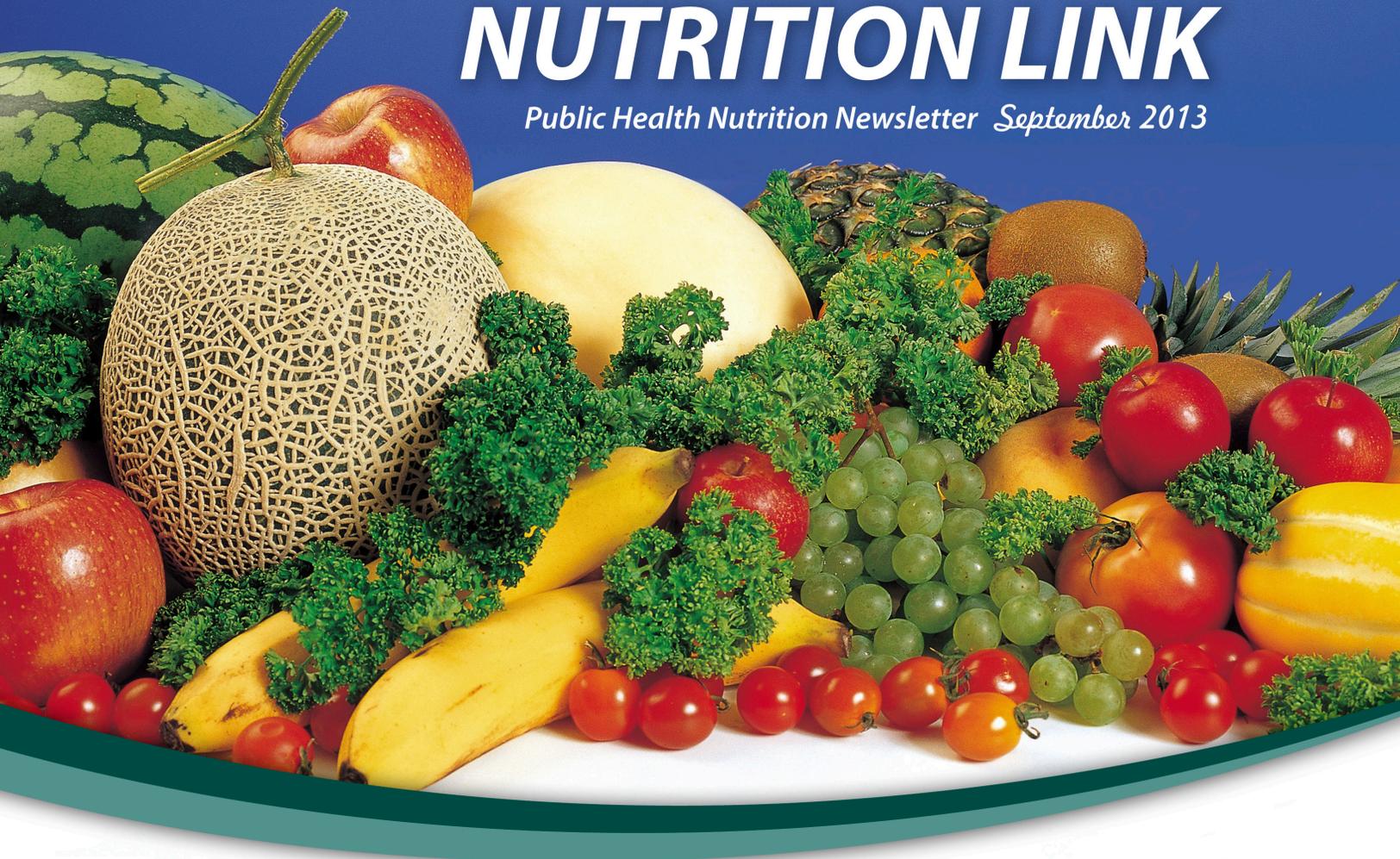


# NUTRITION LINK

Public Health Nutrition Newsletter *September 2013*



**Welcome** to the first edition of Lien Nutrition Link. This newsletter is collaborative effort between the Office of the Chief Medical Officer of Health, Vitalité Health Network and Horizon Health Network. The goal of the newsletter is to provide bi-annual updates on nutrition initiatives, activities and successes occurring across the Public Health system. The newsletter aims to create excitement and awareness of the work being done to support the New Brunswick Public Health Nutrition Framework for Action within Public Health and with our partners. Feel free to share this with your own networks and partners.

We welcome your comments and feedback on this publication as it continues to evolve. If you have feedback you would like to share, or if you would like to get involved in creating these newsletters, please email [laura.brennan@gnb.ca](mailto:laura.brennan@gnb.ca).

## ***Office of the Chief Medical Officer of Health Update***

Since the Public Health Nutrition Framework for Action was released, the Office of the Chief Medical Officer of Health (OCMOH) has been involved in various communication activities to share information about the framework with colleagues and partners in New Brunswick and across the country. Information about the framework has been included in the July 2012 Disease Watch Bulletin, Department of Health Intranet blog and in the Canadian Institute for Health Information publication Population Health in Brief (July 2012).

OCMOH has also been working closely with Horizon and Vitalité Health Networks on communication and evaluation plans and tools that will support the understanding, implementation and measurement of the framework. This is exciting and ongoing work that will continue to evolve as the Framework is used across the public health system.

The Framework has prompted helpful discussions between staff at the OCMOH on how nutrition program staff can best align current and future work responsibilities as they relate to the framework. This exercise identified areas where a lot of work is being done and areas where attention can be focused in the future. The framework has provided a helpful lens to look at the work we do and how we do it.

### ***Breastfeeding Support in the Age of Social Media***

Breastfeeding is an unequalled way of providing ideal food for the healthy growth and the development of infants and young children. But even though breastfeeding is a natural process, it is not necessarily easy for mothers. Many New Brunswick women experience challenges and stop breastfeeding prior to the recommended age.

We live in a culture that is much more focused on bottle feeding in terms of support networks. Many of our breastfeeding mothers are isolated and lack peer support in their local community. We know, however, that young parents are using the internet as a primary source of information on children's health issues. Facebook is an online network that

is extremely popular in New Brunswick and allows people who have the same interest to connect with each other.

The New Brunswick Department of Health has created a bilingual Facebook page on breastfeeding to provide a forum for mothers to connect with each other, find current and accurate information as well as to share their experiences. The Facebook page is not intended to provide professional advice to users, the focus is more on establishing an online community for mothers to share and learn from each other. The content schedule for the page was developed by professionals and community partners that are involved in breastfeeding support.

*"I am so happy I landed here!! This appears to be a fabulous group"*

*"I love this page, I love that I can simply state my concerns and multiple moms know what it is like and have great advice!"*

*"Thanks everyone! Reassuring knowing I'm not alone."*

*"Just had to share a chuckle with moms who would understand..."*

Nearly 1,400 mothers have liked the NB Facebook page and are connected together. Here is what some of the mothers told us on the Facebook page:

Come & visit us on facebook:

**Breastfeeding NB Allaitement NB**

(<https://www.facebook.com/BreastfeedingNB.AllaitementNB>)



## ***Horizon Health Network Update***

After the launch of the Public Health Nutrition Framework in June 2012, Horizon assembled a team of dietitians with representation from each Public Health area including Miramichi, Fredericton and Saint John. The purpose of this team is to support the use of the nutrition framework within Horizon Health Network. Since that time, many Public Health dietitians have been hard at work sharing and communicating the priorities within the framework to public health staff, community groups and other stakeholders.

In addition to communicating the new framework, Horizon has also been working on an environmental scan of available nutrition resources. Having resources listed on a SharePoint site will allow for the different areas of Horizon to be aware of the many nutrition tools that exist. Once complete, the environmental scan will be shared across Horizon and with our Public Health colleagues within Vitalité Health Network.

The Horizon team has also completed a survey with the Public Health dietitians to determine their future training needs related to work towards implementing the framework.

The Horizon website will have a section dedicated to Public Health nutrition. Developing a plan for adding content to this section of the website will be the role of this Horizon team with support from dietitians across Horizon. To date, one article has been posted on the website this past March for Nutrition Month. Further topics have been

discussed and are within an action plan for the website.

Another key responsibility of this team is to share ideas and initiatives happening within each respective area of Horizon related to public health nutrition. This will ensure that great things happening in one area of Horizon are communicated to the other areas. Having a process for sharing will allow Horizon to reduce duplication and to have a larger impact across our communities.

## ***Something to celebrate: Community Food Mentors***

The Community Food Mentor (CFM) program has been a success throughout Horizon Health Network

communities. With support from the Department of Healthy and Inclusive Communities, Public Health dietitians have taken a lead in delivering CFM programs across Horizon communities

In the Saint John area, Public Health collaborated with community partners including

VON Healthy Baby & Me and the United Way to deliver three CFM programs (Sussex, Saint John and St. Andrews) with 40 CFM graduates between January 2012 and April 2013. The Fredericton and Upper River Valley area has graduated a total of 63 Community Food Mentors out of the five CFM programs (Bath, Woodstock, Fredericton, Oromocto and Chipman/Minto) that were offered between January and May 2013. Public Health dietitians participated in all programs as main organizers, facilitators, speakers, cooks and dish washers. Public Health in the Miramichi area has been actively participating in CFM programs as well. The Mango and Public Health dietitians have facilitated



the programs in partnership with a number of community stakeholders such as the Community Inclusion Network and Food Security Network. Since the fall of 2012, there have been four CFM sessions offered (Neguac, Miramichi, Blackville and Rogersville) with over 40 CFM graduates.

Many community projects and initiatives are taking place as a result of the CFM programs, including Community gardens, Kids in the Kitchen programs, community/collective kitchens, cooking classes, food security discussions, permaculture workshops and even a children's musical about food security!

The CFM program is a perfect example of making great things happen as a result of the partnership between Public Health and the community. This program has increased awareness of food security throughout Horizon and has helped open dialogue within and between families, children, neighbours and communities which will have a positive impact on the health of the population we serve.

### ***Vitalité Health Network Update***

Following the launch of the Public Health Nutrition Framework for Action in June 2012, a work team was formed to ensure its implementation within Vitalité Health Network. The work team, which includes dietitians from each zone and a manager, reports to the Regional Public Health Nutrition Committee of Vitalité Health Network. Its mandate is to propose a work plan to implement the Public Health Nutrition Framework within Vitalité Health Network, while supporting the Regional Nutrition Committee. The work plan will aim to build capacity within the Public Health system, so as to promote nutrition at the population level.

Since its creation, the work team, in collaboration with the Regional Nutrition Committee, has accomplished the following:

1. An inventory of resources and activities related to the five priority sectors for action currently under way;

2. A survey on the training needs of Public Health dietitians within Vitalité Health Network;
3. Draft document: Decision Criteria for Approval of Public Health Service Requests;
4. Participation in the evaluation of the Participatory Leadership Approach;
5. Distribution of the communication plan in view of raising awareness of the Public Health Nutrition Framework for Action.

Food security, healthy environments, and school-age children and youth were the top three priority areas for action identified by Public Health dietitians in the training needs survey. Regarding strategic directions, dietitians identified, by order of importance: population-health approach, capacity building as well as surveillance, monitoring and evaluation.

The inventory of activities and resources revealed pleasant surprises. Indeed, several initiatives are already in place in each of the zones, all equally interesting. The initiative below, for instance, is one that generated significant attention. Other stories will follow in future newsletters.

This particular success story originated in Zone 4 (Northwest).

### ***A zero-waste, healthy lunch box***

***Did you know that preparing a healthy and zero-waste lunch box everyday can save you several hundred dollars a year? It's healthy and eco-friendly!***

The idea, which had been brewing for some time, to promote healthy and eco-friendly choices (while being supportive of Policy 711 Healthier Foods and Nutrition in Public Schools) among parents and students entering the school system for the first time, became a reality in September 2012.

A partnership was formed with the Regional Service Commission 1 (RSC 1 - formerly COGERNO), Vitalité's Public Health Office in Zone 4, and the District

scolaire francophone du Nord-Ouest, which led to the birth of the project entitled: "A Zero-Waste and Healthy Lunch Box and Snack... A Winning Combo!"



The project will take place over a preliminary period of three years throughout schools in the Haut-Madawaska, Edmundston, Grand Falls, and Saint-Quentin regions (RSC 1 territory). At the end of this



period, all kindergarten classes throughout schools in these regions will have received two educational workshops one workshop on the eco-friendly lunch box (RSC 1) and another dealing with health (Public Health). An educational workshop is also offered to the parents of the students. Through financial assistance from the New Brunswick Environmental Trust Fund, each family receives a variety of items

including a reusable bottle, reusable containers, and a fridge magnet (reminder tips for a zero-waste and healthy lunch box and snack – see photo).

New component: To ensure continuity of the project and increase awareness among higher-grade students, the committee decided to prepare an electronic educational kit (in partnership with the UMCE) for students in kindergarten through fifth grade. This kit includes different interactive activities and videos that teachers will be able to use in their classroom starting in the Fall 2013. In addition, a Para-Post (retractable banner) will be set up in targeted schools in order to promote the project among all students.

Log on to [www.cogerno.com](http://www.cogerno.com) (School, Special Projects section) to print the reminder tips to start building your own zero-waste and healthy lunch box today!

### *Featured partner*

#### **Update from the Department of Healthy and Inclusive Communities**

The Community Food Action Program by the Department of Healthy and Inclusive Communities is now accepting applications. The Program supports community-driven initiatives that address the healthy eating needs of New Brunswickers, with a focus on improving food security for people living in poverty, seniors, young people, and persons with disabilities. The program funds projects that meet the following four criteria: must increase food knowledge and skills, increase access to healthy food, increase community capacity, and build strong partnerships, including shared vision and work, as well as financial and/or in-kind contributions. For detailed information visit: [www.gnb.ca/wellness](http://www.gnb.ca/wellness)

In 2012-2013, Department of Healthy and Inclusive Communities funded 37 community food actions around New Brunswick. To view success stories and examples of projects funded last year visit: <http://hepac.ca/communityfoodactionprogram/>

## ***Evaluation Working Group Update***

The Evaluation Working Group was one of the first working groups created in 2011 to support the Nutrition Framework. Evaluation Working Group members have been involved in researching evaluation approaches of multi-stakeholder frameworks by reviewing documents, interviewing colleagues in New Brunswick and in other provinces and working with an evaluation consultant. We have had many interesting learnings along the way, including that evaluating multi-stakeholder frameworks and strategies is an emerging field of evaluation with no hard and fast rules. The Working Group is currently designing a logic model outlining the Nutrition Framework. From the logic model, an evaluation framework will be developed for use by OCMOH and the two Health Networks.

In addition to researching and planning an evaluation approach for the Nutrition Framework, the Evaluation Working Group has been coordinating a process evaluation of the participatory leadership approach used during the development of the Nutrition Framework. This was released in June 2013.

We are a small Working Group, but enjoy the work that we do. If anyone is interested in learning more about the Evaluation Working Group or would like to join us, please contact one of us for more information: Johanne Theriault, Jessica McMackin, Jessica Sargent, Laura Brennan, Isabelle Melançon, Suzanne Clair.

## ***Communications Working Group Update***

The Communications Working Group was established to create a communication plan for the Nutrition Framework. To date, the Working Group has completed a Staying Connected Plan, a SharePoint site and a process for developing a bi-annual newsletter. This Working Group had its final teleconference in April and determined that the mandate of the group has been achieved.

A BIG thank you to all Communications Working Group members for the work that you accomplished over the past year! Members of this committee are: Jessica Sargent, Melissa Boudreau, Shauna Miller, Lori MacKenzie, Laura Brennan, Sophie Landry and Hannah Westner from the Department of Healthy & Inclusive Communities.

## ***Events***

- October 1st, 2013:  
***Energy Drink Dialogue***
- October 4-5, 2013:  
***Canadian Lactation Consultant Association National Conference,***  
Moncton, NB

## ***Reminders***

- Check out the Nutrition Framework SharePoint site for more information on these resources, events and much more!

## ***Resources***

The following resources and websites can be found on the SharePoint site:

- Measuring the Food Environment in Canada
- Nutri e-STEP available online
- Chefs! Toolkit
- NB Food Security Action Network website & newsletter
- HEPAC website & newsletter
- Healthy Eating Toolbox
- Municipal Food Policy Entrepreneurs
- Working with Grocers Report