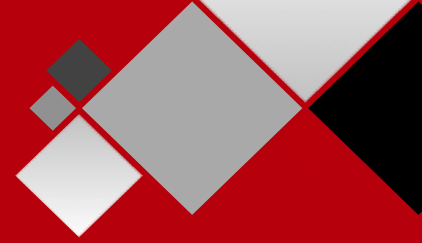


THE HEALTH PROMOTION ALIGNMENT FRAMEWORK

Primer



CONTEXT AND POLICY GAP

Despite significant healthcare investments, Canada lacks a coordinated approach to improving health outcomes. Chronic disease rates, workforce issues, and economic strain continue to put pressure on our medical systems, yet current FPT health spending remains largely reactive, with little proactive focus on health promotion. This approach drives up costs, weakens workforce productivity, and leaves Canada struggling to manage preventable burdens.

Without a focus on strategic, evidence-based health promotion, governments will remain locked in crisis-driven decision-making, where reactive spending continues to escalate faster than disparate efforts can take effect.

The Health Promotion Alignment Framework addresses this gap by coordinating and aligning efforts across sectors and jurisdictions to ensure population health is recognized as both a fundamental value and a long-term economic and workforce asset, not just a healthcare issue.

SOLUTION: THE HEALTH PROMOTION ALIGNMENT FRAMEWORK

What it is

- A governance model—Provides a structured, evidence-based approach for aligning health promotion efforts across all sectors that influence health outcomes.
- A strategic and operational framework—Bridges the gap between policy and action, by moving health promotion from conceptual principles to structured, measurable evidence-based strategies.
- A coordination tool—Strengthens collaboration across sectors of society and FPT governments while respecting jurisdictional autonomy.
- An efficiency mechanism—Reduces duplication and improves sustainability by aligning existing sectors and resources, without requiring new spending.
- A policy framework—Establishes structured strategies for improving health outcomes for Canadians.

What it is not

- Not a federal takeover of healthcare—Respects provincial jurisdiction over healthcare service delivery.
- Not a structural reform of medical systems—Does not address medical service delivery, hospital management, physician remuneration, workforce policies, or the modernization of institutional care models.
- Not a new spending program—Functions within existing funding models by optimizing current investments.

What it does

- Drives alignment without overreach—Creates a pan-Canadian coordination model that enhances collaboration while ensuring jurisdictional flexibility.
- Expands focus on achieving health, not just treating illness—Strengthens upstream strategies to ease downstream healthcare strain while complementing medical care.
- Maximizes fiscal return—Positions health promotion as both a short and long-term, high-value investment that strengthens both health status and economic resilience.
- Mobilizes all sectors—Engages governments, workplaces, the medical system, individuals, schools, communities, civil society and industry to drive measurable health improvements.
- Ensures measurable impact—Uses data-driven indicators to track positive health outcomes, defined as the real-life markers of health and well-being that show individuals are successfully navigating key development and social transitions over their lifecourse.

The Framework's core logic

The Framework is structured around a clear strategic planning logic model, easily operationalized:

The Framework's core logic chain—how contributor domains (sectors) implement → evidence-based strategies that target → key influencing factors to support the achievement of → positive health outcomes over the life course—is clearly explained and visualized in a suite of supporting materials, including a White Paper, an Action Plan, and an infographic. These documents are available upon request for briefing or implementation purposes.

NEXT STEPS & POLICY ENGAGEMENT

To advance this opportunity, the federal government should:

- Position the proposed Action Plan and its Framework within health and economic policy planning to strengthen FPT collaboration, while respecting jurisdictional flexibility.
- Engage senior policy advisors and intergovernmental partners to assess implementation pathways within existing governance structures.
- Leverage the Framework's principles to enhance policy coordination to improve cost-effective health outcomes.

For a deeper dive into the rationale, structure, and implementation pathways, the following supporting documents are available upon request and can be viewed and downloaded by scanning the QR code below.

- The White Paper (full policy rationale and core components).
- The Action Plan (implementation strategies and federal entry points).
- The Policy Brief (targeted analysis for senior decision-makers).

