
REPORT

Wellness Forum South East Region



Consultation Gagnon Strategix Inc.

123 rue Water St, Suite A
C.P./ P.O. Box 462
Campbellton, NB, E3N 3G9

Bureau/Office 506.789.4388
Télécopieur/Fax 506.789.1311
www.gagnonstrategix.com

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Mathieu Landry, Wellness Regional Consultant

Department of Social Development

Wellness Branch

770 Main St, 16th floor

Moncton, NB

E1C 8R3

SUBJECT: Final Report 2015 South East Wellness Forum

We are pleased to submit this Final Report for the 2015 South East Wellness Forum. While reading this report, you will notice that we have chosen to maintain the integrity of the information obtained during the identification of community and regional priorities in the language presented by the round table facilitators.

We have also prepared a supplemental information report that includes the results of the participants' satisfaction survey, notes taken by the facilitators and the participants list. While we consider these documents important, we believe that the reader of the Report will benefit from reading the results of the Forum independently. We encourage any participant wishing to obtain copies of the complementary information to contact the individuals responsible for the implementation of the Report's findings.

We are proud to have contributed to the success of this important Forum for the South East Region and we congratulate the organizers of this interactive format, which allowed participants to discuss real community and regional issues pertaining to wellness.

Sincerely,



Yves Gagnon, PMP

Consultation Gagnon Strategix Consulting Inc.

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EXECUTIVE SUMMARY

The goal of the South East Wellness Forum is to engage the population in an inclusive dialogue to develop a common vision and a regional action plan to promote a culture of wellness.

Objectives:

- Inform the population about “The heart of our future” - New Brunswick’s Wellness Strategy: 2014-2021.
- Present the wellness profile of the South East region using the four wellness priorities: Mental Fitness & Resilience, Healthy Eating, Physical Activity and Tobacco Free Living.
- Identify the assets, strengths, gaps and challenges related to wellness as expressed by the community. Initiate discussions about available opportunities and potential actions that will create our pathway to wellness.
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The participants of the Forum contributed to a strategic community and regional prioritization process using the ABCD model. Asset Based Community Development (ABCD) is a strategy that identifies the personal, social and economic achievements of a community and promotes development.

Following a series of group facilitation to identify community priorities for their respective regions, the participants agreed on regional priorities by using a prioritization exercise:

REGIONAL PRIORITY
1. THE PROMOTION OF ACTIVITIES AND PUBLIC AWARENESS
2. LACK OF NEIGHBORHOOD AND COMMUNITY NETWORKING
3. FUNDING AND GRANTS
4. HEALING & DEALING WITH ROOT CAUSES OF SOCIAL & MENTAL CHALLENGES AT THE COMMUNITY (INDIVIDUAL) LEVEL
5. INTEGRATING WELLNESS INTO DIFFERENT SECTORS - BREAKING DOWN THE SILOS

The Final Report will be distributed to all participants of the Forum and within the South East Wellness Network allowing people to use the findings as a guide for future planning.

Enjoy your reading!

CONTEXT

The goal of this project is to engage the population of the South East region in an inclusive dialogue to develop a common vision and a regional action plan to promote a culture of wellness.

Objectives:

- Inform the population about “The heart of our future” - New Brunswick’s Wellness Strategy: 2014-2021.
- Present the wellness profile of the South East region using the four wellness priorities: Mental Fitness & Resilience, Healthy Eating, Physical Activity and Tobacco Free Living.
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HIGHLIGHTS OF NEW BRUNSWICK’S WELLNESS STRATEGY

During the Forum, Marlien McKay, Director of the Wellness Branch, Department of Social Development and Mathieu Landry, South East Regional Wellness Consultant represented the department and highlighted the key elements in addition to giving concrete examples of the implementation of New Brunswick’s Wellness Strategy. Here below are the main components:

Strategy History

The original framework for New Brunswick’s Wellness Strategy was developed in 2006. It was enhanced in 2009 based on recommendations from the Select Committee on Wellness (2008). It:

- focused on key goals related to healthy lifestyles: healthy eating, physical activity, tobacco free living as well as mental fitness and resilience
- emphasized a collaborative approach, and
- introduced indicators and targets.

A comprehensive evaluation was completed in early 2013 to assess the Wellness Strategy’s implementation and impact to date (2006-2012). The evaluation revealed evidence of progress and positive impact, and generated a number of recommendations, which were taken into account in creating the renewed Strategy.

A key recommendation from the evaluation was to broaden the focus of the Wellness Strategy, to encourage action on all the dimensions of wellness and on all the determinants of health rather than limiting it through the four previous healthy lifestyle goals. This renewed focus recognizes

that, in order to achieve sustained population level improvements on wellness, the goals must be broader in scope than only addressing healthy lifestyle behaviours.

NB's Wellness Strategy

New Brunswick's Wellness Strategy 2014-2021 is a revised framework and a road map. It can enable all New Brunswickers – any and all communities, schools, workplaces, individuals or families, organizations or government departments - to see how their goals, activities or mandates are supported by improved wellness in New Brunswick and how they can contribute to enhancing wellness within our province.

The renewed Wellness Strategy supports action on all dimensions of wellness and on all determinants of health. It recognizes and enables the contributions, strengths and skills of New Brunswickers. It can facilitate collective and strategic action, and be a catalyst for dialogue and movement among New Brunswickers.

The renewed Strategy is truly New Brunswick's Wellness Strategy, where everyone benefits from improved wellness and therefore everyone has responsibility towards improving the wellness of all New Brunswickers. The strategy document and framework can be found at:

- http://www2.gnb.ca/content/gnb/en/departments/social_development/wellness.html

PRESENTATION ON THE WELLNESS MOVEMENT

During the Forum, Geneviève Audet-Perron, Wellness Coordinator of Social Marketing gave an overview of the main elements of *The Wellness Movement*. Here below are the main components of her presentation:

What is The Wellness Movement?

The Wellness Movement is the collective momentum of everyone in New Brunswick taking steps to improve wellness for themselves and those around them! It is the spark that inspires people to action through the sharing of NB wellness stories, the connector between all wellness initiatives in the province and a portal to local, community resources and tools related to wellness.

Champions of *The Wellness Movement* are the people and groups that are working on any dimension of wellness or determinant of health with the goal of enhancing wellness for all.

A new theme called *Start Your Story* shares stories about New-Brunswickers just like you who have overcome challenges to improve their wellness and had a positive impact on others. The goal is to inspire others to start their stories.

Resources for Community Partners

The Wellness Movement's website features an extensive library of resources to support Champions in their efforts towards enhancing wellness in New Brunswick. Visit the Partners section for logos, banners, PowerPoint templates, poster templates and more!

www.WellnessNB.ca/partners

Wellness Events Calendar

Promote your activity by adding it to the Wellness Events Calendar and find out what else is happening near you! The Wellness Events Calendar profiles events and activities in regions all around the province.

<http://calendar.WellnessNB.ca>

Connect with The Wellness Movement



www.WellnessNB.ca



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PRESENTATION OF SOUTH EAST WELLNESS PROFILE

During the Forum, Michelina Mancuso, Executive Director of Performance Measurement, for the Board of the New Brunswick Health Council, presented “My Community at a Glance 2014”¹. The main features of these reports for the South East region are shown in the tables below:

Context		Zone 1 - Moncton/South-East	N.-B.
Source: 2011 Census and NHS, Statistics Canada			
Population		203,837	751,170
0 to 19 years old	(%, 2011)	21	21
20 to 39 years old	(%, 2011)	26	24
40 to 64 years old	(%, 2011)	38	39
65 + years old	(%, 2011)	16	17
Aboriginal	(%, 2011)	3.1	3.1
Immigrant	(%, 2011)	4.1	3.9
Language most spoken at home – English	(%, 2011)	60	68
Language most spoken at home – French	(%, 2011)	35	28

Social and Economic Factors		Zone 1 - Moncton/South- East	N.-B.
No high school diploma (25-64 years old)	(%, 2011)	15.3	16.8
Unemployment (15+ years)	(%, 2013)	8.7	10.4
Divorced	(%, 2011)	5.2	5.2
Single parent family (of total number of census families in private households)	(%, 2011)	14.9	16.1
Low income	(%, 2011)	14.7	17.2
Violent crime	(rate per 100,000 population, 2013)	Community profile	1 232
Property crime	(rate per 100,000 population, 2013)	Community profile	2 837
Total impaired driving under the influence (drugs or alcohol) (rate per 100,000 population, 2013)		Community profile	247
Sense of belonging to your community, somewhat strong or very strong	(%, 2013)	66.3	71.3

¹ <http://www.nbhc.ca/community-profiles#.VTp45e90yP8>

Physical Environment		Zone 1 – Moncton/South- East	N.-B.
Coming in contact with second-hand smoke at home	(%, 2013)	5.9	5.3
Coming in contact with second-hand smoke in the past month in vehicles &/or in public place	(%, 2013)	18.0	14.5
Dwellings rated as having excellent, very good or good indoor air quality	(%, 2011)	--	90.3
Occupied dwellings requiring major repairs	(%, 2011)	7.9	9.8

Health Behaviours		Zone 1 – Moncton/South- East	N.-B.
Physical activity during free-time, moderately active or active	(%, 2013)	51.0	49.6
Eat 5 or more fruits or vegetables a day	(%, 2013)	36.7	35.9
Adults with unhealthy weight (obese)	(%, 2013)	25.1	25.9
5 or more drinks at one time, at least once a month in the past year (heavy drinking)	(%, 2013)	26.0	25.1
Seeing your stress as being a lot	(%, 2013)	21.3	20.1
Current smoker, daily or occasional	(%, 2013)	18.4	21.8
Number of sexually transmitted infections (genital Chlamydia) (crude rate per 10,000 population, 2013)		29.2	23.4
Teens who gave birth	(rate per 1,000 females, 2012)	21.2	20.2
Always wears a bicycle helmet while on a bike	(%, 2013)	58.2	53.2

Health Services		Zone 1 – Moncton/South- East	N.-B.
Has a regular medical doctor	(%, 2013)	94.3	92.0
Medical doctor visit within the last year	(%, 2013)	79.1	79.6
Dental professional visit within the last year	(%, 2013)	64.2	63.6
Avoidable hospitalization (aged-standardized rate per 100,000, 2012-2013)		354	425
Adults 65 years and up who have received the flu shot in the last year	(%, 2013)	69.7	65.2
Females (18 to 69 years old) who had a pap test within the last 3 years	(%, 2013)	75.8	73.5
Females (50 to 69 years old) who had a mammogram in the last 2 years	(%, 2013)	78.9	75.5
Overall hospital rating	(%, 2013)	75.1	75.4
Satisfaction/experience rating for healthcare	(%, 2014)	70.6	67.9

SUCCESS STORIES

Réseau des cafétérias communautaires



This network of community cafeterias is a social enterprise that aims to provide nutritious meals and health, encourage the purchase of local products, develop an entrepreneurial culture in communities and schools, contribute to the economic development of New Brunswick communities and promote partnerships with various community stakeholders.

This innovative concept takes care of the schools' cafeteria services (operating sector) and attempts to create meaningful learning situations (education sector) for all. In the cafeteria, we serve healthy meals prepared with local products. In addition, with this concept, we try to create as many meaningful learning situations as possible for students, teachers and staff, and with different partners. This concept is based on four areas: education, entrepreneurship, health and sustainable development.

This initiative began as a pilot project two and a half years ago at the Blanche-Bourgeois school in Cocagne. In 2012-2013 the concept expanded to four new schools and had more than 600 students. To enable further expansion of the concept, a committee of volunteers incorporated "Le réseau des cafétérias communautaires Inc." in order to manage this initiative. This network of community cafeterias now manages 26 of the 36 school cafeterias in the South Francophone School District. Currently, 56 employees serve nutritious meals prepared with local products to nearly 9000 students of the K-12 staff from Rogersville to Memramcook.

The creation of this network of community cafeterias is positive in many ways, among others due to its constitution that fully meets the institutional values and community and entrepreneurial approaches that thrive in schools in recent years. The South Francophone School District reacts positively to the partnership announced between the network of community cafeterias and la "Récolte de chez-nous" that allows students of the schools of South Francophone School District to eat local, to develop links with local producers and live varied and interesting teaching experiences related to food and the world of agri-food.

JumpStart Sport Plus



Founded in 2011-2012 and piloted in two schools, Sport Plus sports clinics are currently in eight schools in the region. Through this non-profit project, young people in the region have the opportunity to practice various sports after school hours. Qualified coaches prepare and coordinate sports programs during the year so that a large number of young people can develop their skills and improve their physical conditions while having fun. Other programs such as Para sports and Mini Jumpstart Sport Plus (pilot project) are also offered.

To ensure that the project is accessible to as many students as possible, a fundraiser is organized twice a year for those interested in participating. Each young person who registers for an 8-week block receives a booklet of tickets. By selling the tickets, registration will be refunded. Some prizes are also drawn. The Jumpstart foundation of Canadian Tire will pay for the registration if young people cannot afford to join in.

The participation rate is very high, in excess of 550 entries in the last block (Block 3-February-April 2015). This success story made waves at the provincial and national level since its inception as evidenced by the activities and praise here below:

- Presenter at the Physical and Health Education Canada National Conference (Halifax 2012 and Banff 2015)
- One of the targeted projects during the filming of a documentary on entrepreneurial community projects in NB (2013)
- Lots of media coverage at the provincial and national level
- Sports Organization of the Year (2014)
- Para sport and recreation award (2014)
- National Inclusive Education Award (2015)

COMMUNITY AND REGIONAL PRIORITY EXERCISE WITH THE ABCD APPROACH

Definition of the ABCD approach

Asset Based Community Development (ABCD) is a strategy that identifies the personal, social and economic achievements of a community and promotes development. It is an approach to development that takes place at several different levels and aims to promote the well-being and quality of life of citizens and the whole community.

Process used to facilitate round tables

ABCD Process - Round Tables (graphic representation)



Regional priorities steps (based on community priorities)



Community Priorities

TABLE #	REGION	COMMUNITY PRIORITY IDENTIFIED
1	SACKVILLE (SALISBURY, SHÉDIAC, MONCTON)	COMMUNICATION
2	MONCTON	MENTORS/ADVOCATES TO NAVIGATE THE SYSTEM
3	MONCTON	LITERACY AND LACK OF EDUCATION
4	MONCTON	INTEGRATING WELLNESS INTO DIFFERENT SECTORS - BREAKING DOWN THE SILOS
5	GRAND BARACHOIS, SHEDIAC MONCTON	HEALING AT THE COMMUNITY & INDIVIDUAL LEVEL; DEALING WITH THE ROOT CAUSES OF MENTAL & SOCIAL PROBLEMS
6	SHEDIAC	MAXIMISER L'UTILISATION DES INFRASTRUCTURES EXISTANTES TELLES LES ÉCOLES
7	SHEDIAC	AMÉNAGER UN SYSTÈME DE PISTE CYCLABLE QUI CONNECTERAIT LES GENS AUX COMMERÇANTS ET RESSOURCES COMMUNAUTAIRES
8	SHEDIAC	VISION SUR LE MIEUX-ÊTRE
9	SHEDIAC	MANQUE DE RÉSEAUTAGE COMMUNAUTAIRE ET DE VOISINAGES
10	DIEPPE	PLAN VERT (OFF THE GRID, ARBRES, JARDINS, FONTAINES, ÉCOLOGIE)
11	DIEPPE	LA PROMOTION DES ACTIVITÉS ET LA SENSIBILISATION DES GENS
12	DIEPPE	BIEN INFORMER LA POPULATION SUR LES PROGRÈS, SERVICES ET ACTIONS DU MIEUX-ÊTRE DISPONIBLES
13	RIVERVIEW, COVERDALE	FUNDING AND GRANTS
14	HILLSBOROUGH, RIVERSIDE-ALBERT, ALMA	OUR CULTURE, HISTORY AND HERITAGE NEEDS TO BE VALIDATED, SHARED AND CELEBRATED

Regional Priorities

RANK	REGIONAL PRIORITY	# VOTES
1	THE PROMOTION OF ACTIVITIES AND PUBLIC AWARENESS	53
2	LACK OF NEIGHBORHOOD AND COMMUNITY NETWORKING	34
3	FUNDING AND GRANTS	30
4	HEALING & DEALING WITH ROOT CAUSES OF SOCIAL & MENTAL CHALLENGES AT THE COMMUNITY (INDIVIDUAL) LEVEL	24
5	INTEGRATING WELLNESS INTO DIFFERENT SECTORS - BREAKING DOWN THE SILOS	19

PROPOSED ACTION PLAN FOLLOWING THE FORUM

Following this Forum, the organizers will be in a position to develop an action plan to enhance the culture of wellness in the South East region. The Final Report will be distributed to every participant who attended the event, and shared amongst all the active wellness networks in the South East region so that they can benefit from the information and use it as a guide for future planning.

CONCLUSION

Finally, to ensure that the South East Region Wellness Forum is a long-term success, it is important to implement the action plan proposed earlier. This will allow participants to recognize the importance of their input in advancing the region's wellness.

The Forum was certainly an important event for regional planning. Now, some indicators will allow us to ensure that it had a scope that will bear fruit in the near future. The profile of the region in the coming years will allow us to see the concrete results of this Forum pertaining to the priorities identified.

Public meetings should be organized in the near future to allow participants to view a summary of the final report and to set up an interim committee to activate the regional action plan.

Supplemental Information South East Region Wellness Forum 2015

For interested individuals wishing to receive a copy of the supplemental information pertaining to the 2015 Wellness Forum including the satisfaction survey results, notes taken by the facilitators of the round tables and participant lists, please contact Mathieu Landry, Regional Wellness Coordinator with the Department of Social Development by email at **Mathieu.Landry2@gnb.ca** or by phone at **506.856.3566**.