

Live well, be well

New Brunswick's Wellness Strategy

2009-2013



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Premier 's message



From our first days in office, our government has focused our commitment to the well-being of our citizens and our province. The health and wellness of New Brunswickers is a cornerstone of stronger and more prosperous communities and a self-sufficient province.

New Brunswick is facing critical wellness challenges which demand our attention. Rates of inactivity, unhealthy eating, stress and obesity continue to rise, and New Brunswick still has one of the highest smoking rates in the country. Decisive and effective action is required to address these trends and improve the well-being of New Brunswickers.

We know that citizens, communities, wellness stakeholders and government each have a role to play in promoting wellness. Government cannot act alone to reverse these alarming trends, but by sharing responsibility for wellness with our many partners, we can create a culture of well-being.

Live well, be well. New Brunswick's Wellness Strategy: 2009-2013 describes our enhanced approach to build a culture of wellness in the province. As you read this document, you will note that this enhanced strategy builds on research-based initiatives, values partnerships, supports community development, and promotes healthy lifestyles and policies.

We invite all New Brunswickers to work together in the pursuit of a shared vision and a collaborative plan for wellness. Together, we will make progress towards building a stronger and self-sufficient province.

Sincerely,

A handwritten signature in black ink that reads "Shawn Graham". The signature is written in a cursive, flowing style.

Shawn Graham

Minister 's message



As government, we want New Brunswickers to be well, and to do all that they can to live a healthy, well balanced life.

But time and time again, research shows alarming trends in various wellness behaviours. This is unacceptable and, as individuals, families and communities, we must work together to address this matter. The time for change is now.

The Department of Wellness, Culture and Sport plays a key role in bringing about this needed change, with responsibilities for overseeing and supporting the implementation of the provincial wellness strategy.

This new strategy, *Live well, be well. New Brunswick's Wellness Strategy: 2009-2013* builds on the strong theoretical foundation of the original framework. The provincial wellness strategy was refreshed through a process that included careful assessment of the recommendations of the Select Committee on Wellness.

This strategy will accelerate progress on wellness within the province with goals to improve mental fitness and resilience, and increase physical activity levels, rates of healthy eating and rates of residents living tobacco-free.

Through a variety of research-based activities and initiatives, New Brunswickers will contribute to and benefit from a culture of well-being, in their homes, communities, schools and workplaces. We need to act now to ensure a legacy of wellness for our children and grandchildren.

Sincerely,

A handwritten signature in black ink, appearing to read "Hédard Albert". The signature is fluid and cursive, with a large loop at the end.

Minister Hédard Albert

Overview of Strategy

This is the second generation of the Wellness Strategy. The original Wellness Strategy was announced in early 2006 by the then Department of Health and Wellness. Shortly afterwards, the Department of Wellness, Culture and Sport was created. A Wellness Branch logic model was developed in 2006. The logic model was the frame of reference for the Branch and guided its initial work (2006-2008). Although there wasn't a specific timeline, it was assumed that the Strategy would be revisited by 2008-2009.

The updated logic model (a companion document) provides the framework for the enhanced Wellness Strategy.

The enhanced Wellness Strategy is intended to accelerate progress on wellness within New Brunswick. It responds to needs, addresses gaps and limitations of the original version, builds on new opportunities and trends as well as answers recommendations made by the Select Committee on Wellness.

The enhanced Wellness Strategy focuses on Wellness Pillars related to healthy lifestyles: Healthy Eating, Physical Activity and Tobacco-free Living. Fundamental to positive behavior change in all the Wellness Pillars, Mental Fitness & Resilience addresses needs for competence, autonomy and relatedness, which are precursors for positive behavior change.

The Strategy identifies homes, schools, communities and workplaces as key settings.

There are five strategic directions through which action will occur:

- Form partnerships and collaborate with stakeholders.
- Build capacity for community development.
- Promote healthy lifestyles.
- Develop and support healthy policies.
- Conduct surveillance, evaluations and research.

Through leadership and collaboration and by recognizing the shared responsibility for wellness, we can reverse alarming trends and build a healthy and prosperous province.

Vision

Healthy New Brunswickers who live, learn, work and play in a culture of well-being.

Turning this vision into reality

The Wellness Branch of the Department of Wellness, Culture and Sport (DWCS) provides leadership to help New Brunswickers reach and maintain their optimal well-being. The Wellness Branch's **mission** is to motivate and empower individuals, families, schools, communities and workplaces to increase their awareness of, participation in and commitment to wellness. The mission is achieved through the implementation of the **New Brunswick Wellness Strategy**.



What is wellness?

Wellness is defined as *an ongoing process to enhance the many dimensions of well being that enable people to reach and maintain their personal potential, and contribute to their communities.*

There are seven **dimensions of wellness**. These dimensions of wellness are all connected. All of these dimensions contribute to a person's overall sense of being well.

(Source: http://wellness.ucr.edu/seven_dimensions.html)

Emotional

The ability to understand ourselves and cope with the challenges life can bring.

Mental / Intellectual

The ability to open our minds to new ideas and experiences that can be applied to personal decisions, group interaction and community betterment.

Physical

The ability to maintain a healthy quality of life that allows us to get through our daily activities without undue fatigue or physical stress.

Social

The ability to relate to and connect with other people in our world.

Spiritual

The ability to establish peace and harmony in our lives.

Occupational

The ability to get personal fulfillment from our jobs or our chosen career fields while still maintaining balance in our lives.

Environmental

The ability to recognize our own responsibility for the quality of the air, the water and the land that surrounds us.



Developing a culture of well-being in the province

The Challenge

Wellness is important, not only to personal quality of life, but to that of families, communities and the province. However, the reality is that New Brunswick is facing a wellness crisis.

Consider these alarming statistics:

- 34% of New Brunswick children and youth (ages 2-17) are overweight or obese, much higher than the Canadian average of 26% (Shields, M. 2004; Active Healthy Kids Canada 2008).
- Only about 21% of Atlantic children and youth (ages 4-18) are meeting the recommended number of servings of vegetables and fruit, compared to a national average of 38% (Garriguet, D. 2004). Those who eat vegetables and fruit less than 5 times a day are significantly more likely to be overweight or obese than those who eat fruit and vegetables more frequently (Shields, M. 2004).
- Most New Brunswickers are not active enough for optimal health benefits and spend more than 2 hours per day in sedentary activities such as watching TV and computer time. (Canadian Community Health Survey 2005; Shields, M & Tremblay, M. 2008; Canadian Fitness and Lifestyle Research Institute 2007)
- Smoking rates in New Brunswick are 21%, one of the highest in the country. New Brunswickers smoke more cigarettes per day than anywhere else in the country (17 cigarettes / day). At least 13% of children are regularly exposed to tobacco smoke, ranking in the top three nation-wide. (Canadian Tobacco Use Monitoring Survey 2007)
- Despite mounting evidence that mental fitness & resilience is a precursor for positive behavior change, it is not well understood nor widely integrated into New Brunswick homes, schools, communities and workplaces.
- Rates of chronic diseases (such as diabetes, cancer, heart disease and high blood pressure) continue to rise every year and are generally higher in New Brunswick than the Canadian average. Research suggests that most chronic diseases are preventable through lifestyle changes.
- The costs of obesity, inactivity and tobacco use are overwhelming, socially as well as financially. Obesity costs the New Brunswick economy an estimated \$200M a year or 1.4% of GDP (GPI Atlantic - Colman, R. 2001). Similarly, tobacco use costs over \$338M (GPI Atlantic - Colman, R., Rainer, R., Wilson J. 2003).

In order for New Brunswick to become stronger, healthier and more prosperous, these statistics must change. Today's children could be the first generation in decades to have a shorter life expectancy than their parents (Ontario Medical Association 2005; Standing Committee on Health 2007). This is not a legacy that families, communities or government want to embrace.

By working together through decisive and effective action, we can change the course of this generation and create a culture of well-being for all New Brunswickers.

Wellness Goals

The Strategy outlines the steps necessary to achieve the following overall goals for New Brunswick:

- To improve mental fitness & resilience
- To increase physical activity levels
- To increase rates of healthy eating
- To increase rates of people living tobacco-free

Approach and Guiding Principles

Wellness is a universal issue. Evidence has demonstrated the benefits of promoting physical and psychological wellness for children and youth to improve the well-being of the whole population over the long term. This also means engaging those who directly influence children and youth, as well as working to improve the wellness of all New Brunswickers.

The wellness of New Brunswickers is affected by interactions between social and economic factors, the physical environment and individual behaviors. Collectively, these are known as the **determinants of health**.

The New Brunswick Wellness Strategy addresses the determinants of health through evidenced-based means. For example, initiatives are intended to take a multi-dimensional approach which ensures that the root causes of problems or issues are addressed; special needs and vulnerabilities of sub-populations are considered and supported; and partnership, cooperation and community engagement with a wide variety of sectors is valued and leveraged.



Determinants of Health

- Income and Social Status
- Social Support Networks
- Education and Literacy
- Employment and Working Conditions
- Social Environments
- Physical Environments
- Personal Health Practices and Coping Skills
- Healthy Child Development
- Health Services
- Gender
- Culture
- Biology and Genetic Endowment

Detailed reference available in Appendix A.

Using the Strategy as its game plan, the Branch team works with partners around the province, to collaborate and coordinate wellness efforts. Wellness in the province is fostered by the investment of resources, whether in the form of people (both professional and volunteer), funding, infrastructure, technical assistance, etc.

Ongoing leadership and engagement at local, regional and provincial levels are considered crucial ingredients for achieving wellness. Everyone can be a participant in and a contributor to wellness. There is a shared responsibility and a role for everyone within New Brunswick homes, communities, schools and workplaces.

Together, we are changing New Brunswick's wellness culture, for the better.

The following **guiding principles** are key to successful provincial, regional and local action as part of the New Brunswick Wellness Strategy:

Comprehensive Approach

According to the World Health Organization, action is most effective when we adopt **comprehensive and multi-dimensional approaches** based on **collaboration** amongst various partners **at all levels** (systems approach). There is no one single solution. A critical part of this approach involves changing environments to make healthy choices easier; information alone is not enough to change behavior.

School, home, community and workplace environments have been identified as key settings within the Strategy but the impact is multiplied when activity involves participants across settings.

Engagement and Mobilization

Systematic positive change requires New Brunswickers to be engaged and mobilized in all settings.

Being **engaged** means taking action towards positive community change and decision making which reflects community needs and desires. Activities might include working individually or as part of a group to identify and solve issues, interacting with and influencing decision makers, and developing leadership skills through training and workshops.

“Community mobilization is based on the belief that when a community is mobilized to address and solve its own problems, more efficient and effective results will materialize than could be achieved by any other means” (Hastings 2001). It is characterized by the creation of a shared vision, a common understanding of the problem(s), leadership and establishing collaborative partnerships, increased participation and sustainability.

Adapted from Community Capacity Building and Mobilization in Youth Mental Health Promotion, <http://www.phac-aspc.gc.ca/mh-sm/mhp-psm/pub/community-communautaires/index-eng.php>

Informed Decision Making & Knowledge Mobilization

It is essential to create opportunities to collect and share new information (including surveys and focus groups) as well as actively share health and wellness data, knowledge and best practices between government, communities, organizations, schools, and other partners.

Surveillance: Monitors progress and tracks trends over time

Evaluation: Answers the question about how well we are doing - measures the effectiveness of programs and initiatives

Research: Answers unanswered questions

Application of Self-Determination Theory

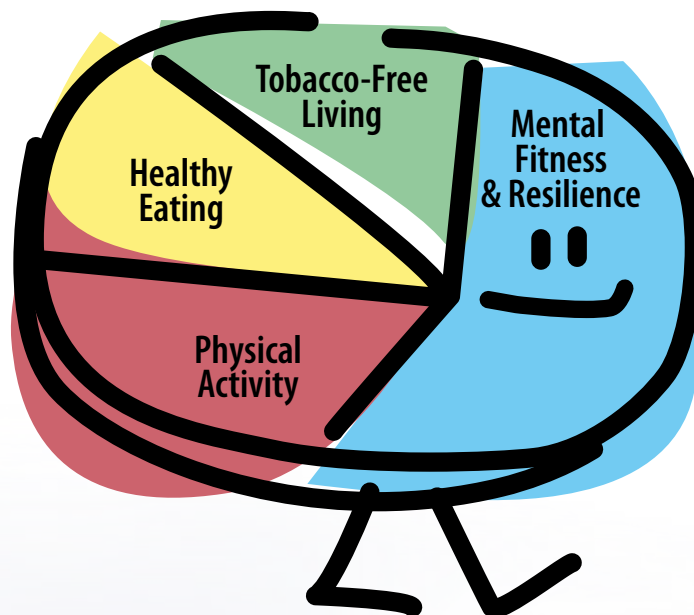
Self-determination is the idea that individuals have the ability to reflect upon, formulate and act on personal decisions that contribute to emotional and physical growth. Supporting individuals, organizations and communities to feel connected, independent and capable enables them to make healthier choices and take more responsibility for their personal wellness and the wellness of others. (Deci, E. & Ryan, R. 1985, 1991; Ryan 1995; Ryan & Deci 2000)

Linkages with other Departments and Strategies

There are significant relationships between wellness and many other government priorities such as early childhood development, health, education, sport, self-sufficiency, the physical environment, public engagement and the needs of seniors. The Final Report of the Select Committee on Wellness recommended improving interdepartmental cooperation. Ongoing efforts are made to align and connect the Wellness Strategy to work alongside and through the strategies of other government departments and agencies. In this way, opportunities to positively influence the well being of New Brunswickers are maximized. In some cases, the Wellness Branch plays a lead role and looks for support from key partners. In other instances, the Branch may play a supportive role to another department or agency that has the lead on wellness-promoting actions. There may also be situations where the Branch is monitoring an issue, but has not yet committed to action.

Wellness Pillars

Our introduction to the Wellness Pillars begins with an explanation of mental fitness & resilience. It leads the journey into wellness as a precursor for positive behavior change.



Mental Fitness & Resilience

Mental fitness & resilience is fundamental to improving healthy eating, physical activity and tobacco-free living.

The goal

To improve the mental fitness & resilience of New Brunswickers

The challenge

Mental fitness and resilience concepts are not yet well understood. Improved mental fitness and resilience creates readiness for positive lifestyle changes around healthy eating, physical activity and tobacco-free living. Schools, communities, homes and workplaces need to better understand mental fitness & resilience concepts and integrate them into their philosophies, initiatives and evaluation processes.

Mental fitness refers to a state of psychosocial well being that goes beyond the absence of disease or sickness. It means having a positive sense of how we feel, think and act which improves our ability to enjoy life. It also implies the ability to efficiently respond to life's challenges, and effectively restore and sustain a state of balance (e.g., through stress reduction practices, investing in friendships and healthy relationships, learning to become one's own best friend, building new skills, seeking out support and information to take control over one's health).

Having a higher level of mental fitness enables us to more fully enjoy and appreciate our environment and the people in it. When mental fitness needs are sufficiently met, people become more self-determined. They adopt behaviours that contribute to their own personal wellness and that of others, and they make healthier choices. Mental fitness is also reinforced by the messages we receive within our environments regarding the potential to make positive changes.



Resilience has been defined as the “ability to persevere and adapt when things go awry” (Reivich, K. & Shatté, A. 2002). It is a person’s style of thinking that determines resilience, more than genetics, intelligence, or any other single factor (Shatté, A. J. 2002). Resilience is influenced by the number of positive assets we have in our lives such as positive relationships, experiences, and inner strengths such as values, skills, commitments, etc. Thirty years of research tells us that resilient people are healthier, live longer, are more successful in school and jobs, are happier in relationships and are less prone to depression (Reivich, K. & Shatté, A. 2002).

Mental fitness & resilience levels of New Brunswickers will be improved by addressing the needs of autonomy, relatedness and competency. Addressing such need areas requires heightening a sense of belonging in the workplace, schools, communities and homes or setting (**relatedness**), building on existing strengths and capacity (**competence**) and involving individuals directly in determining the actions that will ultimately contribute to their own health and well-being (**autonomy**).

Indicators

- Pro-social behaviors
- Oppositional behaviors
- Susceptibility to tobacco
- Connection to school

Measure

- NB Student Wellness Survey

Mental Fitness & Resilience Needs: Autonomy, Relatedness and Competency

There is considerable evidence that satisfaction of all three needs is associated with mental fitness and resilience, as well as with healthy lifestyle choices. In contrast, when mental fitness needs are not met, individuals may be at higher risk for experiencing difficulties related to their emotional, social and physical growth.

Autonomy refers to the need for personal freedom to make life choices and decisions. When this need is satisfied, in conjunction with other need areas, freedom and choice are expressed so as to demonstrate respect for self and others.

Relatedness refers to the need for connection to and closeness with family, peers, and other significant individuals. Fulfillment of this need is met through interaction with others, membership in groups, and the support and encouragement received from others.

Competency refers to the need to recognize and use personal gifts and strengths in achieving personal goals. Fulfillment of this need provides individuals with a sense of personal achievement and accomplishment.

Healthy Eating

The Goal

To increase the rates of healthy eating among New Brunswickers

The Challenge

Many factors have led to the current crisis of unhealthy eating in Canada; and New Brunswick seems to have been harder hit than many other areas of the country.

The increase in single-parent families, and families where both parents work, means that there is less time for food preparation and an increased reliance on prepared and restaurant foods than in previous generations. Prepared foods tend to be higher in fat, salt, and sugar, and lower in nutrients than home-prepared foods. The greater reliance on prepared foods has also led to a loss of food preparation skills.

The trend towards busier family schedules also means that people are eating on the run, and fewer meals are eaten together. This has an impact on the number of children eating breakfast in the morning and may affect family-members' feelings of connectedness. It also reduces natural learning opportunities for children to learn about food and healthy eating from their parents.

Food marketing is an additional factor that, in combination with the above societal pressures, has led to a gradual shift in the foods we eat. For example, the main beverages consumed by children have shifted from milk and water to higher-calorie, sweetened, non-nutritious beverages (such as pop), products which are heavily marketed. Food marketing has also contributed to a significant shift towards larger portion sizes, at the same time that energy expenditures have been decreasing because of our more sedentary lifestyles.



Although Canada has some of the lowest food prices in the world, there is still a significant portion of the New Brunswick population that suffers from economic food insecurity (briefly, a shortage of food due to insufficient income). Healthy foods are seen to be more expensive and out of reach for low-income families trying to make ends meet. Without food security, the capacity for families to eat healthy foods or be physically active may be significantly compromised.

Indicators

- Vegetable and fruit consumption
- Breakfast consumption
- Consumption of sweetened non-nutritious beverages

Measure

NB Student Wellness Survey

Physical Activity

The Goal

To increase the physical activity levels of New Brunswickers

The Challenge

Physical inactivity is one of the major contributors to declining overall health in New Brunswick. This, along with increased sedentary behavior, contributes to higher rates of obesity, increased prevalence of chronic disease, and a general decline in quality of life. For children and youth, this means compromised physical development and ability, decreased readiness for learning and consequently lowered overall potential. Societal factors of modernization, automation and the use of technology in all aspects of life have transformed lifestyles to the point of almost complete inactivity. The tide needs to be turned on these trends.

It is critical to build awareness of the issues and inform all individuals and organizations of the potential they have to change their lives toward healthy, active living. It is widely acknowledged that there is a need to decrease screen time and move children, youth and adults to be more active, both indoors and outside, and in structured and unstructured activity. Facilities need to ensure they are inclusive and responsive to community needs. The built environment needs to be structured or manipulated to encourage physical activity in all aspects of daily living.

Addressing these challenges together will accelerate the progress towards New Brunswickers becoming more active and less sedentary.

Indicators

- Number of daily steps
- Level of energy expenditure
- Amount of sedentary / screen time

Measures

- NB Student Wellness Survey
- Canadian Physical Activity Levels Among Youth (CAN PLAY) Survey



Tobacco-Free Living

The Goal

To promote tobacco-free living and increase the number of New Brunswickers who can claim “no exposure to tobacco smoke”, “successful cessation” and “never smoked”.

The Challenge

Tobacco use remains a significant cause of premature disease, disability and death. It costs New Brunswick \$338 million each year in direct and indirect costs. Much progress has been made over the past ten years in reducing prevalence of tobacco use in New Brunswick, a downward trend which has been reflected across the country. Smoke-free public spaces and workplaces are now the norm, fewer children and youth are exposed to tobacco smoke at home, a greater proportion of youth report having never smoked, and many adults have successfully quit smoking.

However, data points to continued and new areas of concern such as:

- Progress in reducing overall prevalence of tobacco use has stalled across the country.
- Young adults continue to represent the highest proportion of smokers.
- Youth and young adults report high use of new tobacco products such as flavored cigarillos.
- A high proportion of students who have “never tried smoking” in grades 7, 8, 9 indicate that they are susceptible to trying smoking.
- Children and youth report being exposed to tobacco use at home and in cars.
- Increased availability of less expensive tobacco products (through legal sources such as discount cigarettes and illegal sources, e.g., smuggling, counterfeit) are an increasing concern to governments, especially because this can decrease successful cessation.

Indicators

- Exposure to tobacco smoke
- Tobacco use prevalence
- Prevention (never tried)

Measure

- NB Student Wellness Survey



Mental Fitness & Resilience Impacts Other Wellness Pillars

Mental fitness is a strong predictor of physical health. Research demonstrates that the link between subjective feelings of happiness and good health holds, even after controlling for chronic disease, smoking, drinking habits, weight (Goodwin et al 2000). Physical activity can improve mental fitness, as well as physical health. Being active provides a sense of belonging and mutual support when participating with others. Being physically active and eating healthy foods are important ways to stay mentally fit and are important in recovery from mental health issues. Self-perception and attitudes influence healthy eating and physical activity choices. Nicotine affects mental fitness in that it provides both a stimulant and depressant effect depending on the dosage and circumstances of absorption (low doses have a stimulant effect and higher doses have a depressant effect).

Wellness Strategy Targets: 2009 - 2013

In the previous section, indicators were listed for each Wellness Pillar and the sources of data were identified. Indicators are a tool of measurement and improvement. They are designed to give "slices" of reality, but must be understood in the context of the issue or system being addressed. They never completely capture the depth or complexity of an issue or system but do act as signals to communicate concern or progress. Indicators also provide the content for developing targets and measuring progress.

There are fourteen targets within the Wellness Strategy. The identified targets are focused on children and youth, in keeping with the overall approach of the Strategy. The School Wellness Survey data serves as a validated proxy measure for establishing overall population health and wellness status in a given period.



The Wellness Strategy Targets are:

Mental Fitness Targets for 2013:

Goal: To improve mental fitness and resilience of New Brunswickers

- 9 out of 10 New Brunswick children and youth identify their own behaviour as pro-social.
- Less than 1 out of 10 New Brunswick children and youth identify their own behaviour as oppositional
- 9 out of 10 New Brunswick children and youth feel connected to their school.
- Less than 1 out of 10 New Brunswick youth report being susceptible to starting to use tobacco.

Healthy Eating Targets for 2013:

Goal: To increase the rates of healthy eating among New Brunswickers

- 9 out of 10 New Brunswick children eat vegetables and fruit at least 5 times each day.
- 7 out of 10 New Brunswick youth eat vegetables and fruit at least 5 times each day.
- Less than 3 out of 10 New Brunswick children and youth regularly consume sweetened non-nutritious beverages.
- All New Brunswick children eat breakfast daily.
- At least 7 out of 10 New Brunswick youth eat breakfast daily.

Physical Activity Targets for 2013:

Goal: To increase the physical activity levels of New Brunswickers

- 7 out of 10 NB children and youth take 16,500 steps daily.
- 8 out of 10 New Brunswick children spend at least 90 minutes each day in a combination of moderate and hard physical activity.
- 9 out of 10 New Brunswick youth spend at least 90 minutes each day in a combination of moderate and hard physical activity.
- 7 out of 10 New Brunswick children and youth spend 2 hours or less per day in sedentary activities such as watching TV and computer time.

Tobacco-free Living Targets for 2013:

Goal: To increase the number of New Brunswickers living tobacco-free

- All NB children and youth are free from exposure to tobacco smoke in vehicles.
- Less than 1 out of 10 New Brunswick youth have smoked in the last 30 days.
- 7 out of 10 New Brunswick youth have never smoked by grade 12.

More details about the NB Wellness Strategy Targets (2009-2013) are provided in Appendix B.

Strategic Directions & Key Activities

There are key activities related to five strategic directions, both within the specific settings (school, community, home and workplace) and across all settings. Key activities for the 2009-2013 Strategy include:

1. Partnerships and Collaboration – in support of wellness efforts at all levels

- Continue to identify new opportunities and strengthen existing partnerships with provincial organizations, universities, municipalities, coalitions, wellness networks, schools, communities and workplaces that have an interest in wellness.
- Leverage resources, talent, and funding through a variety of strategic alliances (i.e., Federal Government, national, regional and provincial agencies / entities).
- Support implementation of other Departments' strategies where they influence wellness.
- Establish the Premier's Committee on Healthy Families to better understand and address the barriers and challenges faced by New Brunswick families in adopting healthier lifestyles.
- Continue to work with other federal/provincial/territorial jurisdictions (including Atlantic Provinces collaboration on health promotion and wellness).

2. Building Capacity for Community Development – to engage and mobilize schools, communities, homes and workplaces to set priorities, make decisions, plan strategies and implement them to promote wellness. Building on the assets and capacities that already exist is critical to sustaining engagement.

- Support the development of community / regional wellness networks to enable the mobilization and engagement of communities.
- Encourage schools, individuals/families and workplaces to participate in community / regional wellness networks.
- Promote engagement of all New Brunswick populations in determining meaningful ways to best address their wellness needs through the integration of mental fitness and resilience concepts.
- Build capacity within the settings to use available information, data and programs in order to encourage and enhance (initiatives that promote) healthy behaviors.
- Leverage the collective contribution of schools / communities / workplaces to positively influence individuals and families within their homes.

3. Promoting Healthy Lifestyles – to increase awareness and knowledge of how to adopt and maintain behavior change through the provision of knowledge tools and resources to the general public and stakeholders.

- Develop and implement a social marketing strategy that is focused on promoting behavioral changes. This includes resources, communication tools and bi-annual social marketing campaigns, targeted to schools, communities, homes and workplaces.

- Collaborate in the development of Atlantic and national social marketing campaigns.
- Establish a provincial mental fitness/resilience working group in order to raise awareness of mental fitness & resilience in the settings as a precursor of positive behavior change and promote its role in creating healthy lifestyles and reducing risky behaviors.
- Develop and implement resources which enable people in all settings to take positive actions towards wellness.
- Identify and promote programs and resources from other departments and jurisdictions' that contribute to wellness.
- Create or collaborate to provide learning and planning opportunities (provincial / regional conferences, workshops, etc.) on strategic wellness topics.

4. Developing and supporting healthy policies - that impact on groups or the population as a whole (i.e., regulations, policies and/or legislation) by creating conditions for healthier physical, economic and psychosocial environments. All sectors at all levels can influence wellness. All levels of government have a role in enacting policies and legislation (e.g., Department of Education Policy 711, Department of Health Smoke-free Places Act), however various settings can also influence wellness (such as workplace policies).

- Enhance inter-departmental and inter-sectoral collaboration on wellness to contribute to the development of wellness-promoting policies and legislation.
- Promote and utilize resources that support adoption of healthy policies (e.g., Model Policy for Healthy Meetings and Events *Putting Health on the Agenda*).

5. Surveillance/Evaluation/Research

- Identify issues, promising practices and trends and report on New Brunswick's progress towards the Wellness goals (e.g., conduct Student Wellness Surveys every three years, monitor data from national surveys).
- Collaborate with university partners for the analysis and dissemination of surveillance data to be shared with stakeholders and partners in the settings.
- Evaluate programs and initiatives supported by the Wellness Branch to measure their impact and ensure their effectiveness and efficiency.
- Continue to build in-province research capacity to support effective implementation of government's policy agenda in wellness.



Measuring our progress: 2009 - 2013

An evaluation of the Wellness Strategy will be conducted in 2011. It will measure five years of progress (2006-2011) towards targets, utilizing NBSWS surveillance data on children and youth.

Annual reporting will describe the progress made by schools, communities, homes and workplaces in increasing their awareness of, participation in and commitment to wellness.

Refer to Appendix B for the detailed list of indicators and targets for the 2009-2013 Wellness Strategy.



Appendix A – Determinants of Health

Income and Social Status – There is strong and growing evidence that higher social and economic status is associated with better health. In fact, these two factors seem to be the most important determinants of health.

Social Support Networks – Support from families, friends and communities is associated with better health.

Education and Literacy – Health status improves with the level of education and literacy, increasing opportunities for income and job security and a sense of control over life circumstances.

Employment and Working Conditions – People who have more control over their work circumstances and fewer stress-related demands on the job are healthier. Unemployment, underemployment, stressful or unsafe work are associated with poorer health.

Social Environments – Societal values and rules affect the health and well-being of individuals and populations. Social stability, recognition of diversity, safety, good relationships, and community cohesiveness provide a supportive society that reduces or avoids many potential risks to good health.

Physical Environments – Physical factors in the natural environment such as air, water, and food and soil quality are key influences on health. Factors in the human-built environment such as housing, indoor air quality and the design of communities and transportation systems can significantly influence our physical and psychological well-being.

Personal Health Practices and Coping Skills – There are actions by which individuals can prevent diseases and promote self-care, cope with challenges, develop self-reliance, solve problems and make choices that enhance health. Growing recognition that personal life “choices” are greatly influenced by the socioeconomic environments in which people live, learn, work and play.

Healthy Child Development – Prenatal and early childhood experiences have a powerful effect on brain development, school readiness and health in later life as well as general well-being, coping skills and competence.

Health Services – Health services contribute to population health, particularly services designed to maintain and promote health, to prevent disease, and to restore health and function. The health services continuum of care includes treatment and secondary prevention.

Gender – Gender refers to the many different society-determined roles, personality traits, attitudes, behaviours, value, relative power and influence that society ascribes to the two sexes. Each gender has specific health issues or may be affected in different ways by the same issue.

Culture – Some persons or groups may face additional health risks due to a socio-economic environment, which is largely determined by dominant cultural values that contribute to the perpetuation of conditions such as marginalization, stigmatization, loss or devaluation of language and culture and lack of access to culturally appropriate health care and services.

Biology and Genetic Endowment – The basic biology and organic make-up of the human body are a fundamental determinant of health. Generic endowment provides an inherited predisposition to a wide range of individual responses that affect health status (in some circumstances, predisposing certain individuals to particular diseases or health problems).

(Source: Public Health Agency of Canada, <http://www.phac-aspc.gc.ca/ph-sp/determinants/index-eng.php>)

Appendix B: New Brunswick Wellness Strategy Targets

Mental Fitness & Resilience

Goal: To Improve the mental fitness & resilience of New Brunswickers

INDICATOR		FROM	TO
Pro-social Behaviours (e.g., helpful, respectful, thoughtful)	NB children identify their own behaviour as pro-social.	6/10	▲ to 9/10
	NB youth identify their own behaviour as pro-social.	6/10	▲ to 9/10
	9/10 New Brunswick children and youth identify their own behaviour as pro-social.		
Oppositional Behaviours (e.g., defiant, disrespectful, rude)	NB children identify their own behaviour as oppositional.	2/10	▼ to less than 1/10
	NB youth identify their own behaviour as oppositional.	2/10	▼ to less than 1/10
	Less than 1/10 New Brunswick children and youth identify their own behaviour as oppositional.		
Connection to School	NB children feel connected to their school.	6/10	▲ to 9/10
	NB youth feel connected to their school.	8/10	▲ to 9/10
	9/10 New Brunswick children and youth feel connected to their school.		
Susceptibility to tobacco	NB youth report being susceptible to starting to use tobacco.	3/10	▼ to less than 1/10
	Less than 1/10 New Brunswick youth report being susceptible to starting to use tobacco.		

Healthy Eating

Goal: To increase the rates of healthy eating among New Brunswickers.

INDICATOR		FROM	TO
Vegetable and fruit consumption	NB children eat vegetables and fruit at least 5 times each day.	6/10	▲ to 9/10
	NB youth eat vegetables and fruit at least 5 times each day.	3/10	▲ to 7/10
	9/10 New Brunswick children eat vegetables and fruit at least 5 times each day.		
	7/10 New Brunswick youth eat vegetables and fruit at least 5 times each day.		
Sweetened non-nutritious beverages	NB children regularly consume sweetened non-nutritious beverages.	7/10	▼ to 3/10
	NB youth regularly consume sweetened non-nutritious beverages.	7/10	▼ to 3/10
	Less than 3/10 New Brunswick children and youth regularly consume sweetened non-nutritious beverages.		
Breakfast consumption	NB children eat breakfast daily.	9/10	▲ to 10/10
	NB youth eat breakfast daily.	4/10	▲ to 7/10
	All New Brunswick children eat breakfast daily.		
	At least 7/10 New Brunswick youth eat breakfast daily.		

Physical Activity

Goal: To increase the physical activity levels of New Brunswickers

INDICATOR		FROM	TO
Daily Steps	NB children and youth take 16,500 steps daily	1/10	▲ to 7/10
	7/10 New Brunswick children and youth take 16,500 steps daily.		
Energy Expenditure	NB children spend at least 90 minutes each day in a combination of moderate and hard physical activity	5/10	▲ to 8/10
	NB youth spend at least 90 minutes each day in a combination of moderate and hard physical activity	6/10	▲ to 9/10
	8/10 New Brunswick children spend at least 90 minutes each day in a combination of moderate and hard physical activity. 9/10 New Brunswick youth spend at least 90 minutes each day in a combination of moderate and hard physical activity.		
Screen Time	NB children spend 2 hours or less per day in sedentary activities such as watching TV and computer time	4/10	▲ to 7/10
	NB youth spend 2 hours or less per day in sedentary activities such as watching TV and computer time	4/10	▲ to 7/10
	7/10 New Brunswick children and youth spend 2 hours or less per day in sedentary activities such as watching TV and computer time.		

Tobacco-Free Living

Goal: To increase rates of New Brunswickers living tobacco-free

INDICATOR		FROM	TO
Exposure to tobacco smoke	NB children are free from exposure to tobacco smoke in vehicles.	1/10	▼ to 0/10
	NB youth are free from exposure to tobacco smoke in vehicles.	4/10	▼ to 0/10
	All New Brunswick children and youth are free from exposure to tobacco smoke in vehicles.		
Prevalence	NB youth have smoked in the last 30 days (not measured for NB children)	1/10	▼ to less than 1/10
	Less than 1/10 New Brunswick youth have smoked in the last 30 days.		
Prevention (never tried)	NB youth have never smoked by grade 12.	5/10	▲ to 7/10
	7 / 10 New Brunswick youth have never smoked by grade 12.		