

Health Promotion Priorities 2025

Program Name	Healthy Public Policy Development Intervention Name	Community and Partner Mobilization Intervention Name	Communication and Social Marketing Intervention Name	Education and Skill Building Intervention Name
Healthy Environments and Climate Change	Primary <ul style="list-style-type: none"> Healthy Environments Policy Development 	Yes <ul style="list-style-type: none"> Healthy Environments Mobilization 		
Active Transportation and Built Environment	Primary <ul style="list-style-type: none"> Active Transportation Policy Development 	Yes <ul style="list-style-type: none"> Active Transportation Mobilization 		
Food Systems and Nutrition	Secondary <ul style="list-style-type: none"> Food Systems Policy Development 	Yes <ul style="list-style-type: none"> Harvest Bucks Mobilization Food Systems Mobilization 		
Alcohol	Primary <ul style="list-style-type: none"> Alcohol Regional/Provincial Policy Development Alcohol Municipal Policy Development 	Yes <ul style="list-style-type: none"> Alcohol Regional Mobilization Alcohol Municipal Mobilization 	Yes <ul style="list-style-type: none"> Alcohol Communications 	
Cannabis		Yes <ul style="list-style-type: none"> Cannabis Municipal Mobilization 		
Opioids (Harm Reduction Program Enhancement)	Primary <ul style="list-style-type: none"> Opioids Policy Development 	Yes <ul style="list-style-type: none"> Opioids Regional Mobilization Opioids Municipal Mobilization 	Yes <ul style="list-style-type: none"> Opioids Communications 	
Other Drugs		Yes <ul style="list-style-type: none"> Other Drugs Mobilization 		
Tobacco and Vapour Products	Secondary <ul style="list-style-type: none"> Tobacco and Vapour Products Regional / Provincial Policy Development 	Yes <ul style="list-style-type: none"> Tobacco and Vapour Product Mobilization Smoke-Free Ontario Mobilization 	Yes <ul style="list-style-type: none"> Tobacco and Vapour Products Communications 	Yes <ul style="list-style-type: none"> Tobacco and Vapour Products Education and Skill Building
Early Childhood Development	Primary <ul style="list-style-type: none"> Early Childhood Development Policy Development 	Yes <ul style="list-style-type: none"> Early Childhood Development Mobilization 		

Program Name	Healthy Public Policy Development	Community and Partner Mobilization	Communication and Social Marketing	Education and Skill Building
	Intervention Name	Intervention Name	Intervention Name	Intervention Name
Community-Based Immunization Outreach			Yes • Community Immunization Communications	
Poverty Reduction	Secondary • Poverty Reduction Policy Development			
Sexually Transmitted and Blood-Borne Disease			Yes • STBBD Communications	
Intimate Partner Violence Prevention	Secondary • IPV Prevention Policy Development	Yes • IPV Prevention Mobilization		
Comprehensive School Health	Primary • School Health Policy Development	Yes • School Health Mobilization		Yes • School Health Education and Skill Building
Health Systems Reorientation		Yes • Health System Reorientation Mobilization		
Healthy Pregnancies				Yes • Smart Start for Babies • Online Health Education
Infectious Disease Control				Yes • Community IPAC Education (IDC) • Institutional IPAC Education (IDC)

- Note: Priorities are subject to change depending on external factors (e.g. Priorities of funders, municipal and provincial government; policy window opening; change in epidemiologic trends).

Healthy Public Policy Development:

Primary vs. Secondary vs. Non-Priorities

- Primary priorities: Allocation of resources for proactive and reactive healthy public policy work is prioritized to these programs.
- Secondary priorities: As time and resources allow, proactive work can be completed in these programs; however, reactive work for the primary priorities would be prioritized over proactive work on the secondary priorities.
- Non-priorities: Staff do not generally engage in proactive work in these programs. However, there remains opportunity for reactive action for non-priorities as resources allow.

Primary program priorities

- Healthy Environments and Climate Change
- Active Transportation and Built Environment
- Alcohol
- Opioids (Harm Reduction Program Enhancement*)
- Early Childhood Development
- Comprehensive School Health

Secondary program Priorities

- Food Systems and Nutrition
- Tobacco and Vapour Products (Smoke Free Ontario*)
- Intimate Partner Violence Prevention
- Poverty Reduction

Community and Partner Mobilization

Priorities vs. Non-Priorities

- Community and Partner Mobilization is a distinct intervention, where the goal is coalition building for the sake of collective impact. Partners are important to the delivery of all public health interventions, but partnership engagement for the purposes of delivering another intervention is not included as Community and Partner Mobilization.
- The identified priorities programs are specifically related to Community and Partner Mobilization as an intervention.

Program Priorities

- Healthy Environments and Climate Change
- Active Transportation and Built Environment
- Food Systems and Nutrition
- Alcohol
- Cannabis
- Opioids
- Other Drugs
- Early Childhood Development

- Community-Based Immunization Outreach
- Tobacco and Vapour Products
- Intimate Partner Violence Prevention
- Comprehensive School Health
- Health Systems Reorientation

Communication and Social Marketing

Priorities vs. Non-Priorities

- Priority programs will be the focus of comprehensive communication and social marketing campaigns.
- There will continue to be opportunity, as resources allow, for teams to work with the Communications team to deliver well-scoped Communications products related to their programs and interventions. However, these will be of a lower magnitude or size.

Program Priorities

- Alcohol
- Opioids
- Community-Based Immunization Outreach
- Sexually Transmitted and Blood-Borne Disease
- Tobacco and Vapour Products

Education and Skill Building

Program Priorities

- Tobacco and Vapour Products
- Comprehensive School Health
- Healthy Pregnancies
- Infectious Disease Control