

What is the BETTER approach?

The **BETTER** approach focuses on prevention and screening of cancer, diabetes, heart disease and associated lifestyle factors (nutrition, exercise, smoking, and alcohol). Specifically, the approach identifies a new role in the primary care setting (the **BETTER Prevention Practitioner™**), which can be taken on by any clinician/allied health professional.

Informed by the **BETTER toolkit**, the purpose of this skilled role is to work directly with patients to determine which cancer and chronic disease prevention and screening (CCDPS) actions they are eligible to receive, and through a process involving shared decision-making and S.M.A.R.T. (specific, measurable, attainable, realistic, time-based) goal setting, develop a unique, personalized “Prevention Prescription” with each patient.

The personalized **BETTER Prevention Prescription™** is based on blended evidence-based guidelines on prevention/ screening actions specific to the patient’s personal medical history, behavioural risk factors, and family history. Patients **40 to 65 years of age** are targeted, since most chronic disease prevention and screening activities in primary care are applicable to people in this age group.

The BETTER Institute

Our Mission

To advance the health of Canadians and contribute to a sustainable healthcare system through improved chronic disease prevention and screening.

Areas of Focus

Training of BETTER Prevention Practitioners™: hands-on training of healthcare professionals on the Prevention Practitioner role and BETTER approach.

Implementation Support: tailored implementation and adaptation support to primary care practices and organizations interested in adopting the BETTER approach.

