

**TORONTO CANCER PREVENTION COALITION
ACTION PLAN FOR CANCER PREVENTION IN THE CITY OF TORONTO**

| Framework for Implementation | | | | |
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| Risk Factor: Dietary Risk Factors | | | | |
| Recommendation | Action and Timetable | Population Targeted | Setting For Action | Relevant Agencies* |
| 4.The City of Toronto should help Toronto residents eat a diet that lowers their cancer risk by: continuing to support current food and nutrition programs for ethnoculturally diverse communities, and by developing more multicultural nutrition programs that increase access and services across the City’s population. | <p>-Peer Nutrition Program - Toronto Public Health to continue with implementation of CYAC (Children and Youth Action Committee)- Peer Nutrition Program which is offered in 23 languages across the city. Topics include infant feeding, toddler and child nutrition, skills for food shopping and cooking. Program is supported by Public Health Dietitians and trained cultural peer workers (Community Nutrition Assistants). This program started in Fall 2000 and is ongoing.</p> <p>-Toronto Public Health's Ethnocultural Nutrition Workgroup - Toronto Public Health to revise and implement Multicultural Nutrition Education and Training to service providers, as well as expand ethnocultural nutrition strategy including development of vision, guiding principles and new activities- This program is ongoing</p> | <p>This is a city-wide program which targets parents and caregivers of children 6 months to 6 years of age from ethnoculturally diverse communities in Toronto</p> <p>Toronto’s ethno-culturally diverse community, service providers (e.g. TPH, food service, dietitians, etc.)</p> | <p>Activities are located in various community settings such as community resource centres, churches and faith groups, community health centres, MTHA buildings, etc.</p> <p>Various</p> | <p>A city-wide program that has held community consultations and worked closely with various community agencies:</p> <ul style="list-style-type: none"> -community health centres (CHC’s) -family resource centers -cultural centres <p>-Toronto Public Health</p> <ul style="list-style-type: none"> -community members -NGOs -hospitals -CHCs -school boards |

* Agencies in bold are currently working on these, and/or related, issues

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| 4. Continued | <p>Local Toronto Heart Health Coalitions have supported various community-based initiatives to support food and nutrition programming in various ethnocultural communities (e.g., Etobicoke Heart Health Partnership developed a recipe book targeted at the South Asian community, North York Heart Health Partnership developed a resource to support the Somali community, the work of the Multicultural Heart Health Partnership under the Toronto Heart Health Partnership (south).</p> <p>Community Health Centres (CHC's) in Toronto work with many diverse ethnocultural communities. They often develop nutrition resources and/or translate existing resources into languages other than English and French and some Centres offer group and individual nutrition counselling in other languages in addition to English. Toronto has one CHC that serves the Francophone community: Centre-Medico-Francais</p> | <p>Various</p> <p>All</p> | <p>Various</p> <p>-CHC's -English as a Second Language Classes</p> | <p>-Toronto Public Health -community members -NGO's (e.g. Heart and Stroke) -school boards -hospitals</p> <p>-CHC's</p> |

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| <p>5. The City of Toronto should help Toronto residents eat a diet that lowers their cancer risk by: supporting investigation into community-based nutrition needs and evaluation of community-based nutrition programs to ensure best practice and effective use of resources.</p> | <p>There are currently some community-based nutrition programs that have done needs assessments as part of the program development process and evaluation. However, many programs struggle because of a lack of resources. In some cases, external funding is sought for program development and evaluation. This recommendation is intended to build capacity for developing models of best practice, so that limited resources may be used effectively.</p> | <p>All</p> | <p>All</p> | <p>-TPH -CHC's -NGO's</p> |
| <p>6. The City of Toronto should help Toronto residents eat a diet that lowers their cancer risk by: providing a program to promote the consumption of vegetables and fruit, based on research indicating that eating substantial and varied amounts of vegetables and fruit may prevent 20% or more of cancer cases.</p> | <p><i>-5 to 10 A Day – Are You Getting Enough?</i> A National campaign to reduce cancer and cardiovascular disease (CVD) by encouraging Canadians to eat at least 5 servings of vegetables and fruit a day as part of a healthy diet (as described in <i>Canada's Food Guide to Healthy Eating</i>) and a healthy lifestyle.</p> | <p>Primary target audience - adult women, 25-45 years of age, <university education, average income, who are consuming fewer than five servings of vegetables and fruits daily. (This population was determined by the <i>5 to 10 A Day</i> campaign)</p> | <p>-retail grocers, 1-800# (CCS), CCS and H&S health promotion programs</p> | <p>Partners: CCS (Canadian Cancer Society), H&S (Heart and Stroke), CPMA (Canadian Produce Manufacturers Association) Others: DC (Dietitians of Canada), NIN (National Institute of Nutrition), Public Health agencies</p> |

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| 6. Continued | <p>-Cancer Care Ontario (CCO) – Pilot Intervention CCO is currently planning to pilot a fruit and vegetable intervention; there will be 3 pilot sites in Toronto (Toronto Public Health, plus 2 CHC's)</p> <p>-TPH - Vegetable and Fruit Promotion Program is still in the planning phase. The program is aimed at increasing fruit and vegetable consumption. Program components include:</p> <p>a) a comprehensive communication campaign b.) group education and skill building</p> | <p>Details to be determined</p> <p>Proposed primary target audience - women 20-45 years of age with children. Note 1. The 1990 Ontario Health Survey indicated that greater than 50% of women in this age group consume fewer than five servings of vegetables and fruits daily)</p> <p>Note 2. The literature shows that women are usually the primary grocery shoppers,</p> | <p>Details to be determined</p> <p>-community centres -libraries -NGO's, etc.</p> | <p>-Cancer Care Ontario</p> <p>-TPH and other agencies to be determined</p> |

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| 6. Continued | c.) environmental support and advocacy | <p>primary care givers and primary person to prepare and serve food, especially around vegetables and fruit.</p> <p>Future targets: -retailers -policy makers</p> | | |

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