

NEW BRUNSWICK'S WELLNESS STRATEGY

VISION:

A HEALTHY NEW BRUNSWICK WHERE, TOGETHER, WE LEARN, WORK, PLAY AND LIVE IN A CULTURE OF WELLNESS.

WHAT IS WELLNESS?

Wellness is the optimal state of health and well-being of individuals and groups. It is the ability of people and communities to reach their fullest potential, both in terms of health and fulfilment of purpose.

CONTEXT:

As New Brunswickers, we are recognizing our capacity and assets, within ourselves and our environments, to positively impact wellness.

GUIDING PRINCIPLES:

- Using a *Comprehensive Approach*
- Focusing on *Inclusiveness and Equity*
- Building on psychological needs of **competence** ("I feel capable and I contribute with my skills and knowledge"), **autonomy** ("I feel I have a voice and choices") and **relatedness** ("I feel connected to relationships and environments that support and encourage me")

GOALS

- ▶ Increase number of New Brunswickers with capacity to support healthy development and wellness.
- ▶ Increase number of settings with conditions that support wellness.

WHO PLAYS A ROLE?

- Individuals, families, informal groups
- Communities
- Organizations, networks, coalitions
- Health and social service providers
- Educators
- Private sector
- Governments; First Nations

HOW TO EFFECT CHANGE?

Partnerships and Collaboration—Join, form relationships, work together

Asset Based Development—Use positive assets and build on existing strengths

Promotion—Communicate, share and promote

Leadership, Policy and Legislation—Lead, influence, develop and apply policy and legislation

Evidence Informed Practice—Understand our situation through research and surveillance, evaluate to know what works and share what we have learned

WHAT OUTPUTS?

EXAMPLES:

- Individual, family, group activities
- Partnership agreements
- Mobilization groups (committees, networks, etc.)
- List/map of our strengths and assets
- Initiatives built on assets
- Learning and planning opportunities (workshops, conferences, other learning events, etc.)
- Resources and tools to communicate and share knowledge
- Storytelling to share history, traditions, wisdom
- New information
- Guidelines and practices
- Rules and policies
- Bylaws and legislation
- Data and surveillance
- Community profiles
- Research and evaluation reports
- Knowledge sharing (access and use data for evaluation and research)

DIMENSIONS OF WELLNESS

- Emotional
- Mental/Intellectual
- Physical
- Social
- Environmental
- Occupational
- Spiritual

HEALTHY AND RESILIENT PEOPLE –

New Brunswickers have optimized their capacity to support healthy development and wellness for themselves and others.

OUTCOMES

HEALTHY AND RESILIENT ENVIRONMENTS –
Conditions to support wellness are optimized in homes, schools, communities, workplaces and other settings.

- Income and Social Status
- Social Support Networks
- Social Environments
- Education and Literacy

- Employment and Working Conditions
- Healthy Child Development
- Culture
- Personal Health Practices and Coping Skills

- Physical Environments
- Health Services
- Gender
- Biology and Genetic Endowment

DETERMINANTS OF HEALTH

IMPACT

ENHANCED QUALITY OF LIFE FOR ALL

As expressed by, but not limited to:

- Improved standard of living
- Improved physical, psychological and social health
- Reduced health inequities
- Educated citizens
- Accessible and inclusive communities
- Dynamic sport and recreation, arts, culture
- Sustainable environment

MONITORING