

School Wellness Programs

Be active
Be well

New Brunswick
Be...in this place • Être...ici on le peut



October 2010

Update from the Department of Wellness, Culture and Sport *Cheer on Wellness with Boom Boom Clap!*

As a part of the province's first ever Wellness Week, the Department of Wellness, Culture and Sport launched **Boom Boom Clap**, Phase III of a Wellness Social Marketing Campaign which aims to increase awareness and change behaviours by promoting mental fitness and resilience, healthy eating, physical activity and tobacco-free living. Our goal is to improve overall quality of life for all New Brunswickers. By visiting the **Boom Boom Clap** Website, your school can view what's happening around Wellness in the province, get expert advice and tips for healthier living, plus the chance to win great prizes! Also, as part of **Wellness Week, Oct 1st-7th, 2010**, you are invited to register **YOUR** event by visiting www.gnb.ca/WCS-MECS. Your fellow New Brunswickers are cheering you and your children on to happier, healthier living! Catch inspiring **Boom Boom Clap** television commercials on your local channels and watch for flash crowd events that could happen at any time around the province! Encourage your family, friends, colleagues, and students to start living healthier. Become a Wellness Fan and join the Wellness Movement today!

BOOMBOOMCLAP.CA

Success Stories

The Campaign "*I caught you making a healthy choice*" held on the week of May 3-9, was a **great success** with all the K-8 schools in District 3 participating. The school staff enjoyed promoting healthy choices to their students and parents by encouraging them make healthy choices such as eating healthy snacks or to walk to school instead of taking the bus. A ballot was given to students for each healthy choice they made, giving them a chance to win a prize. In addition, each student was given two extra ballots to fill in for their family when they saw them make a healthy choice. Classes were also received a white t-shirt and asked to draw something that signified a healthy choice with the slogan "*I caught you making a healthy choice*". Once completed, the t-shirts were hung in the school which created an energetic atmosphere. (Thanks to Irene Bourgoïn for submitting this story).



École Carrefour de la Jeunesse

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The students at **Lakewood Heights School** love being part of the **School Pedometer Challenge!** They already walked way across New Brunswick. Congratulations! (Thanks to Stacey Briggs for submitting this story)



Lakewood Heights Students

The Macdonald Consolidated School's Community Walking Club was a huge success. The club ran for 12 weeks with participants aged from 6 months to 81 years young! Their total step count was 220,764; approximately 167 KM. They had tons of fun and plan to offer it again next year. (Thanks to Ellen Whittaker Brown for submitting this story).

If you have a wellness success story or photos from your school that you would like us to publish in our spring Newsletter, please submit them no later than **November 30, 2010** joanne.lamarche@gnb.ca.

School Wellness Programs

The transition to the *Revised School Wellness Grant* went extremely well. Thanks to all of you for your cooperation and patience during this transition. Also, we would like to offer a big thank you to our District Contacts for helping us organize the meetings that were held in April & May. The 324 schools that applied will receive funding for the 2010-2011 school year. The funding has been transferred to the school districts; if you have yet to receive it, please contact your district's Director of Finance.

The School Pedometer Challenge (K-12); The deadline for districts to select the 2010-2011 participating schools was **September 24, 2010.** Schools presently participating in the School Pedometer Challenge are expected to continue to use the pedometers every year as a tool to increase physical activity. Based on the final reports received, many of the participating schools requested replacement batteries for their pedometers. Please contact Joanne Lamarche if your school needs more batteries.

Remember!

October 4 to 8,
2010 is
International
WALK to School
Week!

Remember!

Wednesday,
October 6, 2010 is
International
WALK to School
Day!

Remember!

January 17—23, 2011 is National Non-Smoking Week!

In 1971, the average age at which children began to watch TV was 4 years; today, it's as young as 5 months!

(Taken from *The Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth 2010*). www.activehealthykids.ca

Resources

Looking for Pedometer Activity Ideas?

The following examples were taken from schools participating in the **School Pedometer Challenge:**

- **Walking & Jogging Clubs;** used plastic feet key chains as an incentive to get the students moving. For every ten thousand steps they took, students received different colored key chains. Nutrition lessons and promotion of fruits and vegetables as a regular food choice were also offered to participants.

- **Teams;** students were divided into teams that received pedometers. The teams used their pedometers to track their steps in order to determine the weekly winning team!
- **Pedometer golf;** students are paired to play 9 holes of golf, each hole has a specific number of steps to take. Partners cannot move to the next hole until the other has completed the previous one, the pair that finishes all 9 holes first wins!
- **Pedometer Scavenger Hunt;** the student who finds the objects with the fewest steps wins.

Student Wellness Survey

The Health and Education Research Group (in partnership with the Department of Wellness Culture and Sport and the Department of Education) have completed the second cycle of the NB Student Wellness Survey for students in grades 6-12. The results will be available soon.

www.unbf.ca/education/herg

Websites to visit: The Canadian Best Practices Portal for Health Promotion and Chronic Disease Prevention;
Public Health Agency of Canada
<http://cbpp-pcpe.phac-aspc.gc.ca/>
Canadian Council on Learning
<http://www.ccl-cca.ca/CCL/Home/Index.htm?Language=EN>

10 REASONS TO BUY NB PRODUCED FOOD

LOCAL FOOD

- TASTES AND LOOKS BETTER
- SUPPORTS LOCAL FAMILIES
- BUILDS TRUST
- BUILDS COMMUNITY
- PRESERVES OPEN SPACE
- KEEPS TAXES DOWN
- BENEFITS THE ENVIRONMENT AND WILDLIFE
- MAKES A LIGHTER CARBON FOOTPRINT
- PRESERVES GENETIC DIVERSITY
- IS AN INVESTMENT IN OUR FUTURE

NBFSAN RASANB
Adapted with permission from Manitoba Food Charter

Visit: www.buylocalnb.ca to find a farm in your community.

Sogo Active; is looking for organizations and schools with youth ages between 13 and 19 to help fight youth inactivity! Sign up for free to:

- Access grants of up to \$500.00 to support activities and events.
- Help provide access to facilities, equipment, resources and logistical support to young people.
- Help build active leaders of tomorrow.

Visit www.sogoactive.com today!

Remember!

October is International Walk to School Month!

<https://www.iwalktoschool.org>
<https://www.saferoutestoschool.ca>

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