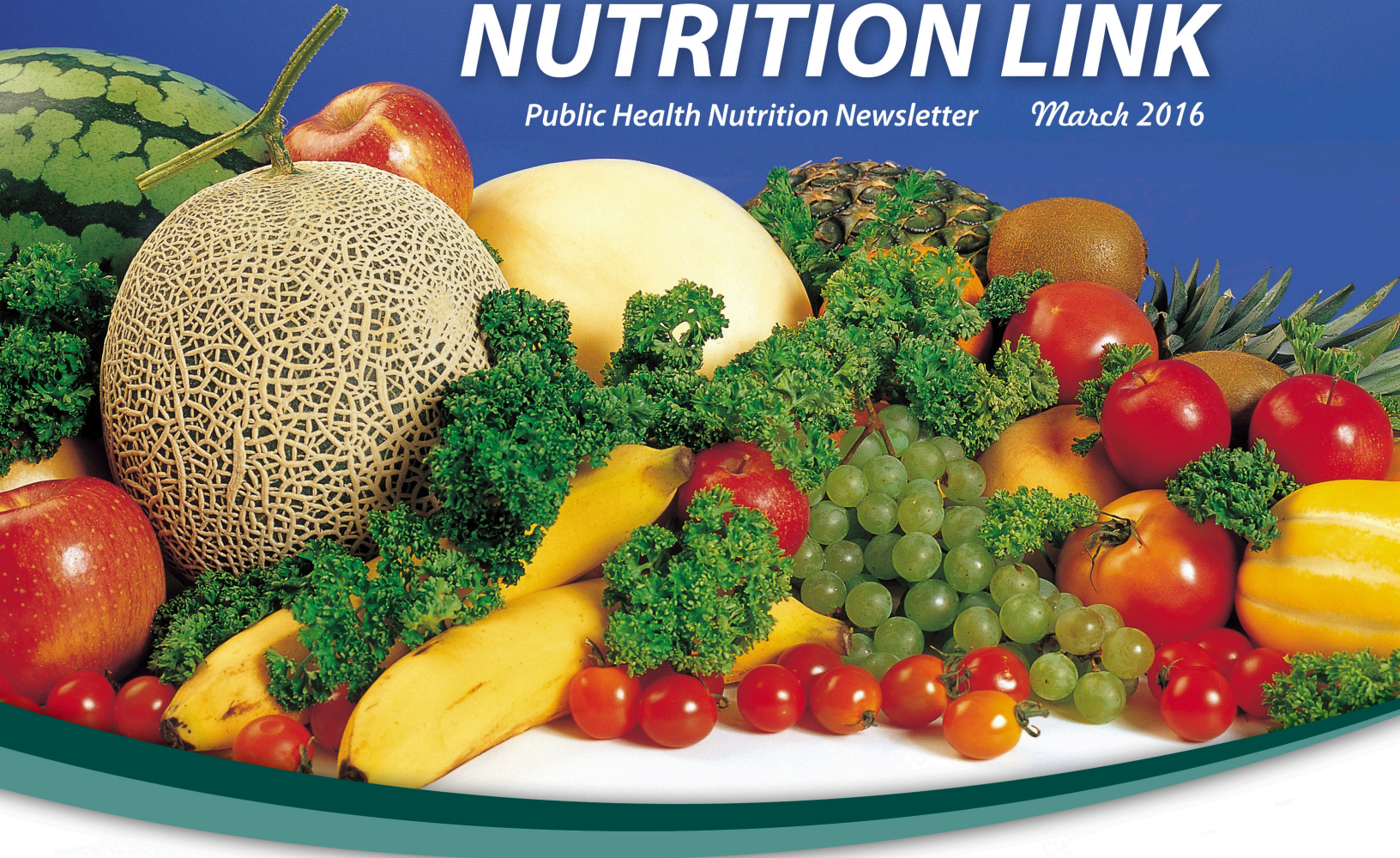


# NUTRITION LINK

Public Health Nutrition Newsletter March 2016



## Welcome to the 5th edition of Nutrition Link.

The Office of the Chief Medical Officer of Health (OCMOH), Horizon Health Network and Vitalité Health Network are pleased to share information about our recent actions related to the Public Health Nutrition Framework for Action (PHNFA). Inside you will find an update on our first mid-year monitoring report, Horizon's Breastfeed Anywhere campaign and Dieppe's new wellness strategy.

Please feel free to share this newsletter with your networks and partners. As always, we welcome your comments and feedback. If you have any feedback you would like to share, or if you would like to get involved in creating these newsletters, please email:

Laura Brennan,  
Office of the Chief Medical Officer of Health:  
[laura.brennan@gnb.ca](mailto:laura.brennan@gnb.ca)

## Nutrition Link survey

*What do you think of Nutrition Link? What do you want to see more of?*

We invite you to take five minutes to provide feedback about Nutrition Link. It is a communication tool that was developed for Public Health staff and our partners to share updates and highlight PHNFA initiatives. Your ideas and input are needed to inform the future direction of this publication as it continues to evolve.

To reach the survey:

Nutrition Link survey  
<http://fluidsurveys.com/surveys/ocmoh/liennutritionlink/> or

Nutrition Framework SharePoint site:  
[https://sslvpn2.gnb.ca/dana-na/auth/url\\_7/welcome.cgi](https://sslvpn2.gnb.ca/dana-na/auth/url_7/welcome.cgi)





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

In the second half of 2015, the OCMOH spent a great deal of effort on two of the PHNFA's strategic directions:

- knowledge management and communication; and
- surveillance, monitoring and evaluation.

The PHNFA evaluation plan, monitoring plan and nutrition indicators proposal were approved in June and July.

- Copies are available on the PHNFA SharePoint site: [https://sslvpn2.gnb.ca/dana-na/auth/url\\_7/welcome.cgi](https://sslvpn2.gnb.ca/dana-na/auth/url_7/welcome.cgi)

Since then, work has been underway to implement each of these plans.

In keeping with a developmental evaluation approach, the OCMOH has been exploring knowledge management and communication mechanisms that support surveillance, monitoring and evaluation. For example, the Evaluation Steering Committee overseeing the implementation of the PHNFA evaluation plan is posting all meeting agendas, minutes and key messages on the PHNFA SharePoint site. Key messages from each meeting are also posted on the announcements section of the SharePoint site and emailed to all steering committee members. In addition, all monitoring reports are posted on the PHNFA SharePoint site along with the mid-year summary infographics for the Public Health system, OCMOH, Horizon and Vitalité.

The evaluation and monitoring activities provide a new source of information for the Public Health system. We want to ensure that our current and future communication processes and tools are as effective and efficient as possible. Therefore, there will be two surveys distributed to Public Health staff in 2016 asking for feedback on our key PHNFA communication tools. The first survey is asking for

reader feedback about Nutrition Link. The second one will focus on the effectiveness of the PHNFA SharePoint site for sharing resources, information and events. We encourage you to participate and provide your ideas for improving how we communicate and share information.

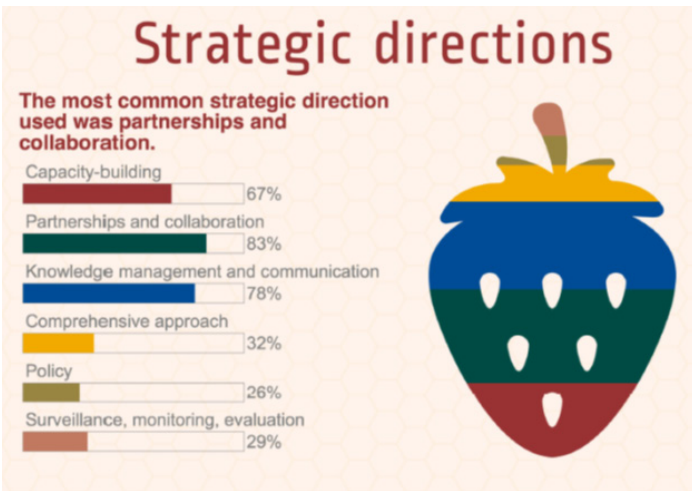
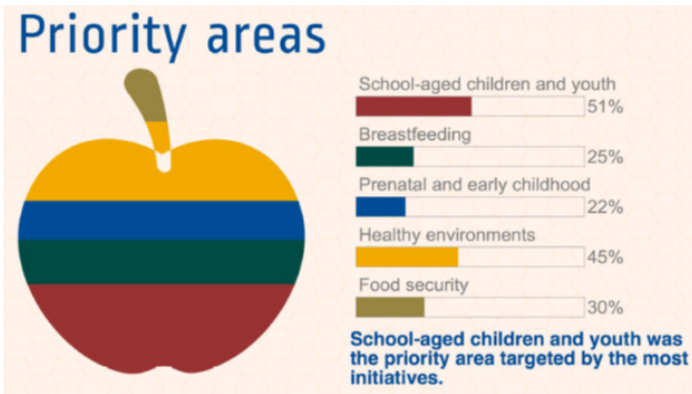
### *Success story: Mid-year monitoring report*

In 2015, the OCMOH developed a plan for monitoring the PHNFA to fulfil its role in monitoring Public Health programs and services. The plan is intended to monitor the breadth and depth of activities being undertaken to implement the PHNFA at the zone, network and provincial levels. The plan will capture:

- the number and type of population health activities occurring in each framework priority area; and
- a description of how these activities employ the framework's strategic directions.

The plan requires the OCMOH, Horizon Health Network and Vitalité Health Network to complete bi-annual monitoring reports and two case studies per year. The data from the monitoring reports and case studies will be used to inform regional and provincial work plans, assess the use of a population health approach across the Public Health system, contribute to the PHNFA evaluation, and serve as a communication and knowledge sharing tool.

We received and collated the first round of biannual monitoring reports from each organization during the fall of 2015. The data were summarized to provide a mid-year report of the PHNFA initiatives that the Public Health system (i.e., regional and provincial staff) was involved in between February and July 2015. A more detailed annual report that includes analysis and interpretation of results will be completed at the end of the first monitoring cycle (i.e., spring of 2016). Following is an overview of the mid-year report data:



**Horizon Health Network update**

The Horizon Health Network has been using the PHNFA to guide involvement in a variety of initiatives in our communities. Following are a few examples of our work during the past six months.

**Food security**

The New Brunswick Food Security Action Network held its biennial conference in Miramichi in October. There were many examples of local actions and



success stories to inspire delegates. The Northumberland Food Security Network (NFSN) was the local host of the conference. To raise awareness about the conference and food security, the NFSN ran a Food Bank Challenge in which 23 local workplaces participated, raising 8,162 donations for local food banks. Congratulations to Allied Realty for winning the challenge.

Saint John dietitians adapted the CHEFS! toolkit to be used by seniors interested in facilitating programs in their seniors’ residence. The first program using the adapted toolkit finished on Nov. 10.

A canning workshop was held in Woodstock, led by a community food mentor graduate. Twenty people took part, and some will be offering workshops within the community. All participants received a canning kit to take home. Funding was provided by the Community Food Action grant from the Wellness Branch of the Department of Social Development.

**Healthy environment**

The Horizon Public Health Healthy Environments work group developed a presentation for use when approaching communities to discuss their interest in creating healthier food environments. Possible actions include healthier meetings and events; workplace wellness; healthier recreation facilities; and other food initiatives that the community has identified. The group has also completed a resource to help support sports teams, youth groups and schools in offering healthy, local fund-raising options.

**Prenatal and early childhood nutrition**

The Université de Moncton, in collaboration with Public Health in Miramichi, is conducting research on factors influencing early childhood obesity in Northumberland County. Preliminary results were presented to more than 85 stakeholders on June 12. A strategic planning session took place on Sept. 18 where two task forces were created: one to create an intervention model; another, to address the

prevention of obesity.

Public Health dietitians in Fredericton created an introducing solids teaching toolkit for nurses to help provide consistent messages to families. The toolkit includes examples of iron rich foods, ideas of finger food, tools and equipment, as well as important information for parents about vitamin D, allergies, open cup and family meals.

### ***Breastfeeding***

Community support for breastfeeding is on the rise throughout Horizon Health Network. Four organizations participated in the Quintessence Challenge on Oct 3. Baby-friendly drop-in locations, where mothers and babies can socialize and ask questions, are now available in Fredericton, Oromocto, Minto, Miramichi, Saint John, Sussex, St. Stephen and St. George. Ten municipalities have taken a first step in being recognized as a breastfeeding-friendly place. Congratulations to New Maryland, Woodstock, Florenceville-Bristol, Bath, Perth-Andover, Plaster Rock, Saint John, Quispamsis, Grand Bay-Westfield and Rothesay for being leaders in supporting breastfeeding in New Brunswick!

The Miramichi Breastfeeding Committee in collaboration with the University of New Brunswick's Faculty of Nursing (Bathurst site) launched a survey to better understand perceptions of infant feeding and how families receive and want to receive information about infant feeding. More than 400 participants completed the survey and results were shared by nursing students on Dec. 3 to Public Health staff in Miramichi.

### ***School-aged children and youth***

Horizon Health Network hosted a day with staff working in the Healthy Learners in School Program and the Nutrition Framework for Action to have a conversation on how the two programs can better support healthy living in schools. Three actions were identified:

- collaborate and share resources between

program/staff;

- capitalize on emerging issues to get messages across; and
- conduct annual meetings with staff of the two programs.

The Department of Education and Early Childhood Development is revising the anglophone health curriculum for grades 3, 4 and 5, and invited a Horizon Public Health dietitian to join the team assigned for the review. The draft curriculum is being trialed by a few teachers in 2015-16. A final document will be available to all teachers in the 2016-17 school year.

### ***Success story: Breastfeed Anywhere***

Breastfeed Anywhere is a pilot campaign that features life-size cut-out images of women breastfeeding. The goal is to increase awareness and help normalize breastfeeding in public places. In 2013, 79.6 per cent of New Brunswick mothers started breastfeeding, yet only 21.5 per cent of babies were exclusively breastfed at six months of age (Statistics Canada, 2013). One barrier to continued breastfeeding was not feeling comfortable breastfeeding in public. Although women have a right to breastfeed anywhere, some





mothers are criticized for doing so. According to the New Brunswick Human Rights Commission, no one should ask a mother to stop breastfeeding, move to another place, or “cover up.”

- New Brunswick Human Rights Commission Guideline on Pregnancy Discrimination: <http://www.gnb.ca/hrc-cdp/e/g/Guideline-Pregnancy-Discrimination-New-Brunswick.pdf>

Changing attitudes and perceptions about breastfeeding may help to improve duration rates and make breastfeeding the social norm. In the fall of 2015, the cut-outs were placed in locations in the Saint John, Sussex and St. Stephen areas as well as Northumberland County.

Planning for the campaign began when Public Health staff in the Saint John and Miramichi areas partnered with Horizon Health communications to photograph models and organize a media strategy. Recruitment of models was done through advertisement on the Department of Health Breastfeeding Facebook page, through First Nation communities in the Miramichi area and by word of mouth. More than 40 women generously offered to model for the photographs. Ultimately, six cut-out images were printed to reflect diversity in age of mothers and babies, culture and ethnicity. The campaign would not have been possible without the support of its major funding partner, the Wellness Branch of the Department of Social Development and The Wellness Movement, as well as many other community partners in the Saint John and Miramichi areas who worked together to bring the concept to fruition.

The campaign was launched on Oct. 26, with simultaneous news conferences held at Miramichi city hall and the Public Health office in Saint John. Media uptake has been significant, with



the campaign being featured by both local and provincial print, radio, and television news outlets. To date, the cut-outs have been displayed in more than 50 locations, including concerts, hockey games, family events, grocery stores, restaurants, retail stores and other businesses, farmers markets, First Nations communities, libraries, hospitals, college campuses and the New Brunswick Food Security Action Network conference. Members of the public were asked to show their support for the campaign by taking a selfie with the cut-out and posting it to their social media using the #BreastfeedHereNB. One component of the campaign included a draw for a prize valued at \$200; all those who posted and shared their selfie publicly within a two-week period were entered in the draw.

In addition, photo-ops were arranged with community partners and prominent community leaders such as politicians, medical professionals and police forces. These photographs have been shared on social media and highlighted on the Department of Health Breastfeeding Facebook page. Hundreds of selfies and photographs have been taken as part of this campaign, and analysis of the total reach on social media is underway. The evaluation of this project will consider methods for

***Check out the SharePoint site for new PHNFA case studies.***

**[https://sslvpn2.gnb.ca/dana-na/auth/url\\_7/welcome.cgi](https://sslvpn2.gnb.ca/dana-na/auth/url_7/welcome.cgi)**

improving the campaign's reach and effectiveness as well as provide recommendations for future use.

### ***Vitalité Health Network update***

In the past few months, Vitalité Health Network Public Health dietitians have worked on various initiatives supporting the PHNFA. Following is a summary of the initiatives implemented in each of the priority areas:

#### ***Food security***

Public Health dietitians remain active on committees and as part of initiatives related to food security in their respective regions.

#### ***Healthy environments***

Public Health dietitians from the Acadian Peninsula support many initiatives associated with their local Wellness Network. Examples of recent initiatives include short radio clips, wellness days and the Bien manger, bien bouger (eat well, move well) event.

Public Health dietitians in the Edmundston area applied for a grant to promote healthy foods in recreational facilities with six municipalities.

Dietitians in the Moncton area are working on developing and implementing a wellness strategy for the City of Dieppe. A Public Health dietitian sits on the work group for the development of a hospital food policy.

Dietitians in Campbellton participated in the development of the YMCA youth health challenge.

#### ***Prenatal and early childhood***

Public Health dietitians in the Moncton area are working with Sobeys' dietitians to develop information sessions for clients as part of the Healthy Families, Healthy Babies Program. The purpose of these sessions will be to enhance cooking skills by demonstrating simple and affordable recipes.

#### ***Breastfeeding***

In the Edmundston area, 13 municipalities were

approached about implementing a municipal policy on breastfeeding. The policy has already been adopted by several municipalities. The same initiative has also been undertaken in other Vitalité Health Network zones and is very promising.

In collaboration with the Healthy Baby and Me Program, a self-help training program for breastfeeding support will start in the Kent region.

#### ***School-aged children and youth***

This priority area encompasses many initiatives. Public Health dietitians in the Bathurst and Campbellton areas are working on a campaign with schools in the anglophone and francophone school districts to raise awareness of the harmful effects of sugary drinks on health.

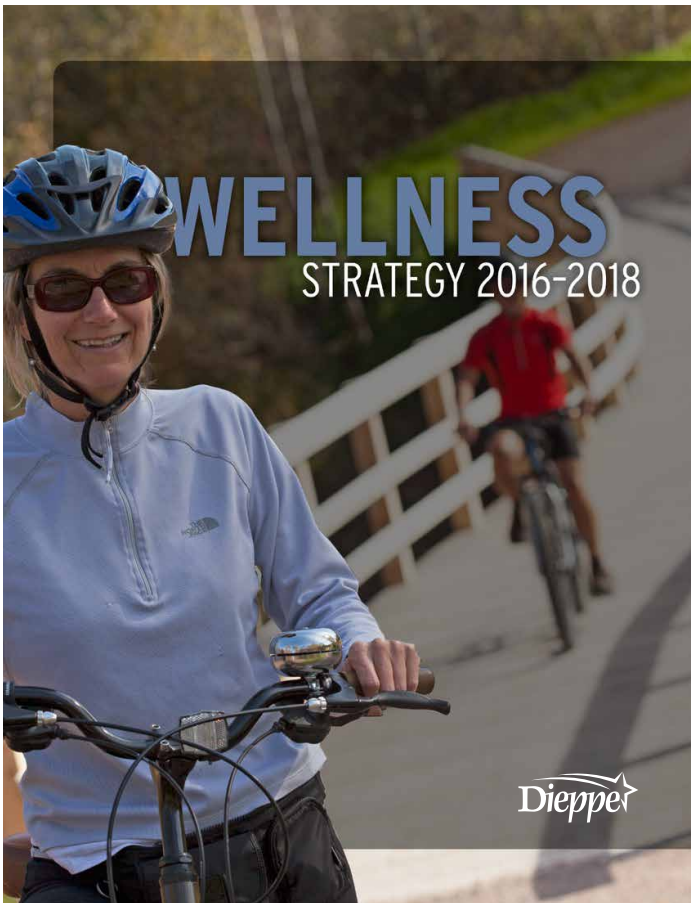
To promote healthy lifestyles in school, Health Info newsflashes on healthy eating and physical activity are also broadcast in the schools in District scolaire francophone – Nord-Est and Anglophone School District – North, which cover the Acadian Peninsula, Bathurst and Campbellton areas.

The zero-waste and healthy lunch box project is continuing in the Bathurst and Edmundston areas. New schools are joining the project and recruitment is ongoing.

The youth population in the community was targeted by dietitians in the Edmundston area. A mentorship-style workshop was provided to scout leaders in the region. Workshops were offered for youth and parents.

Dietitians in the Moncton area have worked with Anglophone School District – East at developing a tool to assess the choices offered by restaurants to schools with no cafeteria services. They are also continuing to collaborate with the Réseau des cafétérias communautaires inc. in District scolaire francophone – Sud.

Support for the food policy and improvement of the school eating environment is taking various forms and remains a priority in all zones.



***Success story: Wellness strategy for the City of Dieppe***

The City of Dieppe has set a goal of becoming a model community in terms of health and wellness. Work started in the winter of 2014 with the formation of a work group made up of various representatives from the City of Dieppe. The community agent (Leisure Division) is responsible for this file with the city staff. The Regional Medical Officer of Health, as well as a Public Health nurse and dietitian, were invited to join the group and take part in discussions and development of the strategy.

Several meetings and work sessions were held to develop the strategy. Demographic data and other statistics on health were drawn from the 2014 My Community at a Glance community profiles report published by the New Brunswick Health Council. These data served as a basis for discussions and development of the strategy. One of the steps was consultation with the public. This consultation, held as a group discussion, was led by a consultant with representatives from agencies, services and businesses that play a role in wellness in Dieppe.

Healthy eating and active living for residents are at the forefront of the strategy. For the healthy eating part, some concrete action has been taken while developing the strategy. Two examples:

- A guide for purchasing snacks was developed to improve the food selection during day camps and summer camps. This guide is now used by city employees who make purchases for camps and other events. The guide was assessed with the help of users and was then revised to better meet their needs.
- A guide for purchasing healthy meals was developed to improve the food selection during meetings held by the municipality. A work group, including city employees and the Public Health dietitian, developed this guide that includes guidelines and suggestions for healthy food choices (meals and snacks).

City council officially adopted the Wellness Strategy 2016-2018 on Sept. 28. The vision and objectives of the strategy are:

***Vision***

That residents of the City of Dieppe endorse and practise healthy habits, which help establish and maintain a healthy, vibrant community. The City of Dieppe wants to create an environment that fosters healthier food choices and more active lifestyles for its residents.

***Objectives***

- Promoting healthy eating at programs/ activities/meetings organized by the City of Dieppe;
- Promoting healthy eating at public events organized by the City of Dieppe;
- Making more nutrition foods available in vending machines and canteens in municipal facilities;
- Promoting physical activity during certain municipal programs and events;
- Improving land use to promote physical activity;



- Promoting healthy eating and active lifestyles among municipal employees.

The strategy is online:

- City of Dieppe, Wellness Strategy 2016-2018: <http://www.dieppe.ca/en/hoteldeville/resources/Stratgiedumieux-treANGLAIS.pdf>

The work group responsible for this file is continuing its work to honour the commitment of the City of Dieppe in regards to health and wellness. The next steps will consist of prioritizing the objectives and initiatives to be implemented.



### *Featured partner*

#### **Heart and Stroke Foundation of New Brunswick**

#### ***SipSmart!* in New Brunswick**

Grade 4 students at Saint John the Baptist-King



Edward School in Saint John are thinking twice before drinking sugar-loaded beverages such as soft drinks, slushies and sports drinks to quench their thirst.

A curriculum-based education program offered by the Heart and Stroke Foundation of New Brunswick, ***SipSmart!***, is showing students, teachers and their parents just how much sugar is in some of these popular drinks – and there is a lot! One can of soft drink, they learned, can have 40 grams or 10 tsp of sugar. Drinking this much added sugar is enough to increase a person’s risk for chronic diseases and puts them at risk for becoming obese.

***SipSmart!*** was created in response to growing concern about the rising rates of childhood obesity. Results from the New Brunswick student wellness surveys in 2014 found 36 per cent of children to be either overweight or obese; that is 1 in 3. Research is showing that sugar, in particular sugar-sweetened beverages such as soft drinks, are taking a great deal to blame. Canadians on average consume 20 per cent of their total calories from sugar. This is more than double the recommended level of five to 10 per cent.

In 2015, the national Heart and Stroke Foundation released a position paper about the consumption of sugar and how it is affecting our health:

- Heart and Stroke Foundation, *Position paper: sugar, heart disease and stroke:* [http://www.heartandstroke.com/atf/cf/%7B99452D8B-E7F1-4BD6-A57D-B136CE6C95BF%7D/Sugar-Eng.pdf?\\_ga=1.167794917.535002371.1448026058](http://www.heartandstroke.com/atf/cf/%7B99452D8B-E7F1-4BD6-A57D-B136CE6C95BF%7D/Sugar-Eng.pdf?_ga=1.167794917.535002371.1448026058)

***SipSmart!*** aims to raise awareness among students in grades 4, 5 and 6 about how sugar-sweetened beverages can damage their health. It also gives them with the knowledge and skills they need to make healthy beverage choices.

The program is built on nine key messages:

1. Some beverages do not fit into the four food groups in Eating Well with Canada’s Food Guide.
2. Sugar is the main ingredient in many popular beverages.
3. Knowing what is in beverages helps us to make healthy choices.
4. The number and size of servings we drink



also affect the amount of sugar we consume.

5. Consuming sugar-sweetened beverages can “bump out” other nutritious beverage choices.
6. Some ingredients in sugar-sweetened beverages, other than sugar, such as acid and caffeine, may damage our health.
7. Drink choices can be influenced by various factors, including family, friends and the media.
8. We can decide for ourselves to make healthy beverage choices.
9. Drink water – it is always a great choice.

Since 2012, the Heart and Stroke Foundation of New Brunswick has provided more than 300 **SipSmart!** teacher’s resource kits to more than 100 elementary schools and 80 community partners working with schools. The program is available in English and French and is online.

- Heart and Stroke Foundation, **SipSmart!**  
<http://www.soisfute.ca/en>

If you are interested in learning more about SipSmart!, contact Christine Roherty, Heart and Stroke Foundation of New Brunswick, [croherty@hsf.nb.ca](mailto:croherty@hsf.nb.ca), or call the foundation, toll-free 1-800-663-3600.

### ***Evaluation Steering Committee update***

## ***Nutrition Month 2016***

### ***Take a 100 meal journey***

Eating well can boost your health and help you feel your best. Want to eat better? Instead of trying to change everything at once, take a 100 meal journey. We eat about 100 meals in a month, so focus on making a small, lasting change and stick with it...one meal at a time.

The Evaluation Steering Committee was formed in September 2015. It includes one manager or director and at least one employee each from Horizon, Vitalité, and the OCMOH. The committee’s mandate is to implement the PHNFA evaluation plan. Priority actions for 2015-16 include:

- developing, implementing and analyzing a population health promotion baseline survey;
- organizing a document review training workshop; and
- conducting a PHNFA document review.

The committee has partnered with researchers at Dalhousie University to assist in designing the baseline survey and providing document review training.

The evaluation plan was designed to be used by Public Health staff with minimal reliance on external evaluation consultants. In situations where external expertise is needed, experts will teach Public Health staff how to perform that particular evaluation activity. For example, the committee is coordinating a document review workshop with researchers from Dalhousie University in January to teach up to 20 Public Health staff, managers and directors how to conduct document reviews. This is a transferable skill that may be useful in other Public Health program areas.

