

Health Promotion and Chronic Disease Management

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Project Overview

There is a strong recognition that health promotion is important in the prevention and management of chronic diseases. The occurrence of chronic diseases are rising and consequently increasing the cost of health\ care. Primary health care settings are well placed to identify and refer patients to resources in the community to assist the patients to adopt healthy behaviours and support these changes.

The Health Promotion work focuses on health promotion and awareness efforts where patients receive clear, consistent and accurate information on healthy living strategies and services available to them.

Future Directions

The Division recently underwent a strategic planning process that involved broad engagement of the membership. A core activity identified by the membership is addressing upstream issues and prevention in health care. The Division will continue to support the DoBC health promotion campaigns and engage with membership to support health promotion and chronic disease management in our community.

Project Objectives

- Promote chronic disease prevention and management** by engaging primary care providers to:
 - increase the use of the Physical Activity Vital Sign; and
 - increase the use of physical activity prescriptions (physician-referral and self-referral), developed in partnership with local recreation facilities.
- Support primary care providers to participate in health promotion campaigns**, including Be Active Every Day and Walk with your Doc.
- Promote health awareness** in concert with national health awareness days.

Outcomes

Congratulations Comox Valley physicians!

- ✓ The Comox Valley led the province in physician participation with 12 physicians and 12 schools engaged in the DoBC Be Active Every Day campaign challenge!
- ✓ 3rd annual 2019 Walk with your Doc saw 15 physicians walk with 46 patients in Courtenay and Comox.
- ✓ Partnership with Comox Recreation Centre established to promote physical activity programs.

Physical Activity Vital Sign

1. On average, how many days per week do you engage in moderate to strenuous physical activity (like a brisk walk)? _____ days
2. On average, how many minutes do you engage in physical activity at this level? _____ minutes
3. Total minutes per week of physical activity (multiply #1 by #2) _____ minutes per week



Walk with your Doc

Physical Activity Exercise Referrals

