

## STRATEGIC PRIORITIES

The 3 strategic priorities/specific actions identified at the *Building Bridges and Public Policy* conference are as follows:

1. Expand scope and reach of community right to know
  2. Develop and implement shade policy at the municipal, provincial and federal level
  3. Build healthy workplaces
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- Community Right to Know (disclosing the harmful substances to which the public is unknowingly exposed and that affect the health of the whole population). The tactics, business arguments, mechanisms for community input and political strategy that have been used in the City of Toronto are transferable to other jurisdictions and other chronic disease issues. They can be extended to and adopted by other communities across Ontario through a process of partnership building and knowledge transfer.
  
  - Shade Policy  
Bring the shade policy back to Toronto City Council, with an improved process based on lessons learned, a broader evidence base, and an expanded coalition of enthusiastic supporters. New, highly creative arguments can make the case for shade as a public utility, emphasizing that specific policy suggestions are not only cheap, effective and doable, but affect a whole range of public health issues and chronic diseases, including heart and lung disease, cancer, and mental health.
  
  - Workplace Health  
The workplace is a critical site for health promotion, as it is the setting where most adults spend most of their working hours. Actions to promote health in the workplace include a multi-strategy approach to addressing occupational and environmental carcinogens specific to individual workplaces, as well as proven strategies for addressing other risk factors for chronic disease that impact on the worker population.

