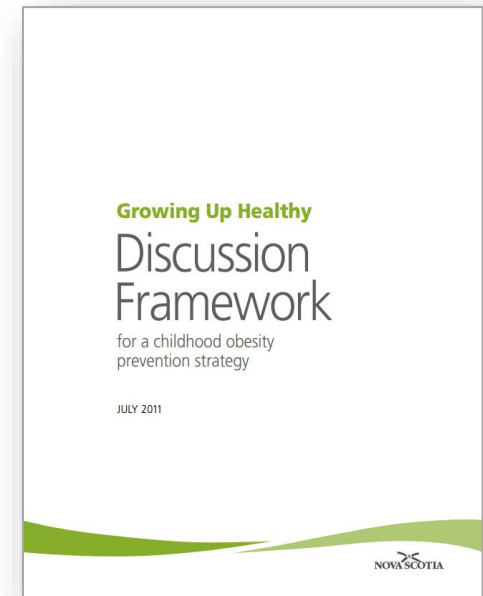


Strategy: Early Work

- **Identifying priorities:**
 - Prevention
 - Healthy eating & physical activity
 - Targeting children by creating environments that support the health of all Nova Scotians
- **Establishing task teams**
- **Gathering resources**
- **Reviewing evidence and identifying targets**

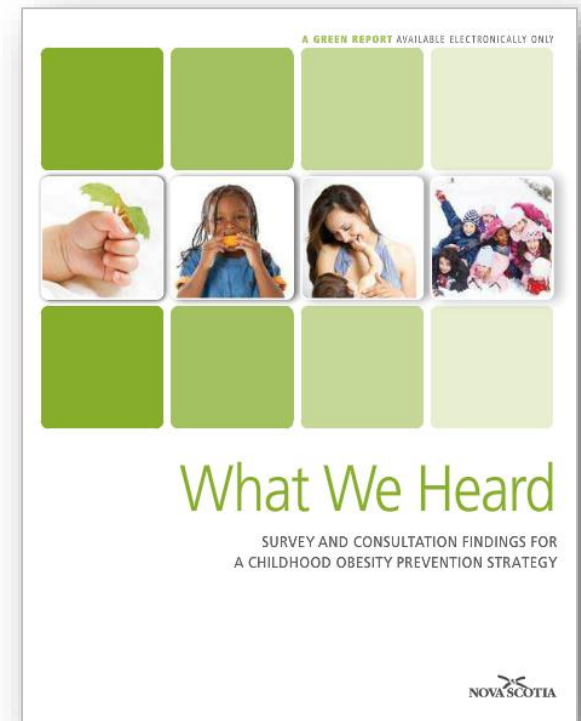
Framing the Issue

- Ongoing evidence review
- Contrast strategies from other jurisdictions
- Examine successes and failures
- Synthesize and frame the issue for a broader audience



Engagement

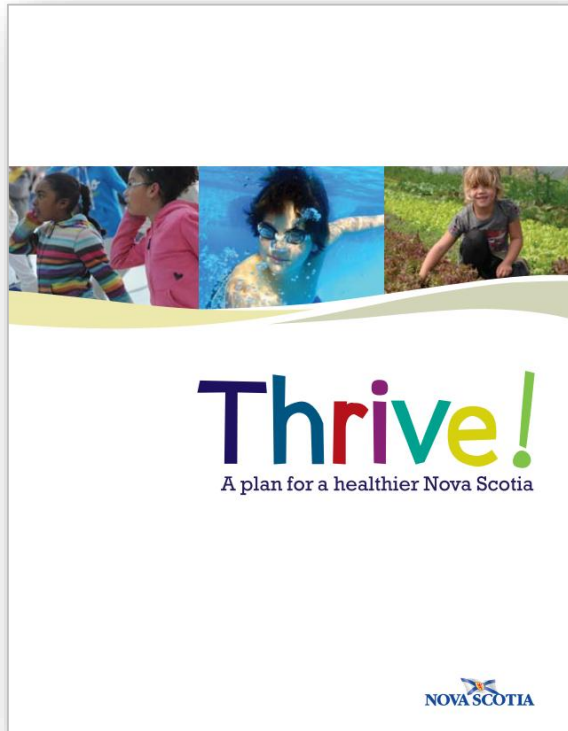
- **Across Government**
- **Stakeholder groups**
- **General Public**
- **Scientific Advisory Panel**
- **Meetings, online survey, focus groups, written submissions**



Our Approach

- **Focus broadly on prevention**
- **Use policy to change the environment**
- **Create shared ownership and build upon existing efforts**
- **Sustain action**

The Launch!



- June 7, 2012
- Commitments from Multiple Departments

Thrive! Conclusion

“Change won’t be easy. It means overcoming complacency and challenging ingrained social norms. To do that, we need to develop a shared understanding of the problems and solutions, create urgency around our actions and encourage public discussion about what we value most as a society.”