

# What's New



Sept 2006

## Welcome to *Healthy U*

This bi-monthly *Healthy U* e-Newsletter will provide you, our partners in health, with some highlights of our *Healthy U* activities. Please follow the links for more information.

## *Healthy U* Programs and Activities

### Community Choosewell Challenge



- The Challenge ended on August 31, 2006. A special thank you to all 112 communities that participated.
- **What's next?** All communities will be recognized for their commitment. Submissions will be reviewed and overall "Choosewell Champions" will be announced in early October.
- The "Choosewell Champions" communities will be notified, and profiles will be done on each of the high achieving communities. Contact (780) 415-1745 if you would like more information.

### *Healthy U* Crew

- The *Healthy U* Crew has finished its summer tour in Alberta, sharing information on healthy eating and active living to 15,000 people (including children) across Alberta. Please click [here](#) to read the summaries and view pictures of the events.
- **What's next?** Watch for the *Healthy U* Crew next summer as they tour Alberta again.

### *Healthy U* @ Work



- A resource is currently being developed to support employees in making healthier choices and to improve their overall health in the workplace and at home.
- **What's next?** Watch for the Employee's Guide to Healthy Workplaces in 2007.

### Premier's Award for Healthy Workplaces

- The Premier's Award for Healthy Workplaces recognizes Alberta employers who provide healthy workplace programs that encourage employees to make healthy eating choices and live an active lifestyle.
- Advertising for the Premier's Award for Healthy Workplaces and the submission process has started.

PREMIER'S AWARD FOR  
HEALTHY WORKPLACES

- **What's next?** Applications can be found [here](#). The deadline for applications is December 15, 2006.

#### Advertising/Media Campaign

- Watch for television ads that promote healthy eating and active living between September 4 and October 28, 2006. The ads encourage viewers to visit the Healthy Alberta website for healthy child-friendly recipes and active living ideas for the whole family.
- The ads will be aired on CTV throughout the day and news topicals will be shown on CTV's six o'clock news.
- The ads encourage parents of young children to take small steps towards a healthier lifestyle for their family, through better eating and more physical activity.
- News topicals are approximately 45 seconds long and resemble a news-like segment. Topics include handwashing, packing lunches and snacks in the school year, and keeping active in the winter months.

#### Website

- To support the Fall advertising campaign, the following new content has been added to the current website:
  - Five new recipes.
  - Nutritional information for **all** recipes.
  - Links to active ideas.
  - Resources to support workplaces in establishing healthy workplace programs.
- Visit <http://www.healthyalberta.com> to view the new resources.
- **What's next?** The Healthy Alberta website is being updated. The changes will make the website more appealing to the general public as well as be easier to use and more interactive. Look for the new website, coming in December 2006.

#### My Amazing Little Cookbook

- The first "The Amazing Little Cookbook" was so successful that we decided to develop a second "My Amazing Little Cookbook" to further support and encourage families to cook together and to eat healthy.
- The cookbook is designed for children aged seven to twelve years old, with healthy recipes they can cook (with assistance from adults) and places to write in their comments.
- Recipes and tips have been contributed by regional health authorities, various food commodity groups, and our stakeholder groups.
- The distribution plan is currently being developed to include organizations and professionals who interact with children ages seven to twelve. The cookbook is scheduled for release in November 2006.

### Did you know?

- Packing lunches can save as much as \$400 a year per person. That's \$1,600 a year for a family of four! Whether it's back to school or work this fall, a little planning can help you get ahead, both in the amount of cash in your wallet and your health!

### Watch for...

- The *Healthy U* ads, airing on CTV until October 28.
- The revised "My Amazing Little Cookbook", which will be released in November.
- Don't forget to submit your applications for the Premier's Award. If you know of any workplaces that would be interested in participating this year, please pass on this information. The deadline is December 15, 2006.

### For more information

On **Healthy U**, the *What's New Healthy U newsletter*, or to be added or removed from the e-mail distribution list, please contact: Sherri Wilson at 415-2804 or [sherri.wilson@gov.ab.ca](mailto:sherri.wilson@gov.ab.ca).