

Live well, be well

New Brunswick's Wellness Strategy Action Plan (2013-2014)

The Wellness Branch has committed to sharing an annual Wellness Strategy Action Plan. The 2013-2014 Action Plan reflects Year 5 activities, acknowledging that some actions are a continuation of initiatives already underway and others will continue beyond 2013-2014. Consideration has been given to government / partner priorities and budgetary constraints. The activities in this Action Plan represent approximately 75% of the Branch's workload with additional responsibilities related to supporting government business and accountability not reflected in this Plan.

Live well, be well. New Brunswick's Wellness Strategy: 2009-2013 is available online at <http://www.gnb.ca/wellness> or by contacting:

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SETTING: Schools

Includes: Educators, support staff, students, District Education Councils, parents and parent organizations, and community partners

Strategic Direction	Activities
Partnerships and Collaboration	<ol style="list-style-type: none"> 1. Support wellness within the implementation of the Department of Education and Early Childhood Development's initiatives (e.g., Community Schools, development of wellness curricula). 2. Participate on the Joint Consortium on School Health (JCSH), with a focus on mental fitness and resilience.
Build Capacity for Community Development	<ol style="list-style-type: none"> 3. Provide integrated School Wellness Grants, which use a comprehensive school health framework, to help schools identify their priorities, develop and implement their own wellness action plans. 4. Enable schools and districts to use the New Brunswick Student Wellness Survey data to plan, implement and evaluate initiatives. 5. Support the Link program within New Brunswick schools (Grades 6-12). 6. Build school capacity through regional wellness initiatives that are pillar specific, focus on key target groups or address other regional wellness priorities.
Promote Healthy Lifestyles	<ol style="list-style-type: none"> 7. Integrate mental fitness and resilience principles and practices as an enabler of positive behaviour change. 8. Develop, contribute to and/or promote initiatives and resources that enable schools to take positive actions towards wellness such as: <ul style="list-style-type: none"> • <i>Mental Fitness and Resilience resources</i> • <i>Wellness Curricula</i> • <i>Healthy Schools Planner</i> • <i>Join the Wellness Movement tools</i>
Develop and Support Healthy Policies	<ol style="list-style-type: none"> 9. Enhance the capacity of stakeholders to support the Department of Education and Early Childhood Development's Policy 711 (<i>Healthier Foods and Nutrition in New Brunswick Schools</i>).
Surveillance, Evaluation and Research	<ol style="list-style-type: none"> 10. Initiate third round of Student Wellness Survey with elementary students. 11. Seek opportunities to align the Student Wellness Survey with other student data collection efforts.

Partners include:

- *Active Communities Branch (GNB Department of Healthy and Inclusive Communities)*
- *Canadian Mental Health Association (CMHA), New Brunswick Division*
- *Community School Coordinators*
- *Early Childhood Development Centres*
- *GNB Department of Education and Early Childhood Development*
- *GNB Department of Health*
- *Joint Consortium for School Health (JCSH)*
- *NB Health Council*
- *Regional Health Authorities (Healthy Learners in School Program, Public Health Nutritionists)*
- *LINK Program Executive Committee / Regional LINK Program Committees*
- *School Districts*

SETTING: Communities

Includes: Groups of people who identify with and support one another, defined by a common culture, language, interest or identity; municipalities, local service districts and rural area associations; not-for-profit organizations (e.g., sport, recreation, seniors / youth / special interest groups, service clubs); wellness networks; health care system / providers (e.g. Public Health, Addictions, Mental Health and primary health care services, Community Health Centres)

Strategic Direction	Activities
Partnerships and Collaboration	<ol style="list-style-type: none"> 12. Support wellness within the Department of Health's initiatives (e.g., primary care, mental health, diabetes, public health). 13. Collaborate regionally and provincially with community inclusion networks and the Economic and Social Inclusion Corporation (ESIC). 14. Provide operational funding to food banks through the Community Volunteer Action (CVA) Program and the NB Sharing Program. 15. Support broad-based wellness coalitions to leverage their partnerships in support of complementary initiatives, specifically: <ul style="list-style-type: none"> • <i>HEPAC - Healthy Eating Physical Activity Coalition</i> • <i>MACS - Mouvement Acadien des communautés en santé</i> • <i>NBATC - New Brunswick Anti Tobacco Coalition</i> • <i>NBFSAN - NB Food Security Action Network</i>
Build Capacity for Community Development	<ol style="list-style-type: none"> 16. Strengthen the support for community & regional actions on wellness by growing and supporting wellness networks throughout the province. 17. Build community capacity through regional wellness initiatives that are pillar specific, focus on key target groups or address other regional wellness priorities. 18. Establish Regional Wellness Consultants (Campbellton, Fredericton, Moncton).* 19. Explore opportunities to enhance collective understanding and action on reducing barriers to wellness for at-risk and vulnerable populations. 20. Provide Community Food Action Grants to enable community organizations (including food banks) to engage in comprehensive food security initiatives.* 21. Support wellness for First Nation and Aboriginal People through a mental fitness approach, focusing on culturally relevant resources, community mobilization and knowledge exchange, and enhanced collaboration with partners and wellness networks. 22. Provide financial support and frameworks which communities can use to develop and implement their own wellness programs. Funding opportunities include: <ul style="list-style-type: none"> • <i>Active Communities Grant Program</i> • <i>After School Hours Grant Program*</i> • <i>Healthy Food in Recreation Facilities Grants: It Just Makes Sense</i> • <i>Learning Opportunity Grants</i> • <i>Regional Wellness Grants (Acadie-Bathurst, Fundy, Western Valley, North West, Miramichi/Kent)</i>

Promote Healthy Lifestyles	<p>23. Develop, contribute to and/or promote initiatives and resources which support communities to take positive actions towards wellness such as:</p> <ul style="list-style-type: none"> • <i>CHEF's Toolkit</i> • <i>NB After School Hours Guidelines</i> • <i>NB Plays</i> • <i>Active Kids Toolkit</i> • <i>Healthy Foods in Recreational Facilities: It Just Makes Sense</i> • <i>Putting Health on the Agenda</i> model policy for healthy meetings & events • <i>Join the Wellness Movement</i> • <i>Mental fitness calendar</i> • <i>ParticipACTION resources</i> <p>24. Partner with other provincial and territorial jurisdictions to explore adoption of BC's <i>Informed Dining Program</i> which can support consumers in making healthier choices in restaurants.</p>
Surveillance, Evaluation and Research	<p>25. Disseminate learnings from the evaluation of a Food Centre model in New Brunswick.</p> <p>26. Investigate the relationships between wellness, arts, culture and heritage through evaluation initiatives with Sistema New Brunswick.</p> <p>27. Identify process to evaluate effectiveness of regional wellness initiatives using community wellness profiles, a common evaluation framework and other tools.</p>

***New Investments**

Community setting partners include:

- *Active Communities Branch (GNB Department of Healthy and Inclusive Communities)*
- *After School Hours Working Group*
- *L'Association acadienne et francophone des aînées et aînés du Nouveau-Brunswick (AAFANB)*
- *Canadian Restaurant and Food Services Association*
- *Communautés et Loisirs Nouveau-Brunswick (CLNB)*
- *Community/regional wellness networks*
- *Economic and Social Inclusion Corporation / Community Inclusion Networks*
- *Family Resource Centres*
- *First Nation / Aboriginal People Network*
- *GNB Department of Health*
- *GNB Department of Public Safety*
- *GNB Department of Social Development*
- *Health Canada*
- *Healthy Eating Physical Activity Coalition (HEPAC)*
- *Mouvement acadien des communautés en santé (MACS)*
- *NB Anti Tobacco Coalition (NBATC) / Cessation Working Group*
- *NB Food Security Action Network*
- *NB Gymnastics Association (NBGA)*
- *Population Health Promotion Committee*
- *Provincial/Territorial Working Group on Informed Dining*
- *Recreation NB*
- *Regional Health Authorities*
- *Public Health Agency of Canada (PHAC)*
- *Société Sante et Mieux-être en français du Nouveau-Brunswick (SSMEFNB)*

SETTING: Homes

Includes: Individuals, parents / extended family and caregivers

Strategic Direction	Activities
Partnerships and Collaboration	28. Support wellness within the Department of Education and Early Childhood's initiatives such as the early years services alignment, Early Childhood Development Centres (ECDC) and early years networks. 29. Support wellness within the implementation of the New Brunswick Youth Strategy and Public Safety's Crime Prevention Strategy through youth-engagement initiatives. 30. Support wellness and healthy aging within the development of the Home First Strategy, coordinated by the Department of Social Development.
Build Capacity for Community Development	31. Champion seniors' wellness based on outcomes from the <i>Living Healthy, Aging Well</i> public engagement process. 32. Build capacity within homes through regional wellness initiatives that are pillar specific, focus on key target groups or address other regional wellness priorities.
Promote Healthy Lifestyles	33. Use ParticipACTION branding and tools as part of the implementation of provincial wellness promotion efforts to reach homes. 34. Develop, contribute to and/or promote initiatives and resources which enable individuals and families to take positive actions towards wellness such as: <ul style="list-style-type: none"> • <i>Active Kids Toolkit</i> • <i>New Brunswick Smokers' Helpline</i> • <i>Join the Wellness Movement</i>
Surveillance, Evaluation and Research	35. Participate in a PHAC-supported tri-provincial evaluation project that is measuring the impact of Active Kids Toolkit / Healthy Start initiatives on early childhood.

Partners include:

- *Canadian Fitness and Lifestyle Research Institute (CFLRI)*
- *Family Resource Centres of New Brunswick*
- *Fédération des jeunes francophones du Nouveau-Brunswick*
- *GNB Department of Education and Early Childhood Development*
- *GNB Department of Public Safety*
- *Health Canada*
- *Home First Interdepartmental Working Group*
- *NB Anti Tobacco Coalition (NBATC) / Cessation Working Group*
- *NB Gymnastics Association*
- *NB Youth Strategy Committee*
- *ParticipACTION*
- *Strategic Policy and Planning Branch (GNB Department of Healthy and Inclusive Communities)*

SETTING: Workplaces

Includes: Employees and employers

Strategic Direction	Activities
Partnerships and Collaboration	36. Network with private and public sector organizations and stakeholders to provide opportunities for cross-sharing and training to support comprehensive workplace wellness throughout the province. 37. Partner with other GNB departments and the NB Workplace Wellness Community of Practice to ensure a long term, sustainable, comprehensive workplace wellness program for GNB employees.
Building Capacity for Community Development	38. Develop and deliver workshops on comprehensive workplace wellness. 39. Increase capacity within GNB Part 1 workplaces to implement and sustain comprehensive wellness programs. 40. Support growth of the New Brunswick Workplace Wellness Community of Practice which supports public and private workplaces to implement a comprehensive workplace wellness approach for their employees. 41. Build workplace capacity through regional wellness initiatives that are pillar specific, focus on key target groups or address other regional wellness priorities.
Promoting Healthy Lifestyles	42. Contribute to and promote initiatives and resources which enable workplaces to take a comprehensive approach to workplace wellness such as: <ul style="list-style-type: none"> • <i>Putting Health on the Agenda</i> model policy for healthy meetings & events • <i>Work to be Tobacco Free</i> • <i>New Brunswick Smokers' Helpline</i> • <i>Wellness at Heart Workplace Wellness Toolkit</i> • <i>Wellness at Heart Workplace Wellness Awards</i> • <i>Mental Fitness toolkit for the workplace</i> • <i>Join the Workplace Wellness Movement website/resource database</i> 43. Manage and deliver the final year of <i>Live, work, play ... be well</i> for GNB Part 1. *
Developing and Supporting Healthy Policies	44. Develop and support implementation of policies to support a wellness culture within GNB Part 1 (e.g., <i>Putting Health on the Agenda policy template, workplace wellness policy</i>).
Conducting Surveillance, Evaluation and Research	45. Monitor and evaluate the final year of implementation of GNB's comprehensive workplace wellness initiative <i>Live, work, play ... be well</i> .

***New Investment**

Partners include:

- Atlantic Paramedic Academy
- Active Communities Branch (GNB Department of Healthy and Inclusive Communities)
- College of Psychologists of New Brunswick
- GNB Department of Human Resources
- GNB Part 1 Departments
- Heart & Stroke Foundation of New Brunswick (HSFNB)
- Healthy Eating Physical Activity Coalition (HEPAC)
- GNB Part 1 Comprehensive Workplace Wellness Core Steering Committee
- Medavie Blue Cross

- *NB Anti Tobacco Coalition (NBATC) / Cessation Working Group*
- *NB Association of Nursing Homes*
- *NB Business Council*
- *NB Community Colleges (NBCC)*
- *NB Workplace Wellness Community of Practice*
- *Private & public sector leaders in comprehensive workplace wellness*
- *Provincial unions*
- *Regional & provincial interdepartmental workplace wellness committees*
- *Société Santé et Mieux-être en français du Nouveau-Brunswick (SSMEFNB)*
- *Université de Moncton*
- *Worksafe NB*

SETTING: Provincial

Includes: Provincial level initiatives across all the settings

Strategic Direction	Activities
Partnerships and Collaboration	46. Collaborate with provincial partners to plan and promote the provincial Wellness Conference, to be held in spring 2014. 47. Collaborate with key partners as a member of the Interdepartmental Working Group on the Promotion of Local Foods.
Promoting Healthy Lifestyles	48. Develop, contribute to and promote initiatives which enable positive actions towards wellness such as: <ul style="list-style-type: none"> • <i>Annual Wellness Week (October 1-7, 2013)</i> 49. Implement the 2013-2014 phase of social marketing initiative “Join the Wellness Movement”, with a focus on expanded community-level engagement and based on evaluation of previous campaigns, a shared marketing strategy and an expanded partner base.
Developing and Supporting Healthy Policies	50. Support the enhancement and implementation of provincial wellness related legislation and policy.
Conducting Surveillance, Evaluation and Research	51. In partnership with New Brunswick Health Research Foundation, pursue opportunities to enhance research in order to accelerate progress on wellness. 52. Promote use of data from the Student Wellness Survey by NB Health Council, other government departments and external partners. 53. Implement a process to renew the New Brunswick Wellness Strategy, building on results from the comprehensive evaluation of the Strategy (2006-2012) and by engaging stakeholders.

Partners include:

- *Active Communities Branch (GNB Department of Healthy and Inclusive Communities)*
- *Economic and Social Inclusion Corporation / Community Inclusion Networks*
- *GNB Interdepartmental Deputy Ministers’ Committee on Wellness*
- *Health Canada*
- *NB Health Research Council*
- *NB Health Research Foundation*
- *NB Social Policy Research Network*
- *Provincial conference partners include First Nation / Aboriginal People Network; Healthy Eating Physical Activity Coalition of NB; Mouvement Acadien des Communautés en Santé du N.-B.; New Brunswick Anti-Tobacco Coalition; Société Santé et Mieux-être en français du N.-B.*
- *Strategic Policy and Planning Branch (GNB Department of Healthy and Inclusive Communities)*