

Canada needs a national self-care strategy

FOOD, HEALTH &
CONSUMER PRODUCTS
OF CANADA

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People are Canada's greatest healthcare resource, but their potential is too often underestimated and under-valued compared to the publicly-funded healthcare system. Canada should support self-care tools, information, products and services that help Canadians make healthy lifestyle choices, treat minor health ailments, manage – or, better yet, prevent – chronic diseases, and more. Yet, self-care receives little to no health policy attention or funding.



Canada needs a national self-care strategy now to:



Increase Canadians' capacity to care for themselves



Save time, money, and resources



Make our publicly-funded healthcare system more sustainable and bolster economic productivity

According to recent polling:

87%

of Canadians think it is a good idea for government to develop a national self-care strategy



82% support **improving health literacy** so Canadians can improve their ability to care for themselves

60% support **removing unnecessary barriers** to switching medications from prescription to non-prescription



81% want the **GST** on non-prescription medication removed



It's time for Canada to become a global leader in self-care by implementing a NATIONAL STRATEGY



Conduct a PARLIAMENTARY STUDY on the benefits to self-care, taking action to:

- Improve **health literacy**
- Apply **economic lens** to health product regulation
- Implement **taxation** measures to support and **incentivize self-care practices**
- Expedite Health Canada's Self-Care Framework for **Product Regulation**
- **Remove unnecessary barriers** to switching products from prescription to non-prescription



Isabelle Gagnon-Arpin, Value of Consumer Health Products: The Impact of Switching Prescription Medications to Over-the-Counter (Ottawa: The Conference Board of Canada, 2017).