



Nourishing Health for People and the Planet

NOURISH

NOURISH DRAFT STRATEGY FOR INPUT

Building on our key learnings and early impacts from the last three years, Nourish aspires to deepen the role that food in health care can play to build health and wealth in communities. With rising health costs and growing health care needs on the horizon, Canadian health care systems are pressed to find ways to keep people healthy in their communities.

Food is a key social determinant of health and a powerful intervention point in the fight against climate change. We want to support healthcare to leverage the power of food in 3 impact areas: **1) Climate; 2) Equity, and 3) Community Wellness.**

Building momentum for sustainable, equitable and preventative health approaches

There is a powerful opportunity to unlock the full potential of health care as a leader in nourishing health for people and planet. Health care organizations have significant purchasing power and influence, have real opportunities for climate change action, and are often the largest employers in their communities. Our ambition is to focus and scale this work around the most promising policy windows and points of leverage. Mobilizing solutions will require decision-makers to take a broad perspective of what provides real value to communities, and then collaborating with them to build health care systems that align patient and planetary health.

The next phase of Nourish is focused on scaling the movement across Canada to value food as central to health, for people and the planet, both in healthcare organizations and their communities. The work is based on three strategic directions:



SCALE OUT Build a movement

Share stories and resources to help build a movement of innovators and organizations that pledge to align patient and planetary health.



SCALE DEEP Place-based collaboratives




Support champion hospitals that adopt an anchor-institution mindset, who are supported by community collaboratives.



SCALE UP Address rules of the game

Convene and coordinate across grassroots, organizational, and policy scales to create a more enabling resource and regulatory framework.

Nourish will focus on three interconnected impact areas:

IMPACT AREAS	WHY HEALTH CARE?	POTENTIAL LEVERS
<div></div> <div>CLIMATE Climate leadership through food.</div>	<p>“Climate change is the biggest global health threat of the 21st century, and tackling it could be our greatest health opportunity”. Food is a powerful lever for change.</p>	<ul style="list-style-type: none">● Carbon- emission reduction● Waste reduction● More sustainable proteins
<div></div> <div>EQUITY Cultural competency & Reconciliation through food.</div>	<p>Health inequity is a problem for us all. The highest users of the health care system come from the most marginalized communities. The Indigenous health gap is 10 years.</p>	<ul style="list-style-type: none">● Building cultural competency● Traditional, country food and Indigenous knowledge around well-being
<div></div> <div>COMMUNITY WELL-BEING Anchor leadership from healthcare.</div>	<p>Unhealthy diets and food insecurity are major drivers of ill-health. Health care organizations have a vital role to play in improving access to fresh, healthy, cultural, local, sustainable food.</p>	<ul style="list-style-type: none">● Local sustainable procurement● Social prescribing● Address community food insecurity



SCALE OUT : BUILD A MOVEMENT

Food for Patient and Planetary Health Pledge

Co-developed with partners, Nourish will launch a principles-based pledge as a foundation for building a movement of innovators and organizations who commit to using food as a pathway for action on climate, equity, and community well-being. We envision expanding beyond the 25+ organizations involved in the first years of Nourish to a target of engaging 25% of hospitals across Canada by 2025.



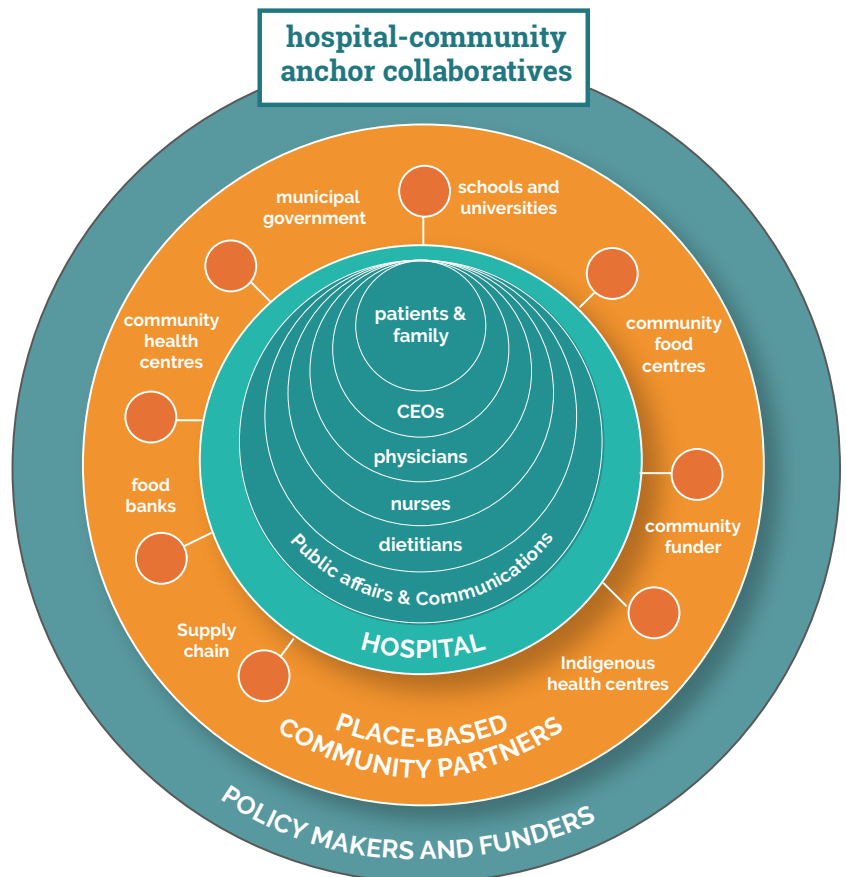
SCALE DEEP : PLACE-BASED COLLABORATIVES

Hospital & Community Anchor Collaboratives

This strategy will support champion organizations that are ready to take a 'whole of hospital' approach to activating anchor institution leadership, in collaboration with community partners. Hospital-community collaboratives will be recruited from approximately five provinces and territories to form a cohort. Nourish will support these collaboratives for approximately two years to deploy the levers at their disposal (procurement, hiring, education, evaluation, etc.) to build health and wealth in the community.

In addition to lead hospitals, applications could also be made by health authorities or other groups of healthcare organizations, so long as they demonstrate partnership with community agencies, such as a community health centres, food security organizations, Indigenous health organizations, or other public institutions that seek to activate an anchor mission. Nourish will act as a backbone across these champion collaboratives, convening and supporting efforts to scale innovations that work.

The diagram is an example of what a hospital-community anchor collaborative might look like. Hospitals are represented by a "whole hospital" team made up of professionals across clinical and corporate functions. They collaborate with community partners, patients, and local policy-makers to champion anchor institution practices.





SCALE UP : ADDRESS RULES OF THE GAME

Enabling Upstream Policy

Nourish seeks to identify policy innovations that can shift resources and practices towards more preventative health through food. Through convenings, storytelling, and partnerships, Nourish seeks to engage with senior leaders, clinicians, governments, food service, and philanthropic partners in this work. An advisory council of thought leaders from a diversity of backgrounds and regions will be engaged to support the initiative including hospital CEOs, physicians, patient advisors, Elders, community health leaders and food system actors.

Get involved with us

Nourish is currently in the research and pressure testing phase of the work, and we're looking for partners and advisors in further developing our strategy. Please get in touch with us if you would like to get involved by emailing Nourish Directors Hayley Lapalme, hlapalme@mccconnellfoundation.ca and Jennifer Reynolds, jreynolds@mccconnellfoundation.ca

