

A Wellness Foundation for Alberta: A Comprehensive Approach

The Wellness Foundation will promote health and prevent disease and disability using a comprehensive approach. The Foundation will focus on evidence-based, primary prevention initiatives to address six major modifiable risk factors (physical inactivity, unhealthy eating, tobacco use, alcohol misuse, adverse childhood experiences and injury). In collaboration with a range of government departments, NGOs, community organizations and the private sector, the Foundation will allocate funding to the following strategies to transform the health and quality of life for Albertans.

1. Supporting Community Action: Multi-year, sustained funding grants (60%)

- a. Support the 'scale up and spread out' of evidence-based programs, policies and other interventions proven to promote health.
- b. Support and engage wellness champions (e.g. Alberta businesses, transportation sector, and land use and development professions, etc.) to enact programs and policies to prevent disease and promote health in communities, workplaces and other settings.
- c. Reduce or replace sponsorship or funding agreements with industries whose products contribute to chronic disease and disability.
- d. Trial innovative programs and initiatives where there are gaps in delivery or where needs are not being appropriately addressed.

2. Increasing Education and Awareness (10%)

- a. Evidence-based communication campaigns targeting changes in knowledge, attitudes, and health behaviors/outcomes and to build support for healthy public policies to promote health and prevent disease.
 - i. Sustained, high-impact messages via paid television, radio, billboards, print, web and digital media
 - ii. Public relations strategies (e.g. media releases, local events, media literacy)

3. Developing Capacity & Leadership for Healthy Public Policy (10%)

- a. Lead policy consultations (e.g. 'round table', consensus meeting) to develop recommendations for addressing emerging wellness issues and to inform policy action by all levels of government and community stakeholders.
- b. Produce, synthesize and share practical knowledge (from program and initiative evaluations) to inform future funding, and improve programming and sustainable public policy actions by wellness champions and stakeholders.
- c. Provide skills training, evidence-based tools and resources to support high quality, innovative and effective programming, evaluation, advocacy, and actions to support healthy public policy.

4. Engaging Wellness Partners (10%)

- a. Engage and recruit wellness champions from the private and non-government sectors to contribute to the activities of the Foundation by participating in a 1:1 matching granting program to enhance the Foundation's financial investments and increase multi-sectorial collaboration in evidence-based wellness initiatives.

5. Evaluating and Monitoring Progress (10%)

- a. Measure the progress and achievement of Foundation strategies, programs and public policy actions.
- b. Synthesize reports of funded projects to identify strategies recommended for 'scale up and spread out' support.
- c. Regular monitoring of changes in knowledge, attitudes, health behaviors and health outcomes through the development of surveillance systems.
- d. Report annually to the Legislative Assembly to ensure accountability to all Albertans and the integration of evaluation findings between government and non-government stakeholders and wellness champions.