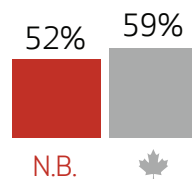


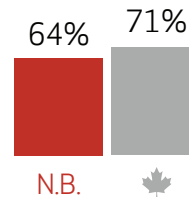
# Recognizing and Focusing on Population Health Priorities

In **2016**, the NBHC's work shows that **New Brunswickers are among the unhealthiest** in the country

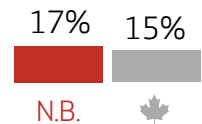
Citizens who perceive their **general health** as excellent or very good



Citizens who perceive their **mental health** as excellent or very good



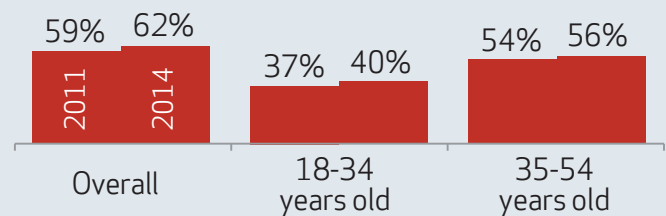
Citizens whose **daily activities are limited** by pain or soreness



## Contributing factors

- ▶ Citizens engage in **unhealthy behaviours**
- ▶ More and more citizens develop **chronic health conditions at a younger age**
- ▶ The health system is **not responding sufficiently to population health needs**

### New Brunswickers with one or more chronic condition



## Why should we be **concerned**?



**As individuals**, continuing on this same course means that many of us will have a **shorter life**, or that we will age with a **poorer quality of life**.



**As a province**, continuing on this same course means that **other services will be impacted** and that we will need **expensive** health services, including **long-term care**.

The **5 priorities** identified by the NBHC for improving population health are:

ACHIEVING  
HEALTHY  
WEIGHTS



LOWERING HIGH  
BLOOD PRESSURE  
RATES



IMPROVING  
MENTAL HEALTH



PREVENTING  
INJURIES



ACHIEVING  
TOBACCO-FREE  
LIVING



What can be done to help New Brunswickers become healthier?

By improving our **collective efforts around these priorities**, we can have significant influence on length and quality of life.

- Citizens can adopt more **healthy behaviours**
- Health services can better embed **illness prevention** and **health promotion**
- The health system can **plan** in a more proactive and **integrated** way

