

# Projects Plus

Newsletter of the Atlantic Region Prevention and Promotion Contribution Program of the Canadian Diabetes Strategy



## People are saying...

"My involvement [in the program]...has made a substantial difference in my life. I know with what I've learned I have the capacity to make a difference."

Participant in the  
**Leaders Among Us Program,  
Heart and Stroke  
Foundation of Nova  
Scotia**

"A significant health issue has been made visible - now we need to work together to address it."

Participant from the  
**Diabetes Prevention  
Conference,  
Canadian Diabetes  
Association, New  
Brunswick Division.**

This is the first issue of **Projects Plus**, a newsletter by the Atlantic Region Prevention and Promotion Contribution Program (PPCP) of the Canadian Diabetes Strategy.

## Welcome!

In this issue we introduce the Atlantic Region's funded projects and contact information to better enable you to get in touch with one another. We've also included a list of completed projects.

In future issues we plan to follow a short and simple format:

- News, views and updates on current activities and findings on page 1. Send us anything you'd like to share with other projects and we'll try to include it.
- Project profiles on page 2 and 3. The heart of the newsletter will be comprised of brief profiles of projects. Profiles will be informal, interesting and fun to read while focusing on aspects of the experience that may not have shown up in the final report. Tell us what you'd like to know about other projects' experiences so we'll know what questions to ask!
- Contact information on page 4. This will contain contact information for all funded projects and for the PPCP Atlantic program consultant.

Our goal for **Projects Plus** is to encourage a sense of community among projects. We hope that sharing stories will encourage networking, communication, collaboration and information sharing.

Let us know what you think. We want this newsletter to give you the kind of information you want and need. Tell us if **Projects Plus** works for you, and if not, tell us what we can do to fix it.

# Current Projects

## ■ Newfoundland

### **Building on Our Strengths – “Knowing What’s Good for Me”**

Seniors Resource Centre, St. John’s  
This project will try to alleviate the challenges associated with low levels of literacy and limited access to diabetes prevention programs among isolated older adults in Newfoundland. Volunteer seniors, with the assistance of project staff, will initiate and participate in workshops on type 2 diabetes in 36 communities throughout Newfoundland and Labrador. Regional working groups will be formed to promote healthy active lifestyles and create awareness about type 2 diabetes.

Completion Date: March 31, 2004  
Contact: Rosemary Lester  
Phone: (709) 737-2333  
E-mail: seniorsresource@nf.aibn.com

Contact: Colette Arsenault  
Phone: (902) 854-2429  
E-mail: carsenault@pei.sympatico.ca

### **Canadian Diabetes Association: PEI Division and PEI Active Living Alliance Social Marketing Project**

PEI Active Living Alliance  
This project will train women over age 40 to deliver “Small Steps to Big Changes.” It is a program developed in response to women’s stated need for social support with an emphasis on taking the small steps needed to make lifestyle changes. The women trained through the project will deliver the program through courses offered at community schools in three regions of the province.

Completion Date: March 31, 2002  
Contact: Meaghan Lister  
Phone: (902) 569-7688  
E-mail: aactiveliving@pei.aibn.com

## ■ Prince Edward Island

### **Healthy Choices for Worksites**

Heart and Stroke Foundation of PEI  
This project intends to affect change in the corporate climate of worksites. It will bring together employees and managers to develop and implement policies and programs supporting healthy lifestyles for employees. The development of creative strategies to address perceived barriers to wellness and other issues of concern will also be undertaken.

Completion Date: March 31, 2004  
Contact: Angela Davies  
Phone: (902) 892-7441  
E-mail: adavies.hsfpei@itas.net

## ■ Nova Scotia

### **Annapolis Valley Regional Health Promoting School Project**

Port Williams Nutrition for Health Association  
This project will develop and implement sustainable healthy food and physical activity programs in five elementary and three middle/junior high schools in the Annapolis Valley region. The project will identify resources and opportunities, train staff, communicate with the public and develop school curriculum.

Completion Date: March 31, 2004  
Contact: Caroline Whitby  
Phone: (902) 678-1456  
E-mail: cwhitby@accesswave.ca

### **Je prends ma santé en main**

L’association des femmes acadiennes et francophones de l’Î.-P.-É.  
This project aims to increase access to French language information and services promoting physical activity and healthy eating. The population of interest is Francophone adults who have low educational levels or have received education in English.

Completion Date: March 31, 2004

continued...

# Current Projects

## **Leaders Among Us: Building Capacity for Health with Family Resource Centres (Phase 2)**

Heart and Stroke Foundation of Nova Scotia  
This project aims to reduce the barriers faced by single mothers who have difficulty accessing physical activity, nutrition and healthy lifestyle programs. It will deliver a previously developed and tested leadership training program to women using Family Resource Centres in Nova Scotia's nine health districts.

Completion Date: March 31, 2004  
Contact: Corinne Corning  
Phone: (902) 423-7530  
E-mail: ccorning@heart and stroke.ns.ca

## **Enhancing the Capacity of Community Groups to Build Food Security Through Healthy Public Policy**

Nova Scotia Nutrition Council  
This project will work closely with family resource centres in Nova Scotia and a national advisory committee to examine best practices for strengthening community capacity and action to influence policy aimed at food security. The project will include an environmental and best practices scan, development of a Web site and planning for a national project on food security. Completion Date: March 31, 2002

Contact: Patricia Williams  
Phone: (902) 494-6642  
E-mail: patricia.williams@dal.ca

## **Strengthening Community Health for Diabetes Prevention**

Unit for Population Health and Chronic Disease Prevention  
A consultation/think tank with representatives from the University of Toronto Best Practices Collaborative will be held to revise a previously developed Best Practices Framework tool to make it more user-friendly for community volunteers. The purpose of this tool is to increase the capacity of community health boards, health promoters and others involved in population health work to plan and deliver the most effective type 2 diabetes prevention interventions.

Completion Date: March 31, 2002  
Contact: Jane Farquharson  
Phone: (902) 494-1919  
E-mail: jane.farquharson@dal.ca

## **Taking Action Around School Food Policy**

Cape Breton Wellness Centre  
This project will develop the framework for initiating healthy school food policies. Students, parents, school administrators and community partners in one Cape Breton school will identify and address issues and barriers to creating food policy in an attempt to initiate changes that will encourage healthier choices. The project will share information through newsletters, Web sites, school committees and the media.

Completion Date: March 31, 2002  
Contact: Jean MacQueen  
Phone: (902) 563-1422  
E-mail: jean.macqueen@uccb.ns.ca

## **Cumberland County School Food Project**

Cumberland Regional Economic Development Agency  
This project aims to develop the partnerships and infrastructure needed to enhance the nutritional quality of foods with emphasis on promoting the use of locally produced foods in an elementary and high school in Oxford, Nova Scotia. A range of individuals and organizations will provide support and direction for the project, including a youth reference group to direct project activities and make decisions in consultation with their peers.

Completion Date: March 31, 2002  
Contact: Rhonda Kelly  
Phone: (902) 667-3638  
E-mail: rhondak@creda.net

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# Current Projects

## **Promoting Healthy Eating and Active Living in Children (Phase 2)**

Canadian Diabetes Association, NS Division  
This project will influence the development of policies and programs to enable children in grades 5 - 8 to lead healthy active lives. These activities will help promote healthy lifestyles in this age group. The project will undertake a province-wide needs assessment of the physical activity levels and eating behaviours of children in grades 5 - 8 through a series of discussion groups for children, parents and people who work with children.  
Completion Date: December 31, 2002  
Contact: Neala Gill  
Phone: (902) 453-4232  
E-mail: neala.gill@diabetes.ca

## **Identification of Best Practice Models for Diabetes Prevention Programs for Ethnocultural Communities**

Atlantic Health and Wellness Institute  
The goal of this project is to develop a framework for creating culturally sensitive diabetes prevention programs for indigenous and immigrant Black communities in Nova Scotia. Through the use of surveys and focus groups, Black communities in Nova Scotia will be consulted about the specific cultural barriers they face in accessing health information and services related to diabetes prevention.  
Completion Date: March 31, 2002  
Contact: Lydia Makrides  
Phone: (902) 482-2494  
E-mail: health@ahwi.org

## **New Brunswick**

### **Prevention and Promotion of Type 2 Diabetes**

Canadian Living Foundation, NB Breakfast for Learning Advisory Board  
This project will enhance healthy lifestyle choices for students attending schools in School District #2 by creating sustainable nutrition and physical activity policies and by reducing social and environmental barriers to healthy lifestyles for

youth. The project will involve students, parents, teachers and cafeteria managers.  
Completion Date: March 31, 2004  
Contact: Sharon Ricker  
Phone: (506) 387-7469  
E-mail: peril@nb.sympatico.ca

## **Implantation de comités de santé comme moteurs d'une démarche vers la santé des jeunes francophones de la 4 à la 8ième année de la région le Santé publique 6 du N.-B.**

Réseau communauté en santé – Bathurst  
The aim of this project is to help youth develop healthy lifestyle strategies within their schools by designing and implementing youth-driven health committees in four schools in Bathurst and the Acadian Peninsula.  
Completion Date: June 30, 2003  
Contact: Nathalie Guévin  
Phone: (506) 547-2031  
E-mail: Nathalie\_Guevin@gnb.ca

## **Diabetes Prevention Conference**

Canadian Diabetes Association NB Division  
This project will work towards implementing the recommendations arising from a province-wide conference on diabetes prevention in the context of a population health framework. This will lay the foundation for New Brunswick organizations to develop a sustainable provincial diabetes prevention strategy.  
Completion Date: March 31, 2002  
Contact: Jacqueline Alain  
Phone: (506) 451-1621  
E-mail: alain@diabetes.ca

# Completed Projects

## ■ New Brunswick

### **Évaluation et validation d'un projet de prévention de diabète destiné à la population francophone de la province**

Université de Moncton

This project consulted with francophone youth in New Brunswick to develop an effective diabetes prevention program for this target group.

Contact: Lita Villalon  
Phone: (506) 858-4003  
E-mail: Villall@umoncton.ca

## ■ Newfoundland

### **Healthy Active Living**

Newfoundland and Labrador Parks and Recreation Association

This project increased individual and organizational understanding of the community-driven approach to active living by developing and delivering three regional workshops across Newfoundland.

Contact: Gary Milley  
Phone: (709) 729-3892  
E-mail: nlpra@nf.aibn.com

### **Type 2 Diabetes Prevention and Health Promotion Strategy**

Newfoundland and Labrador Heart Health Program

This was a joint project of the Newfoundland and Labrador Heart Health Program and the Canadian Diabetes Association, Newfoundland and Labrador Division. The project held a provincial forum to bring together the existing partnerships and networks of these two organizations to develop and disseminate a provincial strategy for preventing type 2 diabetes.

Contact: Catherine Donovan  
Phone: (709) 229-1571  
E-mail: cdonovan@ehesb.nfld.net

## ■ Prince Edward Island

### **Canadian Diabetes Association: PEI Division and PEI Active Living Alliance Social Marketing Project**

Canadian Diabetes Association: PEI Division

With the assistance of a social marketing consultant, this project developed and tested messages aimed at the prevention of diabetes that were based on information gathered through focus groups with women over the age of 40.

Contact: Shirley Berry

Phone: (902) 894-3005  
E-mail: berry@diabetes.ca

## ■ Nova Scotia

### **Leaders Among Us: Building Capacity for Health in Single Mothers (Phase 1)**

Heart and Stroke Foundation of NS

Working with Family Resource Centres, this project developed a framework for training single mothers to be leaders among their peers in physical activity and healthy eating.

Contact: Corinne Corning  
Phone: (902) 423-7530  
E-mail: ccorning@heartandstroke.ns.ca

### **Strengthening Community Health for Diabetes Prevention**

Heart Health Nova Scotia

Through a provincial symposium, this project developed and disseminated a framework for incorporating best practices into diabetes prevention programs.

Contact: Jane Farquharson  
Phone: (902) 494-1919  
E-mail: jane.farquharson@dal.ca

### **Physical Activity and Girls – A Prevention Model**

Boys and Girls Clubs of Nova Scotia

This project involved girls and recreational professionals in a provincial conference that developed strategies for increasing physical activity among teenage girls and in forming a coalition.

Contact: Stephanie Simonsen  
Phone: (902) 450-0010, ext. 513  
E-mail: bgcns@ns.sympatico.ca

### **Promoting Healthy Eating and Active Living in Children: Developing A Needs Assessment Process and Tool (Phase 1)**

Canadian Diabetes Association, NS Division (Halifax)

This project developed a needs assessment process and tool in consultation with children, parents and teachers to assess activity and nutrition practices of children in grades 5-8.

Contact: Neala Gill  
Phone: (902) 453-4232  
E-mail: neala.gill@diabetes.ca

# Canadian Diabetes Strategy



## People are saying...

"[The workshop provided an] excellent link between physical activity and chronic disease...hands on practice...concrete resources and tools provided."

Participants at the **Healthy Active Living workshops, Newfoundland and Labrador Parks and Recreation Association**

"...having personal input from women in different stages of inactivity through to avid exercisers [will] help greatly in understanding women's thinking and in [making] future [social marketing] messages relevant."

Steering committee member from the **Social Marketing Project, Canadian Diabetes Association, Prince Edward Island Division.**

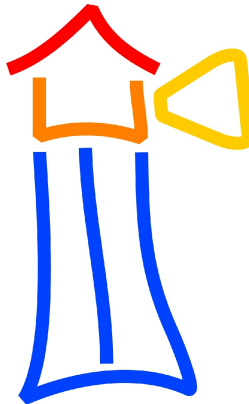
The Canadian Diabetes Strategy (CDS) is a five-year Health Canada initiative to inform Canadians about diabetes, prevent diabetes where possible and help Canadians better manage the disease and its complications.

Beginning in November 1999, Health Canada has committed a total \$115 million to the four components of the CDS that together form a comprehensive national approach for action:

- 1) National Coordination (\$4.4 million);
- 2) National Diabetes Surveillance System (\$10.8 million);
- 3) Aboriginal Diabetes Initiative (\$58 million); and
- 4) Prevention and Promotion (\$41.8 million).

## Prevention and Promotion Contribution Program

Through the Prevention and Promotion Contribution Program (PPCP), the Population and Public Health Branch (PPHB) of Health Canada will provide time-limited funding aimed at actively involving community organizations in the primary prevention of type 2 diabetes. The PPCP began in April 2000, and will continue until March 31, 2004. The approximate \$1.5 million allocated to the Atlantic Region has been used to fund a total of 23 projects.



## Contact

Andrea Lebel  
Phone: (902) 426-5334  
E-mail: [andrea\\_lebel@hc-sc.gc.ca](mailto:andrea_lebel@hc-sc.gc.ca)

For more information about the Atlantic Region, Population and Public Health Branch see <http://www.pph-atlantic.ca/>

For more information about the Canadian Diabetes Strategy, see <http://www.diabetes.gc.ca>

A publication of the Population and Public Health Branch, Atlantic Region.

