



# Working for You

Public Health Messages

Canadian Public Health Association

November 2002

# Public health... working hard for you, 24/7

Public health keeps you healthy and safe: at home, work, school and play. Public health works behind the scenes to provide:

- safe food and water
- safe places to live and work
- healthy choices to stay well and free from injury
- information about diseases and how to prevent them
- good health for all Canadians

Public health nurses, nutritionists, medical officers of health, food inspectors and other well-trained public health workers improve your quality of life by working to keep all Canadians healthy.

The people who work in public health help you get what you need to become and stay healthy. For example, they make sure that, at any age, you get the shots you need so you don't get sick. They also watch for diseases and risks of disease that can occur in Canada. If you or your community's health and safety are threatened, public health responds quickly and effectively ...

## ... 24 hours a day / 7 days a week



### Working for You

Communications Strategy Working Group • [Canadian Public Health Association](#)

# Our Efforts = Your Health

For over 100 years, public health has been helping individuals take care of themselves, their families and communities. Public health:

- ensures that water and food are safe
- makes communities and work places safer
- monitors risks for disease and injury
- prevents disease and injury in adults and children
- informs and strengthens individual and community efforts to live active and healthier lives
- works for social justice and health for all

**In the national debate on health care reform,  
we need your support for public health — more than ever**

In the 21<sup>st</sup> century, globalization, economic and political conditions and international travel have increased our risk of food and water contamination, disease and injury, and bioterrorist events occurring on Canada's doorstep.

Only a strong, well-supported public health system can respond to these challenges, and we need your involvement to ensure:

- a specialized and well-trained workforce that is sustained over time
- sufficient and guaranteed resources
- sophisticated and integrated surveillance, monitoring and information systems
- adequate and continuously available laboratory support
- the ability to communicate results and health advice rapidly

**Invest in the public health system today  
to maintain the health of individuals, communities  
and environments in the future**



**Working for You**

Communications Strategy Working Group • [Canadian Public Health Association](#)

# Public health touches your life in so many ways

Public health works with you and your communities to:

- create safe and healthy environments at home, work and play
- make public laws and policies that protect your health and safety
- measure, monitor and report on the status of your health and the health of your community
- encourage you to get involved and act on decisions that affect your health
- provide support, education and information to help you make healthy choices
- make it easier for you to get what you need to stay healthy

## Public health is your partner in life...

creating healthy environments in communities large and small, and promoting and protecting your health and the health of all Canadians



**Working for You**

Communications Strategy Working Group • [Canadian Public Health Association](#)

# Public health is more than the health care system

When people think of **public health care**, they usually mean hospitals, clinics and doctors, or what is commonly called Canada's social medicine system, or Medicare.

**Public health**, on the other hand, is made up of well-trained and specialized professionals who work hard to promote health and prevent disease and injury, so that you and your family don't become sick or injured in the first place. Public health works with you and your community to:

- make healthy choices to stay well and free from injury
- get information about diseases, your risks of catching diseases and how to prevent them
- build partnerships with other professionals working in health care to better serve your health needs
- strengthen your ability to improve your health and the health of your community

When the public's health and safety are threatened, it is **public health** that responds quickly and effectively. Public health practice results in good knowledge of the '4 Ws' of disease and injury: what, where, why and to whom diseases and injuries are occurring.

## Working round the clock, public health provides:

- safe food and water
- safe living and working environments
- the means to prevent disease and injury and
- better health for all



**Working for You**

Communications Strategy Working Group • Canadian Public Health Association

# The 'public' and public health — coming together to make the healthy choice, the easy choice

Being healthy means pursuing our goals, learning and growing, and responding to life's challenges and changes.

Whether you want to make changes at your child's school, within your workplace, in your neighbourhood or throughout your province — public health is your partner in improving and maintaining your community's quality of life and access to what you need to stay healthy.

At work — ensuring safe and supportive environments (e.g., parent-leave policies, injury prevention)

In your community — raising awareness about healthy behaviours and encouraging healthy choices based on sound evidence

In schools, colleges, and faith-based organizations — encouraging healthier lifestyles

Through governments and voluntary and professional organizations — establishing healthy public policies

Together, we can take action to make the healthy choice, the right choice.

**Join forces with public health  
for a healthier community**



**Working for You**

Communications Strategy Working Group • [Canadian Public Health Association](#)