

5.5 Health promotion and protection

5.5.1 Lifestyle and health promotion

Promotion of lifestyles that will improve personal health, and development of community health services that are readily accessible to all Canadians are major emphases of the national health and welfare department. Major areas of health promotion involve consideration of non-medical use of drugs including alcohol and tobacco, nutrition education, family planning and general approaches to lifestyles related to health.

Federal and provincial governments co-operate on a national alcohol information program, which uses television, radio, outdoor and bus advertising. Agencies of the two levels of government have worked together closely on reviews of alcohol problems and standards for alcohol advertising.

A long-range plan for developing information on smoking and health has been carried on in co-operation with a Canadian council on smoking and health. This led to development of information packages for expectant parents.

There are many other instances of collaboration between government agencies and non-government organizations concerned with health promotion. For example, a national resource kit, *Women and addictions: alcohol and minor tranquilizers*, developed through a contribution under the alcohol, tobacco and drug resource fund, has been produced by an Ontario caucus on women, alcohol and drugs.

In addition to producing health promotion materials, efforts have been made to reach people at all levels in the community. Through trainer workshops, addictions workers have improved their basic knowledge and skills. The national health and welfare department has developed a basic training system in alcohol and drug services.

A number of television programs and public service announcements on nutrition, health and fitness have been produced and shown. Some of the most widely used government publications on nutrition are: *Canada's food guide* and handbooks, *Nutrient values of some common foods* and *Shopping for food and nutrition*.

Plans for future directions in health promotion include emphasis on programming in self-care and stress.

5.5.2 Health protection

Health protection services of the federal health and welfare department cover food, drugs, environmental health and disease control.

Food. Standards of safety and purity are developed through laboratory research and maintained by means of regular and widespread inspection of food-manufacturing establishments. Changing food technology requires the development of methods of laboratory analysis to ensure the safety of new types of ingredients and packaging materials. Food and drug regulations list chemical additives that may be used in foods, the amounts that may be added and the underlying reason. Information on new additives must be reviewed before they are included in the permitted list. Emphasis is placed on studies to ensure that the levels of pesticide residues in foods are not a health hazard. The effect of new packaging and processing techniques on the bacteria associated with food spoilage is also of special concern. A national reporting system for food-borne outbreaks of disease has been established.

Drugs. Activities are focused on the principle that Canadians should have access to drugs that are both safe and effective. A major part of the activity is devoted to clearing new drugs for marketing and maintaining post-marketing surveillance. For example, manufacturers of new drugs with unknown properties are required by law to submit extensive evidence of the safety and effectiveness of their products, including information about therapeutic properties and side effects. Continued surveillance of the new product is maintained. The national health and welfare department monitors manufacturers' compliance with official specifications and regulations setting standards for manufacturing facilities and quality control of drugs. Products such as serums and vaccines are subject to special licensing requirements. Information is provided to