

New Brunswick Wellness Week Questions and Answers

1) What is New Brunswick Wellness Week?

New Brunswick Wellness Week has been proclaimed to provide an opportunity to recognize and celebrate our efforts, as individuals, families, organizations, schools, communities and workplaces, in taking action to improve wellness and our progress towards a culture of well-being.

Through their participation during Wellness Week, schools, communities, workplaces and other organizations will be able to demonstrate both their commitment to improved wellness and their support for Wellness Week.

On the first day of Wellness Week, the Department of Wellness, Culture and Sport will also be partnering with regional champions and wellness networks to host rally events across the province that will encourage more community groups, organizations, schools and workplaces to make a commitment to wellness and join the wellness movement.

2) When is New Brunswick Wellness Week?

October 1st to 7th, 2011

3) Why is there a New Brunswick Wellness Week?

Wellness week provides an opportunity to recognize individual, school, community, workplace and partner efforts in promoting wellness and celebrating the wellness movement in New Brunswick. Everyone can be a participant in and a contributor to wellness!

What is wellness?

Wellness is defined as an ongoing process to enhance the many dimensions of well being that enable people to reach and maintain their personal potential, and contribute to their communities (Live, well, be well. New Brunswick's Wellness Strategy: 2009 – 2013).

New Brunswick Wellness Week focuses on the Wellness Strategy's pillars related to healthy lifestyles: Healthy Eating, Physical Activity, Tobacco-free Living and Mental Fitness & Resilience, which is fundamental to positive behaviour change in all the Wellness Pillars.

Why is improving wellness important?

Wellness is essential to our quality of life. New Brunswick has alarming rates of physical inactivity, unhealthy eating, obesity, smoking and chronic diseases. It is important that we focus on improving wellness for an active and healthy New Brunswick and for New Brunswickers to recognize the value of active and healthy living.

4) **What is the theme for New Brunswick Wellness Week?**

The theme for New Brunswick Wellness Week 2011 and this year's social marketing campaign is *Join the Wellness Movement in New Brunswick*.

5) **Join the Wellness Movement!**

New Brunswickers are engaged in dialogue about how to improve wellness, recognizing that everyone has a role to play. There is a demonstrated commitment to taking decisive and collaborative action to address the current wellness crisis in New Brunswick. Signs of progress are everywhere and will undoubtedly increase through sustained and collective efforts.

It is important to focus on the wellness movement for an active and healthy New Brunswick.

6) **What is the focus of activities and events that will be held during New Brunswick Wellness Week?**

New Brunswick Wellness Week provides an opportunity for schools, communities, workplaces and organizations to promote wellness by hosting activities and events that address mental fitness and resilience, healthy eating, physical activity and/or tobacco-free living. There will be opportunities for community groups, organizations, schools and workplaces to make a commitment to wellness.

Mental Fitness and Resilience

Mental fitness and resilience means having a positive sense of how we feel, think and act which improves our ability to enjoy life and respond to life's challenges. We are more likely to be mentally fit and resilient when we feel that:

- our skills and strengths are recognized and used by ourselves and others (*competence*);
- we have a voice and are able to make decisions about things that are important to ourselves and others (*autonomy*);
- we are connected to important relationships that support and encourage ourselves and others (*relatedness*).

Did you know?

Lower mental fitness scores are associated with negative attitudes and behaviours like bullying and disruptive behaviour. 1 male out of 6 report having a low level of mental fitness compare to 1 female out of 9. (*New Brunswick Student Wellness Survey, Grades 6 to 12, 2009 - 2010*)

Healthy Eating

Healthy eating is a key component of health. It includes having access to healthy foods, having the skills to prepare them, and eating nutritious food in the amounts our bodies need to perform their best. The rewards of healthy eating will be experienced in the short term as well as the long term. Good nutrition helps provide energy for daily activities, strengthens the immune system, and protects against chronic diseases such as cancer, heart disease, diabetes, osteoporosis, obesity, stroke and high blood pressure.

Physical Activity

Physical activity plays a key role in improving mental, social and physical health. In addition, it results in a higher quality of life for all ages by encouraging a culture that is active, healthy and prosperous. Being physically active is beneficial for all of us. Being physically active not only strengthens your body – it also makes you feel good about yourself. Integrating physical activity into daily life at home, at school, at work, and at play is part of enjoying a meaningful and rewarding life.

Tobacco-Free Living

Tobacco use remains a significant cause of premature disease, disability and death. Living tobacco-free means not starting to smoke, avoiding exposure to smoke and, if you currently smoke, quitting.

Did you know?

Only 24% of students reported eating fruit and vegetables five or more times on the day before the survey.

(New Brunswick Student Wellness Survey, Grades 6 to 12, 2009 - 2010)

Did you know?

63% of adults and 28% of youth in New Brunswick, are overweight or obese.

(Canadian Community Health Survey, 2009; adults = 18 years or older; youth = ages 12-17 years)

Did you know?

11% of students reported using active transportation modes, such as cycling, walking, running or skateboarding to get to and from school; 74% indicated using inactive modes such as getting a ride or taking a bus.

(New Brunswick Student Wellness Survey Grades 6 to 12, 2009 - 2010)

Did you know?

27% of students who have never smoked a cigarette reported low confidence in their ability to remain smoke-free in the future.

(New Brunswick Student Wellness Survey, Grades 6 to 12, 2009 - 2010)

7) *Who can participate in New Brunswick Wellness Week?*

All New Brunswickers are encouraged to recognize the value of active and healthy living and to participate in the week's events either at their workplace, in their organization or in their community. New Brunswick Wellness Week is an opportunity for individuals to think about their lifestyles by setting personal goals for themselves and their families. Organizations, schools, workplaces and communities can also use this as an opportunity to set goals, and work towards making healthy living easier for their members. Everyone has a role to play in creating a culture of well-being in New Brunswick. The ball's in your court!

8) *Where will the activities be held during New Brunswick Wellness Week?*

There will be activities and events in many communities, schools and workplaces throughout New Brunswick during the week. Check out the New Brunswick Wellness Week calendar at www.gnb.ca/wellness/ to see who has registered their event as part of the provincial rally and to make a commitment to wellness.

9) *Why should I register my activity or event for New Brunswick Wellness Week?*

There are so many exciting and innovative initiatives supporting wellness in New Brunswick. New Brunswick Wellness Week is a wonderful opportunity to be part of celebrating the wellness movement in New Brunswick and to share with others what your community, school, workplace or organization is doing. It is a chance to showcase the activities and programs you and your partners have implemented to improve wellness in New Brunswick.

Registering your activity or event also provides the opportunity to take advantage of concentrated media promotion around New Brunswick Wellness Week. This is a great way to help generate momentum to strengthen and support commitment to wellness in your community, school, workplace or organization. This can lead to improved awareness of and participation in your wellness initiatives.

The Government of New Brunswick is rallying for wellness commitments as part of their social marketing campaign to coincide with New Brunswick Wellness Week. Activities and events registered for New Brunswick Wellness Week will have the potential to be profiled and show what is happening in their community, school, workplace or organization throughout the campaign.

10) I would like to plan a rally activity for New Brunswick Wellness Week. What is available to help my school, workplace, community or organization plan our activities or events?

Together with our partners, we have created Wellness Week Idea Flyers to help you plan activities and events. Go to www.gnb.ca/wellness/ to download these flyers to help you get started. Then be sure to register your event to showcase your participation in the celebration!

11) Do I need to organize a new activity or event for New Brunswick Wellness Week?

Although some communities, schools, workplaces and organizations are planning a rally event specifically for New Brunswick Wellness Week, ***the Week is also about celebrating what is already happening around the province.*** For example, a regular Thursday noon hour walking group can celebrate their involvement in the wellness movement in New Brunswick by registering their activity through the website for the Department of Wellness Culture and Sport (www.gnb.ca/wellness/), or an organization may wish to profile an educational event that relates to tobacco-free living.

Whether you are organizing a new rally event or already have a great program or activity happening between October 1st and 7th, you can be part of Wellness Week! We are hosting a calendar of activities and events throughout New Brunswick Wellness Week and would love to showcase your event or program.

When you register, you will need:

- Name of the activity/event and brief description
- Location and city/town
- Date and time
- Target group (who can participate)
- Contact information for anyone viewing the site who would like more information about your event

12) Will I have to register all the individual participants in my New Brunswick Wellness Week activity or event?

No, all New Brunswickers are encouraged to participate in New Brunswick Wellness Week activities and events in their community, school, organization or workplace but individual participation will not be taken.