

Prince Edward Island STRATEGY FOR HEALTHY LIVING



PEI Strategy for Healthy Living
STEERING COMMITTEE

Optimal health for all Islanders

By working together, Healthy Living Strategy members are...

- *helping each other by sharing information and ideas;*
- *achieving more, and making a significant impact in Island communities; and*
- *building a network today that will grow stronger with time.*

The Healthy Living Strategy encourages and supports Islanders as they improve their quality of life by reducing risk factors that contribute to chronic disease.

The strategy provides support to partners as they develop and implement initiatives in the areas of reducing tobacco consumption, improving eating habits and increasing activity levels within their communities.

The strategy is a collaborative approach to promoting healthy living based on extensive research and consultation with Islanders.



The Healthy Living Strategy works toward:

- Reducing tobacco use
- Improving eating habits
- Increasing physical activity
- Increasing health promotion capacity
- Slowing the growth of chronic disease

Activities of the Healthy Living Strategy work toward:

- Promoting healthy living within communities
- Supporting the efforts and contributions of each partner of the strategy, and recognizing each partner's autonomy
- Promoting collaborative partnerships and shared responsibility
- Integrating and strengthening existing strategies that focus on individual risk factors
- Monitoring and evaluating initiatives
- Encouraging evidence-based practices in programs for the community
- Continuing to encourage new initiatives that fill gaps between existing programs
- Encouraging the development of initiatives that focus on reducing barriers to participation and good health
- Encouraging the development of initiatives that address regional priorities

By pooling our resources, we maximize their capabilities cost-effectively, and avoid duplication of effort and expense – together, we have more.

Approaches supported by the Healthy Living Strategy work toward:

- Building healthy public policy
- Increasing collaborative action
- Creating supportive environments
- Strengthening communities
- Developing personal skills
- Monitoring and evaluating results

Regional Healthy Living Coordinators

Regional healthy living coordinators connect with various partner organizations and you, members of our communities. Working together we can enhance existing programs, help to create new initiatives and develop supportive environments. All of us can play a role in making healthier choices easier choices, and turning PEI into a healthier province.

Regional healthy living coordinators help develop partnerships through a regional network that will support existing or new initiatives to help address specific regional needs.

Contact your local regional healthy living coordinator:

Kings (902) 838-0766

Queens (902) 894-0242

East Prince (902) 432-2612

West Prince (902) 853-8664

As a Healthy Living Strategy partner, your organization will have more power to address the issues that concern you.

Participate in the Healthy Living Strategy

The Healthy Living Strategy supports community organizations as well as larger groups. By becoming a partner in the Strategy for Healthy Living, you will have access to the resources and expertise of more than 30 other organizations. It's a great way to share experiences, tap into support and help spread the word about your organization and its programs.



Alliances

PEI Active Living Alliance

Don LeClair, Executive Director

40 Enman Crescent

Charlottetown, PE C1E 1E6

Toll free 1-866-569-7688

Tel: (902) 569-7688

Fax: (902) 569-7640

www.peiactiveliving.com

PEI Tobacco Reduction Alliance

Vicki Bryanton and Lisa Shaffer, Co-chairs

For more information contact:

Community Development/Tobacco Coordinator

Department of Health and Social Services

PO Box 2000

Charlottetown, PE C1A 7N8

Tel: (902) 368-6133

Fax: (902) 368-6136

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e-mail: vicki.bryanton@pei.lung.ca

PEI Healthy Eating Alliance

Bob Gray and Wendy MacDonald, Co-chairs

For more information contact:

Health Education/Nutrition Coordinator

Department of Health and Social Services

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