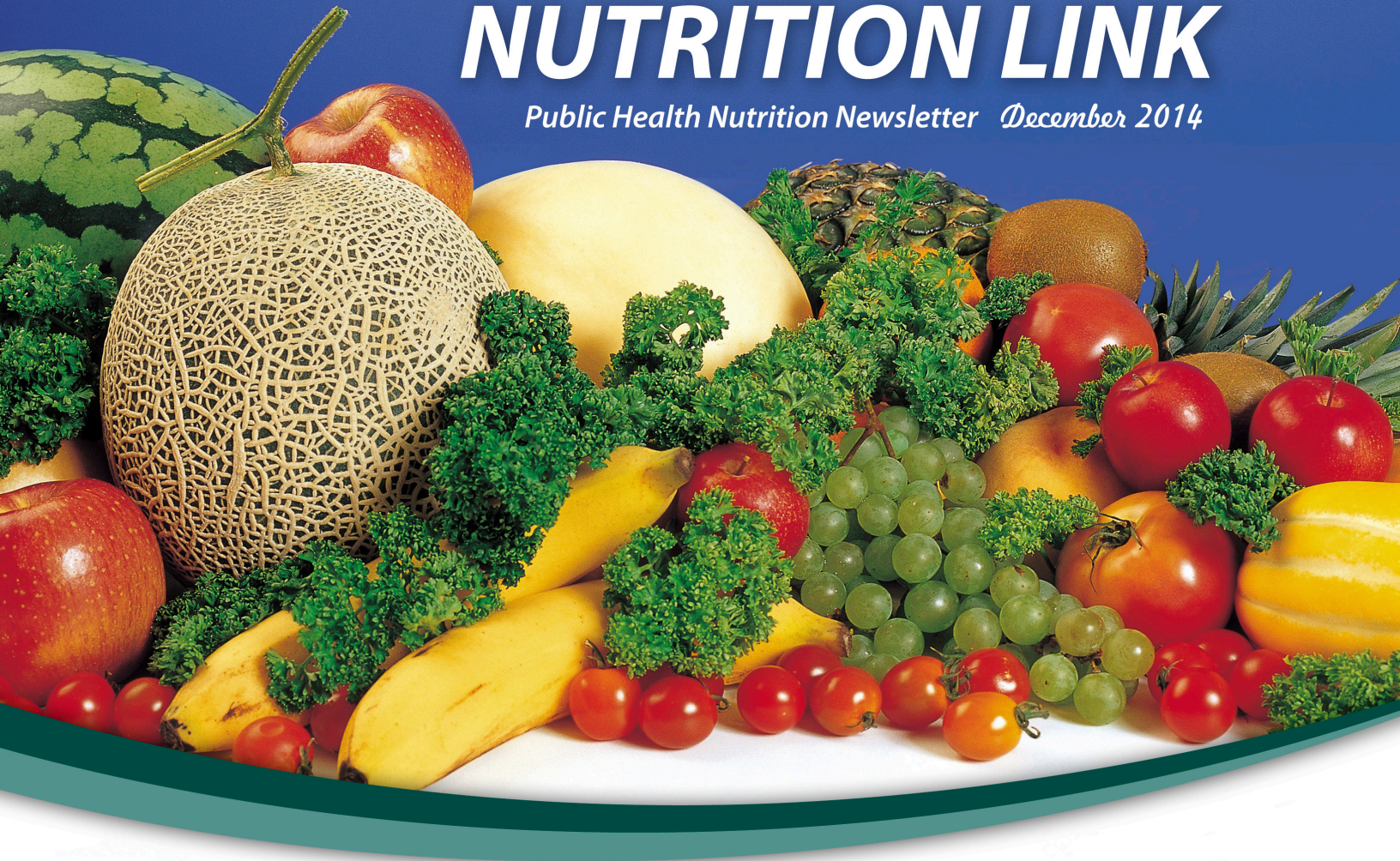


NUTRITION LINK

Public Health Nutrition Newsletter December 2014



Welcome to the third edition of *Nutrition Link*. This newsletter is the Office of the Chief Medical Officer of Health (OCMOH), Vitalité Health Network, and Horizon Health Network's way to update you on the exciting initiatives and activities taking place throughout the province to support the *New Brunswick Public Health Nutrition Framework for Action*.

This edition of *Nutrition Link* is a little different than past editions. In addition to sharing updates and success stories from the Public Health system, this edition of *Nutrition Link* is giving you the opportunity to explore featured initiatives in greater detail. Following OCMOH, Vitalité, and Horizon's success stories you will be given links to short case studies. The case studies provide details such as initiative goals and objectives, the underlying problem and evidence, the use of the framework's strategic directions, links to key outputs, outcomes, and lessons learned.

We welcome your comments and feedback on this publication and the accompanying case studies as they continue to evolve. To share feedback, or to get involved in creating these newsletters, please email teri.emrich@gnb.ca.

Office of the Chief Medical Officer of Health Update

In the second half of 2014, OCMOH continued to use the framework's strategic directions to promote the nutritional health of New Brunswickers. Recently, OCMOH has had exciting opportunities to act on healthy environments – a framework priority area for action – through partnerships and collaboration, and policy.

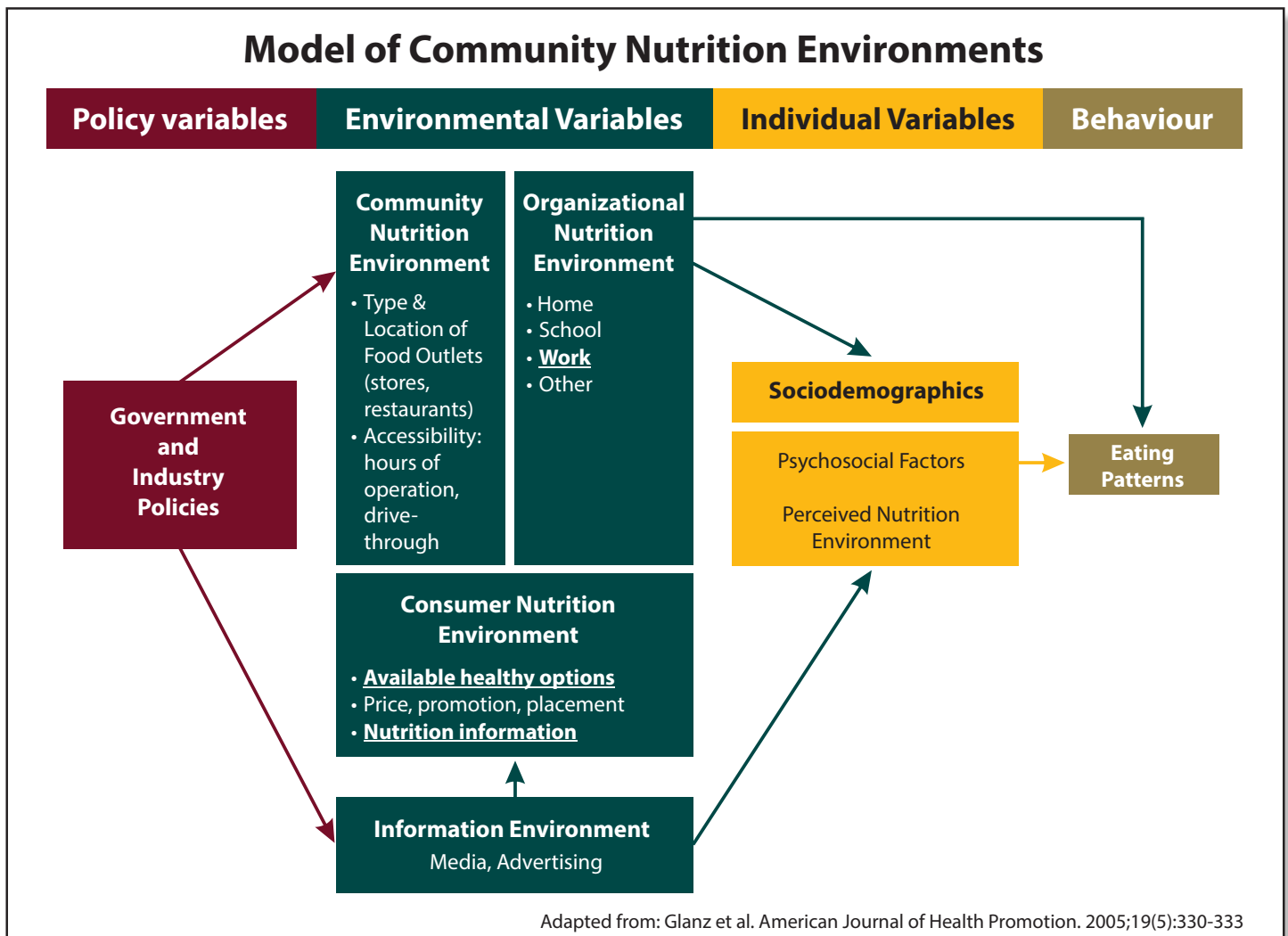
For example, Health Canada recently proposed regulatory changes to improve how nutrition information is shared on food labels. OCMOH had the chance to offer input on these changes through a nation-wide, summer 2014 [Health Canada consultation](#). OCMOH collaborated with

nutritionists from across Canada to write a joint response to the consultation from the Public Health Network Council. The joint response suggested Health Canada ensure a diverse range of Canadians be consulted, look at alternate formats for sharing nutrition information on food labels, and further explore label serving sizes. OCMOH also partnered with colleagues in the Department of Healthy and Inclusive Communities (HIC) to write a New Brunswick response to the consultation. OCMOH and HIC's response focused on concerns with the proposed changes, including how added sugars are defined and the percent daily values for total sugar, total fat, and vitamin D.

Also in summer 2014, OCMOH's colleagues from HIC and the Department of Agriculture, Aquaculture and Fisheries (DAAF) launched a Government of New Brunswick *Local, Healthy NB Food Promotion*

and Purchase Policy. The policy encourages the promotion and purchase local, healthy food and beverages during government hosted meetings and events. An inter-departmental working group, made up of representatives from HIC, DAAF, Health, Tourism, Heritage and Culture, Alcohol NB Liquor, and Education and Early Childhood Development, developed the policy to address Government's commitment to promote local healthy food in New Brunswick. OCMOH is looking forward to supporting the policy's implementation in our own offices as well as those of our partners and collaborators.

The model of community nutrition environment pictured shows the environmental variables addressed by the *Local, Healthy NB Food Promotion and Purchase Policy* and the *proposed changes to Canada's food labelling policy*.



Energy Drink Dialogue

Energy drink use by children and youth has been a growing concern for individuals, community groups, and health professionals in New Brunswick. As a result, the Department of Health identified a need to bring stakeholders together to discuss the issue. In 2013, OCMOH led a planning team to coordinate an opportunity for such a discussion.

The result was the October 2013 *New Brunswick Stakeholder Dialogue on Energy Drinks*. At the dialogue stakeholders from across the province came together to learn about energy drink intake and risks, discuss concerns, and share ideas on how to reduce energy drink-associated risks among children and youth. The one-day event brought together approximately 120 stakeholders from a range of backgrounds such as education, First Nations communities, regional health authorities, industry, and students.

Dialogue attendees listened to panel presentations that gave them an overview of current regulations, approaches, research, market trends, policy initiatives, and health concerns related to energy drink use among children and youth. Stakeholders then participated in a series of small group discussions to reflect on what they heard and how to reduce health risks for children and youth consuming energy drinks. At the end of the day, participants reviewed all the ideas and identified the most promising ones for reducing health risks associated energy drink consumption. The top ideas centred around: 1) education and awareness; 2) legislation, regulation, and policy; 3) research; and, 4) engaging partners. Full details can be found in [summary report on the energy drink dialogue](#) on the Department of Health's website.

The dialogue was a jumping-off point for further work by OCMOH on energy drink use among New Brunswick children and youth. OCMOH is in the process of developing a position statement on energy drinks and key messages for different stakeholder groups, as well as exploring

opportunities to partner and collaborate with others on related research, and policies that support healthy environments related to energy drinks.

Check out the [New Brunswick Stakeholder Dialogue on Energy Drinks case study](#) to learn more about the initiative.

Horizon Health Network Update

Since the last issue of *Nutrition Link*, Horizon Health Network has continued to work on initiatives that support the five priority areas of action identified in the provincial *Public Health Nutrition Framework for Action*.

The following outlines current work within the priority areas of action:

- **Breastfeeding**- Based on statistics generated by the Public Health Priority Assessment (PHPA), both Fredericton and Saint John have achieved a breastfeeding initiation rate of over 75%. This qualifies these Public Health offices to apply to be designated Baby Friendly Initiative (BFI) community services. If successful, they will become the first sites to obtain BFI designation in the province! As part of the process, a Project Charter was completed and approved by Public Health Directors and the Vice President for Community Services. The application for the Certificate of Participation was sent on October 10th, 2014 to the Breastfeeding Committee of Canada which completed the first official step to the application process. An action plan has been developed with the final assessment for designation expected to be completed by summer 2015. Communities are also coming on board by pledging their support of breastfeeding friendly environments including Quispamsis, Woodstock, Florenceville, Perth-Andover, Bristol and Bath with several other communities expected in the near future.
- **Food Security**- New Community Food Mentor (CFM) programs took place in Hampton and at the Fredericton Community Food Centre. In September, Saint John hosted a CFM reunion for area graduates and newsletters are being created to facilitate communication and sharing

of success stories. Jessica Sargent is the new chair for the Miramichi Food Security Network.

- **Healthy Environments-** Horizon has established a working group to promote healthy food and beverage choices in recreational facilities. Miramichi has a workplace wellness network promoting wellness and healthy environments for their members. This past summer, Public Health dietitians and Mango dietitians in Miramichi worked with staff at a summer camp to create a healthy menu and implement cooking classes with the children. Public Health Dietitians, staff and partners organized a sharing/networking day on Oct 9th for all wellness networks in Miramichi.
- **Prenatal and Early Childhood-** A Horizon based committee was created to promote the new Health Canada infant feeding guidelines to health professionals including Public Health staff, physicians, nurse practitioners and pharmacists. Public Health dietitians have also presented at two provincial conferences; one to promote the CHEFS! Toolkit to afterschool workers and the other to discuss healthy menu options with daycare operators.
- **School-Aged Children and Youth-** Fredericton Public Health partnered with the New Brunswick Medical Society, Doctors 4 You, and Anglophone West School District on a "Move Your Feet" initiative with grade 2 students. The initiative was a friendly challenge between local physicians and the students and also included a healthy eating component. Kudos to the students who moved their feet even more than the doctors!

Success Story: CHEFS! Toolkit Workshops

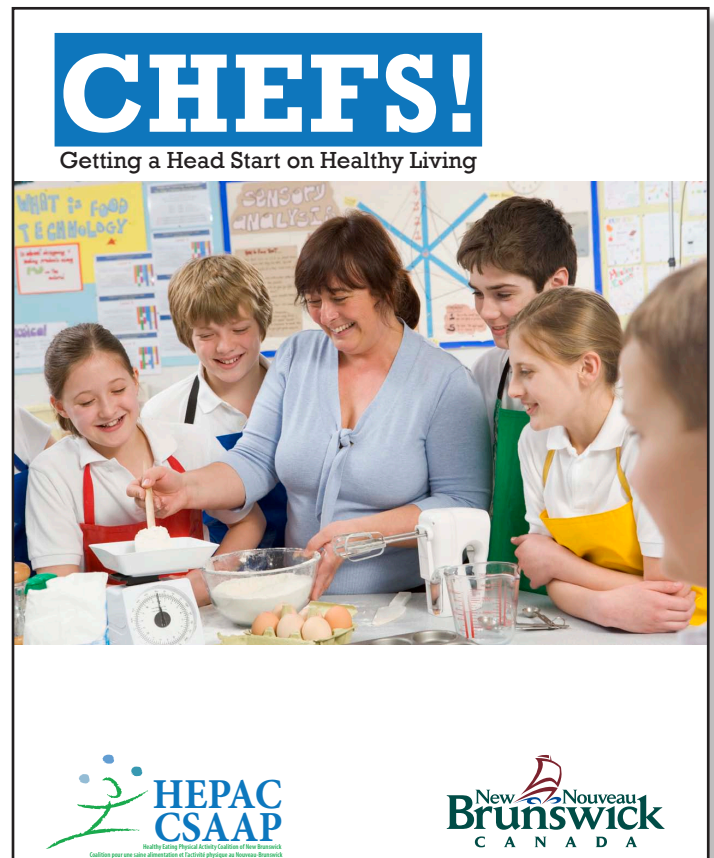
In the fall of 2013 Public Health dietitians in the Saint John area wanted to spread the word about the CHEFS! Toolkit. The toolkit, developed by the Healthy Eating Physical Activity Coalition of New Brunswick and the province of New Brunswick, is designed to teach children and youth about healthy eating and physical activity while learning the fun of cooking.

Teaching children basic cooking skills builds self-esteem and confidence, increases willingness to try new foods, and provides important lifelong skills. Learning to cook also helps children understand where food comes from, exposes them to different cultures, and is part of a larger strategy to address childhood obesity.

The Public Health dietitians developed CHEFS! Toolkit workshops for all those interested in facilitating cooking programs for children. The workshops include an introduction, an exploration of the toolkit, icebreaker games, and tips for getting started and evaluating the program. Between September 2013 and March 2014, five workshops were held with over 60 people trained.

The CHEFS! Toolkit workshops have increased partnerships, collaboration, and capacity among workshop participants and the Saint John Area Public Health dietitians. As a result of this initiative, CHEFS! cooking programs are now being run throughout the Saint John Area.

Check out the [CHEFS! Toolkit workshop case study](#) to learn more about the initiative.



Vitalité Health Network Update

Public Health dietitians continue their hard work in initiating projects and activities that meet the priority areas of the *Public Health Nutrition Framework for Action*.

Public Health dietitians have been collaborating with partners in various projects related to school-age children. In District scolaire francophone Nord-Est, dietitians are in the process of reviewing school cafeteria services and menus. An individual report for each school is being done and each school will receive a visit from a Public Health dietitian to improve their services and menus according to the school food policy 711.

In Anglophone East School District and District scolaire francophone Sud, Public Health dietitians have been working in collaboration with Healthy Learner nurses to elaborate a youth health profile for each school community. These profiles were developed with the help of the survey "My Community at a Glance" prepared by the New Brunswick Health Council. The profiles will serve as a tool to support the implementation of health initiatives needed within each school community.

Other interesting projects in our Network include "A Zero-Waste and Healthy Lunch Box and Snack...A Winning Combo!". In the northwest area, they are presently implementing this project in their schools for the third year. Bathurst has also started collaborating with key partners to pilot this same project in their region.

Dietitians continue to be proactive in breastfeeding promotion and education. As part of World Breastfeeding Week, several regions took part in the global breastfeeding challenge. Public Health dietitians also continue to be part of regional and provincial initiatives to raise awareness of, promote, and provide education on the importance of breastfeeding.

Partnerships have been formed in the Vitalité Health Network with some municipalities in order to elaborate strategies for the creation of healthy environments that are favourable to adopting healthier food habits.

The initiative below demonstrates how the population health approach is being used to guide the Vitalité Health Network in its task. This particular success story occurred in Zone 1.

Collaboration between Réseau des cafétérias communautaires and Public Health Dietitians: A Winning Combination!

Réseau des cafétérias communautaires Inc. is a partnership enterprise operating 25 cafeterias in the District scolaire francophone Sud. The initiative started in September 2011 at the Blanche-Bourgeois school in Cocagne and quickly extended to a number of other schools in the area. The Réseau des cafétérias communautaires concept is based on four pillars: entrepreneurship, education, health, and sustainable development. Social entrepreneurship is at the centre of this non-profit organization whose aim is to provide schools with quality services.

The mandate of Réseau des cafétérias communautaires is to offer nutritious balanced meals, maximize the incorporation of local products into its menus, develop an entrepreneurial culture with youth, and contribute to the economic development of communities. A partnership with local farmers brings something extra to this innovative project. Really Local Harvest is responsible for supplying locally produced fruit, vegetables and meat. A distribution network was set up to deliver these local products throughout the territory. Local farmers also take part in developing educational tools to help youth enjoy rewarding experiences related to the agri-food industry.

From the time it was established, Réseau des cafétérias communautaires called on Public Health dietitians to form a key partnership in this exciting adventure. Menus were developed with Réseau des cafétérias communautaires. To facilitate delivery and supply, a standard menu was proposed to primary and secondary schools. Dietitians are the resource people to support the implementation of Policy 711 as part of the menus. To continue to improve the food selection for youth, Réseau des cafétérias communautaires and Public Health dietitians are currently working on the implementation of a dessert structure that will provide more fruit in various forms.

With regards to education, dietitians held healthy eating training workshops for food services employees and they will be collaborators in a news bulletin for this group. To improve services to secondary schools in Réseau des cafétérias communautaires, a food selection appreciation survey was conducted with youth. Thanks to collaboration between dietitians and nurses of the Healthy Learners in School program and Réseau des cafétérias communautaires, this survey made it possible to obtain views and suggestions from a large number of youth. Following the survey, recipe contests were held in two schools and resulted in the creation of smoothies that will be added to the menus with a "Création étudiante" logo.

Public Health dietitians are planning on continuing to collaborate with Réseau des cafétérias communautaires and they see much potential for integrating a comprehensive school health approach into this innovative project.

For more information, please contact Johanne Thériault, public health dietitian from Moncton, or visit http://www.apprendreetentreprendre.ca/projet_cafeteria_entrepreneuriale.php (available in French only, English version to come).

Check out the [Improving the food environment in schools in New Brunswick's Francophone sud school district case study](#) to learn more about the initiative.



Featured Partner

A vital resource: New Brunswick Food Security Action Network

The New Brunswick Food Security Action Network (NBFSAN) would like to welcome our new Acting Network Manager to the position. Rick Hutchins has joined our team while Roxana Atkinson is on maternity leave and he is excited to carry forward the excellent work of the network for the next year. Rick has an extensive background in community development and social policy and is also an Instructor at Renaissance College at the University of New Brunswick.

At the NBFSAN our goal is to facilitate networking among organizations and individuals related to the production, research, education and community engagement of food security throughout New Brunswick. Our vision is that all New Brunswickers have access to food that is healthy, local, and sustainably produced.

One interesting area to visit on the NBFSAN website is the Tools and Resources section. In it you will find links to: Where to find local food in New Brunswick, a funding directory which highlights where to find financial resources and programs to apply for, research and publications, toolkits, guides and much more.

The NBFSAN has a very current and resource packed web site with lots of interesting stories about New Brunswick Food Security initiatives and much more...we encourage all to visit us on the web . As well, sign up for our newsletter and receive regular updates on activities and news in New Brunswick and nationally. www.nbfoodsecurity.ca and if you have any questions to contact our network manager @ rick@nbfsan-rasanb.ca



Evaluation Working Group Update

The Evaluation Working Group's four task groups have been busy developing an evaluation plan for the framework in recent months. The group identifying indicators for the framework's priority areas for action have identified seven nutrition indicators and recommended regular monitoring in a newly approved proposal. The indicators include: 1) household food insecurity; 2) healthy weights; 3) fruit and vegetable consumption; 4) full-term low birth weight; 5) breastfeeding initiation; 6) duration of exclusive breastfeeding; and, 7) duration of breastfeeding. Similarly, the group identifying indicators related to the framework's strategic directions is compiling potential indicators for each strategic direction, as well as identifying approaches to collecting data on these indicators.

The group establishing a framework learning network developed the three case studies introduced in this edition of *Nutrition Link*. The

group made the template used for collecting case studies, focusing on sharing learning related to framework activities. The group is now opening up the call for additional case studies on the framework to be submitted by our stakeholders and collaborators (see the call in the section that follows). On top of being a knowledge management and communication tool, it is anticipated that the case studies will be a rich source of qualitative data for the evaluation.

Finally the evaluation plan coordinating group is finalizing the evaluation goal and the priority evaluation questions for approval by the management team. Once evaluation questions have been finalized, the coordinating group will work with the other three task groups to develop an evaluation framework that aligns evaluation questions with specific indicators, and indicators with data collection methods.

Call for case studies relating to the Public Health Nutrition Framework for Action

Background

The *Public Health Nutrition Framework for Action 2012-2016* provides the public health system with a coordinated approach that supports initiatives for improving the nutritional health of New Brunswickers. The framework for action describes the strategic directions and priority areas for action and is based on a population health approach. It offers flexibility in determining what actions will best meet the specific needs of communities.

In order to evaluate the implementation of the framework for action and build capacity among public health practitioners, you are invited to share the projects/initiatives undertaken in your region. Regardless of whether these projects have been successful or have experienced difficulties, we are asking that you share your experiences and the lessons you have learned from them. The projects submitted may be at different stages of development and will be presented in the form of “case studies.”

What is a “case study?”

“Case study” means any project/initiative implemented in your region that is in line with a population health approach, as set out in the framework. To standardize the description of case studies, we have developed a template that you can complete. The case studies will be compiled into a compendium and made available to public health practitioners.

Submission process

If you want to submit a case study, contact teri.emrich@gnb.ca for a copy of the template.

Case studies should be completed by an individual with a strong working knowledge of the initiative in question and should be able to be completed with a minimal amount of effort in a short period of time (less than 1/2 day). If you require help in completing the case study template, contact teri.emrich@gnb.ca and she can connect you with a support person.

How will the case studies be shared?

The case studies will be shared with your public health co-workers in different ways. First, they will be available on the [Department of Health website](#) and copies will be available upon request through OCMOH. Other sharing methods may be used as well. For example, a webinar, an article, or dialogue could be used to share your experiences. Flexibility and creativity are the watchwords.