

Board of Health

Monthly Report - April, 2004

INSIDE THIS ISSUE

2 Road Safety is
No Accident

CONTACT US:

We welcome your
comments and
suggestions for the
Board Report at:

board@healthunit.org



Eat Well, Play Well

Submitted by Heather Deegan, Registered Dietitian/Public Health Nutritionist

The theme for Nutrition Month 2004 was targeted at children in their school age years. The campaign logo "Eat Well, Play Well" reinforces the notion that children who make healthy food choices have the nutrients and energy needed to grow, play and learn. Activities were held during March to promote healthy eating among children.

Media

A media campaign was used to promote Nutrition Month throughout the tri-county. A press kit containing a press release, nutrition articles and fact sheets was sent to 16 local media contacts.

Radio

The dietitians were featured several times during March as guests on Hot Topics with Bruce Wylie (JRFM Brockville) to discuss the healthy eating challenges that children face. As well, an interview was done for the JRFM news program. Also, an interview was done for the news program on JACK FM in Smiths Falls.

Print

An interview with the dietitians was printed in the Recorder & Times (Brockville) and received front-page coverage. Also, four nutrition articles were written and printed in several newspapers throughout the tri-county.

Television

The dietitians were guests for a 20 minute interview on Talk of the Town on Cogeco cable (Brockville).

Staff Education

Various methods of communication were used to raise staff awareness about the theme of Nutrition Month, and provide solutions for the healthy eating challenges their children face.

Community Presentations

Several community presentations were delivered to various audiences in different settings, including workplaces, schools, and an Ontario Early Years Centre (moms and infants/children).

Newsletters

Articles highlighting the theme of Nutrition Month were distributed in Health Matters (the school newsletter) and the Parent Child Guidebook.



Website

The Health Unit website featured an announcement on the main page indicating March is Nutrition Month, with a link to the nutrition section of the website. Viewers were able to read information on various nutrition topics and link to the website for Dietitians of Canada.

Continued on page 2

Nutrition Month *continued from page 1*

Schools

The dietitians took the opportunity to present the issue of unhealthy food choices in schools to the Student Senate for the Upper Canada District School Board during Nutrition Month. Subsequently, students will be taking action in their own schools to bring about change in foods available to them in their school environment.

Health Unit Office Displays

Each office featured a Nutrition Month display with posters and fact sheets promoting the campaign theme. Handouts were also available for Health Unit clients.

General Resource Distribution

Nutrition Month fact sheets were mailed to 60 seniors' organizations and fitness centres in Leeds, Grenville & Lanark for display and distribution to their clients.

There has been considerable positive feedback from the public, health professionals and co-workers, which suggests a successful educational campaign for Nutrition Month 2004.

Road Safety is No Accident

Submitted by Julie Ingleby, Public Health Nurse

Road traffic collisions kill almost 1.2 million people each year around the world. Despite this statistic, collisions are largely neglected as a health issue, perhaps because they are viewed by many people as events that are beyond our control. However, most of these collisions can be avoided. The majority of all injuries are predictable and preventable.

The World Health Organization has designated April 7th each year as World Health Day. This year, for the first time, the serious issue of Road Safety is the designated theme. Numerous organizations and partners worldwide are planning events with the theme: "Road Safety is No Accident".



The Leeds, Grenville and Lanark District Health Unit, together with Perth, Smiths Falls and Brockville Safe Communities and local police forces, is addressing this important issue. The campaign includes the distribution of handbills, resembling traffic tickets, at events such as RIDE programs. This "ticket" includes the 5 Smartrisk messages as related to road safety:

Drive Sober	Drive free from impairment (drugs, alcohol, drowsiness) and distraction (cell phones, loud music).
Look First	Assess the area before you proceed (check your blind spots). Be alert for pedestrians, animals, cyclists, railway crossings, and other vehicles. Check to ensure your vehicle is mechanically safe.
Buckle Up	Ensure seatbelts and car seats are properly adjusted and installed.
Wear the Gear	Wear the appropriate safety equipment for the activity (including approved bicycle, motorcycle, ATV, and snowmobile helmets).
Get Trained	Know the rules of the road. Take a defensive driving course. Get trained in First Aid and CPR.

Reference: World Health Organization, 2004