

STRATEGIC PRIORITIES of NOVA SCOTIA HEALTH PROMOTION (January 2006)

| GOALS | PHYSICAL ACTIVITY | TOBACCO | HEALTHY EATING | INJURY PREVENTION | HEALTHY SEXUALITY | ADDICTION PREVENTION |
|-------------------------------|---|---|--|---|--|--|
| Short Term (1 - 4 years) | Development of provincial policies, strategies & programs to support physical activity | Implementation of policies, strategies & programs including: <i>Smoke Free for Life</i> Curriculum; No More Butts; & smoke-free school policies | Development of provincial policies, strategies & programs which support healthy eating environments | Development of policies, strategies & programs to support injury prevention | Development of provincial policies, strategies & programs which support healthy sexuality | Development of provincial policies, strategies & programs which address addiction prevention |
| Medium Term (5 - 10 years) | ↑ participation in structured & unstructured physical activity | ↓ exposure to second-hand smoke ↓ youth and adult smoking rates ↓ rates of smoking during pregnancy | ↑ fruit & vegetable consumption ↑ breastfeeding rates ↑ proportion of the population whose body weight falls within a healthy range (BMI 18.5-24.9). | ↑ use of seatbelts & child car seats ↑ use of protective equipment (ex. helmets & knee pads) ↑ use of protective equipment in the workplace ↓ use of alcohol or marijuana use prior to driving among youth | ↑ age of onset of sexual activity ↓ percentage of sexually active youth ↓ rate of youth engaging in “risky” sexual behaviour (ex. unplanned intercourse; no condom use; etc) | ↓ rate of regular heavy drinking monitor the rate of problem gambling |
| Long Term (>10 years) | ↑ the rate of food security ↓ rates of injuries and diseases related to physical inactivity; tobacco use/exposure; unhealthy diet; injury; risky sexual behaviour including: Type II Diabetes; Heart Disease, Stroke, Osteoporosis; Lung- and Diet-related Cancers; Chlamydia; and injury-related deaths/disabilities ↓ rate of injury-related deaths ↓ rate and severity of injury-related disabilities ↓ the cost-burden associated with alcohol use ↓ teen pregnancy rates ↓ the rate of sexual violence against women | | | | | |