

New Brunswick *in motion*



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Setting the Stage

- Healthy Eating Physical Activity Coalition of NB (HEPAC) formed in 2003
- Support the creation of environments in NB that promote healthy eating and physical activity
- Network of government and non-government organizations
- Activities are guided by our Steering Committee
- Open membership

HEPAC Steering Committee

Non-Government

- Canadian Cancer Society
- Heart & Stroke Foundation
- Dietitians of Canada
- NB Physical Education Society
- Recreation NB
- JD Irving
- UNB/UdeM

Ex-officio: Horizon Health Network,
Vitality Health Network &
HEPAC Manager

Government

Departments of:

- Health
- Education
- Local Government
- Social Development
- Wellness, Culture and Sport

Vision

- HEPAC's vision is for all New Brunswickers to lead a healthy lifestyle.

Mission

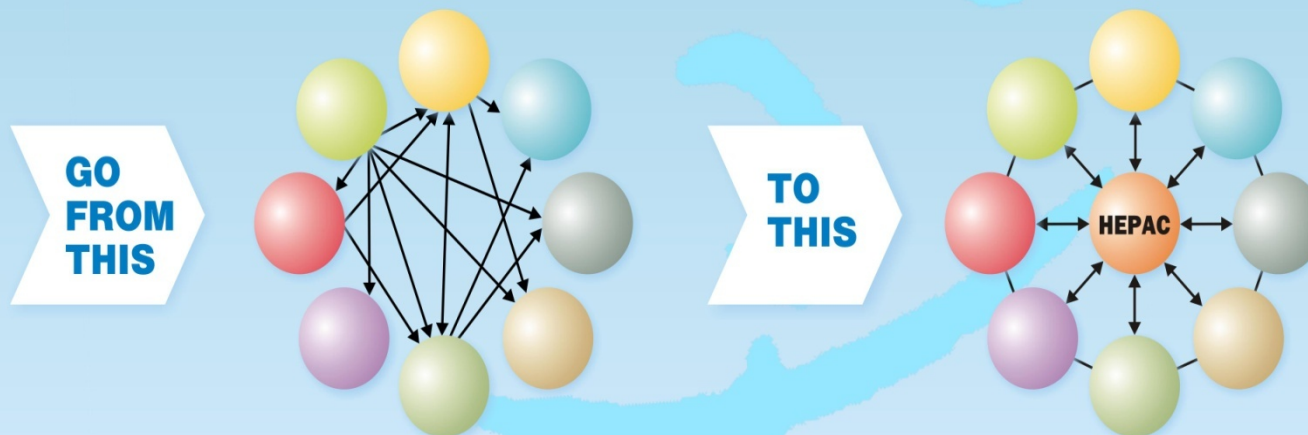
- HEPAC's mission is to collectively lead the province in the promotion of healthy eating and physical activity.



HEPAC

At HEPAC, our mission is to collectively lead the province in the promotion of healthy eating and physical activity.

We want to help organizations, communities and regional networks involved in promoting healthy lifestyles to...



It's about **community mobilization**. We can help in several ways:

NETWORK SUPPORT

Helping you connect with others trying to achieve the same things

KNOWLEDGE EXCHANGE

Sharing current, relevant, credible information through webinars, website, workshops and conferences

RESOURCES

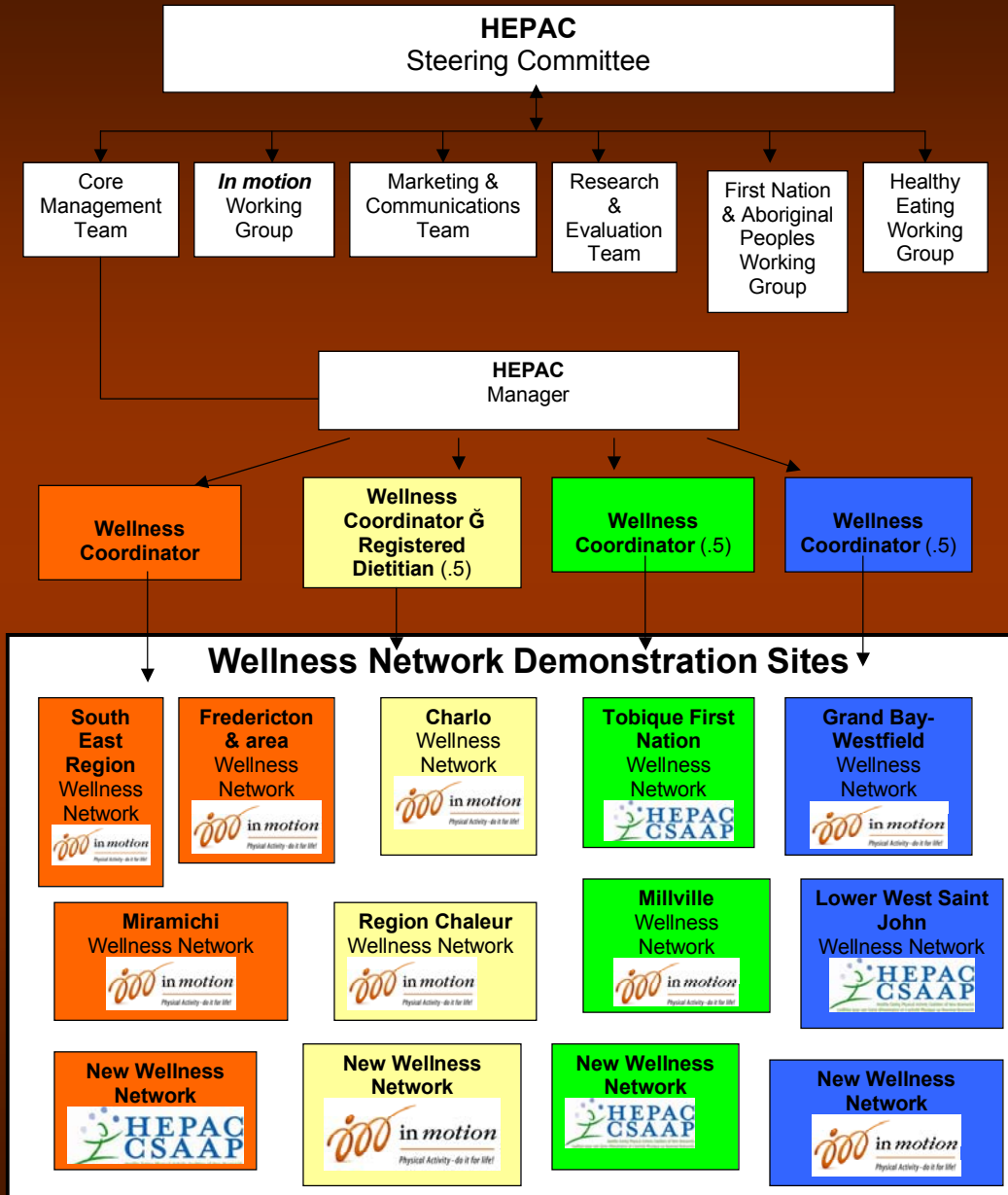
Tools to support healthy eating, physical activity, and community capacity building

And for communities and regions that are in a position to adopt it, *in motion*

Wellness Networks

- Through combined funding from the Public Health Agency of Canada and the Department of Wellness, Culture and Sport, HEPAC is able to provide a number of supports to community/regional “wellness networks”.
- We use the term “wellness network” to describe a formal or informal group of people who come together to address an area of concern around wellness in their own community/region.
- HEPAC currently supports 7 *in motion* Wellness Networks and 2 non *in motion* Wellness Networks

Wellness Networks Organizational Chart



Where we are with *in motion*...

- 2007-2008: HEPAC is approached with the opportunity to lead and manage *in motion*
- December 2008: HEPAC *in motion* license purchased in partnership with the Department of Wellness, Culture and Sport
- Present: Coordination of a phased in *in motion* strategy for New Brunswick communities

In motion Wellness Network Demo Sites & Targeted Community Strategies

- Chaleur Region

C&Y, OA

- Charlo

OA

- Fredericton

C&Y, WW, HPR

- Grand Bay-Westfield

Inactive Adults

- Millville

C&Y, OA

- Miramichi

C&Y, OA

- South East Region

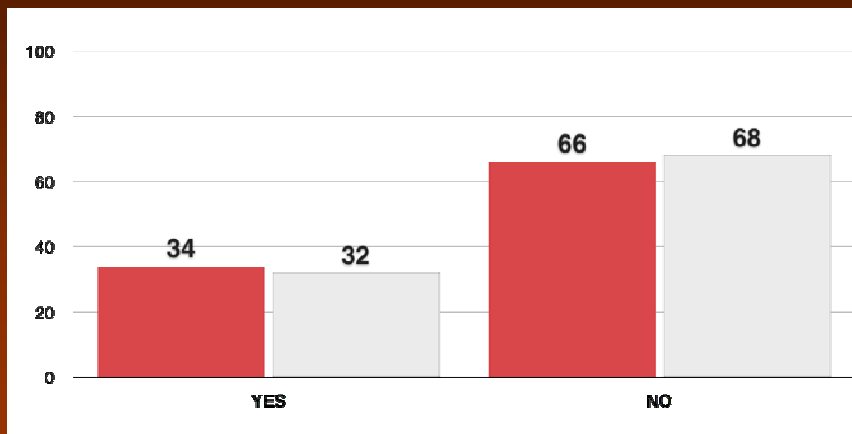
C&Y, WW, OA



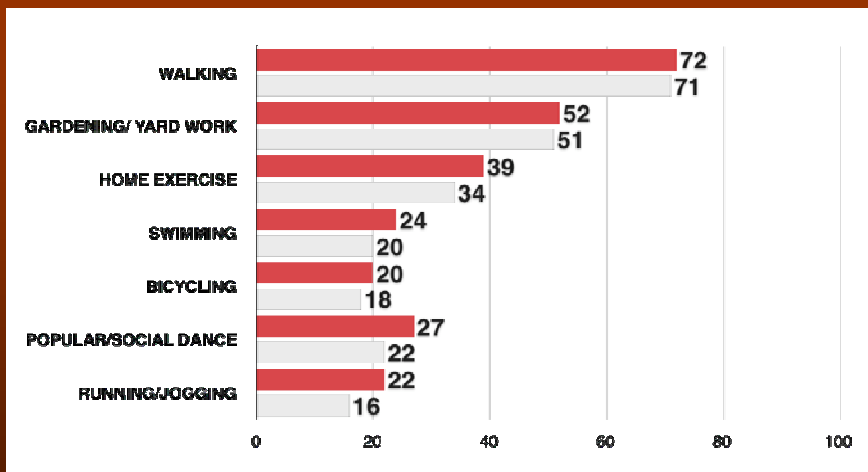
Measuring Our Success

- HEPAC : Provincial Wellness Network
 - DEMONSTRATION SITE EVALUATIONS
 - » BMR Consulting (Feb 2009 – March 2010)
 - PROVINCIAL AWARENESS TELEPHONE SURVEY
 - » Bristol Omnifacts Research (Dec 2009)

Physical activity levels



Top 7 physical activities



Has '*in motion*' prompted you to do any of the following?

(of the 17% aware)

- 15%** Purchase physical activity clothing / equipment?
- 43%** Encourage family, friends, and coworkers to become PA?
- 38%** Provide opportunities for family to be active together?
- 28%** Visit a recreation facility?
- 23%** Contact a recreation department, fitness centre or other?
- 36%** Look for information on health?
- 27%** Speak up for more PA?
- 35%** Reduce screen time
- 42%** Reduce inactivity?
- 61%** Eat a healthier diet?
- 21%** Quit smoking?

Targeted Community Strategies

Workplace Wellness (South East Region)

- Targeted strategy outline

- signed partnership agreements
- orientation meeting and launch
- count it up challenge
- Newsletters
- networking events
- spring & summer challenges
- follow up questionnaire

- Workplaces involved

- City of Moncton
- Assumption Life Insurance
- Université de Moncton
- RHA's Horizon & Vitality

- Evaluations

- Base line surveys

- Process/methodology

- Two masters students doing action research

Targeted Community Strategies

Children and Youth (South East Region)

- Targeted strategy outline
 - **Using community development coordinators in schools**
- Partners involved
 - **Both school districts 1 & 2**
- Research
 - **Exploring the use of photo-choice to determine physical activity preferences of young children (Horia Iancu, Michelina Mancuso, Michel Johnson, Mathieu Bélanger)**

Lessons learned/gap/struggles

- We have some areas that require special attention:
 - the realities of the NB Wellness Strategy
 - First Nations and other vulnerable populations
 - Urban vs. rural NB
 - Working bilingually
 - Enhanced partnerships and alignments
 - Sustained effort and resources
 - Need for communities and leaders to understand building community capacity for wellness is not a program, it is a process

Future Work

- Currently accepting Calls for Interest for *in motion*, adding up to 10 new communities/regions
- NB Wellness Week - celebrating the successes of our current *in motion* demonstration sites and encouraging all NB communities to ‘join the movement’
- After School Hours Working Group
- Media Forum on Wellness

