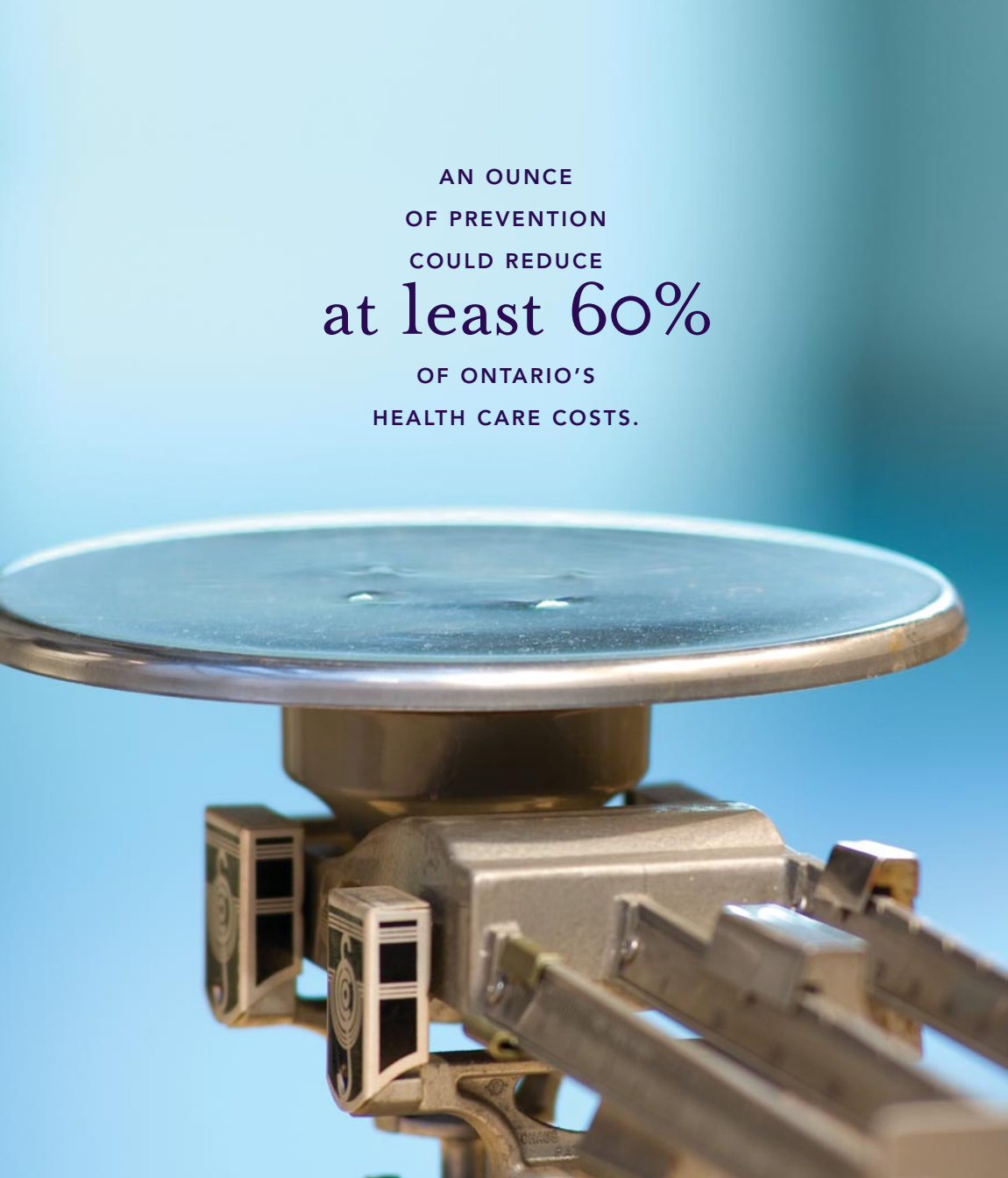



AN OUNCE
OF PREVENTION COULD
SAVE ONTARIO OVER
\$350,000,000
ANNUALLY.



ONTARIO NEEDS A CHRONIC DISEASE PREVENTION SYSTEM.



AN OUNCE
OF PREVENTION
COULD REDUCE
at least 60%
OF ONTARIO'S
HEALTH CARE COSTS.



AN OUNCE
OF PREVENTION
COULD HELP
4,000,000
ONTARIANS.

THE SOLUTION IS COOPERATION.

Working together, the Government of Ontario and the OCDPA can build a healthier and more prosperous province.

Currently, only 1.5% of Ontario's health care budget supports health promotion and prevention, with a fraction of this amount going toward chronic disease prevention. Through planning and coordination, advocacy and knowledge exchange, the OCDPA is providing collaborative leadership to ensure sufficient, focused investment to support a comprehensive chronic disease prevention system for Ontario.

We are committed to:

1. CAPACITY DEVELOPMENT:

We need to make sure we have the people, programs and funds to prevent chronic disease.

2. BEST PRACTICES IDENTIFICATION:

We need to learn from the best and apply what we learn to strengthen chronic disease prevention in Ontario.

3. RESEARCH AND KNOWLEDGE EXCHANGE:

We need to stay at the forefront of chronic disease prevention knowledge, and share and apply success across our membership.

4. SURVEILLANCE AND MONITORING:

We need to know what we're up against, what the risks are, and to whom.

5. EVALUATION:

We need to know what works to prevent chronic disease.

6. POLICY AND PROGRAMS IMPLEMENTATION:

We need to act.

ANNUALLY, 75% OF DEATHS ACROSS CANADA
ARE ATTRIBUTABLE TO CHRONIC DISEASES.



THE TIME TO ACT IS NOW.

This is a call to action.

The Government of Ontario – and the people of Ontario – need a comprehensive strategy to deal with the reality of chronic disease. Adopting and realizing such a strategy will involve a huge leap forward in collaboration, communications, synergies, learning and coordination. It will be a challenge for all of the participants, and will represent an unprecedented culture change.

But given the tide of chronic disease our province is facing, there is no time to delay. We need to start thinking – and acting – like a system.

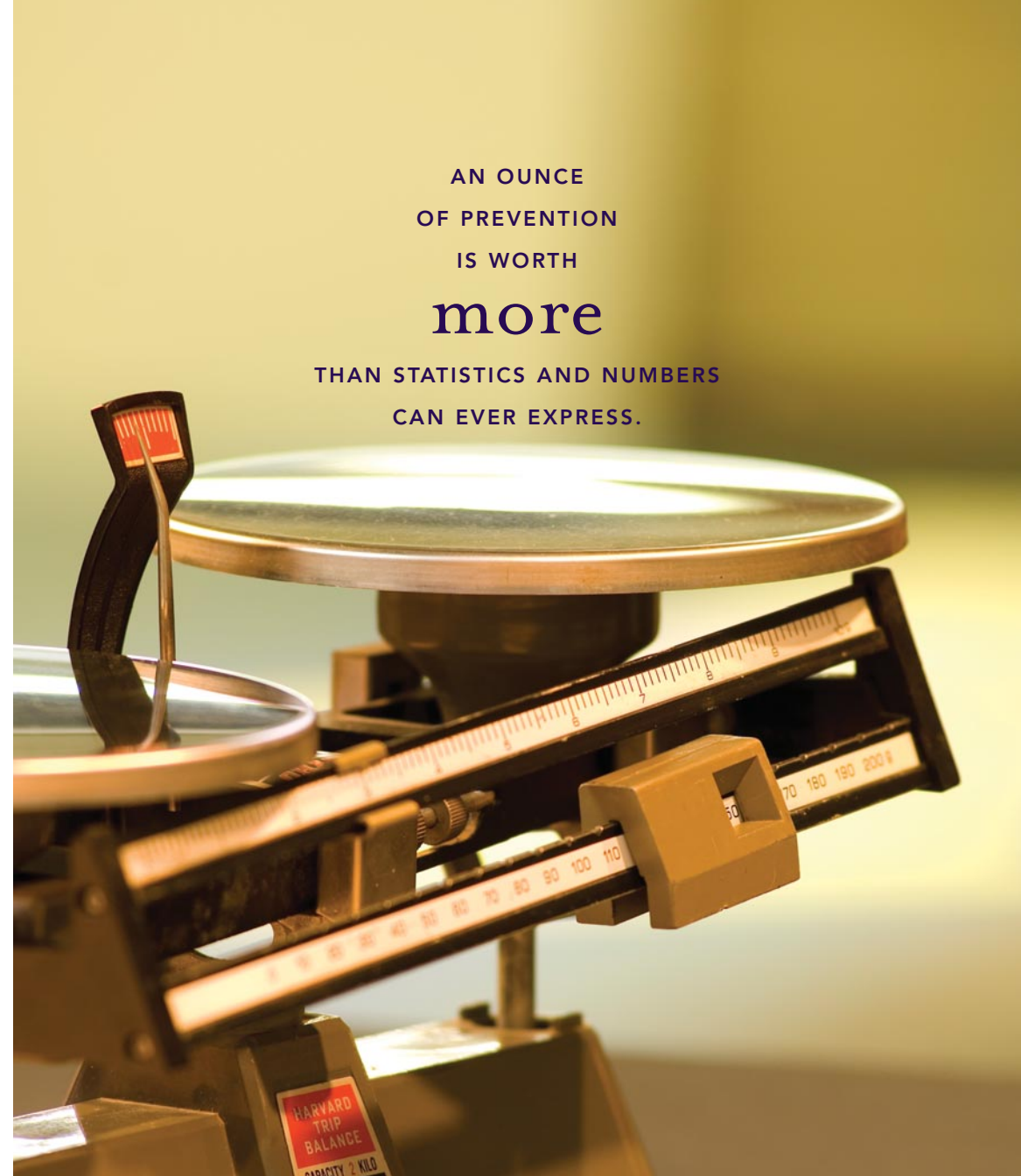
Because what we do to prevent chronic disease today is worth more than statistics and numbers can ever express. It is worth more than can ever be weighed or quantified. For the next generation of Ontarians, and for our province's future, prevention is worth everything.

ONTARIO'S GOVERNMENTAL, PUBLIC HEALTH AND NGO ASSETS
MAKE IT IDEAL FOR A CHRONIC DISEASE PREVENTION PROGRAM.



AN OUNCE
OF PREVENTION
IS WORTH
more

THAN STATISTICS AND NUMBERS
CAN EVER EXPRESS.



PREVENTION TODAY. A HEALTHIER,
MORE PROSPEROUS TOMORROW.



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TO VIEW SOURCES FOR ALL FACTS AND STATISTICS QUOTED IN THIS DOCUMENT, PLEASE VISIT OUR WEBSITE.