



Consultation Report
on Wellness in Prince
Edward Island

What We Heard



LIVE WELL
together we can



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Executive Summary

Healthy communities are essential for a thriving and prosperous Prince Edward Island. PEI's healthcare system contributes to healthy communities by caring for people who are ill through healthcare facilities and providers. However, evidence shows that healthcare systems alone cannot create healthy populations. Rather, the best way to promote healthy communities is to work together as a society to prevent or delay illness and injury from occurring. By working together to keep Island residents healthy — a concept known as wellness — we can stay healthier for longer.

Over the years, PEI Chief Public Health Office reports have described the challenges and opportunities facing wellness in PEI. The 2016 Chief Public Health Officer's Report, *Health for All Islanders* found that most illness in PEI is due to four chronic disease clusters: cancer, cardiovascular disease, type 2 diabetes, and chronic lung disease. Fortunately, many of these diseases can be prevented or delayed by reducing four key risk factors: tobacco use, harmful use of alcohol, poor diet, and physical inactivity. Unfortunately, social factors such as unemployment, low income, inadequate housing, low levels of education, and poor working conditions make health behaviour change difficult. As a result, Islanders who struggle with social factors have higher rates of chronic disease. The 2021 Chief Public Health Officer's Report showed similar findings: an unequal distribution of social factors in PEI is leading to health differences between Islanders and Canadians as well as within the Island population. For children, the same trends were found in the 2017 *Children's Report: Investing in Our Future*. All CPHO reports concluded with recommendations for focused and sustained action on the health behaviours and social factors influencing health in PEI.

To empower Island residents in improving their health, the Department of Health and Wellness and PEI's Chief Public Health Office is developing a 5-year Provincial Wellness Action Plan under the brand **LIVE WELL PEI** with the tagline: Together We Can. By bolding the letters "**WE**" and emphasizing "**Together We Can**" the **LIVE WELL PEI** brand reminds us that wellness in Prince Edward Island can be achieved when we all work together. In May 2024, a public consultation paper was released which 1) defines and provides a framework for wellness in PEI; 2) sets forward-looking provincial wellness goals for Island residents; and 3) proposes 25 bold actions to reach these wellness goals.

Feedback from the public consultation is summarized in this report. All proposed actions in the consultation paper were supported by Island residents and organizations. Many actions were recognized as having the potential to significantly improve wellness in PEI. Overall, results show that Island residents value wellness and want to be empowered towards healthy living through a Provincial Wellness Action Plan.

Advancing these proposed actions will require a compelling, renewed commitment to wellness in PEI. Many factors influencing health in PEI lie outside the health sector, so action will require all of society — individuals, communities, partner organizations, and all levels of government — working together to empower Islanders towards increased wellness. If collective action can be sustained over the long-term, the health benefits will be significant for the current and next generation of Island residents. This **LIVE WELL PEI** public consultation represents a significant milestone for wellness in PEI. With the results of this public consultation in hand, the path towards wellness in PEI has never been clearer: together we can improve wellness in PEI and empower Islanders to **LIVE WELL**.

Public Engagement Summary

- Public engagement took place from May 14 to July 5, 2024 and consisted of 1) an online survey; 2) in-person consultations with community organizations; and 3) an option to submit written responses.
 - 68 organizations and 1,102 individuals completed all or part of the online survey.
 - 48 organizations represented by 67 individuals attended the in-person community organization consultations.
 - 29 written responses were received from individuals and organizations.
- The overwhelming majority of responses to the Consultation Paper were supportive of the 25 proposed actions across six areas: **Breathe Well** (quitting tobacco use), **Choose Well** (reducing harmful use of alcohol), **Eat Well** (healthy eating), **Move Well** (physical activity), **Feel Well** (mental wellness), and **Enabling actions**.
- From the online survey, all twenty-five actions in the Consultation Paper were supported by at least 55% of organizations and 60% of individuals. Twenty-one actions received at least 75% support from organizations, and 18 actions received at least 75% of support from individuals. Summary results are presented in the table on the next page.
- Comments from the three engagement formats supported the need to improve health on the Island by empowering individuals and communities to make healthy choices. There was also strong support for strengthening a preventive approach to health in PEI. Concerns expressed by respondents focused on potential unintended consequences of some actions. Summaries of responses are detailed in this report.
- Though public education was noted as important in fostering wellness, it was recognized that education alone is not sufficient to empower change. There was recognition that the three approaches of Healthy Public Policy, Community Action, and Preventive Service Delivery can empower individuals to make healthy choices.
- Respondents noted the importance of addressing social factors (i.e., the social determinants of health), to make ‘the healthy choice the easy choice’ for all Islanders. Particular attention is needed to reach under-represented and vulnerable groups.

Summary Table of Responses

	Actions	Favoured	
		Organization	Individual
Breathe Well	1. Lead the way towards a Tobacco-Free Generation	82%	85%
	2. Permit tobacco to be sold only in tobacconist shops	70%	71%
	3. Prevent youth initiation of tobacco and vaping	87%	94%
	4. Expand the PEI Smoking Cessation program	81%	81%
Choose Well	5. Strengthen alcohol policy in PEI by developing a Provincial Alcohol Strategy	82%	74%
	6. Develop a provincial Alcohol Harm Reduction Network	85%	75%
	7. Promote Screening, Brief Intervention, and Referral	84%	75%
Eat Well	8. Restrict advertising and promotion of unhealthy food and drink	55%	76%
	9. Legislate menu labelling of food and beverages	63%	78%
	10. Implement standards for healthy food in government-supported institutions	80%	87%
	11. Work with partners to increase access to safe, local, and healthy food	90%	92%
	12. Launch a Prescription for Healthy Living program to empower Island residents towards healthy eating	74%	75%
Move Well	13. Strengthen Provincial and Municipal planning legislation	86%	73%
	14. Increase accessibility of places where Island residents can be physically active	90%	88%
	15. Launch a Prescription for Healthy Living program to empower Island residents to increase their physical activity	79%	78%
Feel Well	16. Work with the PEI Alliance for Mental Well-Being to facilitate front-line delivery of programs to vulnerable Islanders	93%	83%
	17. Engage Island residents through innovation via Bridge the gApp	76%	60%
	18. Provide on-demand access to mental health and substance use support	93%	91%
Empowering Change	19. Form a provincial LIVE WELL PEI Action Committee	78%	69%
	20. Build the LIVE WELL PEI online community action platform	81%	66%
	21. Establish community networks	89%	78%
	22. Invest in public awareness regarding chronic diseases, risk factors, the social determinants of health, and health inequity	89%	83%
	23. Increase LIVE WELL PEI community action grant funding	85%	75%
	24. Improve provincial and community-level chronic disease and health equity monitoring	88%	79%
	25. Implement a Health in All Policies approach in Prince Edward Island	80%	72%

The Consultation Process in Numbers



Introduction

Wellness in Prince Edward Island

Island residents value wellness and want to live healthier lives. Evidence shows that the best way to improve peoples' health is to build resilient communities that support healthy lifestyles. By working together to focus on wellness and reduce health risks, Island residents can prevent or slow the onset of disease and injury and stay healthier for longer.

Similar to other Canadian jurisdictions, the majority of PEI's disease burden is caused by **four chronic disease clusters**: cancer, cardiovascular disease, chronic pulmonary disease (e.g. COPD) and diabetes. Moreover, PEI's chronic disease burden is anticipated to increase as our Island population ages. However, also similar to other Canadian provinces and territories, data in PEI shows that a large proportion of these diseases can be prevented or delayed. Four health behaviours contribute significantly to PEI's rates of chronic disease: physical inactivity, unhealthy eating, tobacco use, and harmful use of alcohol. Taking steps towards wellness in PEI means enabling Island residents to improve these health behaviours and reduce their health risk. Improving wellness in PEI also means focusing on mental wellness which is strongly related to physical wellbeing. Collective action on these health

behaviours can significantly lower the impact of disease and injury on Island residents and communities.

However, changing our health behaviours can be difficult. Change is particularly hard for individuals who struggle with social factors such as low income and unemployment, lack of education, poor social support networks, and unhealthy physical environments. PEI's approach to wellness requires collaboration among many health and non-health sectors and stakeholders to address these factors known as the social determinants of health (SDH). These stakeholders include the provincial government, communities, municipalities, service providers, not-for-profit organizations, and the private sector. Working together, our goal is to empower Island residents to make healthy choices — to turn the healthy choice into the easy choice.

Three approaches have been shown to empower individuals to make healthy choices: Healthy Public Policy, Community Action, and Preventive Service Delivery. Healthy Public Policy creates social and physical environments that support wellness (e.g., bike lanes, healthy school lunch programs, smoke-free legislation, minimum age of purchase for alcohol products).

Community Action empowers individuals, groups, and organizations to lead wellness initiatives in their community (e.g., wellness grant programs, walking clubs, food skills and nutrition education, smoking cessation support groups, social media campaigns to reduce the harmful use of alcohol). Preventive Service Delivery promotes wellness directly through a program or service (e.g., toll-free Mental Health and Addictions phone line, prescription for exercise program) or indirectly as part of a visit to a health or social services provider (e.g., screening for high-risk alcohol use during a visit to your family doctor).

LIVE WELL PEI

PEI's approach to wellness is embodied in **LIVE WELL PEI**: a wellness brand and framework developed in consultation with community and government stakeholders. The **LIVE WELL PEI** graphic below summarizes the **LIVE WELL PEI** approach to wellness. **LIVE WELL PEI** addresses the five health behaviours: physical activity (**MOVE WELL**), healthy eating (**EAT WELL**), quitting tobacco use (**BREATHE WELL**), reducing the harmful use of alcohol (**CHOOSE WELL**), and mental wellness (**FEEL WELL**)¹. **LIVE WELL PEI** addresses these five behaviours

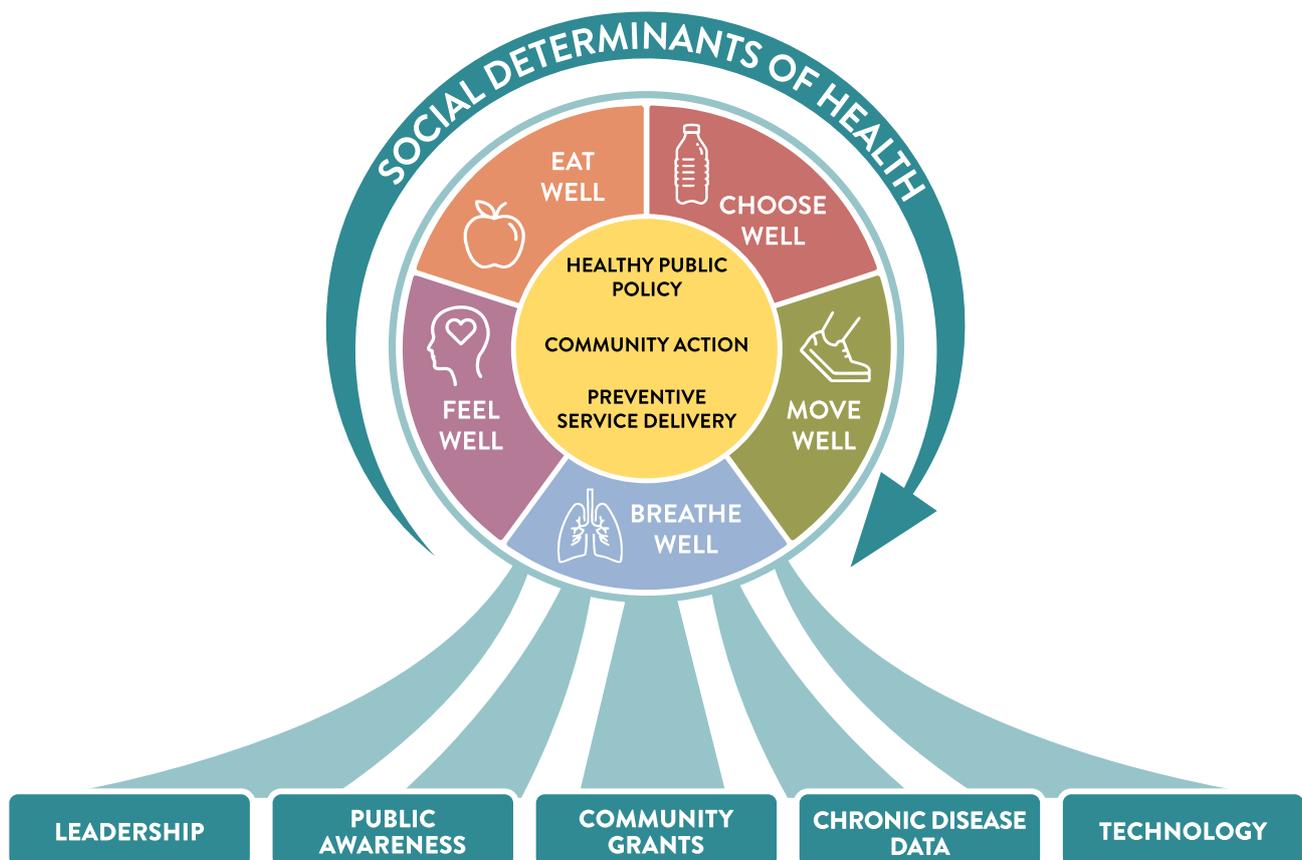


Figure 1: The **LIVE WELL PEI** approach to wellness

¹ The **FEEL WELL** component of **LIVE WELL PEI** is led by the PEI Alliance for Mental Well-Being allianceformentalwellbeing.com

using three approaches: Healthy Public Policy, Community Action, and Preventive Service Delivery. Leadership, public awareness, community grants, chronic disease data, and technology are required to enable the three approaches. Lastly, actions to improve wellness must take into consideration the social determinants of health.

Overview of the consultation process

In May 2024 the Department of Health

and Wellness and Chief Public Health Office (CPHO) released a Consultation Paper on Wellness in PEI, a five-year provincial plan as part of the **LIVE WELL PEI** brand. The purpose of the consultation paper was to engage Island residents in developing a 5-year provincial wellness action plan under the brand **LIVE WELL PEI**. For each health behaviour a 5-year provincial goal has been set. The evidence-informed actions in the consultation paper were selected for their potential to help achieve the bold, forward-looking wellness goals below:

Health Behaviour	5- Year Provincial Goal
BREATHE WELL Quitting tobacco use	Empower 6,000 more Island residents to BREATHE WELL by living tobacco-free ² .
CHOOSE WELL Reducing harmful use of alcohol	Empower 7,000 more Island residents to CHOOSE WELL by reducing their alcohol use ³ .
EAT WELL Healthy eating	Empower 18,000 more Island residents to EAT WELL by adopting a healthier diet ⁴ .
MOVE WELL Physical activity	Empower 20,000 more Island residents to MOVE WELL by meeting physical activity guidelines ⁵ .
FEEL WELL Mental wellness	Empower 9,000 more Island residents to FEEL WELL by making connections with community resources and taking personal actions to improve mental wellbeing ⁶ .

² 6,000 Island residents represents one-third of PEI’s 18,000 daily smokers who will be empowered to quit tobacco use. This is equivalent to a reduction in PEI’s smoking prevalence from 13.4% to 7%.

³ 7,000 Island residents represents 22% of PEI’s 32,000 residents who drink heavily who will be empowered to **CHOOSE WELL** by no longer drinking heavily. This is equivalent to a reduction in PEI’s heavy drinking prevalence from 23.8% to 15%.

⁴ Healthy eating is estimated using the percentage of Island residents 12 years and older consuming five or more servings of fruit and vegetables per day. 18,000 Island residents empowered to **EAT WELL** represents an increase in this measure from 28.5% to 33%.

⁵ Physical activity is estimated using the % of Island residents 12 years and older meeting the Canadian 24-Hour Movement Guidelines. 20,000 Island residents empowered to **MOVE WELL** represents an increase in this measure from 48.3% to 50%.

⁶ Mental wellness is estimated using the % of Island residents 12 years and older reporting excellent or very good mental health. 9,000 Island residents empowered to **FEEL WELL** represents an increase in this measure from 68.0% to 75.1%.

The public consultation had several objectives:

- To develop a report that will guide development of a 5-year **LIVE WELL PEI** Action Plan.
- To ensure the CPHO's partners are aware of the plan and are given an opportunity to share their input.
- To promote collaboration between organizations.

The consultation paper was published for review and feedback and was open to all Prince Edward Island residents and stakeholder organizations. There were three ways to provide input to the consultation:

- An online survey.
- Written responses.
- In-person consultation sessions with community organizations and partners.

The online survey, which was open from May 14 to July 5, received responses from organizations and individuals. The survey allowed respondents to rate their level of support for each of the actions on a five-point scale (strongly oppose, somewhat oppose, neutral, somewhat favour, strongly favour). It also provided space for respondents to share their perspectives and explain their rating choice for each action, as well as space to propose additional actions to achieve the **LIVE WELL PEI** goals. Sixty-eight (68) organizations completed all or part of the online survey, with a total of 693

individual question responses. 1,102 individuals completed all or part of the online survey with a total of 13,198 individual question responses.

The written responses came from industry groups, non-governmental organizations, interested professionals, and academics. These responses came from organizations both within the province and across Canada, with a total of 29 respondents.

A series of four in-person consultation sessions took place in Charlottetown, Summerside, Mill River and Brudenell between May and June 2024, and were facilitated by the CPHO. A total of forty-eight different organizations took part representing various sectors and populations including health, social service, climate, youth, seniors, women, immigrants, indigenous, francophone, LGBTQI+, and for-profit businesses, among others. During these sessions, organizations were asked to share their feedback on the actions within the frame of three key questions:

- Which actions align with your organization's goals?
- What important issues, if any, are missing from this framework?
- What role could you play in implementation?

The results of all public consultations have been collated, analyzed and synthesized, and this report shares the results of the consultation.

Analysis methodology

Survey responses by individuals:

Responses from individuals were received from the online survey. These qualitative responses were reviewed by an external consultant using a keyword analysis to identify levels of support, themes, gaps and concerns. The survey included quantitative questions with a five-point Likert scale to gauge level of support for each action. The scale's response options were: strongly oppose, somewhat oppose, neutral, somewhat favour, and strongly favour. In the analysis for this report, "somewhat favour" and "strongly favour" responses were grouped to summarize overall support for each action.

Written responses: All written responses were received electronically through the [Live Well PEI](#) email. These were individually reviewed by an external consultant to identify which pillar was being addressed and summarised collectively to provide an overview of the responses.

Community organizations: During the in-person consultations, participants were encouraged to write their perspectives, questions and feedback on sticky notes, and the facilitators also made notes of what was being discussed in the group sessions. These notes were transcribed by an external consultant and analysed across the four regions for each action item. The qualitative responses from organizations

to the online survey were then brought in and all responses were clustered by theme to identify levels of support and identified gaps, as well as where organizations saw themselves in the implementation of the action. The quantitative responses were analyzed to identify levels of support for each action. Similar to the quantitative analysis performed for individual responses, responses from organizations were analyzed to determine the level of support for each action.

Note about the use of Artificial Intelligence (AI)

During the analysis process, it was evident that a few of the responses to the online survey were prepared using generative AI. This was confirmed through the use of an online AI detector. These responses were removed from the overall data and were not included in the synthesis of the results. From the CPHO: "The validity and therefore quality of the data collected during consultation is dependent on the authenticity of the results. As such, a human's experiences and perspectives are essential. If the "thinking" in the response was done by AI, then it is not a single human's (or organization's) response and is therefore invalid when we are seeking human and organizational opinions."



Results of the Consultation

Overview of the Responses

The overall feedback from the consultation process was positive and supportive of the wellness actions within the Consultation Paper. Organizations, individuals, and industry are largely aligned on the aim to improve health and wellness on PEI. A number of general observations were made during the analysis process:

- Overall, several respondents pointed out that the wellness pillar areas all connect with one another, e.g. to address tobacco use we should also increase alternative options to physical movement, or that mental health and wellness is linked to eating well. Defining the **LIVE WELL PEI** pillars was done with this connectivity in mind, and achieving success of the action plan requires investing in actions across all of the pillars.
- The most prominent recommendation that emerged across all of the action items was the need to increase education and awareness across the Island on increasing healthy lifestyles. In particular, there was support to start this awareness from a young age and in schools to embed a preventive approach for all the actions.
- Contextualizing the actions so they remain culturally relevant was identified as important. Cultural contexts of Indigenous communities, newcomers, and equity-owned populations need to be applied to all pillar areas at implementation.
- Many respondents highlighted the underlying social factors (social determinants of health) that are impacting health outcomes in PEI. Examples cited by respondents include the effects of the rising cost of living on access to healthy food, fitness opportunities and mental health supports. Discussion of these effects was related to support for Universal Basic Income as a way to improve health outcomes.
- The pressures currently being experienced by the healthcare system and the difficulty in obtaining a family doctor were also cited as factors influencing health on the Island.
- Many responses highlighted the important and ongoing work being carried out by community partners on the Island and stressed the need to continue collaborating with them to achieve the actions.

Summary of consultation results

The following section summarises the results of the community engagement for each of the 25 actions from the Consultation Paper, which is divided by pillar and highlights the corresponding 5-year provincial goal.

The summary for each action is provided in a one-page overview, containing the name and type of action, an overview of what the action is, the quantitative results of the online survey (categorising the results by organizations and individuals) and a summary of the qualitative results. At the end of each pillar section are additional suggestions shared by respondents.

BREATHE WELL

*5-year Provincial Goal:
Empower 6,000 more
Island residents to
BREATHE WELL by
living
tobacco-free*



LIVE WELL PEI
together we can

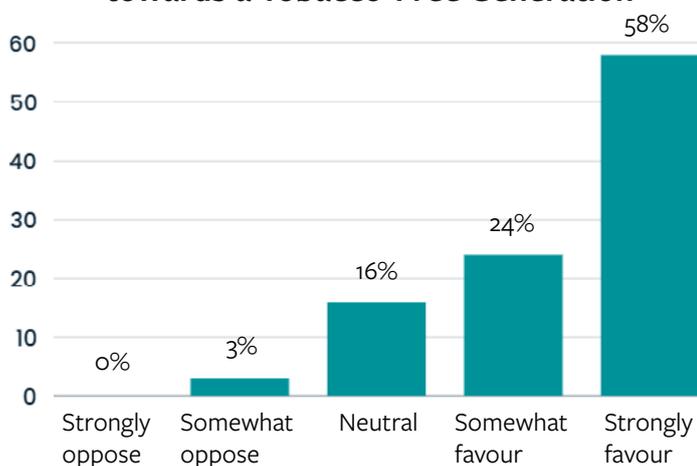
Lead the way towards a Tobacco-Free Generation



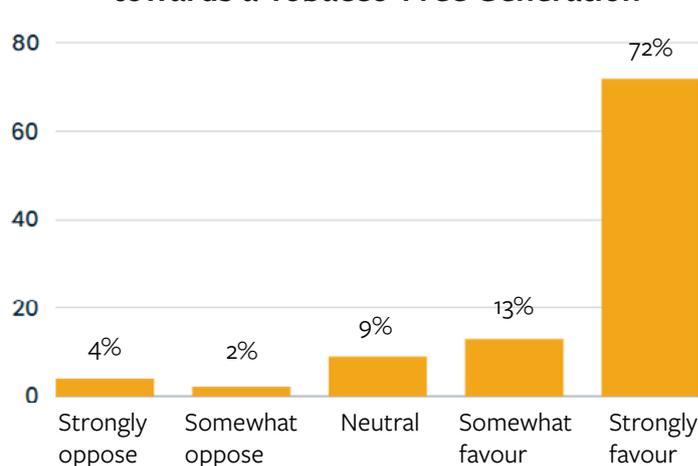
About this action

Tobacco-Free Generation (TFG) proposals no longer allow tobacco to be sold to individuals born after a certain year. The purpose is to stop the next generation of youth from purchasing tobacco products. TFG proposals do not impact adult smokers and are focused on tobacco rather than vaping. This action proposes that, starting in a certain year, PEI would no longer allow the sale of tobacco products to the next generation of Island residents.

82% of organizations favoured the way towards a Tobacco-Free Generation



85% of individuals favoured the way towards a Tobacco-Free Generation



Responses

The main reasons why respondents supported this action include:

- The harmful health effects of tobacco both on smokers and those around them.
- The positive health benefits of limiting smoking.
- The need to prevent youth from starting to use tobacco.
- The financial impact that tobacco has on the healthcare system.
- There were responses that supported the action because they themselves were former smokers or had friends and/or family members that smoke and witnessed firsthand the negative impact of smoking on their health.

Both individuals and organizations felt the action should be expanded to include vaping and all tobacco

products and brought up the need to address the underlying factors that lead to tobacco use, most notably socio-economic challenges. They also discussed ongoing education on the harms of tobacco use, particularly among youth and within families. Organizations also mentioned the need for incentives to encourage people to live tobacco-free.

Other things to note in the responses to this action area were:

- The impact on personal choice and the potential creation of a tobacco black market that could target youth.
- The need to clarify that the action targets commercial tobacco use as opposed to cultural/ritual tobacco use.

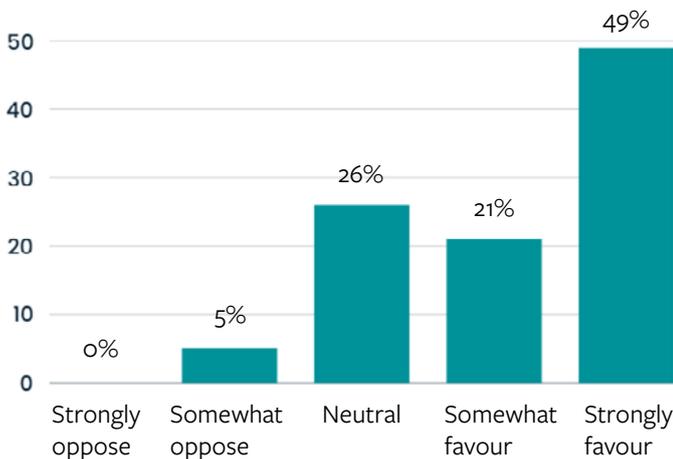


Permit tobacco to be sold only in tobacconist shops

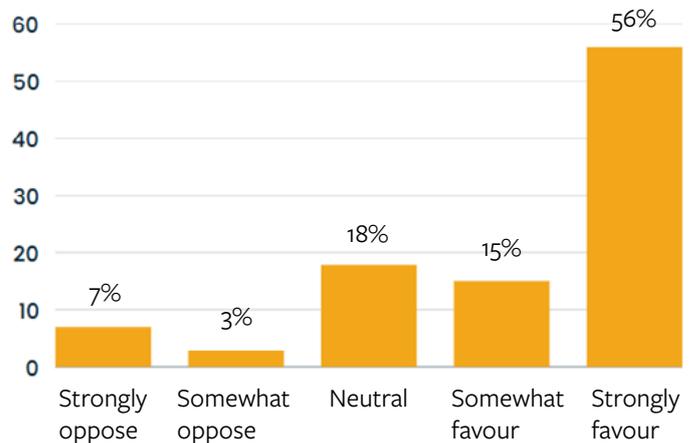
About this action

A tobacconist shop is an age-restricted retailer whose primary business is the retail sale of tobacco and/or electronic smoking devices. This action to permit tobacco to be sold only in tobacconist shops would only apply to new tobacco retailers, not current tobacco retailers.

70% of organizations favoured for tobacco to be sold only in tobacconist shops



71% of individuals favoured for tobacco to be sold only in tobacconist shops



Responses

The main reasons why respondents supported this action include:

- Support for further regulating the sale of tobacco products.
- Limiting access to tobacco products, and the preventative effects of reduced access.
- There was particular support for reducing youth exposure to these products.

In general, there was an overwhelming number of responses calling for limited access to tobacco, and there were responses in support of fully banning tobacco products. Both

organizations and individuals emphasized the need for increased education programs and expanded smoking cessation initiatives to support the implementation of this action, as well as additional enforcement to accompany this action, particularly as it relates to minors.

Other things to note in the responses to this action area were:

- The impact that this action will have on the revenue of small businesses.
- The potential for a black market, particularly for online purchases of tobacco.

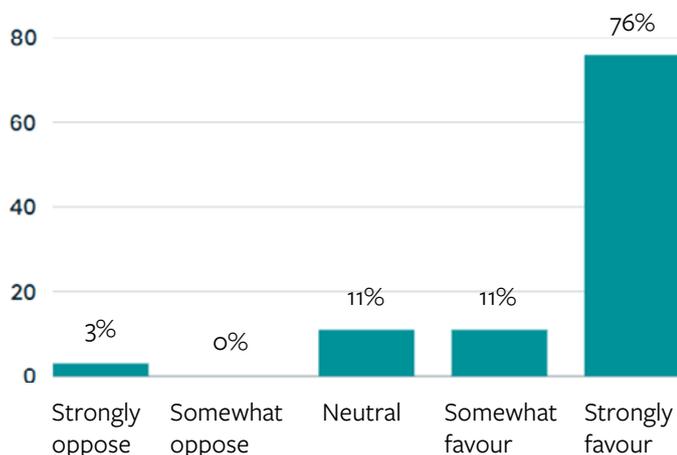
Prevent youth initiation of tobacco and vaping



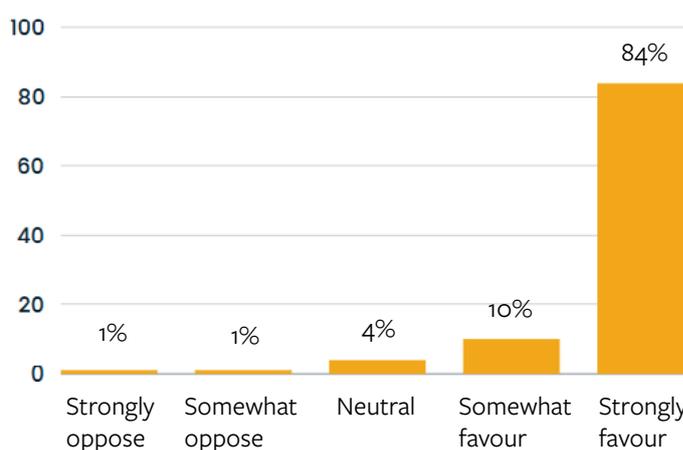
About this action

Preventing youth from starting to use tobacco and vaping products requires prevention messages in schools and the broader community. This action would increase prevention efforts in Island school settings and expand community-based messages tailored to youth.

87% of individuals favoured prevention of youth initiation of tobacco and vaping



94% of individuals favoured prevention of youth initiation of tobacco and vaping



Responses

The main reasons why respondents supported this action include:

- Respondents who are parents said that they did not want to see their children start smoking, particularly former smokers.
- The impact that early prevention can have on the population’s physical and mental health, particularly on youth development.
- It was emphasized that it’s much easier for youth to not start using tobacco than to quit later.

Both organizations and individuals supported expanding education programs for young people to equip them with the knowledge of the risks

and dangers of using tobacco products, and for this education to be shared constructively rather than a ‘fear-based’ approach. They also brought up the dangers that vaping poses as an ‘alternative’ to other tobacco products, and the concerning rise in vaping that they are seeing in their communities and in particular school settings. Organizations discussed the importance of working with youth directly to develop prevention messaging and working with parents so that the action is supported at home.

No other points were noted in the responses to this action area.

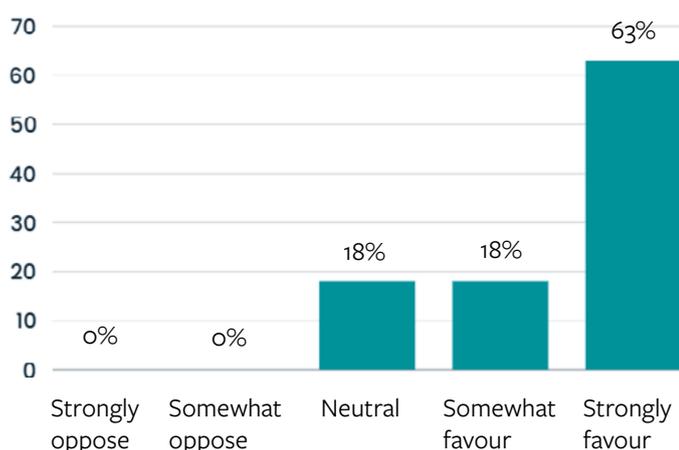
Expand the PEI Smoking Cessation Program



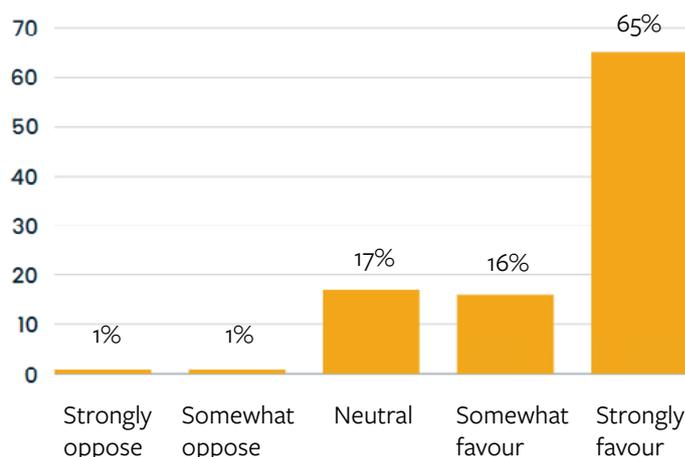
About this action

The PEI Smoking Cessation Program covers 100% of the cost of nicotine replacement therapy (i.e., nicotine gum, lozenges, patches, and inhaler) or cessation prescription medications for Island residents who wish to quit. This action would: increase intake sites/ providers, integrate the program into health and social service settings and workplaces, invest in program support and promotion, and reach priority groups.

81% of organizations favoured expansion of the PEI Smoking Cessation Program



81% of individuals favoured expansion of the PEI Smoking Cessation Program



Responses

The main reasons why respondents supported this action include:

- Recognition of the powerful addiction of tobacco products and the need for support to stop using tobacco products.
- The societal and health benefits of quitting tobacco use.

Both organizations and individuals supported enhancing access to the program to ensure as few barriers as possible. This includes expanding

those who can refer people to the program, such as pharmacies, and ensuring the program is robust and well-resourced. They also mentioned the need to increase awareness about the existence of the program, how it works, and its success rate. Organizations brought up the need to address the fear-based and shame-based approaches to smoking cessation, and to expand counselling options.

No other points were noted in the responses to this action area.

Additional BREATHE WELL actions suggested by respondents:

- Introduce stricter policies around tobacco sales, including:
 - Bigger penalties for selling tobacco products to minors.
 - Increasing the cost of tobacco products.
 - Greater restrictions on vaping products.
 - Creating more smoke-free zones and stricter guidelines on smoking in public.
 - Banning tobacco products entirely.
- Increase education in schools on the dangers of smoking, including through peer support, and targeting students at a young age.
- Increase awareness campaigns on the effects of smoking through commercials, advertisements, billboards, and community resources, etc.
- Provide additional supports for those trying to quit such as wellness programs and helplines, including addressing underlying causes of tobacco product usage.

CHOOSE WELL

5-year Provincial Goal:
Empower 7,000
more Island
residents to **CHOOSE
WELL** by reducing
their alcohol use



LIVE WELL PEI
together we can

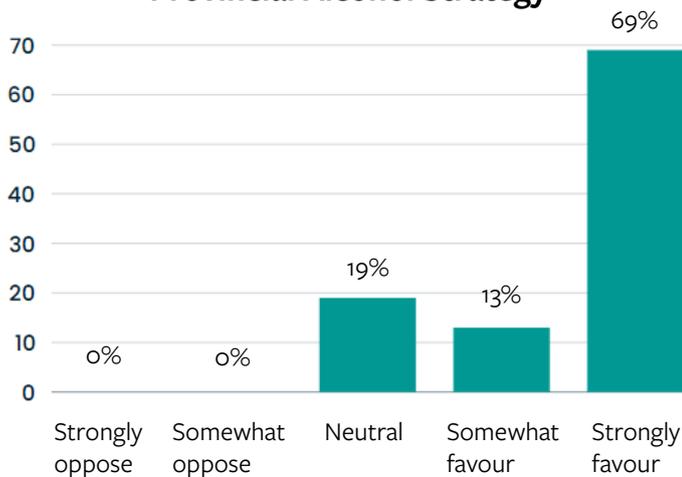
Strengthen alcohol policy in PEI by developing a Provincial Alcohol Strategy



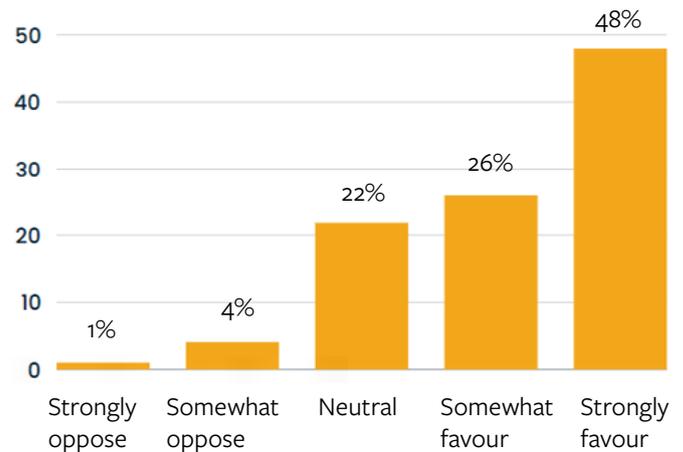
About this action

This action would develop and implement a Provincial Alcohol Strategy that addresses the Canadian Alcohol Policy Evaluation’s (CAPE) 26 evidence-based alcohol policy recommendations for PEI. CAPE recommends that this strategy is developed independently of the alcohol industry and has public health and safety leadership, dedicated funding, an implementation timeline, and regular public-facing updates. The strategy would focus on the seven policy domains where PEI received a failing score: physical availability, control system, marketing and advertising controls, minimum legal age, health and safety messaging, liquor law enforcement, and alcohol strategy.

82% of organizations favoured strengthening alcohol policy in PEI by developing a Provincial Alcohol Strategy



74% of individuals favoured strengthening alcohol policy in PEI by developing a Provincial Alcohol Strategy



Responses

The main reasons why respondents supported this action include:

- The elevated rates of alcohol consumption on PEI.
- The significant health and social impacts of overconsumption of alcohol.
- The need to reduce impaired driving.
- The need to restrict youth access to alcohol.

Both organizations and individuals felt that the strategy must include limitations on

access to alcohol, and to increase education and awareness on the harms of alcohol consumption on health, particularly among youth. Organizations mentioned the need to address the stigma around alcohol-related treatment.

Other things to note in the responses to this action area were:

- The impact on the freedom to choose to drink.
- Whether existing policies and restrictions were already adequate.

6

Community Action

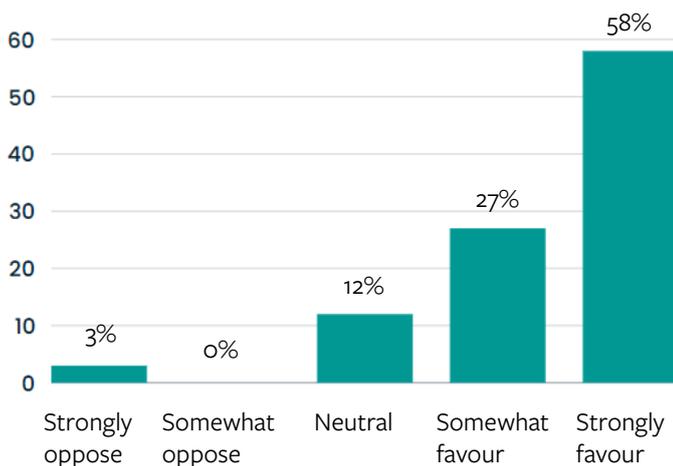
Develop a provincial Alcohol Harm Prevention Network



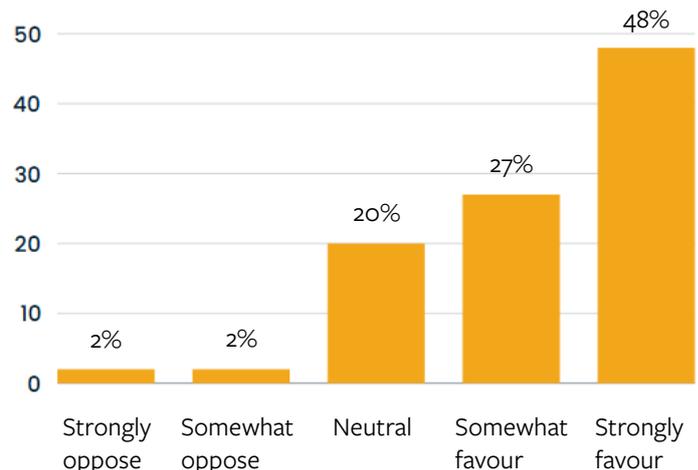
About this action

This action would develop a provincial Alcohol Harm Reduction Network to support community-led, evidence-informed initiatives to reduce harmful alcohol use in PEI. Community-led alcohol harm reduction projects would receive grant funding through **LIVE WELL PEI**. Other jurisdictions in Canada have created similar networks. An example is the Nova Scotia Alcohol Policy Coalition.

85% of organizations favoured developing a provincial Alcohol Harm Reduction Network



75% of individuals favoured developing a provincial Alcohol Harm Reduction Network



Responses

The main reasons why respondents supported this action include:

- The significant harmful effects of alcohol on individual health, and that it is an addictive substance.
- The negative impact of alcohol on families and communities, and the need to change the culture in PEI.
- Recognizing the role that communities can play in leading harm prevention.

Both organizations and individuals acknowledged the need to expand addiction

support and improve access to these programs. Organizations commented on the importance of partnerships to reduce alcohol harms, and the need to target youth and address the social pressures they face around alcohol use.

Other things to note in the responses to this action area were:

- The need to address the underlying factors that lead to overconsumption of alcohol, including its cultural significance and the impacts of poverty.

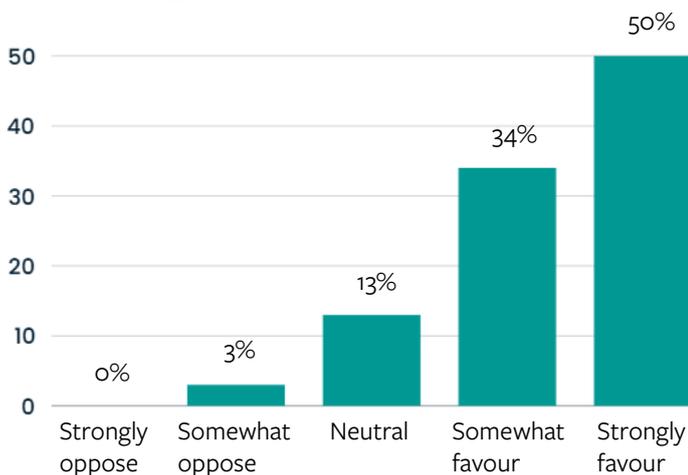
Promote Screening, Brief Intervention, and Referral



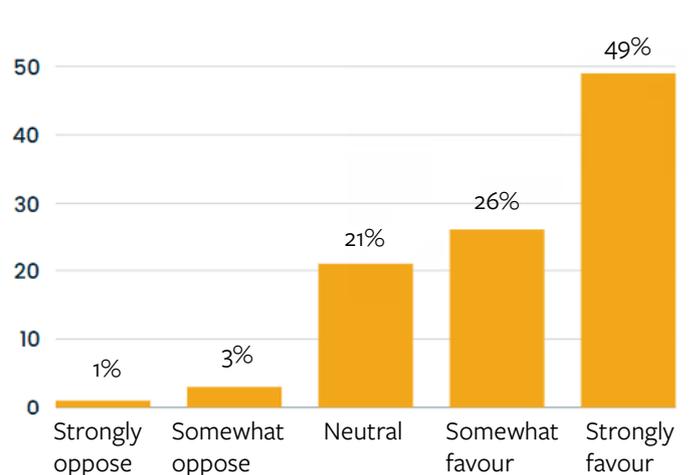
About this action

Screening, brief intervention, and referral (SBIR) is an evidence-based approach whereby health care providers ask about alcohol use and provide help to individuals who drink alcohol above low-risk levels. Strong evidence shows that SBIR in health care and social service settings and online self-guided SBIR resources reduce harmful alcohol use. This action would promote existing SBIR guidelines to increase uptake among service providers in PEI.

84% of organizations favoured promotion of screening, brief intervention, and referral



75% of individuals favoured promotion of screening, brief intervention, and referral



Responses

The main reasons why respondents supported this action include:

- Incorporating a preventative approach.
- To reduce harmful levels of alcohol consumption at an early stage.
- Providing more support to those who want to reduce their alcohol consumption.

Individuals mentioned the need for more information about the program and how the screening and intervention aspect of the program would work, supporting this action with increased education and awareness on

the harms of alcohol. Both individuals and organizations brought up involving health professionals in this program and training them on SBIR, and to ensure that the health system is adequately resourced and equipped to support this action so that people have timely access. They also brought up screening at a younger age.

Other things to note in the responses to this action area were:

- How to provide support to those who do not want to, or have concerns about, enrolling in the program.

Additional actions for CHOOSE WELL suggested by respondents:

- Limiting access to alcohol, such as through increasing the minimum age of purchase to 21, limiting the number and location of sales outlets, and increased taxes.
- Reducing advertising of alcohol, particularly in media accessible by youth, and promoting less alcohol consumption.
- Promoting alcohol-free options at restaurants, bars, events, etc. and incentivizing those options to facilitate easier access.
- Increased education in schools on the harms of excessive alcohol consumption.
- Better mental health supports for those who want to seek treatment for alcohol addiction.
- Better access to healthy alternatives, particularly healthy eating and exercising, and promoting those healthy choices.



EAT WELL

*5-year Provincial Goal:
Empower 18,000
more Island
residents to EAT
WELL by adopting a
healthier diet*



LIVE WELL PEI

together we can

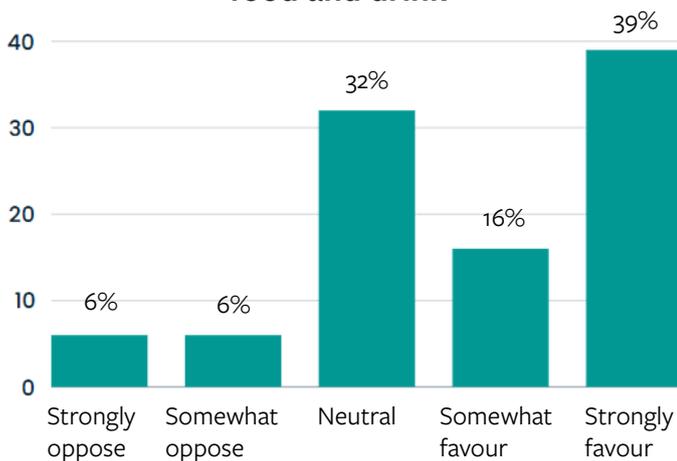
Restrict advertising and promotion of unhealthy food and drink



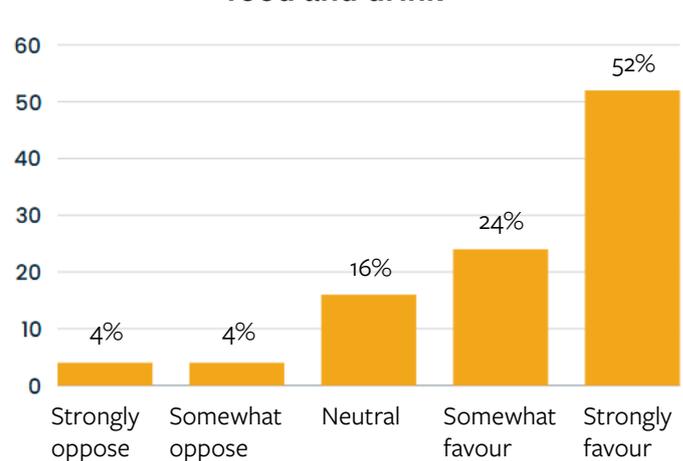
About this action

Food advertising can greatly affect children's attitudes towards food, their preferences, and their overall health. In Canada, children often see and hear advertisements promoting foods that are high in sodium, sugar, and saturated fat. These foods increase the risk for obesity and chronic diseases, such as diabetes. This action would develop laws to regulate advertising and promotion in places where children/families spend time, which can help improve food choices.

55% of organizations favoured restricting advertising and promotion of unhealthy food and drink



76% of individuals favoured restricting advertising and promotion of unhealthy food and drink



Responses

The main reasons why respondents supported this action include:

- The perceived rates of obesity in PEI due to unhealthy foods.
- The potential positive impact on the healthcare system.

There was support from organizations and individuals to limit advertising of unhealthy food and drink to youth especially, recognizing the power of advertising on the way people eat, and the need to couple this action with increased access to healthy food. Organizations believed advertisement restrictions should include restrictions on ads for highly processed food and energy drinks, and

improve access to healthy foods, including access to dietitians. Individuals also stressed the need to take social media into account due to the access that children have to unhealthy food advertisements through these platforms, as well as increased education and awareness about dietary intake, particularly when it comes to what is considered 'healthy' vs. 'unhealthy'.

Other things to note in the responses to this action area were:

- The impact on small businesses and loss of advertising revenue for sports facilities.
- Whether the action would be able to change personal behaviours.

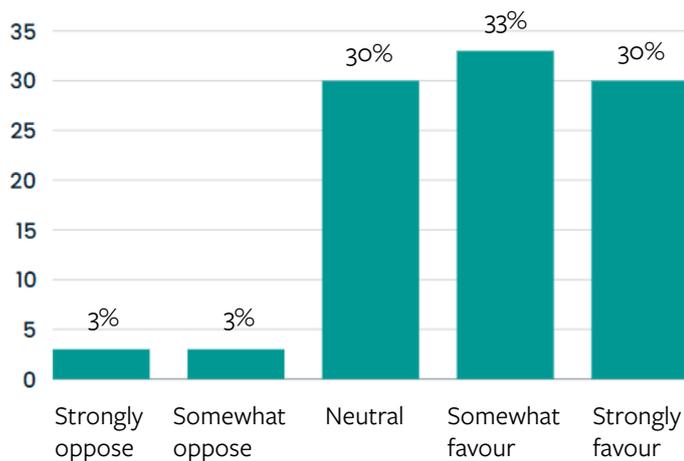
Legislate menu labeling of food and beverages



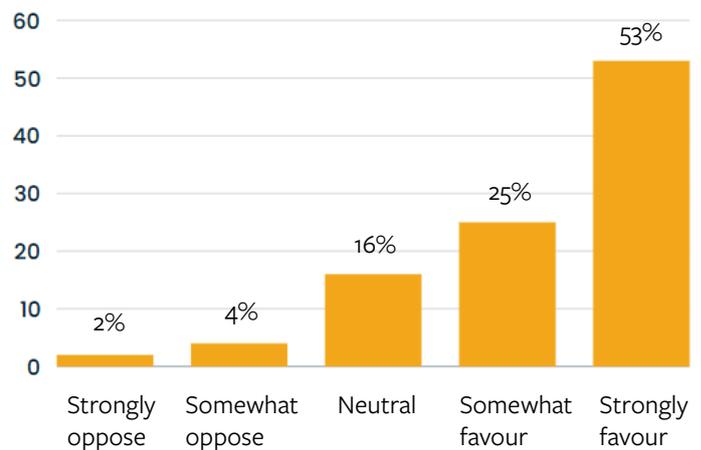
About this action

Eating out is often linked to eating more calories, sodium, sugars, and saturated fat, and eating fewer micronutrients. Mandatory menu labelling provides customers with nutritional information for standard menu items, including food on display and self-service foods. In 2017, Ontario implemented menu labelling legislation through the Healthy Menu Choices Act. By implementing similar legislation in PEI, Island residents would be able to make healthier choices.

63% of organizations favoured legislation of menu labelling of food and beverages



78% of individuals favoured legislation of menu labelling of food and beverages



Responses

The main reasons why respondents supported this action include:

- People will be empowered to make better, or informed choices if they have more knowledge about the food they eat.
- This action would support people with dietary restrictions and allergies.

Both organizations and individuals expressed the importance of coupling this action with education on reading nutrition labels.

Other things to note in the responses to this action area were:

- The cost of this practice on small businesses.
- The effectiveness of this action on eating habits.

10

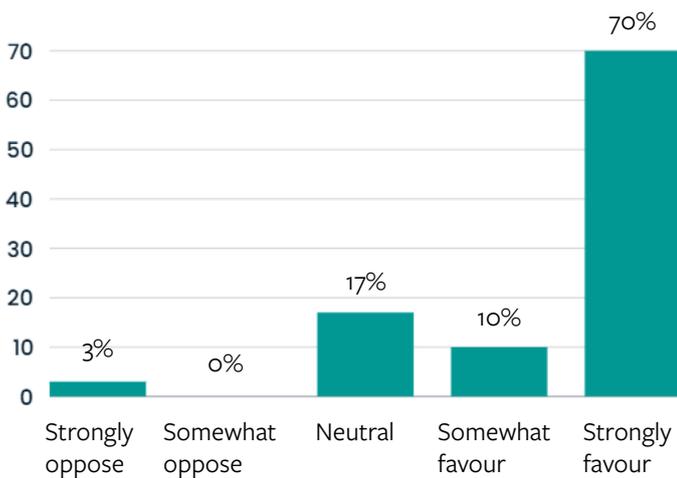
Implement standards for healthy food in government-supported institutions



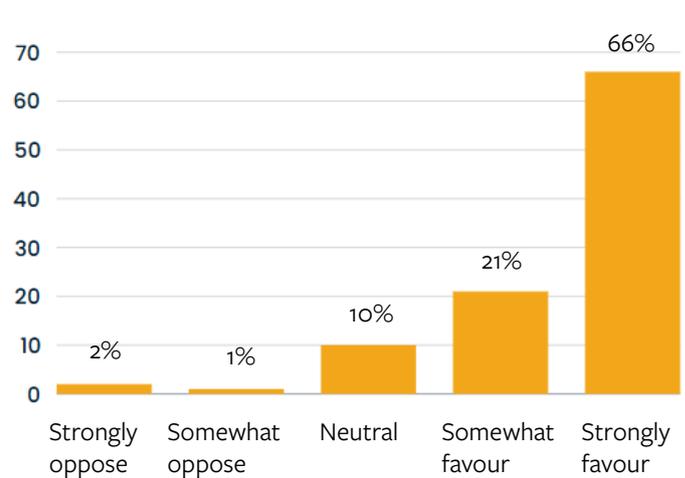
About this action

Unhealthy food products, especially those that are high in salt, sugar, and saturated fats, are common and widely available in Canada. Government action through policy is needed to support access to healthy foods. This action would encourage healthy food choices within government-supported institutions (e.g. schools, hospitals, care-homes, early childhood centers, and post-secondary institutions) in PEI by encouraging facilities to provide healthy food options.

80% of organizations favoured implementation of standards for healthy food in government-supported institutions



87% of individuals favoured implementation of standards for healthy food in government-supported institutions



Responses

The main reasons why respondents supported this action include:

- Belief that the government can lead by example by providing healthy food choices in government-supported institutions.

Individuals and organizations noted the importance of young people and those in care having access to healthy food and the

importance of increased education on eating healthy. There were also recommendations to improve school food programs, such as making it an 'opt-out' rather than an 'opt-in' program, expanding the program beyond breakfast and lunch and reducing food options with poor nutrition.

No other points were noted in the responses to this action area.

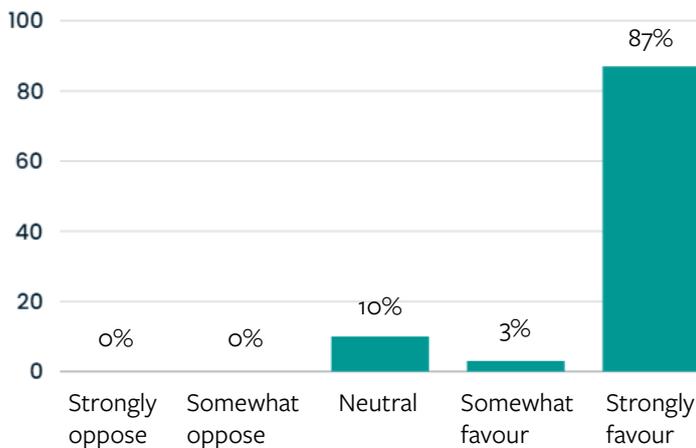
Work with partners to increase access to safe, local, and healthy food



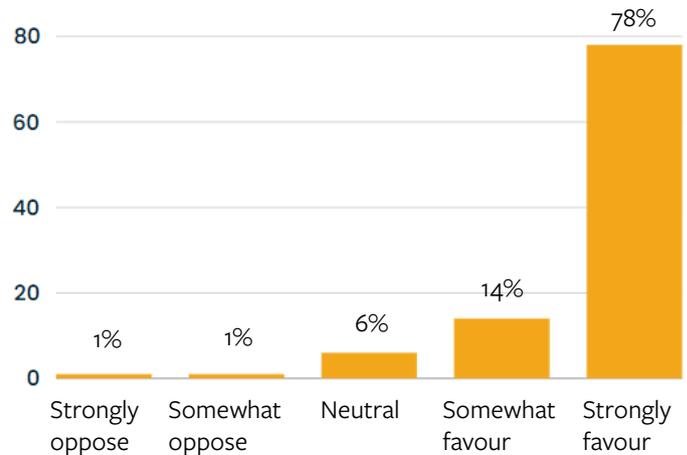
About this action

Community-based food and nutrition programs (e.g., community kitchens, farmers' markets, community gardens and greenhouses, school food programs, and community fridges) help to make healthy and nutritious foods more available. Supporting local food producers and distributors through policies related to procurement and land use can improve access to safe, local, and healthy foods while also improving food security and supporting local economies. This action would work with partners and industry to increase access to safe, local, and healthy foods and reduce barriers to eating well.

90% of organizations favoured working with partners to increase access to safe, local, and healthy food



92% of individuals favoured working with partners to increase access to safe, local, and healthy food



Responses

The main reasons why respondents supported this action include:

- The increasing cost of healthy food on the Island, especially locally.
- The increasing rate of food insecurity among communities.

Organizations and individuals believe that

access to safe, healthy, high quality, local food is beneficial for the health of local communities and will also support local food producers, with many respondents wanting to show support to their local farming communities and the local economy.

No other points were noted in the responses to this action area.



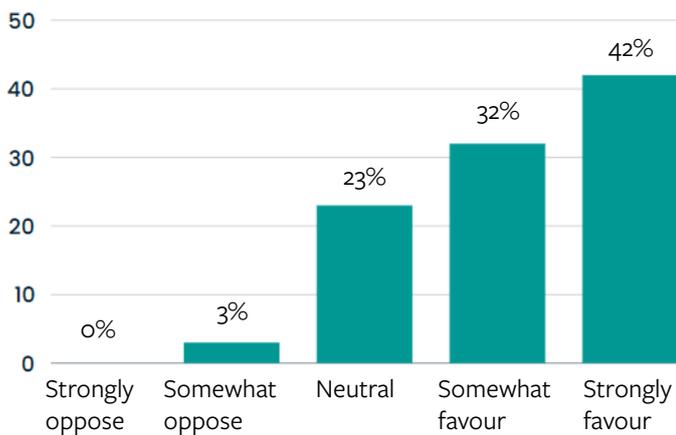
Launch a Prescription for Healthy Living Program to empower Island residents towards healthy eating



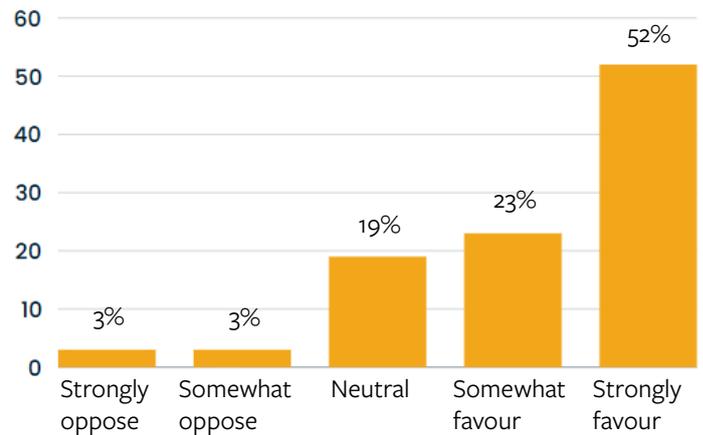
About this action

A Prescription for Healthy Living Program would encourage health service providers to write a prescription (recommendation) for Island residents who would benefit from support for a healthy lifestyle. There is evidence that this can help to improve health and prevent illness and injury. The prescription would be ‘filled’ by enrolling in the Prescription for Healthy Living Program which would provide guidance and resources (e.g., coaching, passes to access facilities, links to groups and activities, healthy eating vouchers, food skills).

74% of organizations favoured launching a Prescription for Healthy Living Program to empower Island residents towards healthy eating



75% of individuals favoured launching a Prescription for Healthy Living Program to empower Island residents towards healthy eating



Responses

The main reasons why respondents supported this action include:

- The program will provide guidance and support to those who want to improve their eating habits and make informed choices.
- It will help set people up for success.

Individuals and organizations wanted to learn

more about the program, the criteria for involvement and how it can be tailored to each person’s specific needs and context, and stressed the need to support the healthcare system in tandem with the rollout of this activity. Both groups also expressed the need to ensure a high quality of counselling to achieve desired results. Organizations emphasized the importance of involving community groups

(continued from 12: Launch a Prescription for Healthy Living Program to empower Island residents towards healthy eating): to help roll out this program and being given the ability to ‘prescribe’ as well, particularly in more rural areas. Individuals expressed the importance of ensuring that access to the program is easy, particularly in terms of cost, so that it can reach those who need it most. They also said that the program should be coupled with continued action in schools to promote healthy eating from a young age and to support adults with education on how to cook healthy meals.

Other things to note in the responses to this action area were:

- The program doesn’t fully address the underlying factors that impact access to healthy food, namely the rising costs.
- The use of the term ‘prescription’ as it felt too medical.
- Concern about the success of the program in relation to its cost.

Additional actions for EAT WELL suggested by respondents:

- Addressing the rising cost of food and growing food insecurity in the province is a clear priority for many of the respondents to the consultations.
- Increasing awareness and advertising about healthy eating and what programs and services exist to support this.
- Creating a sugar tax and taxing unhealthy food.
- Support for local food growers. Education for youth and food skills development.

MOVE WELL



5-year Provincial Goal:
**Empower 20,000
more Island
residents to MOVE
WELL** by meeting
physical activity
guidelines



LIVE WELL PEI
together we can

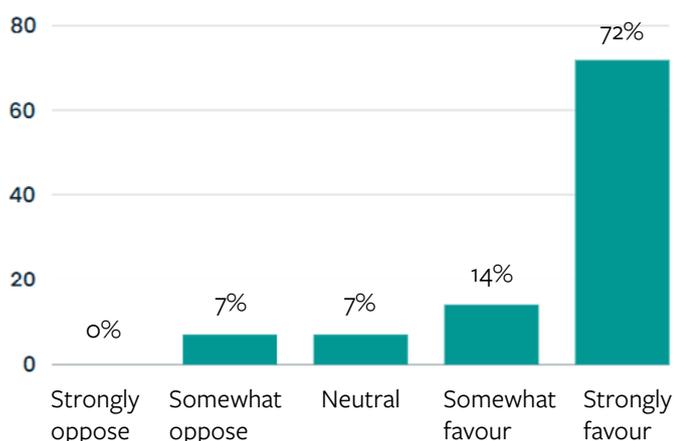
Strengthen provincial and municipal planning legislation



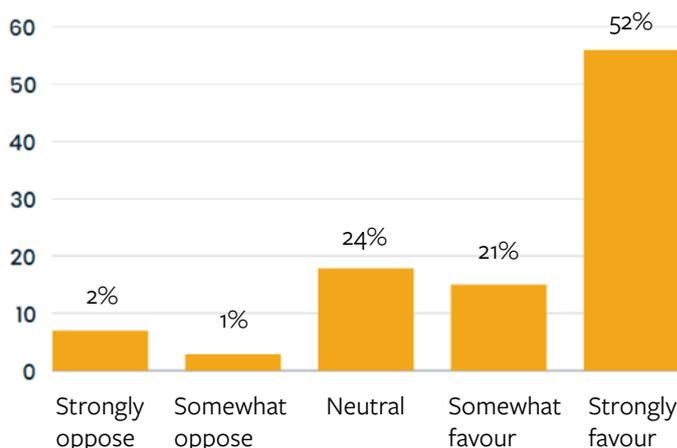
About this action

Planning for transportation and land use can support active transport and healthy built environments (e.g., safe routes for children to walk to school, walkable neighborhoods, green spaces, trails, and bike lanes). By prioritizing healthy public policy and legislation to create environments that support physical activity, municipal and provincial governments can help to increase the number of Island residents meeting physical activity guidelines. This action will build on existing frameworks to strengthen provincial and municipal planning legislation to support active living.

86% of organizations favoured strengthening provincial and municipal planning legislation



73% of individuals favoured strengthening provincial and municipal planning legislation



Responses

The main reasons why respondents supported this action include:

- The positive benefits of physical activity on health and wellbeing.

Organizations and individuals emphasized that the success of this action is tied to improving infrastructure, accessibility and safety on PEI, including increasing and improving active transit options for walking and cycling, increasing green and outdoor spaces, and increasing incentives for the use of active transportation, particularly for commuting. Utilizing land use planning as a tool to protect open spaces such as wetlands, farmlands and parks was also brought up by both groups.

They also identified taking rural communities and vulnerable populations into consideration when implementing this action and provide solutions that are appropriate and adequate for those contexts. Accessible and affordable exercise facilities and programs were also cited as important considerations by both groups.

Other things to note in the responses to this action area were:

- Requests for more information to better understand this action, particularly the role of all levels of government and how the municipal level can be better supported to implement legislative changes.

14

Community Action

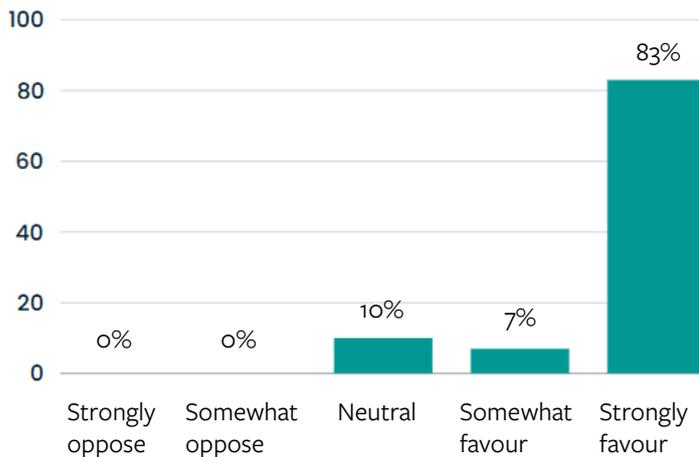
Increase accessibility of places where Island residents can be physically active



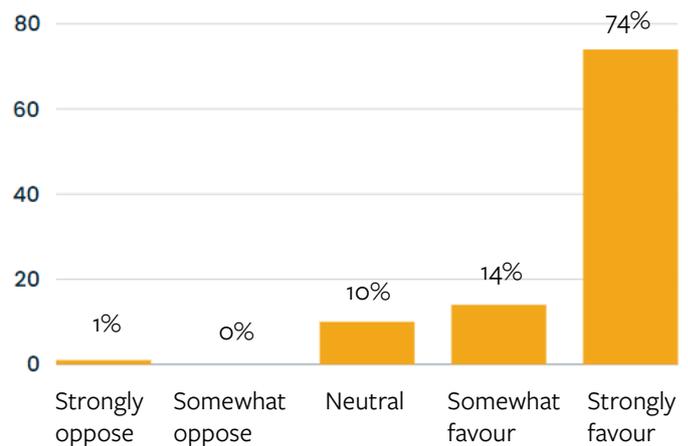
About this action

The places where we learn, work and play are an important focus of many Island resident's lives. By increasing opportunities to be physically active in these places, active living can be more easily integrated into daily life. This action would encourage workplaces, educational institutions, and community facilities to support individuals in meeting Canada's 24-hour movement guidelines by taking actions such as providing access to and extending the hours of operation of schools and community facilities.

90% of organizations favoured increasing the accessibility of places where Island residents can be physically active



88% of individuals favoured increasing the accessibility of places where Island residents can be physically active



Responses

The main reasons why respondents supported this action include:

- Belief that increasing access to places for physical activity will make it easier for communities to live healthy lifestyles.
- Improving people's overall physical and mental health.

Like the previous action, there was an emphasis from individuals to ensure that accessibility considers the needs of rural

communities for facilities and infrastructure. Ensuring access for all groups was also cited, particularly for older adults and people with disabilities. They also brought up walking and cycling infrastructure, parks and green spaces, affordable facilities within communities, such as gyms and swimming facilities, as important spaces to build and maintain. Organizations mentioned the importance of including a range of options to ensure accessibility for all groups, including activities and programs in schools and workplaces. They also highlighted

(continued from 14: Increase accessibility of places where Island residents can be physically active):

the importance of ensuring environments and infrastructure were safe for exercising. They also mentioned the benefit of increasing access to sports and fitness professionals and programs, particularly kinesiologists and dietitians.

Other things to note in the responses to this action area were:

- Affordability and the cost of access to facilities and programs were brought up as a key barrier.
- Availability of physical activity spaces in the winter months was also mentioned as an important element around seasonal accessibility.
- Knowledge of what's available within the community and ensuring that spaces are available outside normal working hours.

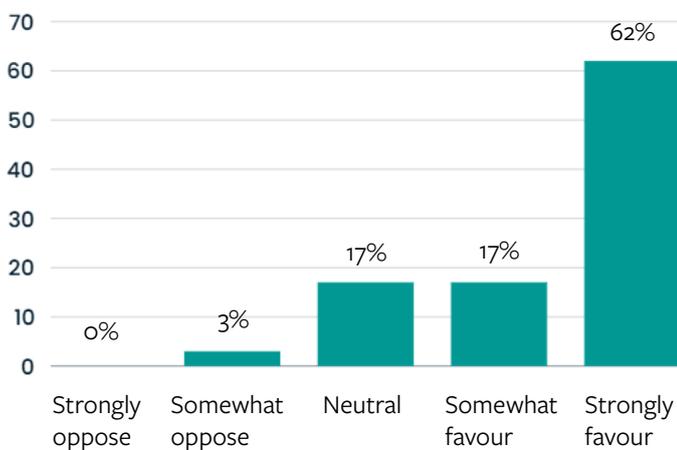
Launch a Prescription for Healthy Living Program to empower Island residents to increase their physical activity



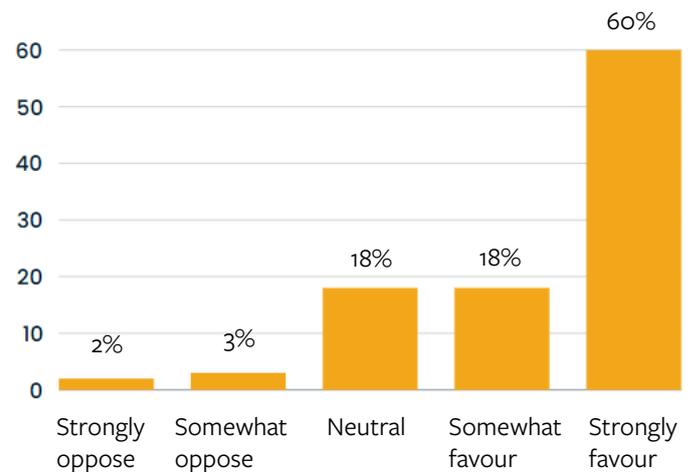
About this action

A Prescription for Healthy Living Program would encourage health service providers to write a prescription (recommendation) for Island residents who would benefit from support for a healthy lifestyle. There is evidence that this can help to improve health and prevent illness and injury. The prescription would be ‘filled’ by enrolling in the Prescription for Healthy Living Program which would provide guidance and resources (e.g., coaching, passes to access facilities, links to groups and activities, healthy eating vouchers, food skills).

79% of organizations favoured launching a prescription for Healthy Living Program to empower Island residents to increase their physical activity



78% of individuals favoured launching a prescription for Healthy Living Program to empower Island residents to increase their physical activity



Responses

The main reasons why respondents supported this action include:

- Empowering people to become more active and improve their health.
- Communities can benefit from increasing their physical activity.

Both organizations and individuals brought up the importance of ensuring that services being

prescribed are available so that those who need them most would be able to access them. They also brought up coupling the program with increased education campaigns to promote physical movement. Suggestions for ensuring that the program is accessible included:

- Ensuring a low barrier to entry.
- That it is appropriate for all ages.
- Ensuring accountability and follow-up for the prescription.

(continued from 15: Launch a Prescription for Healthy Living Program to empower Island residents to increase their physical activity):

- Allowing different groups the ability to ‘give’ the prescription, such as social workers and physiotherapists.
- Partnering with community organizations to increase its reach.
- Providing adequate awareness about the program’s availability.

Other things to note in the responses to this action area were:

- Many individuals did not know enough about the program to provide feedback confidently and wanted to learn more information.

Additional actions for MOVE WELL suggested by respondents:

- Increasing the availability of free or affordably priced fitness programs and facilities.
- Creating financial incentives to increase movement such as tax exemptions for gym use and other facilities.
- Preserving, promoting, maintaining, and increasing access to natural resources such as national parks, green spaces, hiking trails, parks, and bike trails, particularly in the winter.
- Organizing activities in community settings to encourage more participation.
- More knowledge sharing and awareness to create a cultural shift around moving well.

FEEL WELL

*5-year Provincial Goal:
Empower 9,000 more
Island residents to
FEEL WELL by making
connections with
community resources
and taking personal
actions to improve
mental wellbeing*

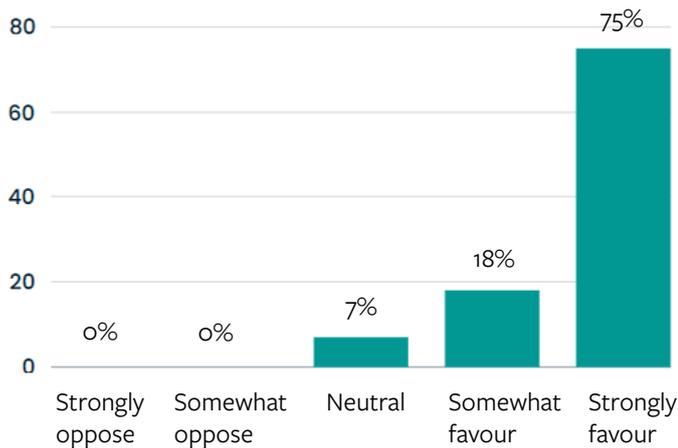
Work with the PEI Alliance for Mental Well-Being to facilitate frontline delivery of programs to vulnerable Island residents



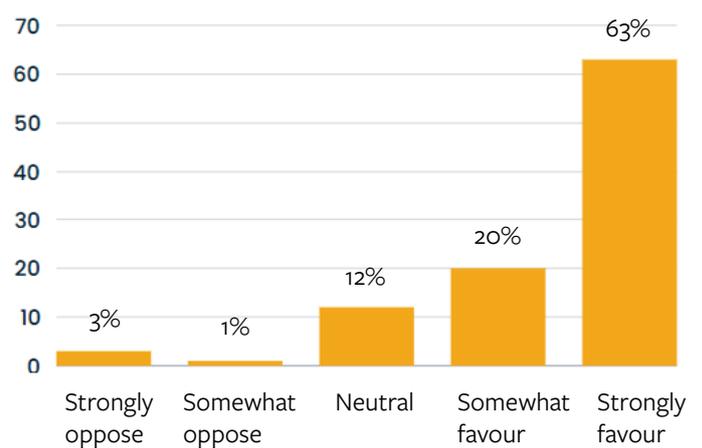
About this action

Provide funds to the PEI Alliance for Mental Well-Being to support evidence-informed community projects that are designed to develop and strengthen resiliency and improve mental well-being. The Brain Story Certification is an example of a funded program that is designed to help frontline workers and those who work with vulnerable Island residents to better understand the connection between brain development and addiction and mental health.

93% of organizations favoured working with the PEI Alliance for Mental Well-Being to facilitate frontline delivery of programs to vulnerable Islanders



83% of individuals favoured working with the PEI Alliance for Mental Well-Being to facilitate frontline delivery of programs to vulnerable Islanders



Responses

The main reasons why respondents supported this action include:

- A strong need for mental health support in PEI as it is perceived as a growing issue.
- Continued stigma associated with seeking mental health support.

Organizations mentioned the need to reach residents at a younger age by providing more educational programs in schools and for parents. Both organizations and individuals saw the need to further support frontline workers and non-profit organizations who also provide mental health supports, particularly those who reach vulnerable

sectors. There was positive feedback from those who were trained in the Brain Story from both organizations and individuals, and support to expand it.

Other things to note in the responses to this action area were:

- Both organizations and individuals asked for additional information about the PEI Alliance for Mental Well-Being.
- Some organizations felt that the Alliance’s application process could be improved.
- More organizations should be considered when funding mental health support projects.

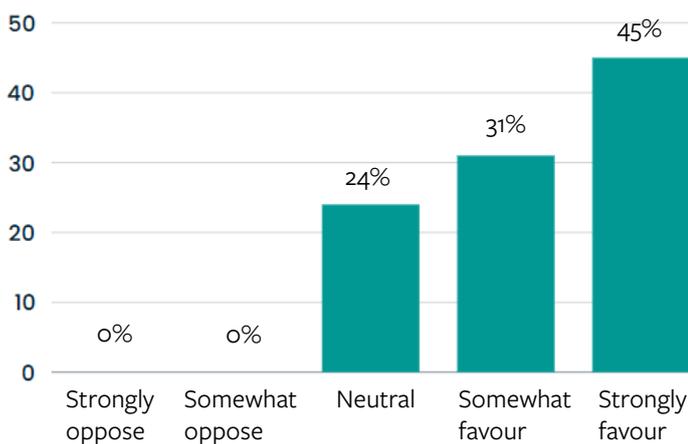
Engage through innovation via Bridge the gApp



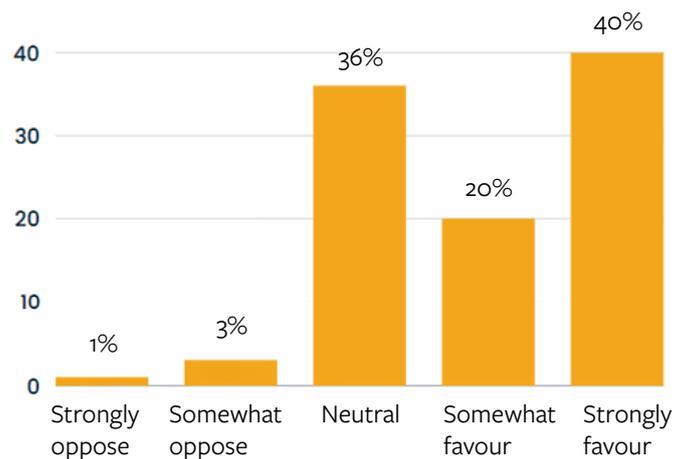
About this action

Bridge the gApp is an online mental health resource that provides early intervention programs to anyone age 13 years or older who is concerned about addiction, anxiety and stress, bullying, depression, eating disorders, identity and self-esteem, sexual health, suicide/self-harm, and more. Bridge the gApp provides practical tools and resources to help cope with everyday problems. Additional applications and information will be made available in partnership with Health PEI.

76% of organizations favoured engaging Island residents through innovation via Bridge the gApp



60% of individuals favoured to engaging Island residents through innovation via Bridge the gApp



Responses

The main reasons why respondents supported this action include:

- A need for additional resources for mental health support.

There were organizations and individuals who suggested increasing advertising of the service so that more Islanders were aware of it. Organizations mentioned that the app should be available in multiple languages to be more accessible.

Other things to note in the responses to this action area were:

- Both organizations and individuals asked for more information about the app program.
- How accessible an online service will be for all populations, particularly as some people prefer in-person interaction or phone calls, and to ensure that these options would still be available.

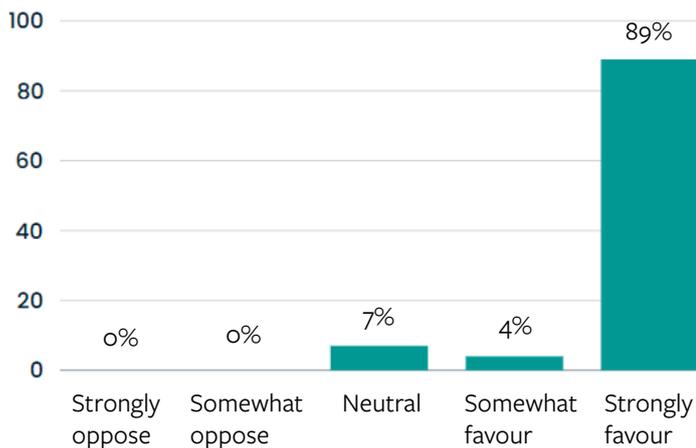
Provide on-demand access to mental health and substance use support



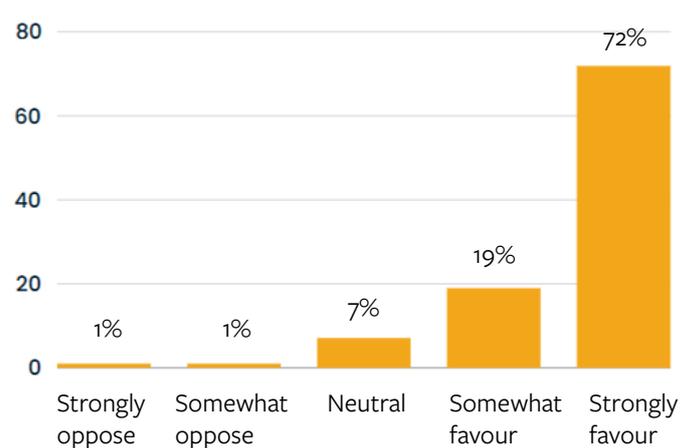
About this action

The toll-free Mental Health and Addictions Phone Line at 1 833-533-6983 provides Island residents access to a trained mental health professional 24 hours per day, seven days per week. This service assists in the moment, when help is needed and acts as a referral source for those who may need longer-term or more in-depth assistance by linking them to appropriate programming and supports, including clinical teams who can provide in-person services at one's residence.

93% of organizations favoured providing on-demand access to mental health and substance use support



91% of individuals favoured providing on-demand access to mental health and substance use support



Responses

The main reasons why respondents supported this action include:

- The need for more support and outreach to address the mental health crisis in the province.

Suggestions to provide this service and improve access include:

- Ensuring the service is well funded and resourced to reduce wait times and provide 24/7 access to ensure timely access.
- Addressing other healthcare challenges (such as access to a family doctor) to lessen the pressure on all services.

- Increasing knowledge of the service through promotion so that it will be more widely known and partnering with community organizations who can promote these services to their networks.
- Ensuring that mental health support also includes support for addictions.

Other things to note in the responses to this action area were:

- When rolling out mental health services, organizations also mentioned the need to tailor supports for cultural contexts, such as the Indigenous worldview on spiritual health.

Additional actions for FEEL WELL suggested by respondents:

- When designing and providing mental health initiatives, addressing the impact of social media and excessive screen time, particularly among children and teens.
- Keeping in mind the underlying causes of mental health needs, notably the rising cost of living.
- Improving the healthcare system as a whole and ensuring Islanders have access to a family doctor.
- Consulting with people who have lived and living experience, both locally and nationally on mental health programming on the Island.

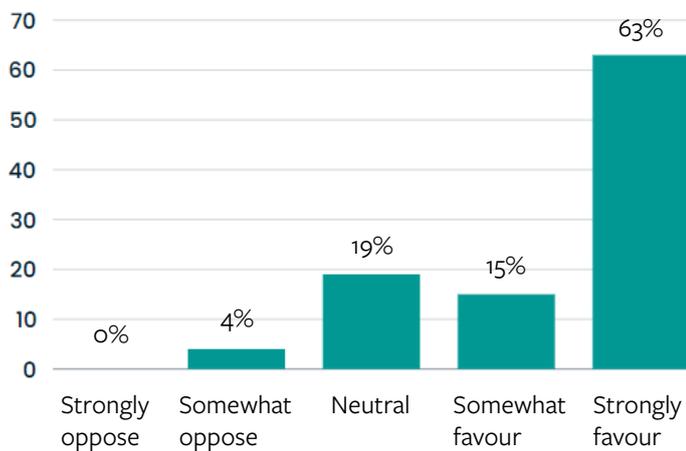
EMPOWERING CHANGE



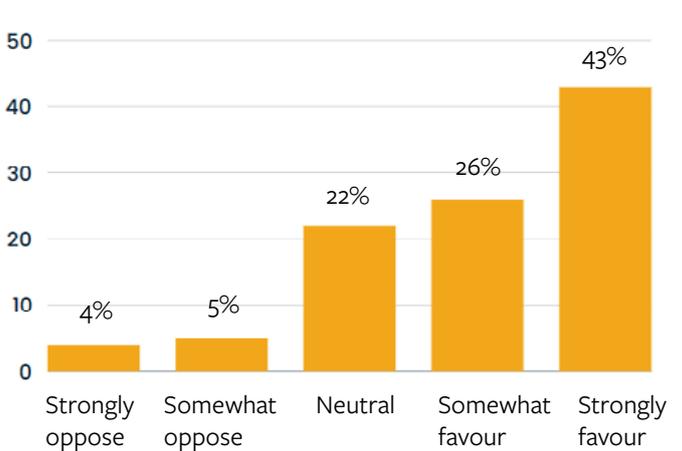
About this action

Wellness requires a whole-of-society approach. This action would establish a **LIVE WELL PEI** Action Committee with broad membership to advance wellness in PEI. The committee would review feedback from this public consultation, develop an annual workplan, coordinate community grants (e.g., **LIVE WELL PEI**, PEI Alliance for Mental Well-Being, other PEI government department grants), identify and adapt policies and legislation that influence chronic disease, measure performance on the plan, and issue an annual progress report.

78% of organizations favoured the formation of a provincial LIVE WELL PEI Action Committee



69% of individuals favoured the formation of a provincial LIVE WELL PEI Action Committee



Responses

The main reasons why respondents supported this action include:

- Ensuring that representation on the committee includes a diversity of voices, sectors and backgrounds.
- Creating a mechanism to hold the committee to account.
- Ensuring the committee’s processes and

outcomes are transparent and regularly reported.

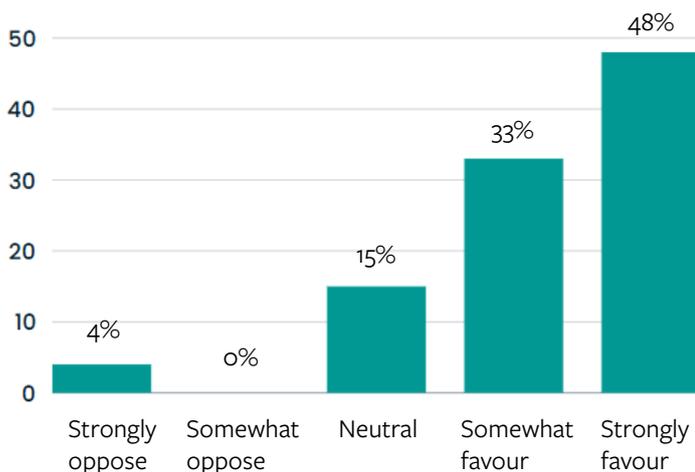
Other things to note in the responses to this action area were:

- There was doubt expressed at whether a committee is the most effective enabler for the listed actions.

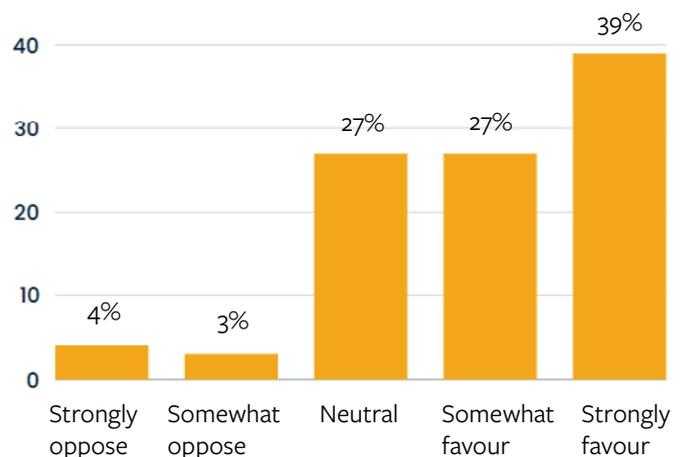
About this action

Communities need to be empowered to collaborate and lead local wellness initiatives. Recently, a **LIVE WELL PEI** website was launched. The website contains information on concepts and approaches, policies and programs, tools and resources, and research and reports that focus on the behavioural risk factors, equity, and the social determinants of health. This action would enhance the **LIVE WELL PEI** website to become an interactive web platform to provide communities with local data, a wellness grant application system, access to technical experts, and health behaviour resources.

81% of organizations favoured building the LIVE WELL PEI online community action platform



66% of individuals favoured building the LIVE WELL PEI online community action platform



Responses

The main reasons why respondents supported this action include:

- Creating an online tool was seen as improving accessibility for those who are unable to attend in-person events or activities, particularly those in rural areas.
- Creating a central location to search for information was also seen by many respondents as a good way to improve access to information.
- There were also suggestions to further improve the website, including:

- Promoting the website so that it reaches a wide audience.
- Ensure that the website is well organized and easy to use.

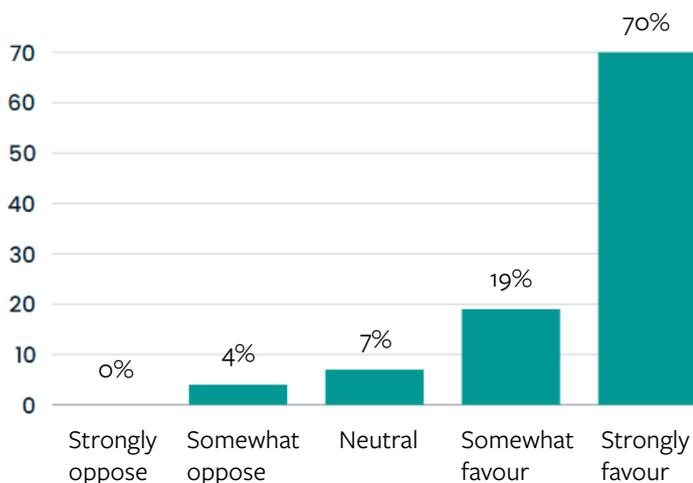
Other things to note in the responses to this action area were:

- It was indicated that the website should not replace in-person activities for communities to ensure that those with the digital skills or online access are not left out in this action, particularly older adults and equity-owned populations.

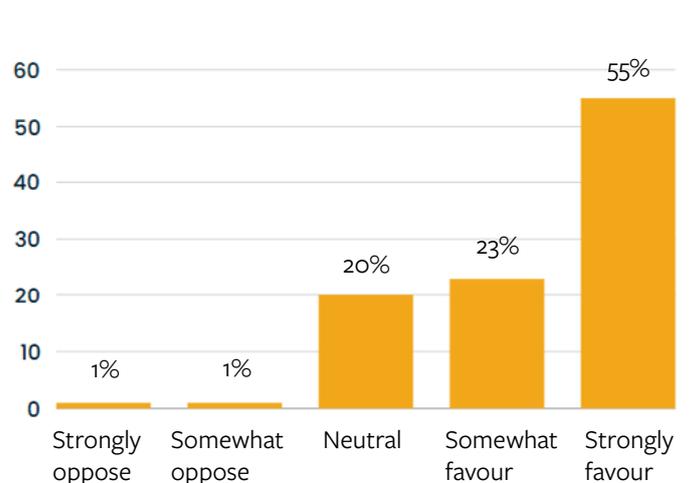
About this action

Community engagement is necessary to achieve **LIVE WELL PEI's** 5-year goals. Formal networks: provide a structure for working together and learning from one another; encourage engagement across sectors; and ensure equal attention is paid to each of the risk factors. This action would establish a community network for each of the health behaviours. These networks would be linked to the **LIVE WELL PEI** Action Committee, ensuring community voices are active participants and decision makers.

89% of organizations favoured the establishment of community networks



78% of individuals favoured the establishment of community networks



Responses

The main reasons why respondents supported this action include:

- Belief that community level support and action is the best way to reach all Islanders, particularly in smaller communities.

Respondents said that it is crucial to build on what already exists by tapping into the resources, assets, and partnerships that are already present

in communities, and ensure local communities have the power and resources to create meaningful change.

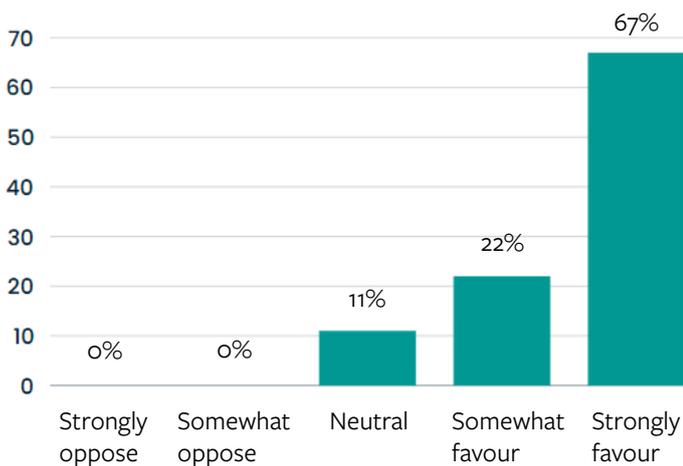
Other things to note in the responses to this action area were:

- Individuals indicated that seniors and people with disabilities must be engaged in these networks to ensure their needs are met.

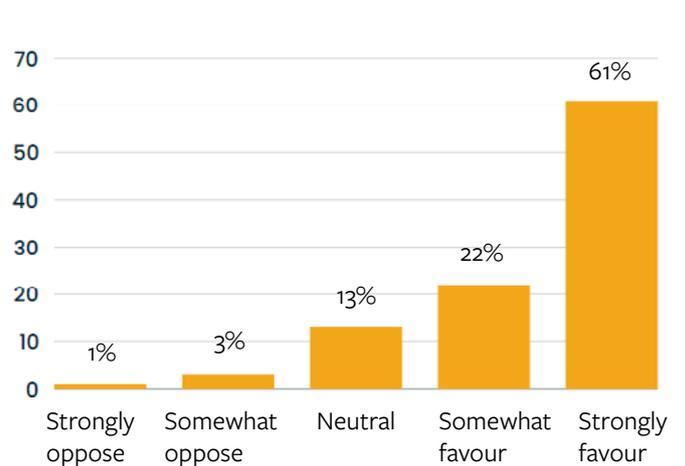
About this action

Promoting wellness in PEI requires broad public messaging through communication channels including social media, video, audio, and print media. Messaging should be designed to reach all Island residents but also be targeted to groups at greater risk for chronic disease. This action would invest in an annual public awareness campaign(s) to promote **LIVE WELL PEI** health behaviours.

89% of organizations favoured investing in public awareness regarding chronic diseases, risk factors, the social determinants of health, and health inequity



83% of individuals favoured investing in public awareness regarding chronic diseases, risk factors, the social determinants of health, and health inequity



Responses

The main reasons why respondents supported this action include:

- Throughout the consultation, the belief that changes can only occur when the population is well informed has been one of the key messages shared. As such, there should be a focus on education and awareness.

For awareness campaigns to be effective, respondents said they must be coupled with action on the social determinants of health

(i.e., the conditions that empower or make it challenging for Islanders to be healthy). They also stressed the need for more accessible data-sharing practices.

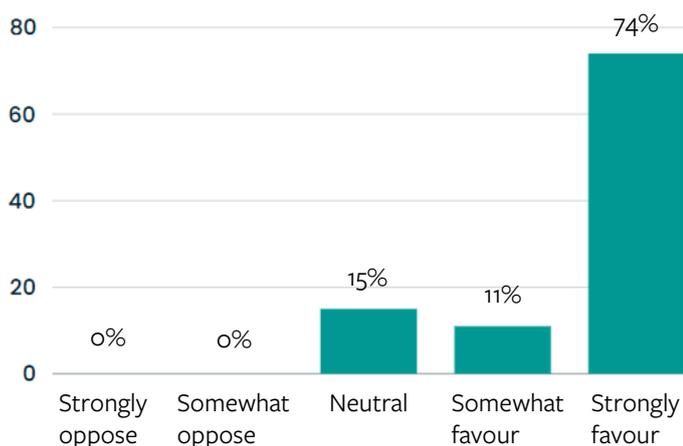
Other things to note in the responses to this action area were:

- Information needs to be accessible and not all of it available on-line; other ways of distributing information need to be used.

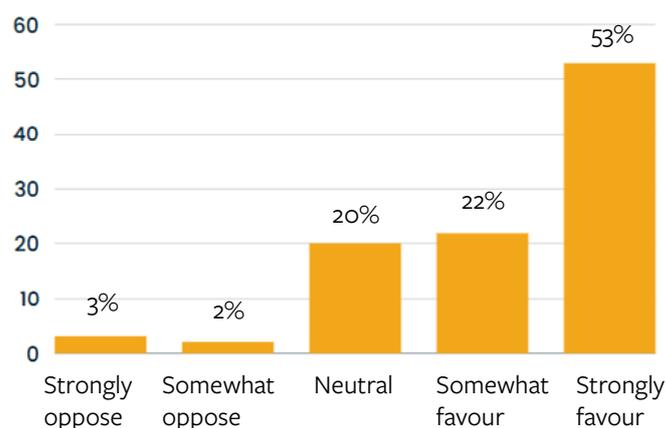
About this action

The current LIVE WELL PEI Wellness Grant Program has an annual budget of \$50,000 and provides the opportunity for not-for-profit organizations, schools, Indigenous Nations, organizations, groups, and communities to apply for one-time funding for new projects and initiatives. The LIVE WELL PEI Grant Program has been designed to support collaboration, reduce barriers, increase supports, and enhance resources that can improve health outcomes and make healthy choices easier. To have a measurable impact on wellness in PEI, funding for this granting program needs to be increased.

85% of organizations favoured increasing LIVE WELL PEI community action grant funding



75% of individuals favoured increasing LIVE WELL PEI community action grant funding



Responses

The main reasons why respondents supported this action include:

- Belief that increasing the size of grants will increase the impact of community projects and create longer term results.

The main suggestion for this action is to ensure that projects are appropriately monitored and evaluated to measure their success and ensure accountability. Organizations supported simplifying the application processes for smaller

grants, and to allow the bigger grants to cover staff costs and multi-year programs. Individuals noted that communities know best how to reach their residents/members but they require resources and support.

Other things to note in the responses to this action area were:

- It was noted that many organizations need dedicated core funding to provide ongoing programs and services.

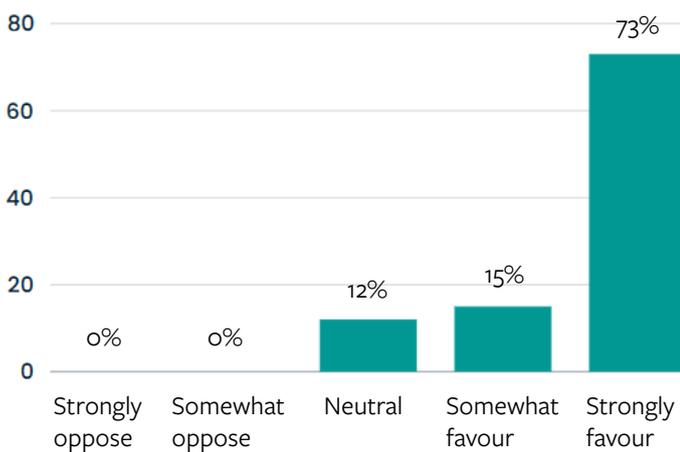
Improve provincial and community-level chronic disease and health equity monitoring



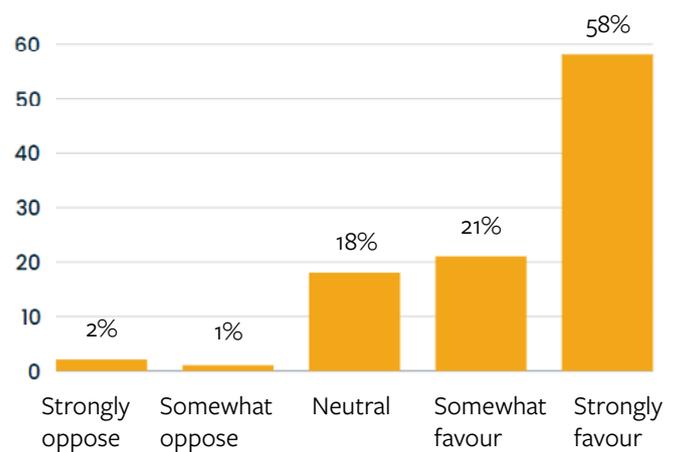
About this action

Better information on chronic disease, health behaviours, and social determinants of health can empower change for communities across PEI. This action would: develop a provincial **LIVE WELL PEI** survey to fill evidence gaps related to chronic disease, health behaviours, and social determinants of health; enrich survey data with information from the provincial electronic medical records; and provide community access to open data for chronic diseases, risk factors, and the social determinants of health.

88% of organizations favoured to improve provincial and community-level chronic disease and health equity monitoring



79% of individuals favoured to improve provincial and community-level chronic disease and health equity monitoring



Responses

The main reasons why respondents supported this action include:

- The need for increasing awareness of chronic diseases.
- Supporting evidence-based decision making and interventions.
- Helping to measure success of interventions.

Respondents noted a need to focus on the need for community-specific data to support

vulnerable populations, particularly those with chronic illnesses, and to ensure that the collection and analysis of data leads to actions that drive program development and decision-making. Individuals also identified the need to focus on prevention and early intervention to improve health outcomes.

No other points were noted in the responses to this action area.

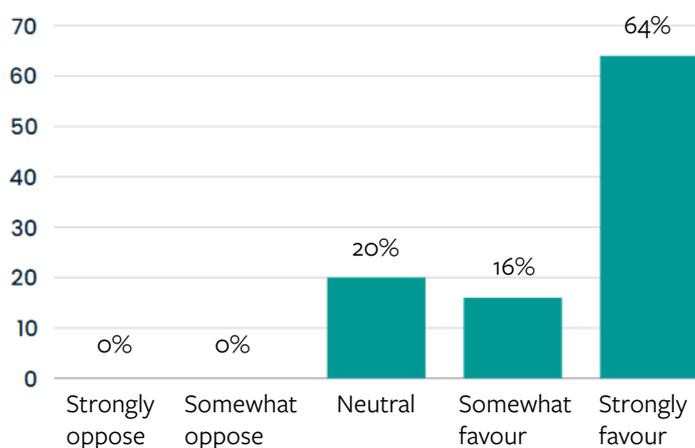
Implement a Health in All Policies (HiAP) approach in Prince Edward Island



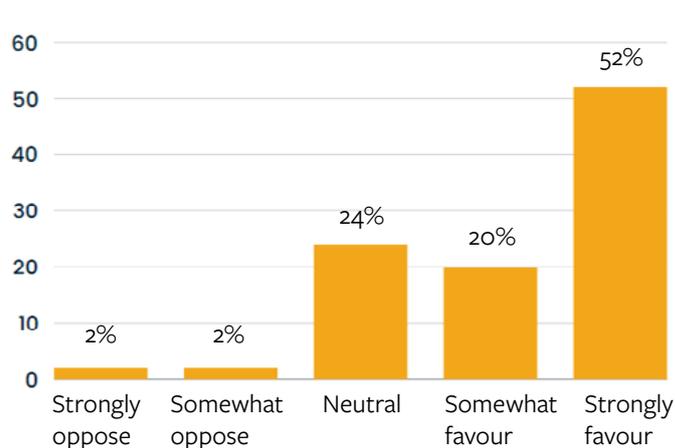
About this action

Health in All Policies (HiAP) is a government-endorsed strategy to influence policymaking in non-health sectors. The aim is to improve the social determinants of health and health equity or, at least, minimize the negative health impacts of policymaking outside the health sector. Three components of HiAP are: processes/tools to influence policymaking; intersectoral collaborations and multidimensional solutions; and an overarching government strategy. This action would implement a HiAP approach for Prince Edward Island.

80% of organizations favoured to implement a Health in All Policies approach in Prince Edward Island



72% of individuals favoured to implement a Health in All Policies approach in Prince Edward Island



Responses

The main reasons why respondents supported this action include:

- Some individuals noted that all policies impact the health and well-being of Island residents and that a multi-sectoral approach is important, especially for wellness.
- Piloting this approach first at the local or municipal level may help in learning more about implementation before applying at the provincial level.

Other things to note in the responses to this action area were:

- Some individuals had concerns about the level of bureaucracy and feasibility of implementing such an approach.
- Individuals were also concerned that this approach would take resources away from addressing other health issues.

**Additional actions for ENABLERS
suggested by respondents:**

- Working directly with communities and community organizations to find solutions and support local initiatives.
- Continue to educate and raise awareness on preventative health approaches.
- Respondents spoke more broadly about the need to strengthen the healthcare sector so that residents have access to family doctors more easily.

Final Reflections

The Department of Health and Wellness and PEI's Chief Public Health Office thank the public and stakeholder organizations for their input into this **LIVE WELL PEI** public consultation on wellness in PEI. Input received on the 25 proposed actions will be used to advance wellness in the six **LIVE WELL PEI** areas: **Breathe Well** (quitting tobacco use), **Choose Well** (reducing harmful use of alcohol), **Eat Well** (healthy eating), **Move Well** (physical activity), **Feel Well** (mental wellness), and **Enabling** actions.

This public consultation represents a significant milestone for wellness in PEI. By bolding the letters “**WE**” and emphasizing “**Together We Can**” the **LIVE WELL PEI** brand reminds us that wellness in Prince Edward Island can be achieved when we all work together. With your input on this public consultation, the path towards wellness in PEI has never been clearer: together we can empower Islanders to **LIVE WELL**.

Live **Well** PEI
Consultation Report on Wellness in Prince Edward Island
What We Heard



LIVE WELL
together we can