



Role of Surveillance and Data Use *in the* Development of Public Health Policies



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Public Health
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publique du Canada

Canada 

Evidence-Informed vs. Evidence-Based Policies



- Evidence only a part of the policy-making process
- Non-evidence considerations:
 - Political context
 - Public opinion
 - Information systems
 - Economic factors
 - Cross-sectoral considerations
 - Advocacy
- Need to collect, interpret, and communicate evidence to influence decision-makers

Key Characteristics of Public Policy



DATA

RATIONAL

POLICY

FEASIBLE

**Socio Economic
Context**

ACCEPTABLE

Broad Participation

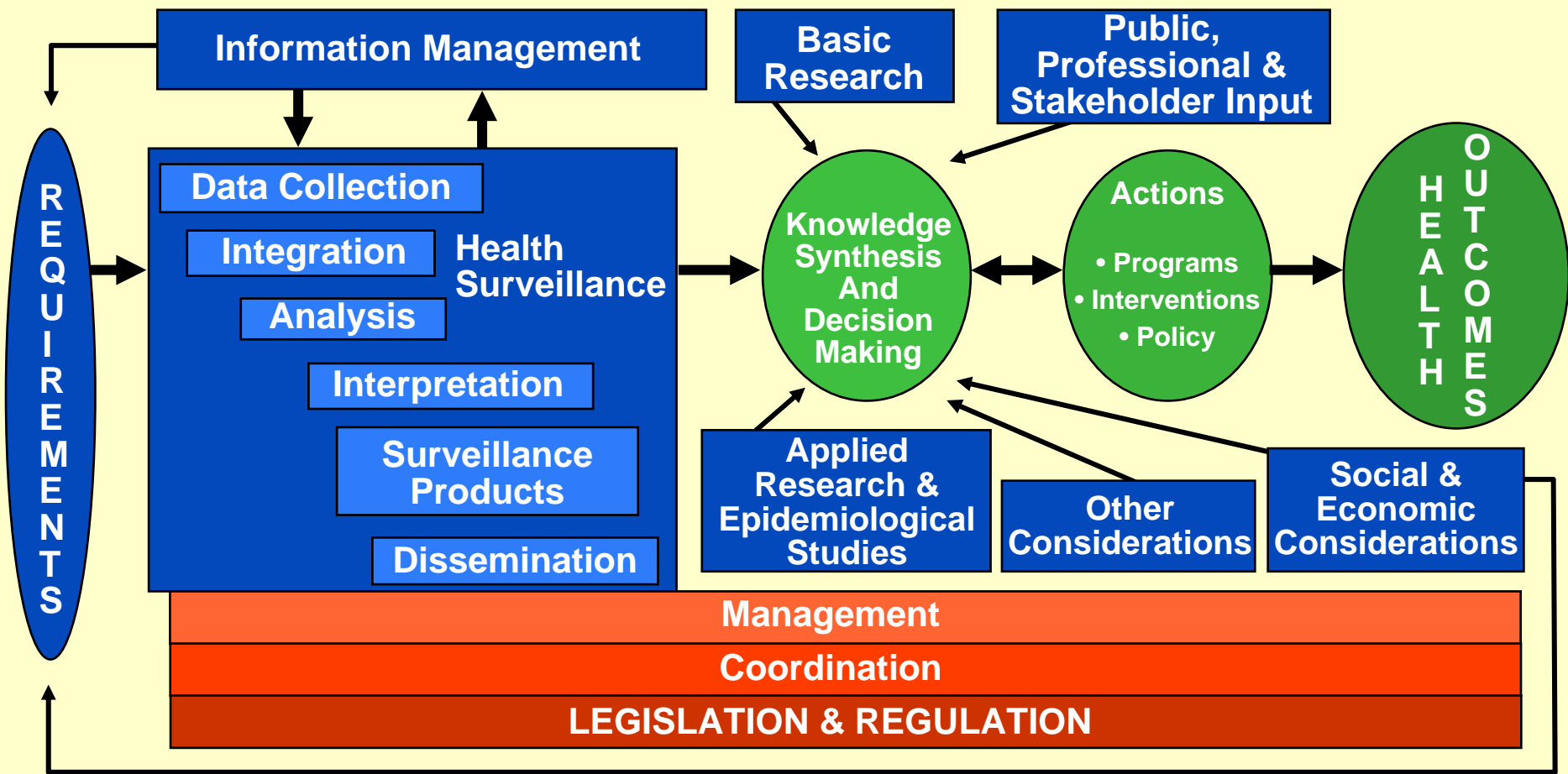
Common Goals

Shared Values

Public Awareness

Chronic Disease Surveillance

From Information ↔ Action



Chronic Disease Surveillance



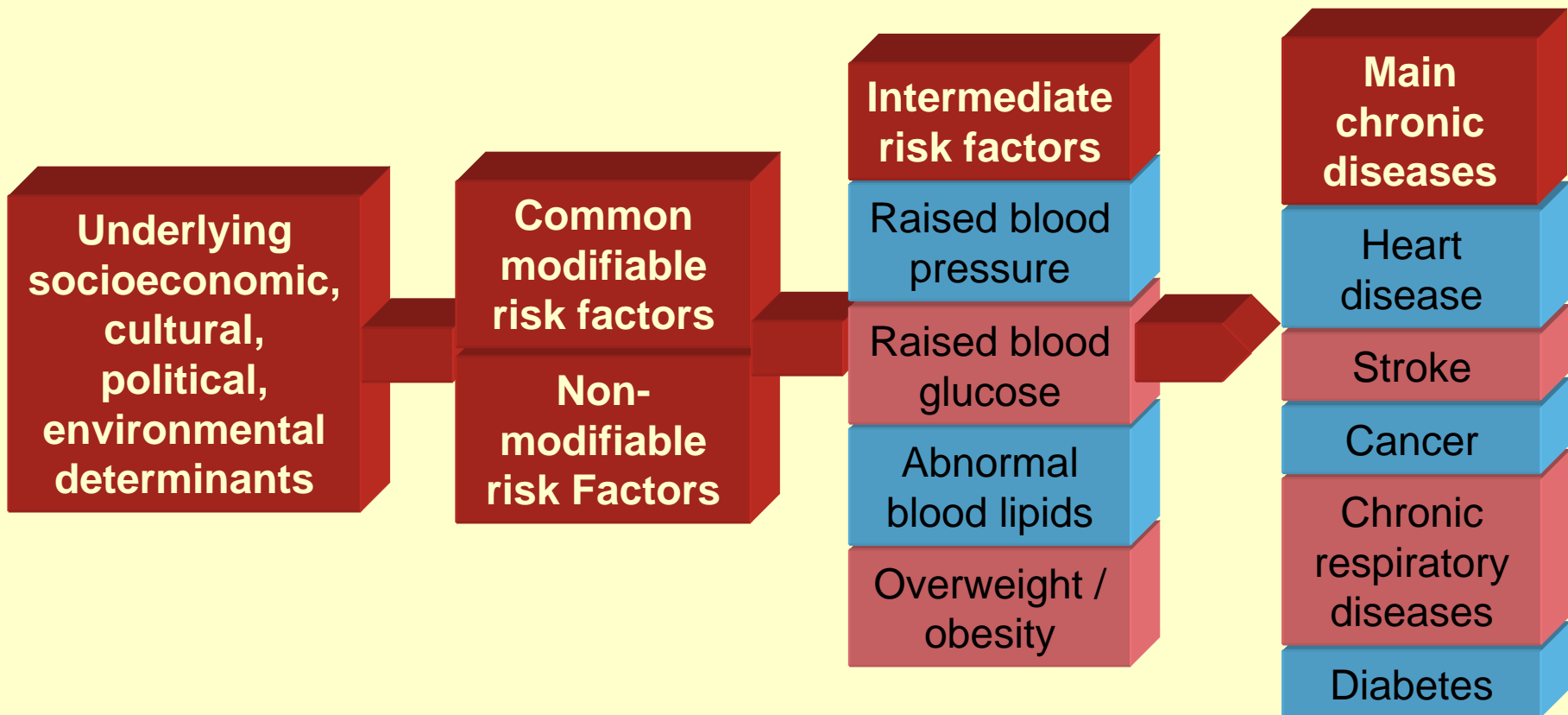
Some key principles to consider in development:

- **Acceptability**
- **Representativeness**
- **Flexibility**
- **Timeliness**

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Challenge #1:

Chronic disease results from a complex interplay of risk factors or determinants



Challenge #2:

Data needed from many different sectors and different levels

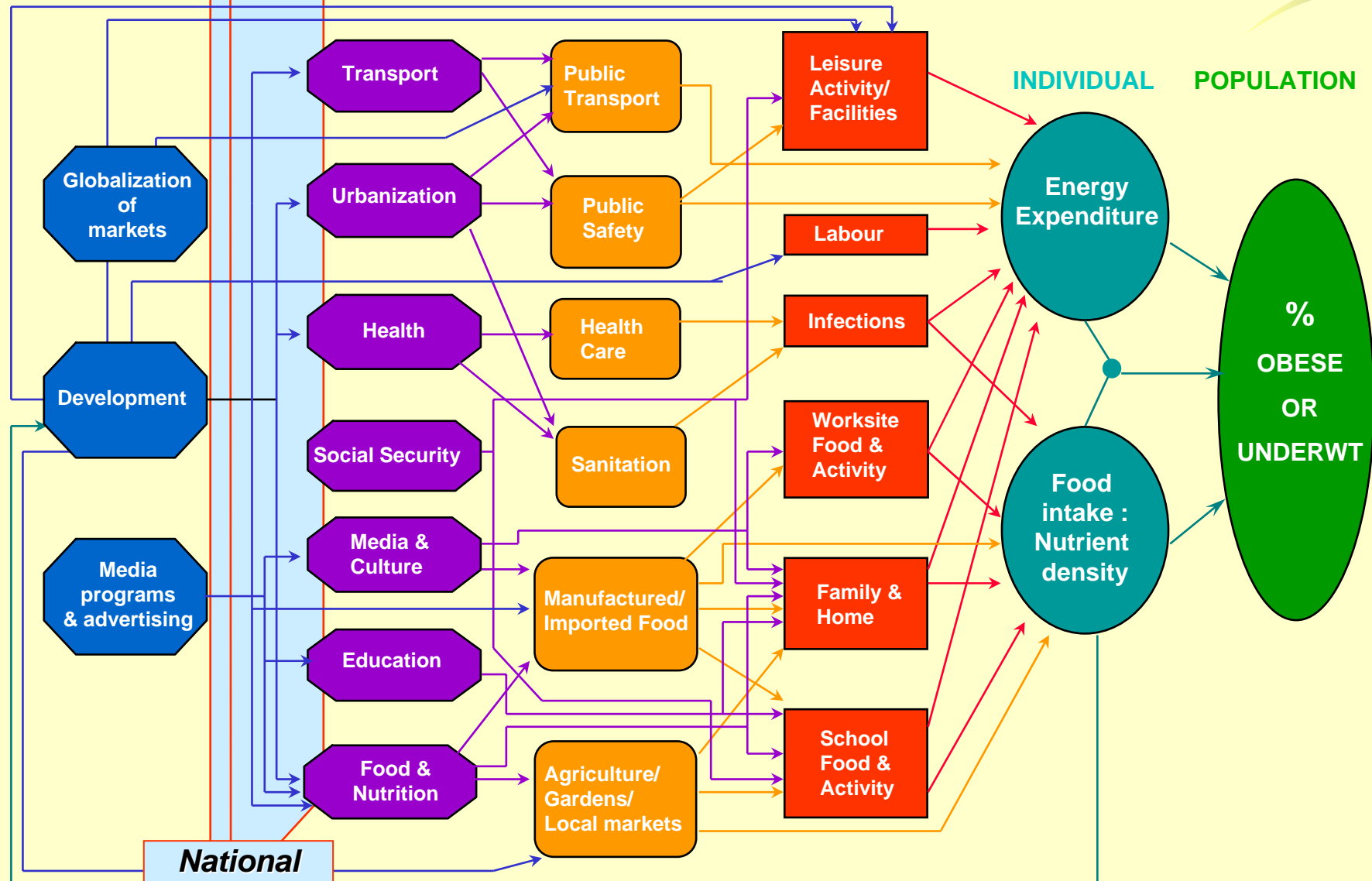


INTERNATIONAL FACTORS

NATIONAL/ REGIONAL

COMMUNITY LOCALITY

WORK/ SCHOOL/HOME



Source: see Kumanyika *Ann Rev Pub Health* 2001; 22:293-308



Challenge #3:

Coordination of the different functions of a surveillance system

- **Overall capacity is dependant on each element of a surveillance system**
- **Weaknesses in analysis and interpretation**
- **Making connection to policy agendas**

Challenge #4: **Need for tailored communications**



- **Need for active dissemination of information**
- **Tailor to different audiences:**
 - **The public**
 - **Non-governmental organizations**
 - **Researchers**
 - **Health system and public health**



Challenge #5:

Lack of legislation supporting comprehensive public health surveillance

- **Fragmented legislations**
- **Surveillance is an essential public health function and needs to be part of public health legislation**

Linking Data to Policy



- Influence public policy
- Collaborative actions
- Policy relevant data
- Make the economic case
- Better communications
- Technology

Response #1: Influence public policy



- Translate evidence into plain language
- Show how incremental steps contribute to long term outcome
- Link health data with broader policy agenda
- Use economic argument
- Policy entrepreneurs



Response #2: Take collaborative action

- **Involve the various stakeholders**
 - Governments
 - Health professionals
 - Employers and the corporate sector
 - Civil Society
 - Public
- **Align with other policy sectors**
- **Integrated information platforms and alliances**





Response #3:

Policy relevant data needs

- **Responding to increasingly complex policy questions**
- **Use a multi-disciplinary approach**

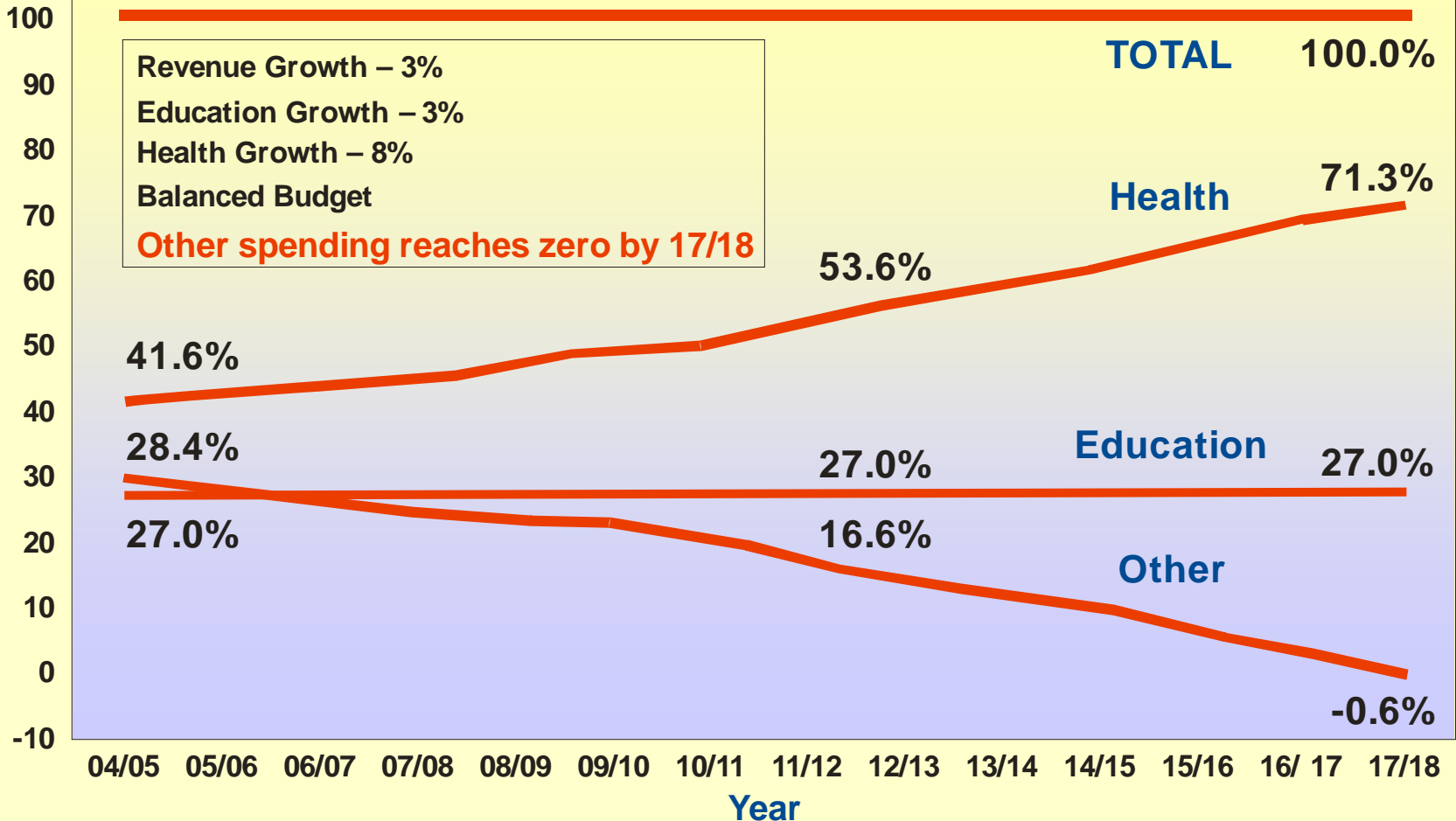
Response #4:

Use of projections and economic modeling to make the case



The Business Case: British Columbia

Percent



Response #5: **Tell the story**





- Targeted to user
 - *Politicians and policy makers:*
key points, implications, policy direction needed
 - *Informed user:*
access to data for manipulation e.g.
Chronic Disease Infobase on Web
 - *General public:*
packaged information

Response #6: Use technology



NCD Surveillance Infobase of Health Regions in Canada: Maps - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links »

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NCD Surveillance Infobase for Canada

Maps | Trends | Cohorts | Proportions


Step 1: Select **Region:** Canada by provinces/territories **Number of Intervals:** 6 **Optional Method:** Default ?

Step 2: **Classify By:** (bottom layer)
Demographics Sex Year
Demographics ?









Step 3: **Classify By:** (top layer) (optional)
Demographics Sex Year
Demographics ?

Step 4: **Display with:**
 Table Graph
Create Map

Canadian Health Regions

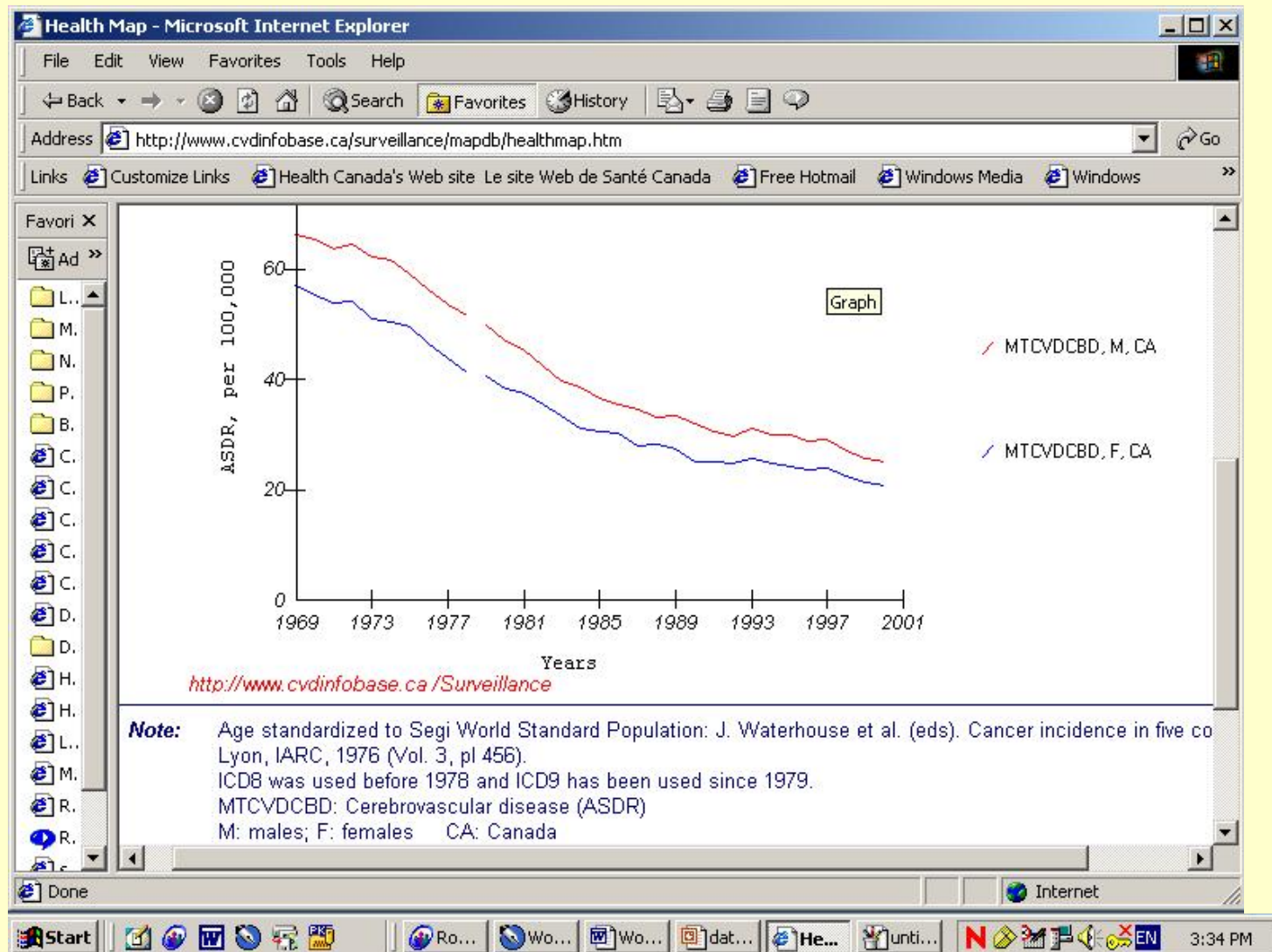


Provinces / Territories

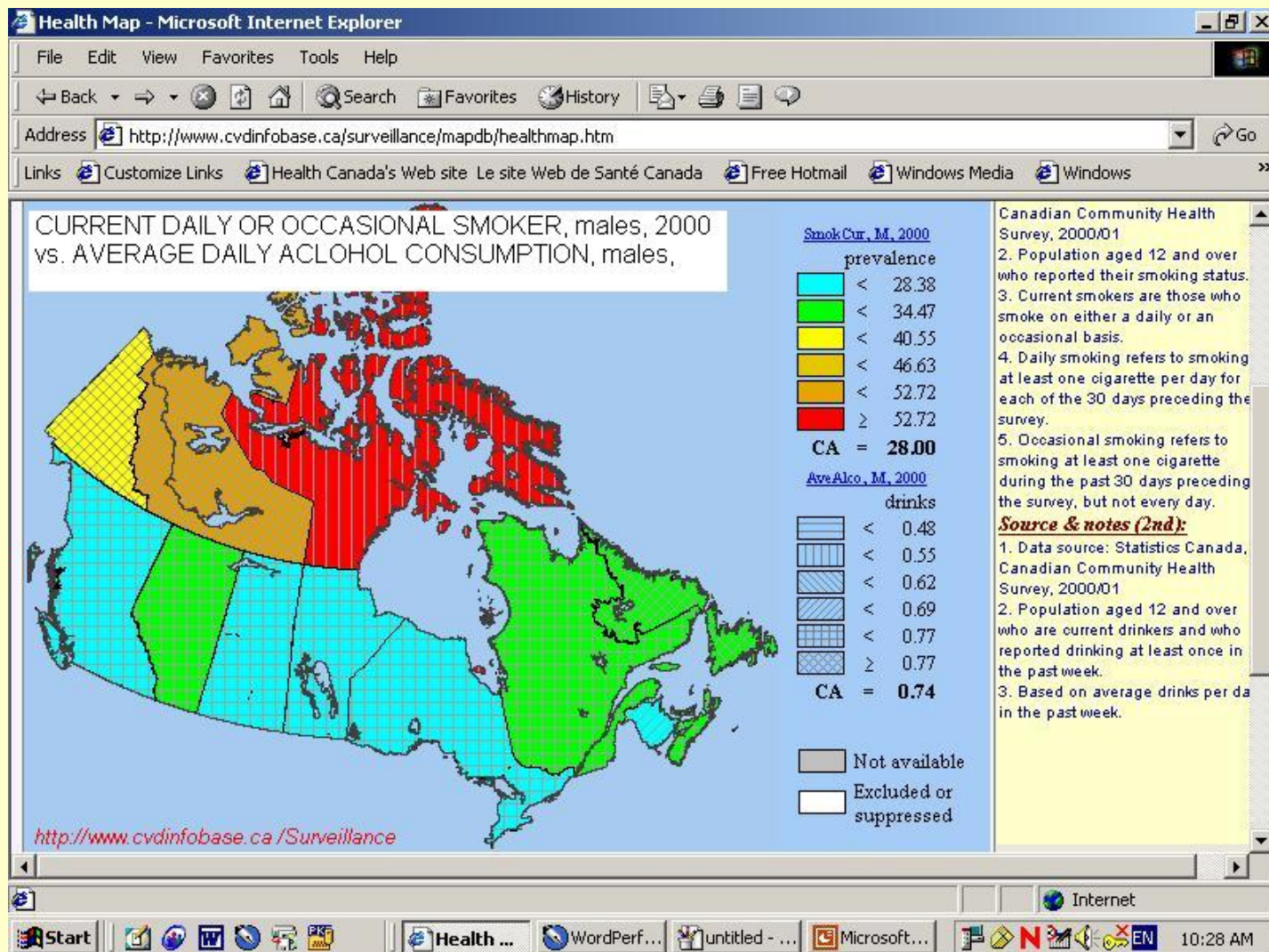
	AB
	BC
	MB
	NB
	NF
	NS
	NT
	YT

Information:
For best results, Netscape 4.0 and above, or Microsoft Internet Explorer 5.0 and above is recommended.

Surveillance Products – Web-based Access



Surveillance Products – Geographical Information Systems (GIS) Tools



Bridging Data and Policy Development



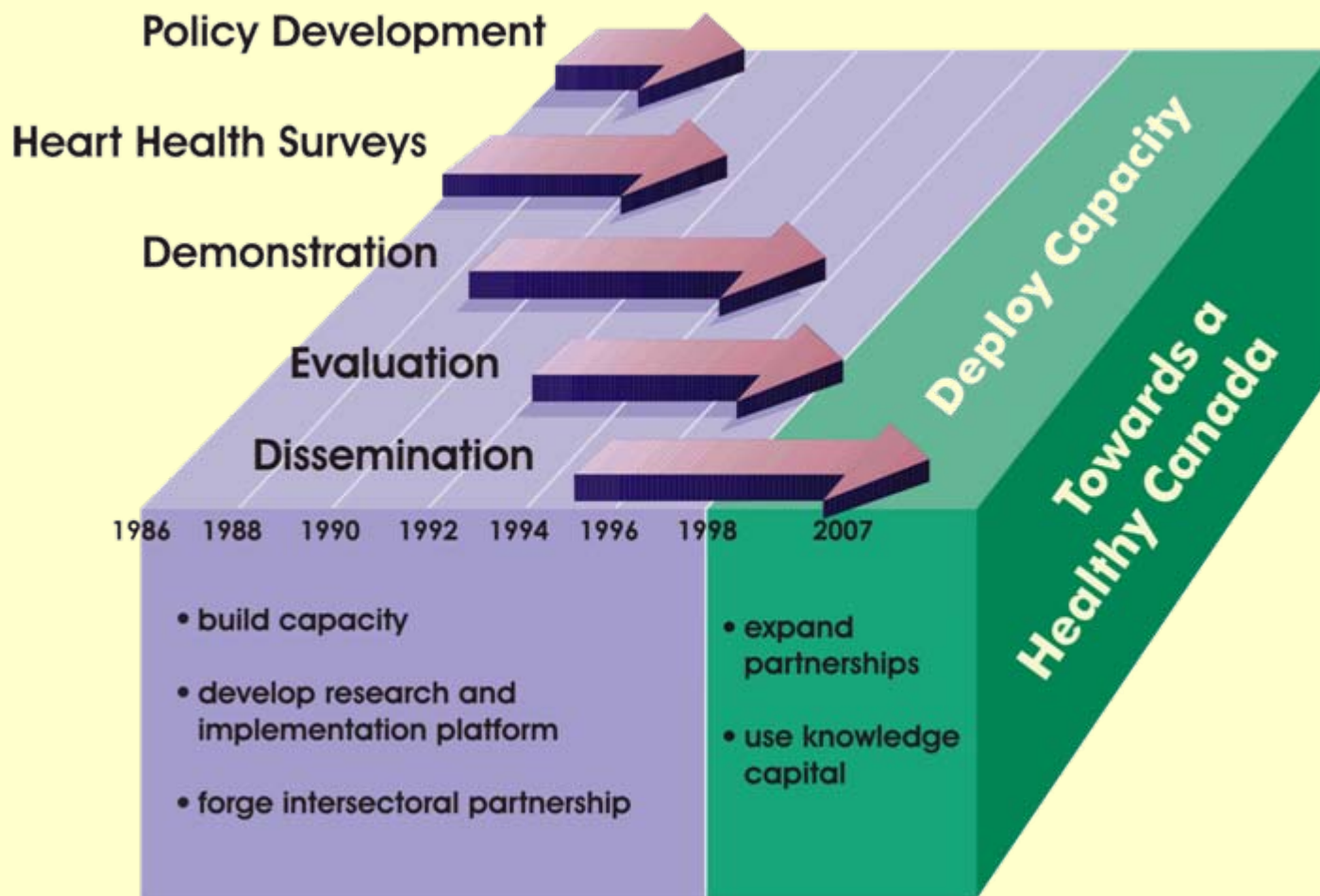
SOME CANADIAN EXAMPLES





Canadian Heart Health Initiative

An example of how data helped advance heart health programs and policies in Canada





Key Success Factors



- **Ten provincial risk factor surveys tailored to specific provincial needs**
- **Collaborative effort involving the scientific community, public health practitioners, governments and NGOs as a basis for mobilizing action**
- **A strong focus on marketing the findings through the media and to the scientific community**
- **Coherent message across all surveys**



Example: Data and Action on Physical Activity



- **F/P/T Ministers agree to physical activity targets and need for annual reporting**
 - **Physical Activity Monitor (survey conducted monthly to assess progress)**
 - **Report published every year; annual progress reports provided on key indicators**
 - **Led to new investment in physical activity through the Healthy Living Strategy at federal and provincial levels**



Example: Guiding Tobacco Control Strategy



- **Canadian Strategy for Tobacco Control**
 - *Sustained effort*
- **Canadian Tobacco Use Monitoring Survey (CTUMS)**
 - *Over 20,000 Canadians surveyed monthly*
- **Canadian Coalition for Action on Tobacco**
 - *Uses data effectively*

Shrinking the Divide Between Data and Policy



DATA

POLICY

Building
on

Success

and

Lessons

Learned

GRAZIE!

5th
International
Conference

Behavioural
RiskFactor
Surveillance

Rome, Italy

24-26 October 2007



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