

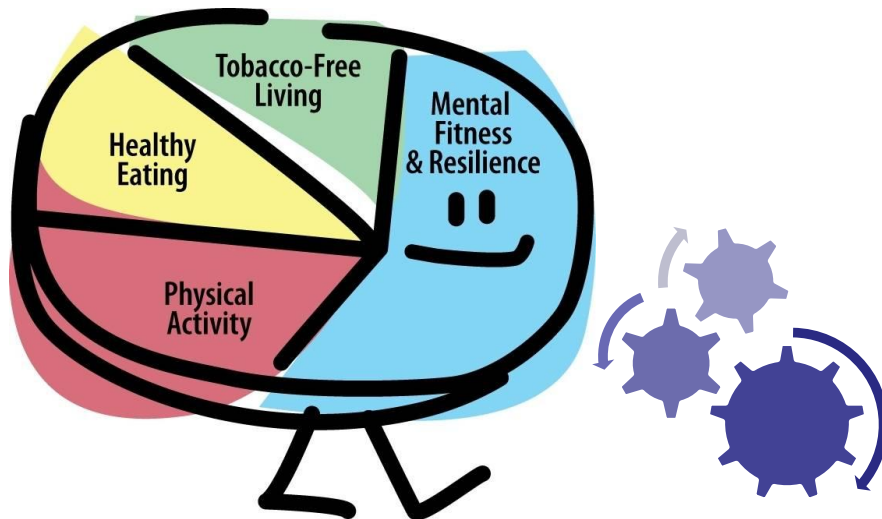


**NB Wellness Strategy
Evaluation Findings / Renewal Process
November 28, 2013**

Purpose

- Provide an update on the results of the 2006-2012 Wellness Strategy comprehensive evaluation
- Seek your input in the development of the 2014-2020 Wellness Strategy

2009-2013 Wellness Strategy Summary



Settings

Schools	Communities
Homes	Workplaces

Strategic Directions

1. Partnerships and Collaboration
2. Building Capacity for Community Development
3. Promoting Healthy Lifestyles
4. Develop and Support Healthy Policies
5. Surveillance / Evaluation / Research

Wellness Pillars



Mental Fitness

- Foundational (application of CAR model)
- Reports of positive behaviour changes



Healthy Eating

- Growth in awareness through partnerships, grant programs and policy

Wellness Pillars



Physical Activity

- Collaboration and support
- Social marketing

Tobacco-Free Living

- In recent years, smoking rates have plateaued
- Immediate concern: reported rates of student susceptibility to tobacco that exceed 20%; highest results identified among students in transition from middle to secondary school



Accomplishments and Successes

- A unifying framework for wellness
- Consistency of strategy implementation
- Progression on all strategic directions across settings
- Strong links between mental fitness and wellness strategic directions / wellness pillars
- Evidence of wellness outcomes + innovative and positively received initiatives
- Strengths and benefits of coalition / network partnerships
- Creation of wellness networks
- Collaborative linkages with other departmental strategies

Accomplishments and Successes (continued)

- Small team impact of Wellness Branch
- Contributions of Active Communities Branch to community development
- Strategic capacity building through Asset Based Community Development
- Contribution of student wellness survey to knowledge mobilization
- Expanded focus on food security
- Linkages with early childhood
- Launch of workplace *Community of Practice*

Recommendations

To enhance the Strategy:

- Elaborate on self-determination concepts, social determinants of health
- Include adult population wellness measures and targets
- Common branding for social marketing
- Emphasize policy developments targeting healthy living
- Revitalize the tobacco-free living pillar
- Develop a common evaluation framework for wellness initiatives.



Recommendations

To reach and engage target populations including:

- Seniors and older adults
- First Nation and Aboriginal People
- Individuals with disabilities
- 'Vulnerable' families
- Rural residents
- Youth



Recommendations

To improve how we make it happen:

- Clarify the roles and responsibilities of provincial and regional staff supporting the Wellness Strategy.
- Sustain community engagement approaches that are inclusive, build on members' strengths and ensure that their voices are heard (CAR)
- Explore opportunities for research and knowledge exchange.
- Share promising practices to support building evidence from action



Renewal timeline

Sept. - Nov. 2013

Share progress &
continue to gather info

Nov. 2013 – Jan. 2014

Draft 2014-2020 Wellness
Strategy & supporting
documents

May 14, 2014

Launch 2014-2020
Wellness Strategy at
Provincial Wellness
Conference

Feb. – Apr. 2014:

Develop 2014-2015 Action
Plan

Your Opportunity for Input:

In the 2014-2020 Wellness Strategy:

- How do you see the **Wellness Branch** addressing the recommendations?
- How do you see the recommendations being addressed through the **Children's Environmental Health Collaborative**?

Do you have any other ideas for the Wellness Branch to consider for the 2014-2020 Wellness Strategy?

