



Public Health
Agency of Canada

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Canada

A Portrait of the Food Industry Relating To Residents of the Lower North Shore

« A Healthy Alternative Lifestyle »





Partners



- Centre de santé et de service sociaux de la Basse Côte-Nord
- Commission Scolaire du Littoral
- Local Development Center
- Council of Mayors
- Quebec Labador Foundation

(Lower North Shore Coalition for Health)

Duration Of Project



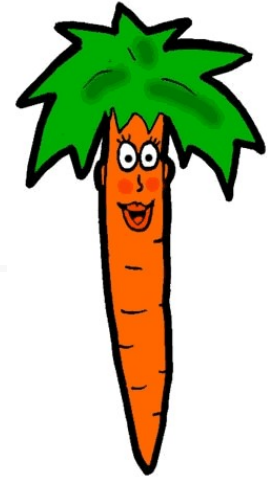
- January 31st, 2005 to March 31st, 2007





Hired

- Nutritionist, Jocelyne Jones
- Coordinator, Priscilla Fequet Griffin
- Consultant, Hugh Maynard

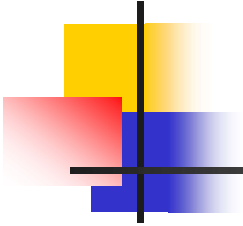




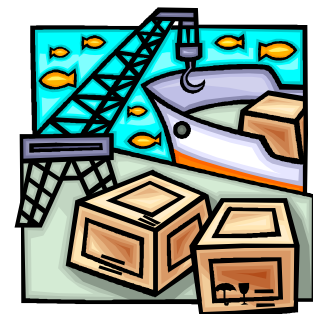
Project Objectives

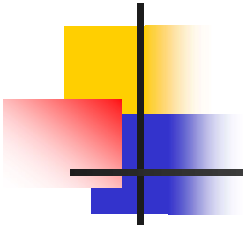


- Gather pertinent information on the needs and concerns of the businesses and the consumers on the Lower North Shore
- Researching studies already done in other remote and isolated regions



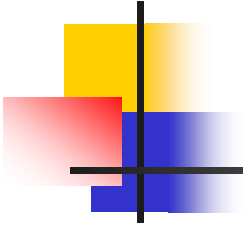
- Conduct Less Healthy and Healthy Food basket studies
- Hold a Food Transportation Consultation to address the issues of transportation and food prices
- Identify needs and possible solutions



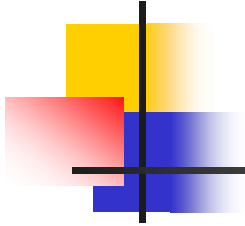


- Research and implement Cooking Classes and Nutritional Courses in high schools on the Lower North Shore (Secondary IV & V)
- Research and implement collective Community Kitchens
- Research and implement Community Gardens
- Research and implement Meals on Wheels
- Research nutrition and exercise support groups



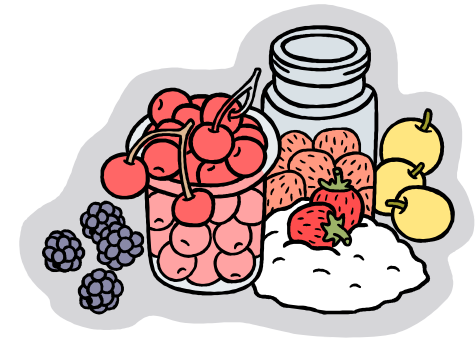


- Create a Lower North Shore Food Guide
- Increase awareness to the link between healthy eating and preventing health problems
- Promote the benefits of healthy eating by empowering people to create personal/community initiatives
- Conduct workshops in each community (14) in areas deemed important by the focus group meetings



■ Long Term Development

- Research the possibility of implementing new businesses
- Coastal Green House
- Freezing, canning and drying food
- Composting





Accomplishments



- Household Surveys were sent out to 1901 homes on the Lower North Shore
- Food Retailer Surveys were completed with 23 grocery businesses
- Surveys were compiled on data collected and mini reports were developed



Accomplishments Continued...



- Researched possible solutions regarding the cost of Food Transportation and ways to ensure better quality of the foods received
- Held Food Transportation Consultation
- In the process of setting up a steering committee who will continue to work on the issue of Food Transportation in order to find solutions



Accomplishments Continued...



- Healthy and Less Healthy Food baskets for a family of four were calculated for each municipality (5) on the Lower North Shore
- Healthy and Less Healthy Food Baskets for a family of four were also calculated in an urban area
- Food Basket study was compiled with the data collected



Accomplishments Continued...

- Held Focus group meetings in fourteen (14) communities across the Lower North Shore
- Organized and carried out a formation with the Regroupement des Cuisines Collectives du Québec
- Implemented four (4) Community Kitchens
- Implemented Nutrition Courses and Cooking Classes in three (3) High Schools on the Lower North Shore



Accomplishments Continued...

- Possible spin off from a Meals-on-Wheels already established in another community
- In the process of developing community gardens in three (3) communities on the Lower North Shore
- Began designing a press kit



Accomplishments Continued...

- Researched local foods available on the Lower North Shore, and their Nutritional Value
- In the process of developing a Lower North Shore Food Guide with local resources (foods)
- Two (2) school contests was developed and carried out in 12 schools (14 communities)
- One (1) contest was the gathering of healthy recipes using local resources, to be included with the Food Guide



Accomplishments Continued...

- Two (2) newsletters were developed and disbursed to all homes (1901) on the Lower North Shore
- Two (2) workshops relating to nutrition were developed and given in 14 communities on the Lower North Shore



Accomplishments Continued...

In honor of Nutrition Month

- 2005: Nutritional packages were prepared and disbursed to all pre-kindergarten and kindergarten classes as well as an information sheet on "*Go the Healthy Way, Eat Well, Live Well, Feel Great*", was forwarded to all households (1901) of the Lower North Shore

- 2006: Article on "*Make Wise Food Choices, Wherever you go, and how to read food labels*" was placed in the second newsletter and disbursed to all households



Long Term Development

- Researched, developed and submitted a project for a Coastal Green House to Economic Development Canada (DEC)
- Researched, developed and submitted a project for composting and recycling



Long Term Development Continued

- Researching the development of a cooperative
- Researching and presently working on developing local resources with the Institut de Technologie Agroalimentaire



Upcoming Activities

- Implement three (3) community gardens
- Implement two (2) more nutritional contests in the schools
- Complete Food Guide and organize a publicity campaign to promote the Food Guide, and finalize press kit
- Organize and Carry out more Nutritional Workshops



Upcoming Activities Continued...

- Assist businesses and consumers in organizing a steering committee, in order to find solutions to increase affordable, nutritious and good quality food
- Continue supporting Community Kitchen groups, and assist with the development of new groups
- Continue supporting nutrition courses and cooking classes already in place in the high schools on the Lower North Shore



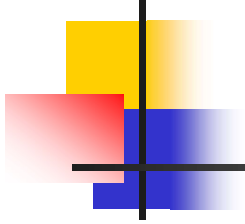
Upcoming Activities Continued

- Develop an action plan with partners
- Hold a forum to develop long term strategies and produce a report of the outcome
- Continue the research and development of a new business/co-op



Upcoming Activities Continued

- Continue working with a newly formed committee to assist with the implementation of a meals-on-wheels
- Produce a final report on all activities



THANK YOU - MERCI

