

Toronto Public Health Diabetes Prevention Strategy



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- Today, more than 9 million Canadians live with diabetes or prediabetes
- The number of people with type 2 diabetes is increasing dramatically due to a number of factors:
 - ❑ Aging population
 - ❑ Poor dietary habits and sedentary lifestyles
 - ❑ Rise in the prevalence of obesity
 - ❑ Over 40% of new Canadians come from populations that are at higher risk for type 2 diabetes (e.g. South Asian, African, Caribbean, etc.)

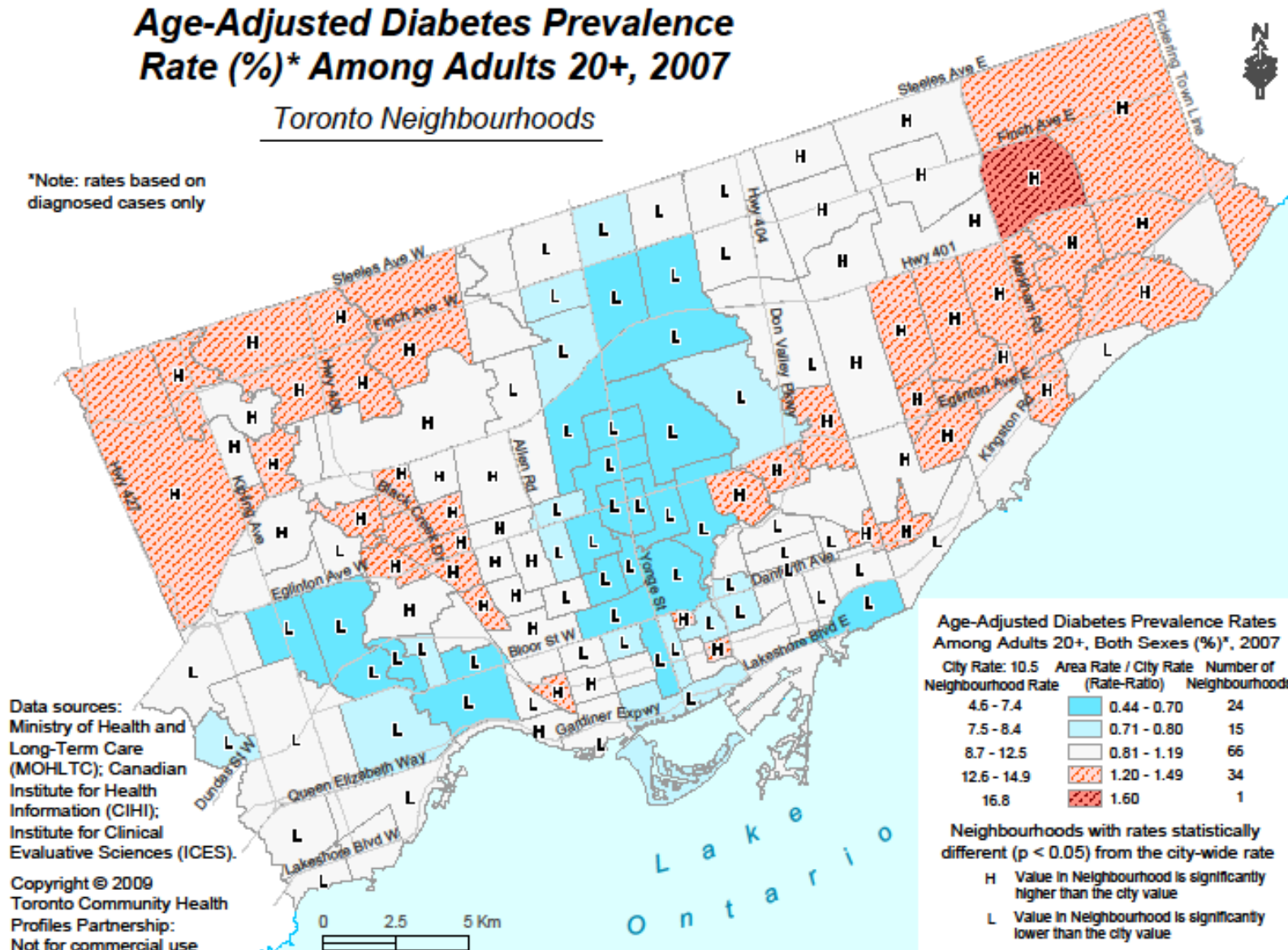
- Diabetes Rate: 9.4% in Toronto vs. 7.9% in Ontario:
 - 2010-Canadian Community Health Survey
- Research shows that income and social conditions impact risk of developing type 2 diabetes. In Toronto, these factors increasingly correspond to where one lives in the city.
- People from disadvantaged communities are disproportionately affected by diabetes and evidence shows that people living in poverty have higher levels of the disease.

Diabetes in Toronto

Age-Adjusted Diabetes Prevalence Rate (%)* Among Adults 20+, 2007

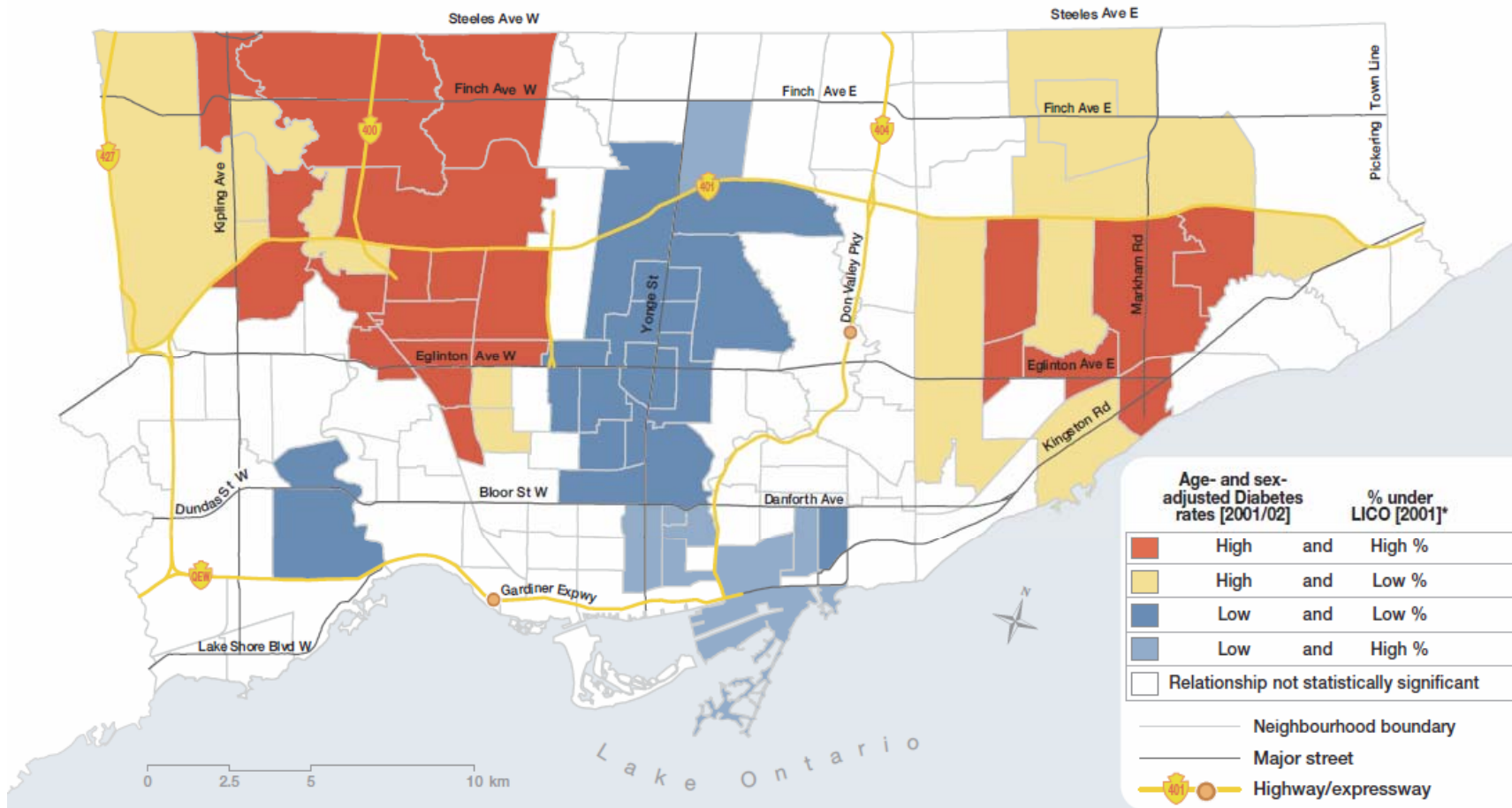
Toronto Neighbourhoods

*Note: rates based on diagnosed cases only



Spatial Relationship Between Diabetes Rates and Household Income

Spatial Relationship Between Diabetes Prevalence Rates and Low Income Populations in Toronto Neighbourhoods



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* Percent of the total population under Statistics Canada's Low Income Cut-Off (LICO) in 2001

Data Sources: Various

- Three year pilot project:
 - Raise awareness of the risk factors of type 2 diabetes
 - Provide culturally appropriate prevention programs for high-risk groups
- The project began in 2009 in two communities with clearly elevated rates of diabetes (Rexdale & Malvern)

- Formal partnerships with Community Health Centres were established in each of the communities
- Four Community Outreach Workers were hired to reach to ethno-cultural groups



Activities:

- Posters/Banners
- Three advertising campaigns
- TPH Home Page/Health Professionals website
- OMNI News (Portuguese)
- CBC TV
- Global TV
- Twitter

Type 2 Diabetes*

Are you at risk?






Some groups of people have a higher risk.

Ask yourself these questions...

- Are you from an ethno-racial group with higher risk? (e.g. South Asian, East Asian, Black, Aboriginal, Latin American)
- Do you have a parent, brother or sister with diabetes?
- Are you over the age of 40?
- Do you have a lot of extra weight around your waist?

If you answered "yes" to one or more questions, you should take action to protect your health.

We can help you prevent type 2 diabetes.
Call 416-338-7600 or visit www.toronto.ca/health

*Type 2 Diabetes is caused by an imbalance of insulin and blood sugar in the body. It is a very serious illness that can lead to heart disease, kidney failure and loss of vision.

Prevent diabetes... one step at a time.




416.338.7600
toronto.ca/health



- Risk assessment workshops to raise awareness of the risk factors for type 2 diabetes
- 8-week Healthy Eating and Food Skills Programs
- 9-week Physical Activity Programs



- The project has planned and implemented activities to support residents in making healthy choices:
 - Community Gardens, Good Food Boxes/Good Food Markets
 - Canning and Container Gardening Programs
 - Community Dining Programs
 - Community Walking Initiatives



- Outreach to over 7000 community residents
- 3 media campaigns published in 23 Toronto newspapers/ magazines
- 1400 residents reached through type 2 diabetes risk assessment workshops
- 500 on-line risk assessment tools completed
- 11 physical activity programs with over 100 participants
- 11 food skills programs with over 80 participants

- Integration of diabetes prevention strategy into existing TPH chronic disease prevention programs
- Training of peer leaders to provide culturally based diabetes prevention programming
- Evaluation in 2012





CBCtelevision

DPS Healthy Eating/Active Living Program featured on CBC 6 o'clock news in May 2011.