

# Live well, be well

New Brunswick's Wellness Strategy  
Action Plan (2011-2012)

The Wellness Branch has committed to sharing an annual Wellness Strategy Action Plan. The 2011-2012 Action Plan reflects Year 3 activities, acknowledging that some actions are a continuation of initiatives already underway and others will continue beyond 2012. Consideration has been given to government / partner priorities and budgetary constraints. The activities in this Action Plan represent approximately 75% of the Branch's workload with additional responsibilities related to supporting government business and accountability not reflected in this Plan.

***Live well, be well. New Brunswick's Wellness Strategy: 2009-2013*** is available online at <http://www.gnb.ca/wellness> or by contacting:

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## SETTING: Schools

Includes: Educators, support staff, students, District Education Councils, parents and parent organizations, and community partners

Strategic Direction	Activities
<b>Partnerships and Collaboration</b>	<ol style="list-style-type: none"> <li>1. Support wellness within the implementation of the Department of Education and Early Childhood Development's initiatives (e.g., Community Schools, development of wellness curricula, Early Childhood Development Centres – ECDC).</li> <li>2. Participate on the Joint Consortium on School Health (JCSH), with a focus on mental fitness and resilience.</li> </ol>
<b>Build Capacity for Community Development</b>	<ol style="list-style-type: none"> <li>3. Provide integrated School Wellness Grants, including a comprehensive school health framework, to help schools identify their priorities, develop and implement their own wellness action plans.</li> <li>4. Enable schools and districts to use the New Brunswick Student Wellness Survey data to plan, implement and evaluate initiatives.</li> <li>5. Support the Link program within New Brunswick schools (Grades 6-12).</li> </ol>
<b>Promote Healthy Lifestyles</b>	<ol style="list-style-type: none"> <li>6. Integrate mental fitness and resilience principles and practices as an enabler of positive behaviour change.</li> <li>7. Develop, contribute to and/or promote initiatives that enable schools to take positive actions towards wellness such as:               <ul style="list-style-type: none"> <li>• <i>New Brunswick After School Hours Toolkit*</i></li> <li>• <i>Mental Fitness and Resilience resources</i></li> <li>• <i>Wellness Curricula</i></li> <li>• <i>Healthy Schools Planner</i></li> <li>• <i>School Pedometer Challenge</i></li> </ul> </li> </ol>
<b>Develop and Support Healthy Policies</b>	<ol style="list-style-type: none"> <li>8. Enhance the capacity of stakeholders to support the Department of Education and Early Childhood Development's Policy 711 (<i>Healthier Foods and Nutrition in New Brunswick Schools</i>).</li> </ol>
<b>Surveillance, Evaluation and Research</b>	<ol style="list-style-type: none"> <li>9. Seek opportunities to align the New Brunswick Student Wellness Survey with other student data collection efforts.</li> <li>10. Promote use of data from the New Brunswick Student Wellness Survey by other government departments and external partners.</li> </ol>

\* NEW

### Partners include:

- *Canadian Mental Health Association (CMHA), New Brunswick Division*
- *Community School Coordinators*
- *Early Childhood Development Centres*
- *Economic and Social Inclusion Corporation / Community Inclusion Networks*
- *GNB Department of Education and Early Childhood Development*
- *GNB Department of Health*
- *Health Education Research Group (HERG)*
- *Healthy Learners in School Program*
- *Joint Consortium for School Health (JCSH)*
- *Public Health Nutritionists*
- *Regional Link Program Committees*
- *Regional Operations and Community Development Branch (GNB Department of Wellness, Culture and Sport)*
- *School Districts*

## SETTING: Communities

Includes: Local government, organizations including health care system / providers (e.g. Public Health, Addictions, Mental Health and primary health care services, Community Health Centres)

Strategic Direction	Activities
<b>Partnerships and Collaboration</b>	<p>11. Support wellness within the Department of Health's initiatives (e.g., primary care, mental health, diabetes, public health).</p> <p>12. Support broad-based wellness coalitions to leverage their partnerships in support of complementary initiatives, specifically:</p> <ul style="list-style-type: none"> <li>• <i>HEPAC - Healthy Eating Physical Activity Coalition</i></li> <li>• <i>MACS - Mouvement Acadien des communautés en santé</i></li> <li>• <i>NBATIC - New Brunswick Anti Tobacco Coalition</i></li> <li>• <i>Food Security Action Network</i></li> </ul> <p>13. Engage First Nations communities and Aboriginal Peoples in strategic action to improve the state of wellness in First Nations communities for Aboriginals throughout the province.</p>
<b>Build Capacity for Community Development</b>	<p>14. Strengthen the support for community &amp; regional actions on wellness by growing and supporting wellness networks throughout the province.</p> <p>15. Based on an evaluation of the Acadian Peninsula regional wellness model, establish Regional Wellness Consultants (Saint John, Woodstock) and plan for 2 additional regions in 2012-2013.</p> <p>16. Explore opportunities to enhance collective understanding and action on reducing barriers to wellness for at-risk and vulnerable populations.</p> <p>17. Provide financial support and frameworks which communities can use to develop and implement their own wellness programs. Funding opportunities include:</p> <ul style="list-style-type: none"> <li>• <i>Active Communities Grant Program</i></li> <li>• <i>Healthy Food in Recreation Facilities Grants*</i></li> <li>• <i>Learning Opportunity Grants</i></li> </ul>
<b>Promote Healthy Lifestyles</b>	<p>18. Develop, contribute to and/or promote initiatives which support communities to take positive actions towards wellness such as:</p> <ul style="list-style-type: none"> <li>• <i>NB After School Hours Toolkit*</i></li> <li>• <i>Take HEART pilot program*</i></li> <li>• <i>Active Kids Toolkit</i></li> <li>• <i>Healthy Foods in Recreational Facilities: It Just Makes Sense</i></li> <li>• <i>Putting Health on the Agenda</i> model policy for healthy meetings &amp; events</li> <li>• <i>GO NB – Taking Action through Sport</i></li> </ul>
<b>Surveillance, Evaluation and Research</b>	<p>19. Evaluate outcomes of the Acadian Peninsula regional wellness model.</p>

\* NEW

**Community setting partners include:**

- After School Hours Working Group
- Community/regional wellness networks
- Economic and Social Inclusion Corporation / Community Inclusion Networks
- Family Resource Centres
- First Nations/Aboriginal Peoples Working Group
- Food Security Action Network
- GNB Department of Health
- GNB Department of Public Safety
- GNB Department of Social Development
- Health Canada
- Healthy Eating Physical Activity Coalition (HEPAC)
- Horizon Health – Health Promotion
- Mouvement acadien des communautés en santé (MACS)
- NB Anti Tobacco Coalition (NBATC) / Cessation Working Group
- NB Food Security Action Network
- NB Gymnastics Association (NBGA)
- Recreation NB
- Regional Operations and Community Development Branch (GNB Department of Wellness, Culture and Sport)
- Public Health Agency of Canada (PHAC)
- Société Sante et Mieux-être en français du Nouveau-Brunswick (SSMEFNB)
- University of New Brunswick, Université de Moncton

**SETTING: Homes**

Includes: Individuals, parents / extended family and caregivers

Strategic Direction	Activities
<b>Partnerships and Collaboration</b>	<p>20. Support wellness within the Department of Social Development's implementation of Senior and Healthy Aging initiatives.</p> <p>21. Champion wellness within the development of the New Brunswick Youth Strategy.</p>
<b>Promote Healthy Lifestyles</b>	<p>22. Develop, contribute to and / or promote initiatives which enable individuals and families to take positive actions towards wellness such as:</p> <ul style="list-style-type: none"> <li>• Active Kids Toolkit</li> <li>• New Brunswick Smokers' Helpline</li> </ul>
<b>Surveillance, Evaluation and Research</b>	<p>23. Analyze and share parent data collected from the Canadian Physical Activity Levels Among Youth (CAN PLAY) Survey and the New Brunswick Student Wellness Survey.</p>

**Partners include:**

- Canadian Fitness and Lifestyle Research Institute (CFLRI)
- Family Resource Centres of New Brunswick
- Fédération des jeunes francophones du Nouveau-Brunswick
- GNB Department of Social Development
- GNB Department of Education and Early Childhood Development
- Health Canada
- Health Education Research Group (HERG)
- NB Anti Tobacco Coalition (NBATC) / Cessation Working Group
- NB Gymnastics Association
- NB Youth Strategy Committee
- Senior and Healthy Aging Secretariat

## SETTING: Workplaces

Includes: Employees and employers

Strategic Direction	Activities
<b>Partnerships and Collaboration</b>	24. Network with key organizations to explore opportunities for promoting comprehensive workplace wellness throughout the province.
<b>Building Capacity for Community Development</b>	25. Increase capacity within GNB Part 1 workplaces to implement and sustain comprehensive wellness programs.
<b>Promoting Healthy Lifestyles</b>	26. Contribute to and promote initiatives which enable workplaces in the private sector to take a comprehensive approach to workplace wellness such as: <ul style="list-style-type: none"> <li>• <i>Putting Health on the Agenda</i></li> <li>• <i>Work to be Tobacco Free</i></li> <li>• <i>New Brunswick Smokers Helpline</i></li> <li>• <i>Wellness at Heart Workplace Wellness Toolkit</i></li> <li>• <i>Wellness at Heart Workplace Wellness Awards</i></li> </ul> 27. Management and delivery of Year 2 of <i>Live, work, play ... be well</i> for GNB Part 1.
<b>Developing and Supporting Healthy Policies</b>	28. Explore and support implementation of policies to support a wellness culture within GNB Part 1 (e.g., <i>Putting Health on the Agenda</i> , Use of communication devices)
<b>Conducting Surveillance, Evaluation and Research</b>	29. Monitor ongoing implementation and evaluate Year 1 of <i>Live, work, play ... be well</i> .

### Partners include:

- Chambers of Commerce
- College of Psychologists of New Brunswick
- GNB Interdepartmental Workplace Wellness Committee
- GNB Department of Education and Early Childhood Development
- GNB Office of Human Resources
- Heart & Stroke Foundation of New Brunswick (HSFNB)
- Healthy Eating Physical Activity Coalition (HEPAC)
- J.D. Irving
- GP2S
- *Live, work, play...be well* Core Steering Committee
- NB Anti Tobacco Coalition (NBATC) / Cessation Working Group
- NB Business Council
- Regional Health Authorities
- Medavie Blue Cross
- Mouvement acadien des communautés en santé (MACS)
- NB Power
- ProfitLearn
- Regional Operations and Community Development Branch (GNB Department of Wellness, Culture and Sport)
- Réseau-action communautaire (RAC)
- Savonnerie Olivier
- Société Sante et Mieux-être en français du Nouveau-Brunswick (SSMEFNB)

## SETTING: Provincial

Includes: Provincial level initiatives across all the settings

Strategic Direction	Activities
<b>Partnerships and Collaboration</b>	30. Initiate planning with partners for the provincial Wellness Conference to be held in autumn 2012, based on the evaluation of the 2011 provincial Wellness Conference.
<b>Promoting Healthy Lifestyles</b>	31. Develop, contribute to and promote initiatives which enable positive actions towards wellness such as: <ul style="list-style-type: none"> <li>• <i>Annual Wellness Week (first week of October)</i></li> </ul> 32. Implement social marketing campaign “Join the Wellness Movement” based on research and evaluation of previous campaigns.*
<b>Developing and Supporting Healthy Policies</b>	33. Support the enhancement and implementation of provincial wellness related legislation and policy. 34. Explore opportunities for recommended / prioritized actions based on findings from report: <i>Investment in Wellness for a Healthier New Brunswick</i> .
<b>Conducting Surveillance, Evaluation and Research</b>	35. Explore opportunities to partner and contribute to research in order to accelerate progress on wellness, with an emphasis on mental fitness.* 36. Develop performance measurement and evaluation framework for the New Brunswick Wellness Strategy.

\* NEW

### **Partners include:**

- *CAPTURE Project, Simon Fraser University*
- *Family Resource Centres of New Brunswick*
- *GNB Department of Health*
- *GNB Department of Finance*
- *GNB Department of Social Development*
- *GNB Interdepartmental Deputy Ministers’ Committee on Wellness*
- *Health Canada*
- *Healthy Eating Physical Activity Coalition (HEPAC)*
- *NB Anti Tobacco Coalition (NBATC)/ Cessation Working Group*
- *NB Business Council*
- *NB Gymnastics Association*
- *NB Health Research Council*
- *NB Social Policy Research Network*
- *Provincial conference partners (2011 partners included First Nations and Aboriginal Peoples Working Group; Healthy Eating Physical Activity Coalition of NB; Mouvement Acadien des Communautés en Santé du N.-B.; New Brunswick Anti-Tobacco Coalition; Société Santé et Mieux-être en français du N.-B.)*
- *Regional Health Authorities*
- *Mouvement acadien des communautés en santé (MACS)*
- *University of New Brunswick, Université de Moncton*