



Eat Well ... Be Active!
Mangez bien ... Bougez!
Kelulk Mijjuagan ... Seskuek!

Lynne Dolan Lynch B.Sc. Nutrition and Consumer Studies
Mango Program
March 20, 2007

Agenda

- Review of Mango program
- Our plan for implementing healthy public policy
- Questions?

Miramichi Region ...



- 9823 square km
- Total pop: 47, 517
 - City: 19,000
 - Rural: 28, 517

- 1 Hospital
- 4 MRHA Health Centers
- 3 Aboriginal Health Centers
- Public Health
- Mental Health
- Addictions Services



Miramichi Regional Health Authority

Régie régionale de la santé de Miramichi

Miramichi Region

- ❑ Diabetes referrals increased and unable to meet the needs
- ❑ Increase in obesity and referrals
- ❑ The waiting list increased
- ❑ A Band-aid approach would not work



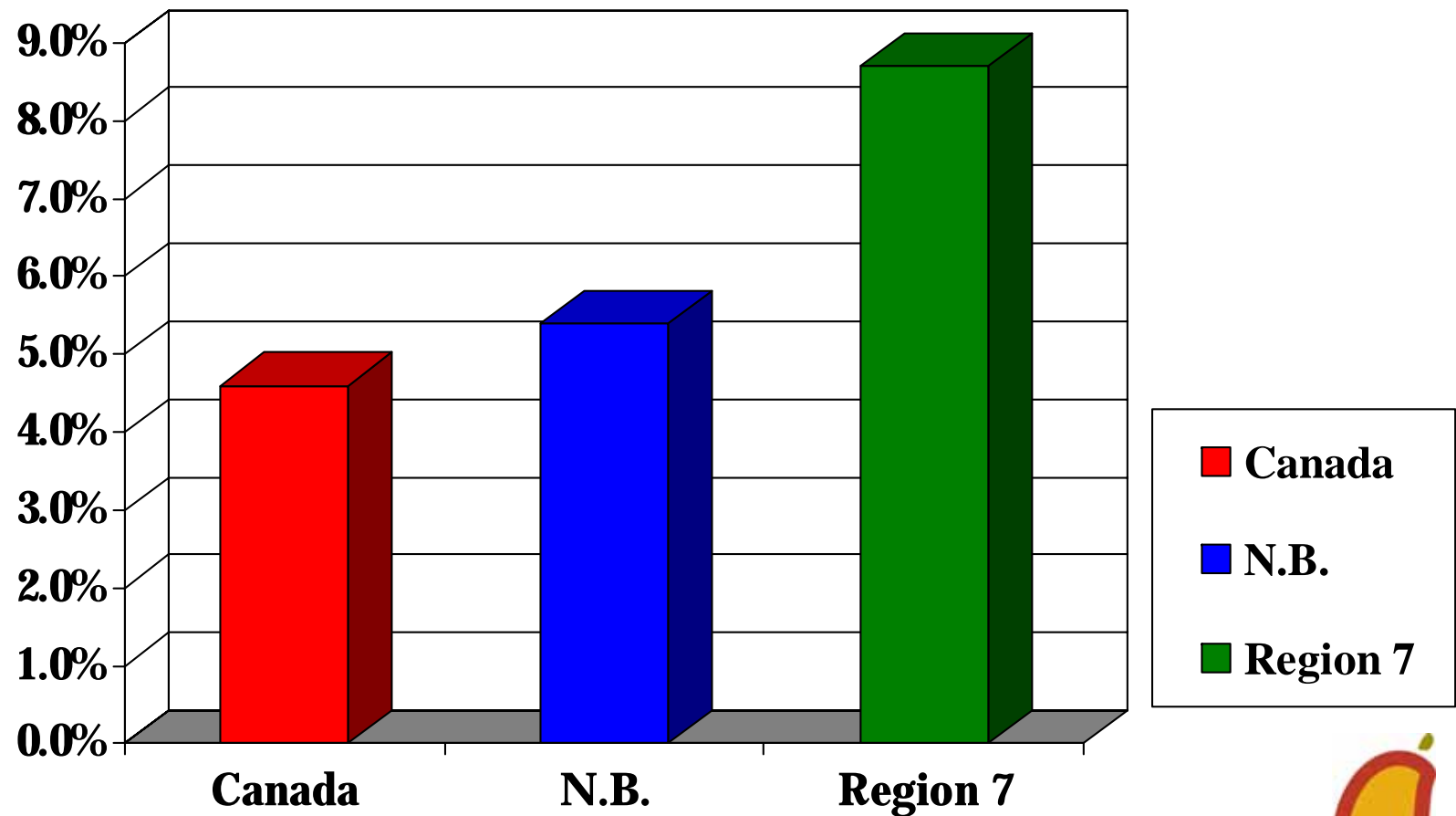
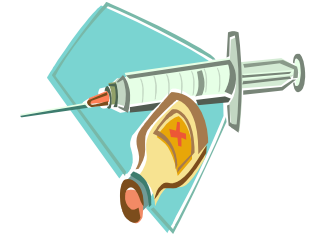
Miramichi Region ...

Health Status

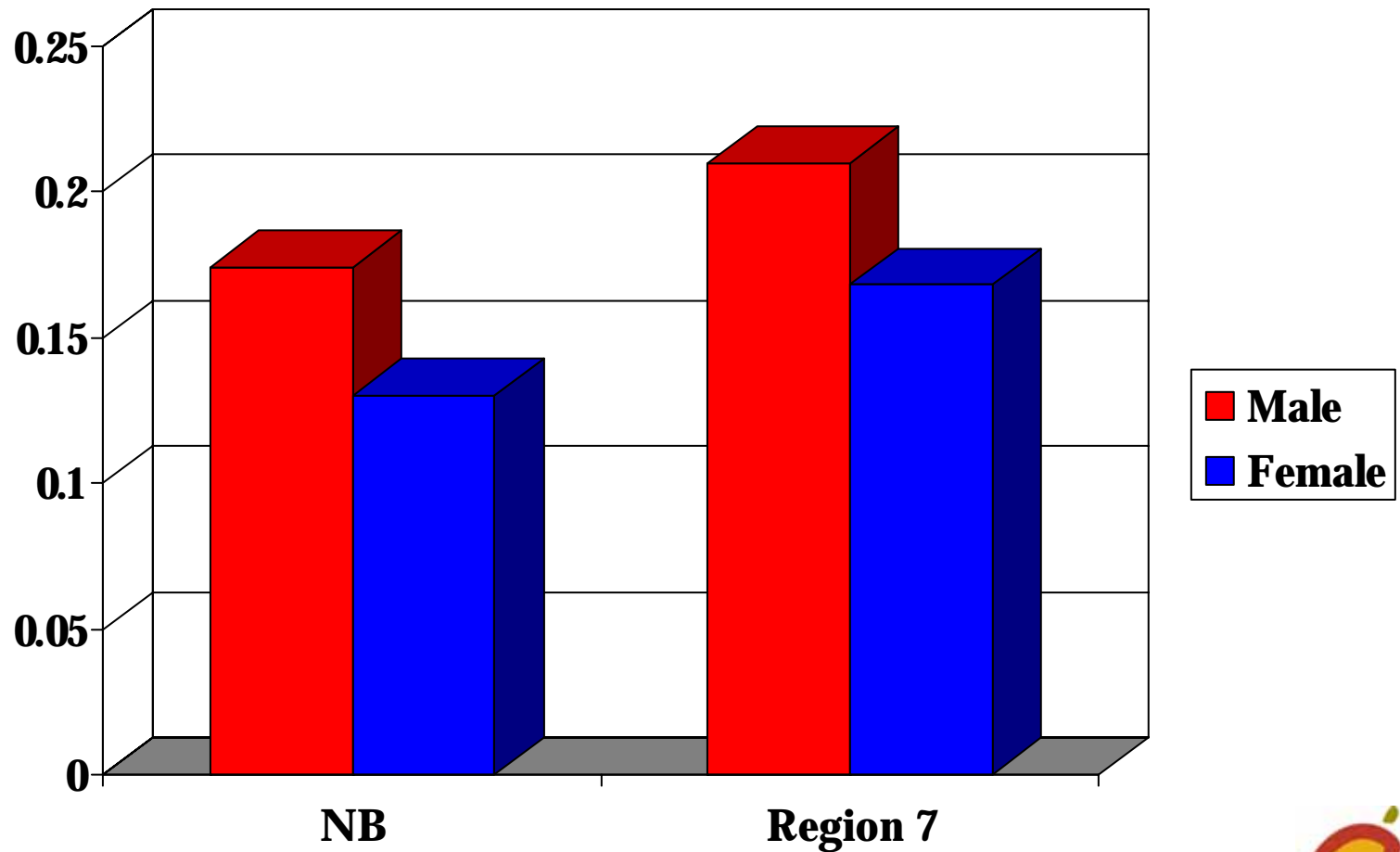
Miramichi Region has a high incidence of the following chronic diseases and conditions:

- Diabetes
- Heart Disease
- Obesity
- Cancer

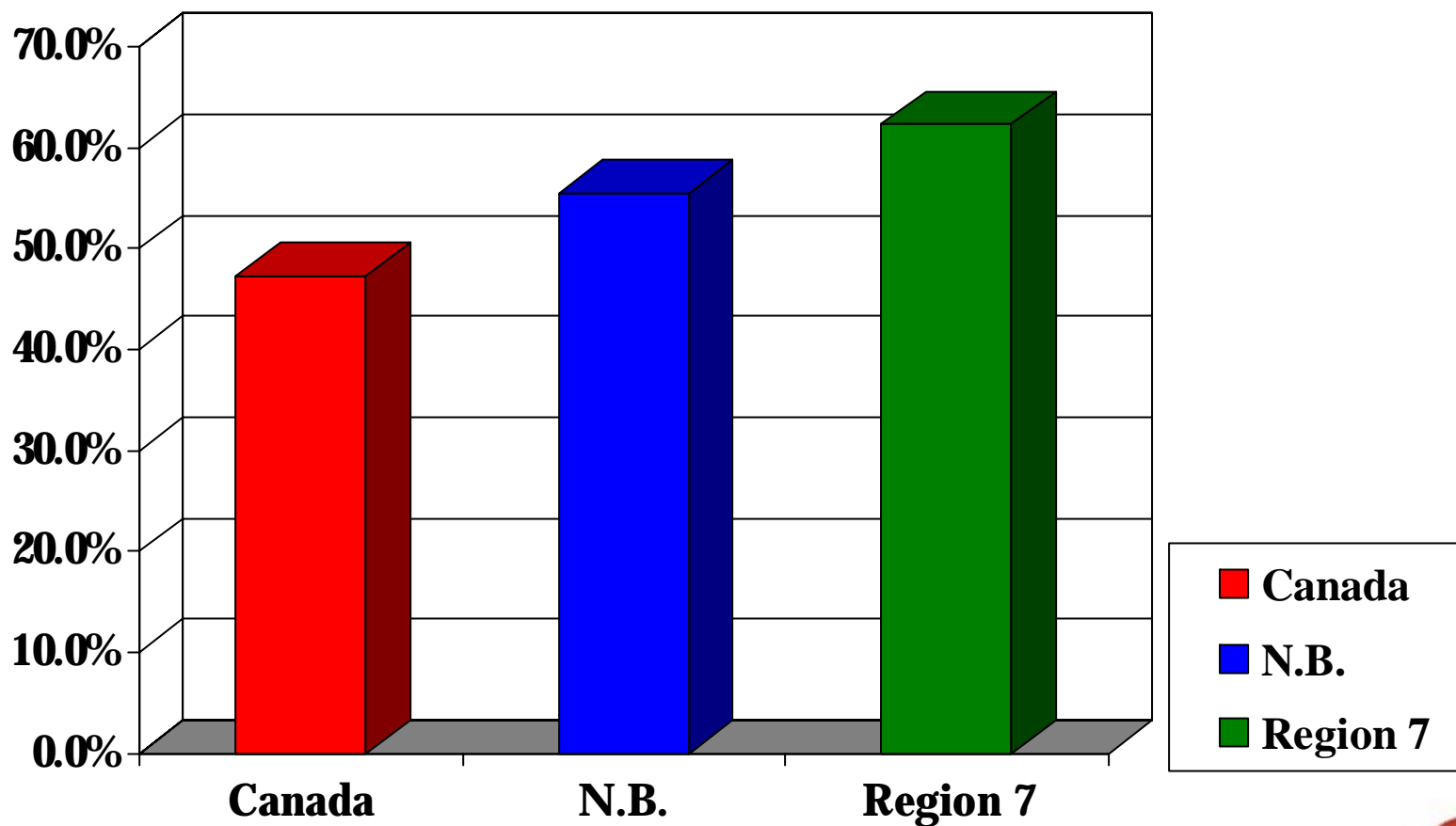
% Population with Diabetes



% Deaths due to Heart Disease



% Obese & Overweight

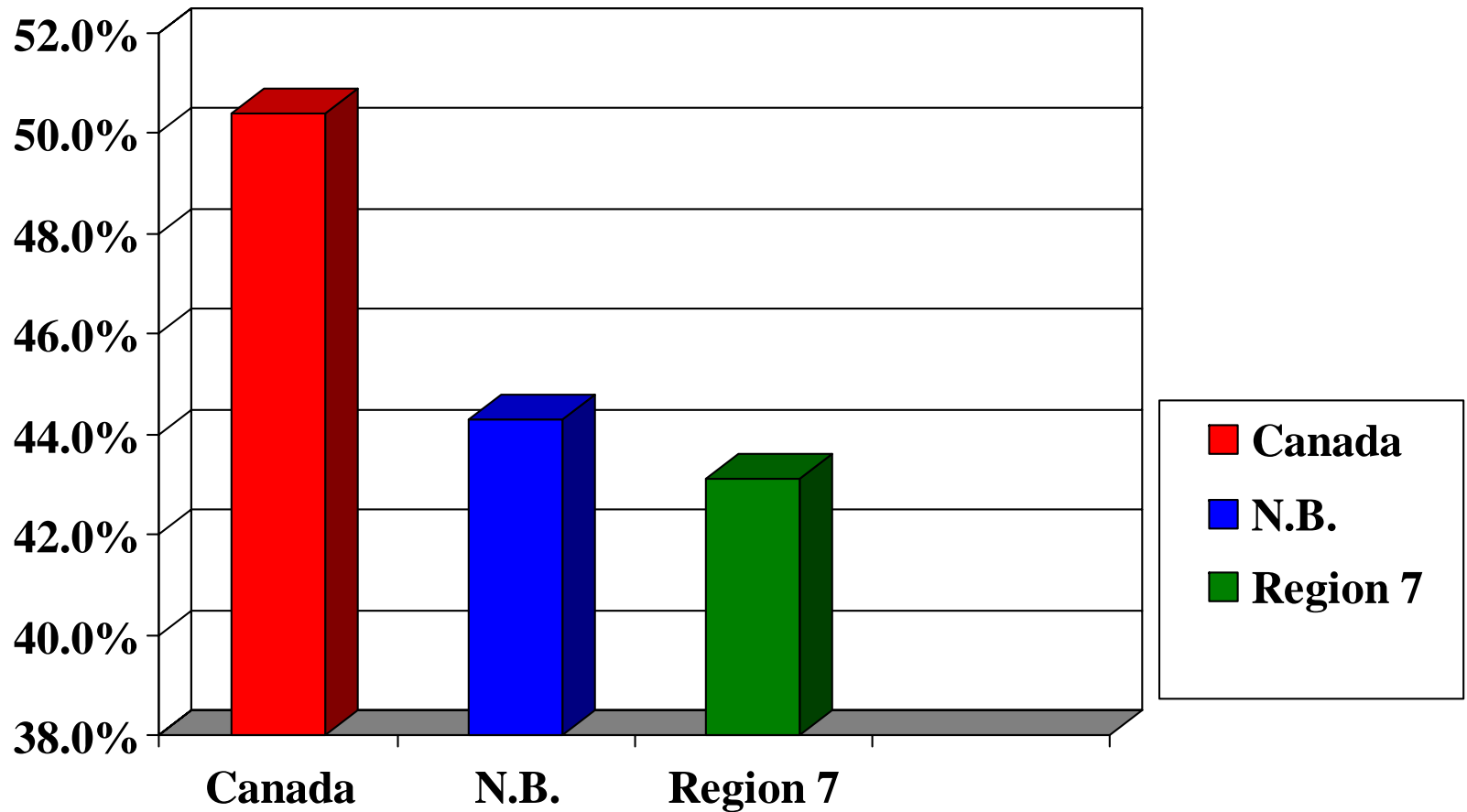


Statistics Canada (2006)

- ▣ Miramichi Region has the second highest rate of obesity in Canada
- ▣ We have one of the highest rates of diabetes in the country

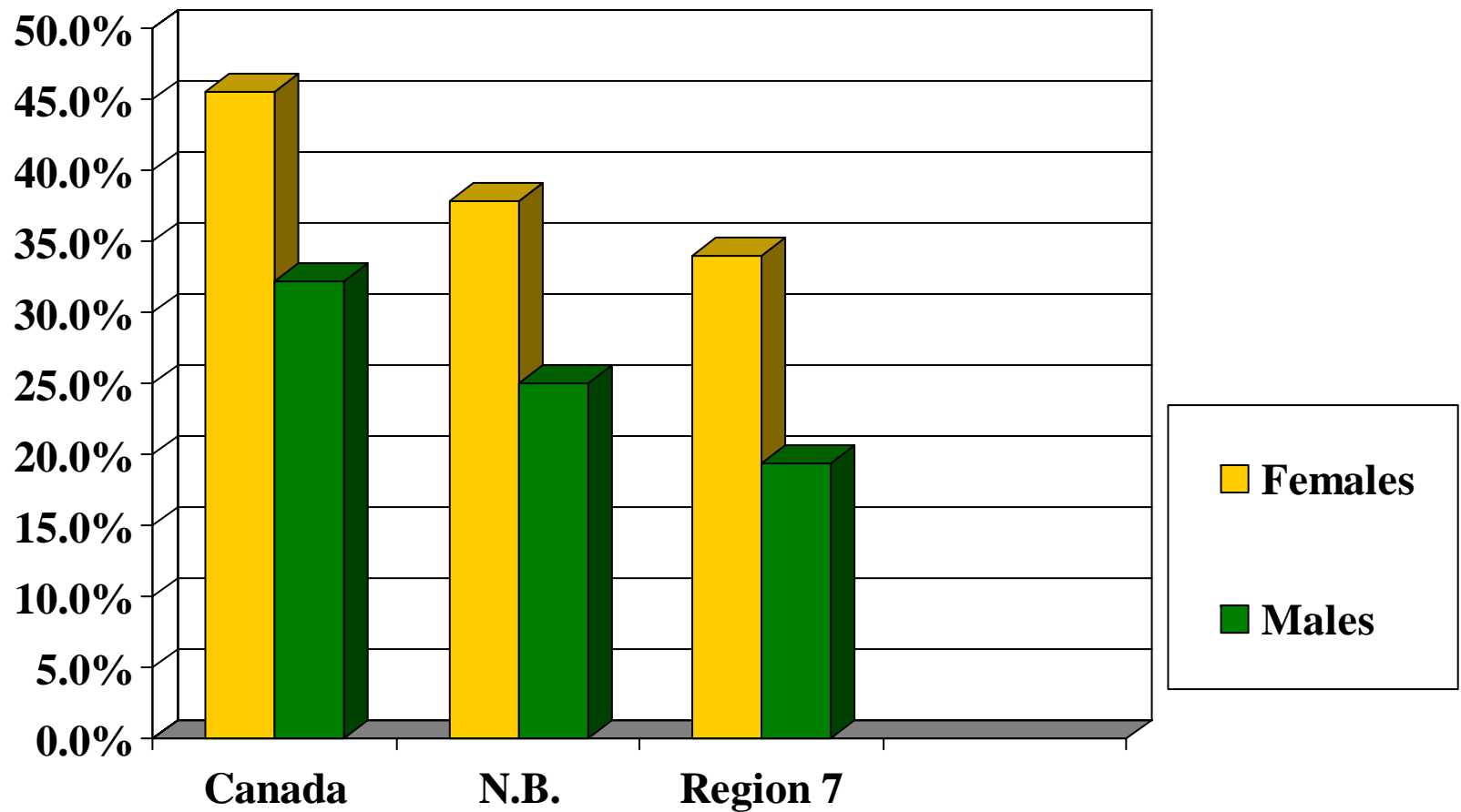


% Physically Active





% Population Consuming at least 5 Fruit & Veg /day



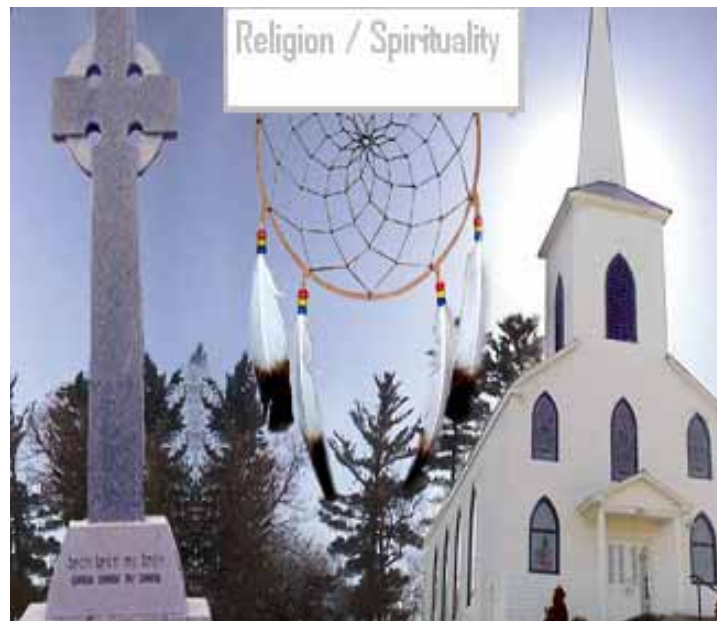
Miramichi Region

Unemployment rate: 17.1% Miramichi vs. 10.6% NB

Education: 32% of adult has less than high school

Language and Culture: 68% English, 32% French

Aging population: Retirement Community



Mango Looked at the Big Picture!

- Evidence
- Determinants of health
- Invest in prevention
- Community Collaboration
- Evidence-based decision making

How?

- Prevention
- Promotion
- Implementation

We need to invest in promotion and prevention.

- ❑ Actions were needed to help reduce modifiable risk factors
- ❑ It was decided to invest in prevention
- ❑ We needed to engage the community in becoming a part of the solution by taking ownership of the issues

“An ounce of prevention is worth a pound of cure”

Pilot Project in 2002

- Miramichi Regional Health Authority 1-year pilot project in 2002
- 1.5 FTE Dietitians and a 0.5 FTE Clerk
- A population health-based wellness program promoting healthy eating and active living

Role of the MANGO Dietitians

- Apply the population health model
- Collaborate with the community
- Identify the needs of the community
- Work together to encourage healthy eating and active living



We need to find our partners and stakeholders!

- Created an awareness of the issue.
- Found the Community champions.
- Presented Mango and asked them to join.
- In total we recruited over 70 volunteers!



8 Mango Advisory Committees

- Miramichi
- Baie Ste-Anne
- Alnwick
- Rogersville
- Blackville
- Eel Ground
- Red Bank
- Burnt Church

In addition:

Diabetes Services Working Group

Miramichi Workplace Wellness Network



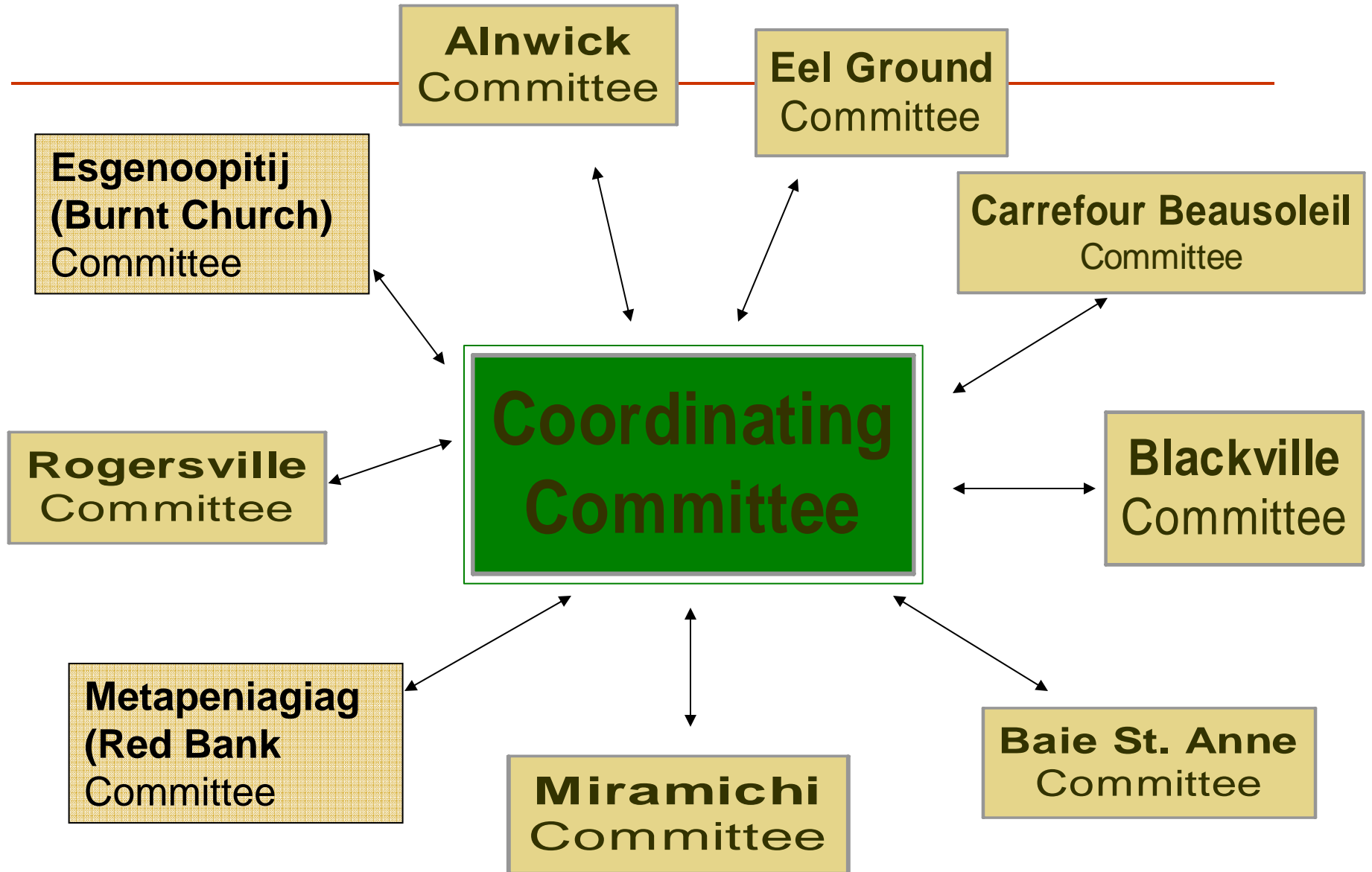
Created a Mango Coordinating Committee

▣ Mango Coordinating Committee

To coordinate, communicate, make recommendations and support our community towards healthy eating and active living.



Mango Structure



The Next Steps...

- Health data of Region reviewed.
- Strengths and areas for improvement identified.
- Community assessment using focus groups and 1200 surveys.
- Action plan for each community developed.
- Reviewed the resources in each community.

Identified the needs

1. Awareness
2. Support
3. Resources

Note: The community is concerned about the health of children with regards to poor eating and inactivity resulting in obesity and other preventable diseases.



Eat Well ... Be Active!
Mangez bien ... Bougez!
Kelulk Mijjuagan ... Seskuek!

Strategic Planning

Our Vision:

For our community to be “the very best” in healthy eating and active living.

Our Goal:

By 2008, Mango will decrease overweight and obesity by 10% in Region 7 by facilitating initiatives to improve eating habits and increase physical activity.

Raise community awareness through networking, outreach and education.

Health Expos



Activities with Children



Raise community awareness through networking, outreach and education.

- ***“Breakfast Gets You Moving”***



- ***French Fort Cove Eco-Tour & Nutrition Games***



Linkages with organizations to develop programs and policies

***Junk Food to 100%
Healthy Snacks!***



□ ***Diabetes Screening***



Provide a list of community resources to patients, families and staff.

□ *Walking Challenges*



Other Mango Strategies

General Awareness

- Series of articles in local newspaper
- Radio spots
- Radio program
- Web-site

Mango Mania

Challenge students and parents:

- October: Eat a Healthy Lunch!
- November: Be Active Everyday!
- February: Eat a Healthy Snack!
- May: Max. 1 Hour of Screen Time!

Mango Mania



Mango Mania






Mango Restaurant Program:

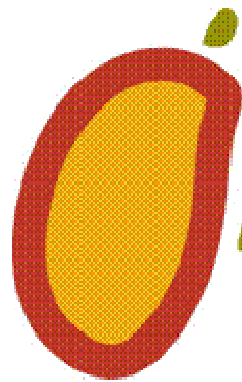
- ❑ A program that identifies restaurants that offer healthy choices to their customers.
- ❑ It is offered at no-cost to the restaurant, it's to their benefit to join.
- ❑ 60% of all restaurants in region are a member.

Promotional Material

- ❑ Certificate of participation
- ❑ Mango Sticker  indicating the healthier option
- ❑ Menu insert for every menu
- ❑ Decal on your restaurant door
- ❑ Free Promotion
- ❑ Balloons
- ❑ Buttons/Pins



***We are a member of
Nous sommes un membre de***



***Eat Well!
Mangez Bien!***

***Ask us about our healthy menu options.
Informez-vous de nos options pour menus santé.***

***A MRHA Menu Initiative
Une initiative de Menu, un programme de la RRBM***

Congratulations to Eat Well! Restaurants!

- ❑ Angler's Reel
- ❑ Blackville Trio Pizza
- ❑ Brookside (Neguac)
- ❑ Burke's Diner (Blackville)
- ❑ Burger King
- ❑ Captain Sub/Greco (Neguac)
- ❑ Chez Bauer Sub Shop (Rogersville)
- ❑ Chez Doris (Rogersville)
- ❑ Chuckwag'n (Chatham)
- ❑ Chuckwag'n (Newcastle)
- ❑ Darlene's Tea House (Blackville)
- ❑ Decker Boy (Rogersville)
- ❑ Ed's Subs (Chatham)
- ❑ Ed's Sub (Newcastle)
- ❑ Goodie Shop
- ❑ Jungle Jim's
- ❑ KD's Pick of the Vine
- ❑ Le Gallant (Rogersville)
- ❑ Lucy's Truck Stop (Neguac)
- ❑ McDonalds
- ❑ Pizza Delight (Chatham)
- ❑ Pizza Delight (Newcastle)
- ❑ Pizza Shack (Chatham)
- ❑ Pizza Shack (Newcastle)
- ❑ Pizza Twice (Douglastown)
- ❑ Saddler's Café
- ❑ Subway (5 locations)
- ❑ Super Deck Boy (BSA)
- ❑ The Tide
- ❑ The Wharf Restaurant
- ❑ View Point Dining Room



Eat Well!
Mangez-bien!



Restaurants took the initiative....



- ❑ Burger King gave a new bike to the winner of the draw.
- ❑ Throughout the summer, every child under 18 yrs. who chose a baked potato or salad rather than fries could have their name entered into the draw.

We're looking for the

Mango Champion of the Community



DRAFT

Do you know someone in our community who is a champion of their own health?

Do you know someone who has improved their overall health by eating healthy and being active?

Do you know someone whose spare time is dedicated to helping others maintain a healthy lifestyle?

If so, tell us.

Send us their story and they could be chosen as
MacDonald's Mango Champion of the Community.
Champions will be named each Friday beginning July 9 through Sept. 1.

Send your nominations and tell us why they should be a
MacDonald's Mango Champion of the Community

Send nominations to
MacDonald's Mango
Champion of the Community
500 Water Street
Miramichi, NB
E1V 3G5

Drop-off boxes located at
MacDonald's Douglastown
Miramichi Regional Hospital lobby

McDonald's and Mango: working together to reward our community.



Miramichi Regional Health Authority
Régie régionale de la santé de Miramichi

Mango

Mango Champion of the Community



Mango Champion of the Community



MANGO Champion of the Community



Stepping Out with **Mango**

- 12-week Pedometer-based program with group support & sessions
- Help increase physical activity
- Trained 40 leaders in community and workplaces
- Partnership with Dairy Farmers and Life Radio



Who's Stepping Out with **Mango**



Mango's first session of its new *Stepping Out with Mango* pedometer program has started with great success.

Congratulations to the people in our region for recognizing the importance of their own physical activity and thank you for joining with Mango to help fight the statistics.

Communities and Workplaces Stepping Out with Mango

WORKPLACES	# OF EMPLOYEES	COMMUNITIES	# OF PEOPLE
ICT Group	89	Rogersville	13
Dew Engineering	32	Baie Ste. Anne	22
City of Miramichi	31	Neguac	39
Service of Canada	15	Miramichi East	20
Northumberland Co-op	19	Miramichi West	50
Department of Family & Community Services	86	Douglstown	31
Dept. of Post Secondary Education & Training	5	Carrefour Beausoleil	3
Headmasters	7	Blackville	9
Ed's Sub	5		
MRHA	36		
			Total 507

Challenges of Mango

- Healthcare professionals vs. non-health care professionals
- Challenge of working with volunteers
- Working in silos
- Resistance among some health professionals
- Change the vision from treatment to prevention.
- Ability to access grant funding
- How to measure success?

Our Strengths

- Support MRHA
- Community takes the responsibility
- Buy-in from people involved
- Builds on existing structures
- The wave moves it forward
- Public Relations/Promotion
- Trust and respect

What have we learned?

- Someone must facilitate the process to continue to support and move it forward.
- The right people must be at the table.
- Community must identify their own needs.
- Find the champions in the community.
- Be patient... capacity building takes time.
- Let go of control.
- Celebrate and appreciate volunteers.

Future Plans

- Continue to partner with community to identify strengths and opportunities for program development.
- Secure funding.
- Celebrate!



Actions:

Healthy Public policy:

- ❑ Hired a consultant to work with and be under the direction of Mango, we will work towards the goal of developing healthy public policy.
- ❑ To ask for support from the City and other Villages/Towns/Aboriginal communities.
- ❑ To meet with all stakeholders and define clearly how they feel they can support the issue of obesity in our region. To identify all other stakeholders.

Actions:

Healthy Public Policy

- ❑ To expand on the Mango Coordinating Committee to make certain that all the key people are on the committee.
- ❑ To complete a community forum to understand the issues and identify the strengths and opportunities for improvement.
- ❑ To develop an action plan.

Actions:

Healthy Public Policy

- ❑ To implement the plan.
- ❑ To complete the action plan.
- ❑ To develop a business case for Mango. To create awareness in our community. To encourage participation and implement change.
- ❑ To monitor, evaluate and participate in the NCC-HPP project.

Future Plans:

- ❑ To monitor the healthy public policy.
- ❑ To continue to work with the Mango Coordinating committee towards other healthy initiatives in our health region.
- ❑ Goal: to continue the partnership with NCC-HPP working towards maintaining and creating other healthy public policies.

Thank you! Merci!

Any Questions?

MANGO

Eat Well ... Be Active!
Mangez bien ... Bougez!
Kelulk Mijjuagan ... Seskuek!