



# WELLNESS

STRATEGY 2016-2018



Various factors affect the health of a population. Current evidence attributes a growing role to two groups of factors: socio-economic factors (employment, income, education, social support network) and individual health habits (physical activity level, nutrition, smoking, alcohol and drug use, and injury prevention) (1).

According to certain data, New Brunswickers are above the national average for smoking, obesity, physical inactivity, and mental health and wellness issues (2,3). Regarding nutrition, surveys revealed that New Brunswickers (adults and children) are below the national average for consuming at least five fruits and vegetables a day (2, 4). Furthermore, the New Brunswick Student Wellness Survey (2010-2011) showed that 75% of fourth and fifth graders reported eating unhealthy foods (chips, candy, sweets and fries) at least once on the day prior to the survey (5). The community profile recently published by the New Brunswick Health Council suggests that according to many indicators, the communities of Dieppe and Memramcook have healthier habits than the average New Brunswick population, but there is plenty of room for improvement (1).

Changing individual behaviours for healthier habits is not easy. The educational approaches of the past are still relevant, but today an increased emphasis is placed on the influence of governmental and institutional environments and policies for supporting and encouraging individuals to adopt healthy habits. With this in mind, it is important to note that municipalities are well-positioned to influence many factors impacting the adoption (or not) of healthy habits. This is why I was pleased to accept the City of Dieppe's invitation to participate in discussions on a wellness strategy for residents.

**Dr. Yves Léger**

*Medical Officer of Health, East Region  
New Brunswick Department of Health*



## VISION

That residents of the municipality of Dieppe endorse and practice healthy habits, which help establish and maintain a healthy, vibrant community. The City of Dieppe wants to create an environment that fosters healthier food choices and more active lifestyles for its residents.

## OBJECTIVES

- Promoting healthy eating at programs/activities/meetings organized by the City of Dieppe;
- Promoting healthy eating at public events organized by the City of Dieppe;
- Making more nutritious foods available in vending machines and canteens in municipal facilities;
- Promoting physical activity during certain municipal programs and events;
- Improving land use to promote physical activity;
- Promoting healthy eating and active lifestyles among municipal employees.





### **PROMOTING HEALTHY EATING AT PROGRAMS/ ACTIVITIES/MEETINGS ORGANIZED BY THE CITY OF DIEPPE.**

- Evaluating the foods available at Renardi Summer Camps, Playful Renardi, Intersocial, etc.;
- Developing a guide for employees who are responsible for purchasing snacks for the various programs and special events;
- Developing a guide for program participants, to encourage them to opt for healthy choices in their lunches;
- Developing a guide for employees who are responsible for purchasing meals for meetings held by the municipality during meal periods;
- Choosing local produce.

### **PROMOTING HEALTHY EATING AT PUBLIC EVENTS ORGANIZED BY THE CITY OF DIEPPE.**

- Evaluating foods available at concession stands;
- Taking steps to encourage current vendors to offer healthier food choices;
- Taking steps to attract potential vendors who already offer healthier food choices;
- Choosing vendors offering healthier choices over vendors offering less healthy choices, where possible and justifiable;
- Developing a guide for vendors that promotes healthier foods;
- Promoting drinking water from reusable water bottles over buying bottled water, juice or carbonated drinks;
- Making drinking water available for refilling reusable bottles, from a large portable water tank at public events;
- Choosing local produce.

### **MAKING MORE NUTRITIOUS FOODS AVAILABLE IN VENDING MACHINES AND CANTEENS IN MUNICIPAL FACILITIES.**

- Evaluating the foods available in vending machines in municipal facilities;
- Taking steps with existing vendors to see if changes can be made to the selection of foods currently available;
- Developing a guide for employees who are responsible for choosing the foods available in vending machines;
- Taking steps to encourage the tenant at the AJL Centre canteen to offer healthier food choices.

## PROMOTING PHYSICAL ACTIVITY DURING CERTAIN MUNICIPAL PROGRAMS AND EVENTS.

- Evaluating the physical activities currently offered;
- Including physical activity during intermission at the Wednesday Show.

## IMPROVING LAND USE TO PROMOTE PHYSICAL ACTIVITY.

- Ensuring there is a network of pathways allowing active transportation between various destinations within the municipality;
- Developing green spaces to encourage people to participate in sports and unstructured physical activity;
- Encouraging physical activity in parents accompanying their children to sports/programs (e.g. pathways around soccer fields);
- Promoting the Community Gardens Program.

## PROMOTING HEALTHY EATING AMONG MUNICIPAL EMPLOYEES.

- Implementing an internal program to encourage employees to make healthier foods choices and to be more physically active.





## COMMITTEE MEMBERS

- **Sonya Babineau**, Leisure Division, City of Dieppe
- **Raymond Bourque**, Community Services Division, City of Dieppe
- **Isabelle Darveau**, Nurse, Vitalité Health Network, Public Health
- **Annie Duguay**, Communications Department, City of Dieppe
- **Alexandre Girard**, Planning and Development Department, City of Dieppe
- **Dr. Yves Léger**, Medical Officer of Health, East Region, New Brunswick Department of Health
- **Martine Savoie**, Human Resources Department, City of Dieppe
- **Johanne Thériault**, Dietician, Vitalité Health Network, Public Health
- **Mathieu Landry**, Regional Wellness Consultant, Department of Social Development

## REFERENCES:

1. My Community at a Glance 2014, Report on New Brunswick community profiles (NBHC, 2014). Profile of the municipalities of Dieppe and Memramcook.
2. New Brunswick Health Council, "New Brunswick: Population Health Snapshot - 2012", New Brunswick Health Council (online), 2012, [http://nbhc.ca/portrait\\_sante.cfm?area=1](http://nbhc.ca/portrait_sante.cfm?area=1).
3. New Brunswick, Office of the Chief Medical Officer of Health, "Obesity in New Brunswick", New Brunswick Health Indicators (online), number 5 (June 2012), Fredericton, Department of Health, 2012, [http://www2.gnb.ca/content/dam/gnb/Departments/h-s/pdf/en/Publications/Health\\_Indicators5.pdf](http://www2.gnb.ca/content/dam/gnb/Departments/h-s/pdf/en/Publications/Health_Indicators5.pdf)
4. Statistics Canada. Table 105-0503: Health indicator profile, age-standardized rate, annual estimates, by sex, Canada, provinces and territories, occasional, CANSIM (database), Statistics Canada website (distributor), 2013, consulted on August 30, 2013.
5. New Brunswick, New Brunswick Department of Healthy and Inclusive Communities, New Brunswick student wellness survey: kindergarten to grade 5: provincial fact sheet 2010-2011 - healthy weights and lifestyles (online), Fredericton, the Department, 2011, <http://www2.gnb.ca/content/dam/gnb/Departments/hic-csi/pdf/Wellness-MieuxEtre/PoidsSanteEtModesDeVie2010-2011>.