Partners in Health Promotion

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Thank you

On behalf of the BCMA and BC physicians, thank you for welcoming us and giving us the opportunity to speak to you.
The question

• Can we as BC physicians do a better job of helping First Nations people with your health?

• The answer is absolutely yes. But we need your help to do it.
What I will talk about

- What the BCMA is (briefly).
- What the BCMA is doing in health promotion
- How we can work together moving forward.
About the BCMA

- A voluntary association of BC’s medical doctors with over 11,000 members.

- Governed by an elected Board of Directors

- A provincial division of the Canadian Medical Association
What we do

- Official representative of the medical profession in BC
- Advocate for system changes and health promotion
- Work with government and Health Authorities
- Negotiate physician compensation

www.bcma.org
Official BCMA Position

“There is no single change that will solve the challenges in the health care system.

Rather, to sustain and transform our system, there will need to be a series of changes ranging from system wide to the individual daily choices by British Columbians.”
Official BCMA Position

“Our system must continue to evolve from a reactive health care system to one that is proactive.

Given the costs of long-term treatment of chronic conditions, we must do what we can to prevent or stave off those conditions for as long as possible as well as be prepared to care for what can’t be prevented.

This means we must move to a system that acts early and often.”
Official BCMA Position

“The evidence is overwhelming – early intervention, screening and treatment in almost every case reduces overall costs and improves outcomes and satisfaction for patients.

British Columbians must also be encouraged and supported to make healthy lifestyle choices and increase their physical activity.”

Charting the Course – January 2012
So what does this mean?

2 things are needed.

1) A healthy lifestyle.

2) A lifetime prevention plan.
Consider this:

- More than **1.3 million** people in BC have one chronic disease. Over 90,000 people have four or more.

- By 2036, 1 million new patients will be diagnosed with the 5 most common chronic conditions.

- These include: depression, hypertension, osteoarthritis, diabetes and asthma.

- Many of these could be prevented.
80%

How much you can reduce your chance of getting a chronic disease by having a healthy lifestyle. This means eating well, exercising and not smoking.
Healthy lifestyle – other elements

Important for individuals to have opportunities and supports outside of traditional health services:

- Education & training
- Employment & opportunity
- Supportive family environment and community
- Housing
- Food and clean water
Lifetime Prevention Plan

A series of services provided to British Columbians over their lifetime to:

1. promote their health,
2. detect disease early, and
3. minimize disability.
What is most effective?

1. Discuss daily aspirin use
2. Smoking cessation
3. Alcohol screening and brief counseling
4. Hypertension screening and treatment
5. Colorectal cancer screening
6. Influenza immunization
7. Cholesterol screening and treatment
8. Pneumococcal immunizations
9. Cervical cancer screening
10. Breast cancer screening
The opportunity you have.

• Rare chance to set up health care system targeted to your specific needs.

• You have a younger population than rest of BC.

• Opportunity to turn around major health challenges in a single generation.
How to get there

• You can be the drivers of this change – both individually and as a people. You have already started on this path.

• There are opportunities in Primary care to move forward. e.g. Cowichan Division of Family practice

• Target the key conditions and challenges, implement policy and programs – then evaluate.
BCMA Commitment

• Physicians will continue to serve you – our patients. It is a calling for us and why we do what we do.

• The BCMA is committed to working with First Nations and the First Nations Health Authority as it moves forward.

• We can learn from you, and in return we can share some of what we know. Together those lessons can be applied to your priorities.
Thank you.