

HEALTH PROMOTION STRATEGY FUND

A Three-Year Summary of Initiatives
1999-2000 • 2000-2001 • 2001-2002



Minister's Message

An ounce of prevention is worth a pound of cure.

This popular saying is rooted in the belief that small actions we take today can have big impacts to prevent or reduce health-related problems, often costly ones, in the future. In health promotion, initiatives to prevent disease and promote physical, mental, and social well-being will increase the quality of life for

northerners and reduce premature deaths. Improving health and well-being requires action on many levels, from health practices of individuals and their families, to grass-roots initiatives of community groups and agencies.

Community-based activities can influence personal lifestyle choices and reinforce or challenge community “norms” that impact our habits and behaviour. Community people are in the best position to identify issues and find the best way to improve the well-being of their residents. This is what the health promotion strategy is all about, promoting working together and community development. The Health Promotion Fund was designed to help communities by providing them with a way to make a difference in the health of NWT people – one community at a time.

This three-year summary report highlights the excellent work accomplished at the grass-roots level. I commend the community groups who have taken the initiative by doing innovative work and making a commitment to making a difference in the health and well-being of northern residents. Their leadership provides a wonderful example for all of us to follow.

Sincerely,



J. Michael Miltenberger



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Introduction

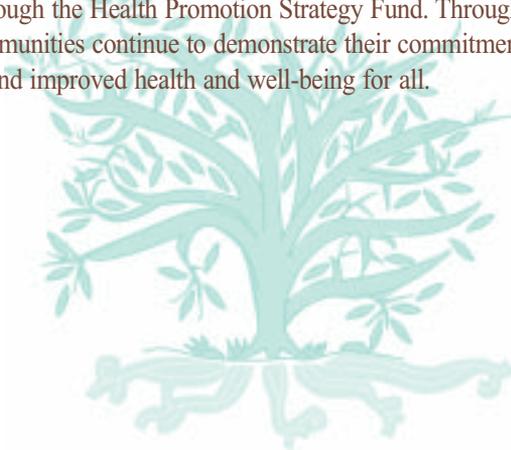
The Health Promotion Strategy Fund supports community-based projects that improve the health of prenatal women, infants, children and youth. The Fund is part of the Department of Health and Social Services Health Promotion Strategy. The goal of the strategy is to improve health and wellness through community development, the promotion of healthy lifestyles and the reduction of preventable disease.

Over the past three years, the Health Promotion Strategy Fund has funded 85 community and territorial-wide projects in 22 communities that have been of benefit to all communities.

Five priority areas, each involving collaboration with many partners, were identified in the Health Promotion Strategy:

- Tobacco Harm Reduction and Cessation
- Healthy Pregnancies
- Active Living and Nutrition
- Injury Prevention
- Dental Health

Research has shown that even modest investments in promotion and prevention programs can result in significant savings related to treatment or rehabilitation costs. This report highlights the community-based initiatives funded through the Health Promotion Strategy Fund. Through their efforts, NWT communities continue to demonstrate their commitment to healthier lifestyles and improved health and well-being for all.



Health Promotion Strategy: An Overview

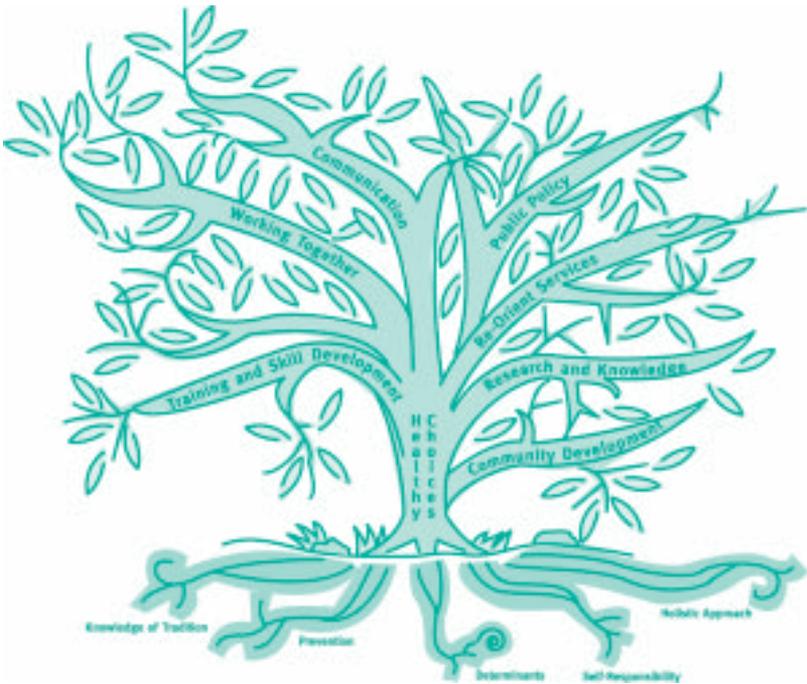
The Health Promotion Strategy is a long-term comprehensive framework for increased focus and investment in promotion and prevention activities.

The purpose of this strategy is to improve health status of Northerners by reducing the incidence of preventable illness and disease.

The goals of the strategy are to:

- ▶ promote healthy choices and personal responsibility;
- ▶ promote proactive and preventative approaches to health;
- ▶ reduce the need for treatment; and,
- ▶ promote the understanding and application of health promotion.

The willow tree is used to illustrate the main elements of the strategy.





The roots of the tree represent the five underlying principles for all health promotion activities: knowledge of tradition, external determinants, holistic approach, personal responsibility and prevention.



The trunk represents the theme of the strategy: Healthy Choices, Healthy Children.



The branches represent the seven main strategic directions: community development, research and knowledge, public policy, re-orient services, communication, working together, and training and skill development.



Each leaf represents a project, activity or achievement.

2002/03 marks the fourth year of the implementation of the Health Promotion Strategy. Territorial activities for the four priority areas of the strategy include:

- ▶ *Tobacco Harm Reduction and Cessation – Action on Tobacco*, released in May 2002, outlines activities for prevention, protection, denormalization and cessation activities and initiatives to address tobacco issues in the NWT. The plan outlines goals and objectives for 2002-2011.
- ▶ *Healthy Pregnancies* – The healthy pregnancy component promotes addiction-free pregnancy, good nutrition, exercise, smoke-free homes and mental well-being.
- ▶ *Active Living* – In partnership with the Department of Municipal and Community Affairs, our joint active living strategy will encourage children and their families to make healthy choices regarding physical activity that will provide a positive mental attitude and reduce chronic disease.
- ▶ *Injury Prevention* – Preventing injuries will become a major focus of the health promotion strategy in the next few years. We are currently in the development stage of a framework to address injury prevention.
- ▶ *Continued health promotion funding for community development projects through the health promotion fund.*

Tobacco Harm Reduction and Cessation

1999/2000

Sir John Franklin High School, Yellowknife

Sent three students and two teachers to the BLAST conference in Edmonton (a tobacco reduction and cessation leadership program for youth). When they returned, they formed a Smoking Cessation Group that went to elementary classrooms in Yellowknife to give anti-smoking presentations that educated and entertained.

Tobacco Action, Yellowknife

Produced various promotional posters to encourage de-normalization of tobacco use. Themes included “Steps to Quitting” and “Second Hand Smoke and Youth.”

Tulita Wellness Agency

Created a youth program and centre that promoted anti-tobacco messages, planned hikes and cultural activities to create a safe environment for youth.

2000/2001

Sir John Franklin High School, Yellowknife

Sent four students and one staff member to the BLAST conference in Edmonton from November 17 to 19, 2000. Participants brought back information from the conference and promoted smoke-free lifestyles around the school.

Deh Gah School, Fort Providence

Sent four students and one staff member to the BLAST conference in Edmonton. Upon their return, they conducted a survey and carried out tobacco cessation activities.



2001/2002

***Hay River
Community Health
Services Board***

23 teens, aged 12 to 18, took part in “Kick Butt: Teen Smoking Awareness”. The teens participated in a photo-journal contest. As well, they supplied anti-smoking materials to their local library for National Addiction Awareness Week.

***Tulita Wellness
Agency***

Promoted tobacco cessation by informing teens of the dangers of smoking through discussion, posters and home visits.

***William McDonald
School, Yellowknife***

Four students and one teacher attended the BLAST 2001 conference near Edmonton. In addition to learning about tobacco and its effects, they devised an action plan for the current school year. The students’ initiatives included a school tobacco display, newsletter items, classroom presentations and a short video production.

***Weledeh Catholic
School, Yellowknife***

Two students and one teacher attended the BLAST conference. During Tobacco Awareness Week of January 2002, they organized activities such as “Dead Day”. One out of five students in each class wore a black arm band to signify the number of Canadians who die from tobacco related diseases each year. Other activities included contests, videos, and presentations by the BLAST students.

Healthy Pregnancies

1999/2000

Hay River Community Health Board

Launched a prenatal education project for pregnant mothers to encourage healthy pregnancies.

Lutsel K'e Health and Social Services Board

Provided a workshop for women and teachers on FAS.

Salt River First Nation, Fort Smith

Invited Della Maguire, an FAS consultant from Nova Scotia, to attend and speak at their "Train the Trainer" Conference from November 29 to December 3, 1999.

Inuvik Regional Health and Social Services Boards FAS Action Group

Held a workshop for caregivers of children with FAS/FAE and invited two facilitators to run the two-day workshop for caregivers and counsellors.

Aboriginal Birth Families, Yellowknife

Launched a publicity campaign on FAS. They developed and distributed a booklet that included facts and suggestions on how to cope with FAS and developed a "Baby Belt" pin to distribute, which symbolizes the care and nurturing of children.

2000/2001

YK Association for Community Living

Held a two-day workshop that brought together representatives from across the NWT and FAS experts to discuss prevention and intervention. They also produced a video to help parents raising children affected by FAS/FAE.



***The Deh Gah School,
Fort Providence***

Brought a guest speaker (Diane Malbin, author of “Try Differently, Not Harder”) from the south to talk about FAS and how to deal with it within a family and community.

***The Chief Sunrise
Education Centre,
Hay River***

Held a two-day workshop for families, teachers, and caregivers to fill the information gap on the topic of FAS/FAE.

***Joseph Burr Tyrrell
Elementary School,
Fort Smith***

Had a two-day workshop that involves presenters and birth mothers raising awareness of FAS/FAE.

2001/2002

***Hay River Community
Health Board***

Developed “Best Beginnings for Mother and Baby,” a postnatal book and magnet pack for new mothers. As well, they provided prenatal information at scheduled classes three times throughout the year.

***Rae Edzo Prenatal
Nutrition Program***

Increased promotion of their healthy pregnancies program to reach more young pregnant or breastfeeding women in Rae Edzo. They offered alternative times and places for health professionals to be available to young mothers with questions about nutrition during and after pregnancy.

***Inuvik Regional Health
and Social Services
Authority***

Held an FAS/FAE walk and barbeque for approximately 260 residents to raise awareness in the community. An International FAS Day banner was created for use every year. Promotional t-shirts and bags were distributed to the public. Health professionals, the RCMP, and the fire department organized the event.



Active Living

1999/2000

*Salt River First Nation,
Fort Smith*

Enhanced the existing “Our Babies, Our Future” program by providing aerobics and yoga exercises to prenatal and postnatal women. Transportation was also provided.

*St. Michael’s Children
Committee, Rae-Edzo*

Implemented an after-school program where children were allowed access to the gym or the Friendship Centre for supervised activities.

*RCMP and
École St. Joseph School*

Sponsored the Zen Shin Dojo Karate-Do Society to hold a free weekend workshop to promote active living through karate. The goal of this event was to attract more children to take up an active lifestyle.

Hamlet of Tulita

Hosted a summer day camp that involved education and daily activities promoting the importance of active living.

2000/2001

*Dechi Lao’ti First
Nation, Wekweti*

Held a basketball clinic for kids to promote active living and a Drug and Alcohol seminar to provide information and raise awareness. These events included as guest keynote speakers, the Harlem Comedy Kings basketball team.



Active Living Alliance

Contracted a researcher to raise awareness of the need for persons with disabilities to access opportunities for active living. Activities included conducting research, a phone survey and completing a report.

*École St. Joseph School,
Yellowknife*

Held three parent/child sports and games nights on the playground to promote active living and safety. This included workshops on playground safety for the children during school hours.

2001/2002

*Montessori School,
Yellowknife*

32 children, aged three to eight, participated in swimming sessions as well as music and movement classes to learn about active living.

*The Rainbow Club,
Wha Ti*

Taught the basics of nutrition to 70 children aged five to twelve. Between information sessions, the children played indoor and outdoor games like hula hooping and Twister. They developed their own club logo.



Healthy Eating

1999/2000

*Charles Yohin School,
Nahanni Butte*

Ran a breakfast program for 20 students from kindergarten to grade nine.

*Weledeh School,
Yellowknife*

Held an after-school community kitchen program for students every Thursday afternoon to help teach kids the value of a nutritious meal.

*Polly's Place Daycare,
Hay River*

Implemented a healthy snack and lunch program and helped children learn about nutrition with educational materials (computer games, flash cards, etc.).

*William McDonald
School, Yellowknife*

Ran a healthy eating project for grade six to eight. Students participated in cooking classes, and prepared a Survival Cooking Handbook, with favourite recipes they learned to prepare.

*Deh Gah School,
Fort Providence*

Implemented a breakfast and snack program run by a different parent every two weeks. The breakfast program served up to 30 children a day and the snack program included the entire school.

*The YWCA,
Yellowknife*

Expanded their bi-monthly cooking session at the Transitional Housing Project to include more single mothers who wished to learn how to cook nutritiously and inexpensively. Their children were welcome to take part in cooking and reading sessions.



2000/2001

Jean Wettrade Gameti School, Rae Lakes

Provided a breakfast program as well as many outdoor activities that involved children, parents, and elders three days a week.

Charles Yohin School, Nahanni Butte

Offered a healthy breakfast program for students each morning before class.

Louie Norwegian School, Jean Marie River

Offered healthy snacks daily and promoted healthy eating two to three times per week. As a fun activity, they held a “No Junk Food” contest. To win prizes in the contest, the children had to abstain from junk food for ten days. This activity also got the parents involved.

Chief Julius School, Fort McPherson

Held a breakfast program every Monday morning that involved a large portion of the community. The children benefited from healthy food and interaction with elders, parents, and RCMP volunteers.

Weledah School, Yellowknife

Offered an after-school cooking workshop for children to promote healthy and safe food preparation.

Elizabeth Mackenzie Elementary School, Rae

Ran a healthy snack program, which included daily snacks, weekly lessons, and monthly get-togethers to promote awareness about nutrition at school and in life.

Pehdzeh Ki First Nation, Wrigley

Ran a daily healthy snack program for the children of Julian Yendo School.



2001/2002

***Charles Tetcho School,
Trout Lake***

Offered a nutritious breakfast program daily for three months. Students, parents and staff ran the program co-operatively.

***Zhahti Koe Friendship
Centre, Fort Providence***

Approximately 30 children and mothers learned about the four food groups and healthy snack alternatives. Elders helped to prepare traditional foods.

***Weledeh Catholic
School, Yellowknife***

Expanded their smaller community kitchen project of previous years to include grades one through eight. 150 students were taught the importance of nutrition and kitchen safety in class. Students also created a mini-cookbook of healthy snacks and meals that kids can prepare with and without help from adults.

***Charles Yohin School,
Nahanni Butte***

Continued their healthy breakfast program for approximately 20 students. Older students helped with the preparation of food. The school created a cookbook of traditional healthy recipes, and included the “Healthy Eating, Healthy Me” Nutrikid Colouring Book.

***Chief Julius School,
Fort McPherson***

Organized a hot nutritious breakfast program with the help of the Justice Committee. They increased their attendance in the program compared to previous years and are now a contact for other schools in need of similar projects.



Injury Prevention

1999/2000

The Dogrib Rae Band

Provided a two-day First Aid and CPR course that certified 31 men. They also held an injury prevention course for 35 men working as brush cutters on the Nishi Khon freeway during the spring and summer of 2000.

Yellowknife Safe Communities in conjunction with the Stanton Regional Hospital Board

Sent a representative to Medicine Hat to attend a Safe Communities conference (November 4 to 5, 1999) to share information and to make contacts with other similar programs.

Stanton Regional Health Board, Yellowknife

Researched the NWT's injury rates and prevention initiatives to determine the need and best practice and to inform the Board on what needs to be the primary objectives on injury prevention in the North.

2000/2001

The Status of Women Council of the NWT

Established the first annual Family Violence Awareness Week (October 30 to November 5) to increase awareness through advertising and media promotion.



***Dogrib Community
Services Board,
Rae Edzo***

Brought in community members from Snare Lakes, Rae Lakes, Wha Ti and Rae-Edzo to take part in a two-day training program in Yellowknife on child car-seat safety with the help of the Yellowknife Fire Department.

***St. Patrick High
School's chapter of
Students Against
Drinking and Driving,
Yellowknife***

Hosted the Canadian Youth Against Impaired Driving 2001 National Conference in a four-day workshop session in March 2001. The main objective of Students Against Drunk Driving (SAAD) is to expand itself into more communities across the North and deliver a strong message against drinking and driving across the Territories.

2001/2002

***École St. Joseph School,
Yellowknife***

50 students participated in Peacekeepers and 450 students participated in Playground Games programs to promote injury prevention and active living. In addition, they held eight parent and child sports nights.



Dental Health

1999/2000

Inuvik Regional Health and Social Services Board

Sponsored an NWT-wide dental health program that targeted dental decay and baby bottle tooth decay in young children. A training program was implemented for health care professionals to learn the application of fluoride varnish.

Hay River Dental Clinic

Promoted three brushing/flossing clinics that targeted young children at day-care and in kindergarten.

Lutsel K'e Health and Social Services Board

Incorporated a healthy breakfast and dental program in its school.

2000/2001

Fort Smith Health and Social Services

Set up a program with the local school to have a daily brushing program and a weekly fluoride rinse.

Inuvik Regional Health and Social Services Board

Developed a children's storybook (*A Sweet Tooth*) and a brochure on dental health that was distributed in the region.

The Dogrib Community Services Board, Rae Edzo

Created an information booklet in English and Dogrib (*Help Stop Baby Bottle Tooth Decay*) on baby bottle tooth decay and offered workshops to mothers in Edzo.



Hay River Dental Clinic Provided instruction and information on proper brushing and healthy eating habits to children under 12 years in Hay River, the Hay River Reserve, and Fort Providence. In Hay River, there was a weekly snack program and daily visits to schools and clinics.

2001/2002

*Inuvik Regional Health
and Social Services
Authority*

Continued an oral health promotion campaign. Printed 2000 copies of the “Sweet Tooth” story booklet and distributed them throughout the NWT. Children at Sir Alexander Mackenzie School took part in International Milk Day (September 26, 2001), by bringing cups to school to drink milk. Promotional bookmarks were distributed to all children, and some classrooms celebrated their own “Moolympics”.



General Health Promotion*

1999/2000

Native Women's Association, Yellowknife

Finalized a report on their “Creating Your Voice” conference that involved youth and adult delegates from Nunavut and the NWT. One afternoon was dedicated to health issues and discussion.

Sambaa K'e Dene Band, Trout Lake

Sponsored the Charles Tetcho School for the following activities: the school received food for a cooking and nutrition program; the children learned CPR and First Aid techniques from an RCMP constable; and the school hosted a yoga and aerobic class. All three activities involved the participation of children, parents, and teachers.

Yellowknife Women's Centre

Developed a “Youth Activated and Coming Together” program for all pre-teens aged seven to twelve. Each weekend from September to December 1999, youth had the opportunity to socialize and participate in workshops on smoking cessation, the importance of physical activity and a healthy diet, as well as injury prevention.

Tulita Wellness Agency

Created a youth program and centre that promoted anti-tobacco messages, and planned hikes and cultural activities to create a safe environment for youth.

The Yellowknife Foster Family Association

Developed a colouring book for foster children, as well as a hard cover story book to develop and strengthen communication between foster parent/birth parent and child.

* one or more of the health promotion priorities are addressed by these projects



AIDS Yellowknife

Continued with a variety of a activities, including: “condom hop” at local bars and taverns, by distributing condoms and lubrication; helping the Peer Support Group within the Yellowknife jail promote AIDS/ HIV awareness amongst inmates; organizing the first territorial HIV gathering including 32 participants from across the North during March of 2000; and beginning a needle exchange program within Yellowknife.

Deh Cho Health and Social Services, Fort Liard

Invited two teenagers from Fort Smith to give a presentation to their peer counterparts in Fort Liard. These two individuals had previously won a national award for a video they produced on high-risk behaviour and suicide.

NWT Division of the Canadian Mental Health Association

Developed a series of public service announcements about the HIV/AIDS Information Line and Western Arctic Help Line.

The Community of Fort Good Hope’s K’asho Gotine Community Council

Invited an adult and two youth presenters from Fort Smith to workshops targeted at youth. They debunked the myths about HIV and Hepatitis C and also provided information on prevention. The two youth from Fort Smith presented a workshop on suicide, augmenting it with a video they made.

2000/2001

Polly’s Place Daycare, Hay River

Took children out on activities such as swimming, skating, and ice golf. They involved the parents of about 20 families in preparing healthy snacks and learning about proper dental care over the course of the school year.



***Growing Together,
Hay River***

Offered three four-week sessions of cooking circles for youth as well as a three-day information session for women on healthy sexuality that featured a guest speaker from AIDS Yellowknife.

***Deh Cho Health and
Social Services***

Put on a five-day workshop for teens and their parents in Fort Providence and in Fort Liard. The purpose of the workshop was to examine issues related to adulthood such as pregnancy, nutrition, active living, sexually transmitted diseases, and tobacco.

Wha Ti First Nation

Created a Wellness Program that worked with existing programs within the community to promote health awareness. Nine women were trained in a parenting program. A door-to-door campaign included anti-smoking and FAS information hand outs, a school poster, writing contests and a community dance.

***NWT Breast Health/
Breast Cancer Action
Group, Yellowknife***

Revised the “Breast Health: Caring for Yourself” booklet (English) to elaborate on the need for healthy eating, active living, and smoking cessation as a part of a plan for personal breast health. They printed approximately 10,000 copies of the booklet and distributed it to health centres, mammography clinics, family violence shelters, community women centres, friendship centres and NWT high school health programs across the north.



***K'atl'odeeche First
Nation Early Childhood
Centre, Hay River
Reserve***

Taught children the importance of oral hygiene and proper nutrition through brushing demonstrations and preparation of nutritious meals, as well as games and activities. Active Living was stressed during playtime.

***Sir John Franklin High
School, Yellowknife***

Piloted an after school wellness program to inform and empower teenage girls. Fifteen girls explored topics and activities such as yoga, swimming, tobacco cessation, nutrition, disease prevention, and pregnancy. The purpose of the program was to inform and empower girls.

***City of Yellowknife
Youth at Risk Summer
Drop-in Program***

Ran an active living evening summer program for two months that was geared towards seven to twelve year olds. The program saw an increase in participants from the previous year. Activities included soccer, basketball, swimming, a tour of the Yellowknife Fire Hall, and nutrition and tobacco presentations by consultants of the Yellowknife Health and Social Services Authority.

***Tuktoyaktuk Child
Development Centre***

35 children at the Centre learned how to make healthy snacks, play safely, and the importance of active living.

***Paulatuk (Inuvialuit
Corporate Group)***

Offered a program three times a week to approximately 50 new parents and their pre-school children. Activities stressed active living, nutrition, and injury prevention. Successful activities included cooking caribou, action rhymes about injury prevention and nutrition information.



***Growing Together,
Hay River***

Piloted a Healthy Choices summer camp for 17 children. For five afternoons a week for six weeks, a youth cooking circle taught children the value of nutrition. Emphasis was also placed on active living and dental health.

NWT Literacy Council

Developed a Health and Literacy Manual for use in literacy training programs. Topics included nutrition, smoking, alcohol, active living, sexually transmitted diseases, and suicide.

***Lutsel K'e Health and
Social Services***

Set up an after school program as a safe environment where children learned about nutrition and jig dancing.



Community Voices – Feedback from Selected Programs

2000/2001

Dechi Lao'ti First Nations held a basketball clinic for kids to promote active living as well as a Drug and Alcohol Seminar to provide information and raise awareness. The program included the Harlem Comedy Kings basketball team as guest speakers for a two-day event.

“Most of the people in the community came out to the show, and nobody was disappointed. The kids had the best time. For weeks after they have asked me when the basketball players are coming back. I think what impressed them most was that three of the four players were native, from reserves outside Edmonton. The amount of basketball being played in Wekweti has doubled since the arrival of the Harlem Kings.”

Polly's Place Day Care in Hay River took children out on activities such as swimming, skating, and ice golf. Parents of about twenty families prepared healthy snacks and children learned about proper dental care over the course of the school year.

“The children involved brushed their teeth longer and their parents now prepare healthier snacks. Children are more curious about healthy eating and the families involved go for walks together. Their activities were documented in the local paper.”

Growing Together in Hay River offered three four-week sessions of cooking circles for youth as well as a three-day information session for women on healthy sexuality that featured a guest speaker from AIDS Yellowknife.

“Cooking circles were a big success. The community actively asked for more opportunities to have cooking circles, and the parents noticed an improvement in their children’s knowledge of cooking.”

Louie Norwegian School in Jean Marie River offered healthy snacks daily, as well as educational promotion two to three times per week. As a fun activity, they held a “No Junk Food” contest. To win prizes in the contest, the children had to abstain from junk food for ten days, which also got the parents involved.

“Students set snares for rabbits and prepared a traditional meal for the community. They also spent time talking about active living and a healthy diet equals weight loss. The community got involved with the “No Junk Food” contest, with shopkeepers refusing to sell junk food to the students involved.”

BLAST Conference, Weledeh School in Yellowknife:

“The students who attended BLAST are so passionate about our cause that they have jumped into activities right away. They immediately approached me about speaking to other classes, writing the survey, making a display... and single handedly recruited 12 new members.”

Breakfast Program, Chief Julius School in Fort McPherson:

“More students arrived earlier to receive a hot breakfast each morning. We had other communities approach us and ask questions about our breakfast program and its success. On one occasion a parent informed me that her child was quite upset because her mother hadn’t woken her up early enough to attend the breakfast program.”

Youth Cooking Circles and Dental Health Program, Growing Together in Hay River:

The parents evaluated our cooking circle: “My children loved it. They were excited every day to be going.” “My daughter is so bubbly when she comes home. Growing Together offers great programs.” In evaluation, most children noted that they liked learning how to cook, and wished that the program could have been longer.

International FAS/FAE Day Walk, Inuvik Regional Health and Social Services Authority:

“260 people participated in an awareness walk and barbeque. The turnout was fantastic considering we were competing with another event. Participants were satisfied with the march, citing it as a major step in uniting the community awareness of FAS/FAE.”

**For more information on the Health Promotion Strategy,
visit our web site:**

<http://www.hltss.gov.nt.ca>