

WELLNESS WEEK PLANNING KIT



START *your* STORY



WELLNESS WEEK

October 1 to 7

**Have you started planning your
Wellness Week event or activity?**

Let's get the ball rolling!

WHAT'S THE STORY ON WELLNESS WEEK?

Every year from October 1st to 7th, Wellness Week activities will be taking place in communities across the province to recognize everyone's efforts in promoting wellness and growing *The Wellness Movement*.

Everyone is encouraged to participate — individuals, families, community groups, organizations, schools and workplaces — to demonstrate their commitment to improved wellness. Even events held outside of the specific timeframe can still be connected to Wellness Week because wellness should happen all year round!

There will be activities and events in many communities, schools and workplaces throughout New Brunswick during the week. Check out the [Wellness Events Calendar](#) to register your event and see what else is going on near you.

THE WELLNESS MOVEMENT: SHARING NB'S WELLNESS STORIES

Wellness helps people and communities reach their fullest potential, both in terms of health and reaching fulfilling goals. Wellness is about feeling good, living well, being healthy and having a better quality of life. *The Wellness Movement* is the collective momentum of everyone in New Brunswick! All New Brunswickers, from families and communities to schools and workplaces, ALL of us taking steps to improve wellness for ourselves and for those around us.

Supporting New Brunswick's Wellness Strategy, *The Wellness Movement* is a grassroots initiative that inspires and motivates people to take action by sharing stories and spreading the word. It offers a way to connect all of the wellness initiatives going on in New Brunswick in a province-wide movement and guides people to find the right network, group or resource to help them with their wellness goals. Keep the momentum going and join the Movement!

ACTIVITY IDEAS

CHOOSE YOUR OWN ADVENTURE: IDEAS FOR YOUR ACTIVITY OR EVENT

Interested in planning something for Wellness Week but need some ideas?

Think about how you can create activities that promote Mental Fitness. Ask yourself if your activity encourages individuals to:

- ✓ Recognize, use and share their skills and strengths
- ✓ Have choices and be part of decision-making
- ✓ Feel connected to their peers, workplace, school, community or group

And don't forget to share your activity by registering it in the [Wellness Events Calendar](#) so that everyone knows about all the amazing things happening in our province!

Here are some suggestions to help you come up with your own ideas for Wellness Week.

Wellness Week in the Workplace: Ideas

Here are just a few ideas of how you can celebrate Wellness Week in your workplace:

Wellness Photo Contest

Organize a wellness photo contest. Employees take pictures of physical activities, healthy eating, mental fitness or how they are living tobacco-free. Set up a planning committee of employees to create the categories, and ensure all employees have an opportunity to be a judge. Include categories of photos such as individual, co-workers, family and friends! Top three pictures in each category are posted and winners could receive recognition from the employer. Share your winning photos on *The Wellness Movement's* [Facebook page](#).

Wellness Week Event

- Host a noon hour walk or organize a friendly walking challenge between work groups.
- Encourage employees to participate in a tobacco-free day around the worksite grounds.
- Plan a time to celebrate team accomplishments over the past year. Take the week to notice what colleagues have done to make the workplace a more positive place to work.
- Provide the opportunity for employees to share some healthy recipes with each other.



If you'd like even more ideas about planning events for your workplace, there is a great tool on the Resources section of *The Wellness Movement* website. View it [here](#).

And don't forget to register your activity in the [Wellness Events Calendar](#) even if your event is not open to the public. It will help inspire other workplaces across the province and show people in your community what your workplace is doing to enhance wellness!

Wellness Week in Schools: Ideas

While schools are encouraged to plan events specifically for New Brunswick Wellness Week, the Week is also about celebrating what is already happening in your school. Consider extra emphasis on curricular outcomes that apply to health and wellness to help students grasp the value of a healthy and positive lifestyle and its effect on learning and growth.

Or, if your school has applied for and received a School Wellness Grant, think about using Wellness Week to initiate or promote activities that are already planned. If you are not sure whether your school received a grant or who the contact person is for your school, please contact:

Francophone / First Nation Schools:

Lise Belliveau
(506) 869-6273
lise.belliveau@gnb.ca

Anglophone Schools:

Lynn Ann Duffley
(506) 875-6879
lynnann.duffley@gnb.ca

To get you started, here are some ideas for Wellness activities for your school:



October is International Walk to School Month

Participate in activities to celebrate Walk to School month. Organize a planning committee, including students, parents, teachers, school neighbours or community partners. Involve students in planning Walk to School Day, theme days or a group walk. Invite community partners and school neighbours to participate or to cheer students on during the events. For more ideas and organizational how-to's, go to saferoutestoschool.ca.



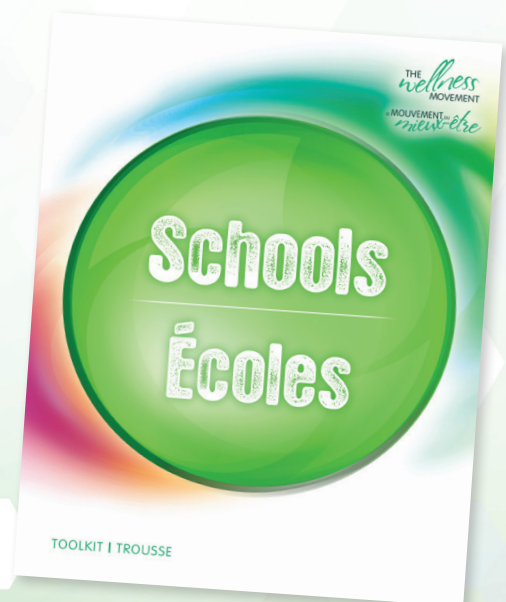
Wellness Day

Involve students in planning and organizing a Wellness Day. Displays or booths can be developed by students working with wellness and health professionals. Invite parents, community partners, school neighbours and senior citizen groups to visit the school and attend the Wellness Day. Students can explain their display/booth to the visitors. Other students can show the visitors around their schools and classrooms. You can include sessions on Zumba, dance, CrossFit, tai chi and yoga. Healthy eating events can include the distribution of smoothies and apples and a healthy breakfast for students and staff.



Still not sure what you'd like to do, then check out this great [tool](#) on the Resources page of *The Wellness Movement* website or have a look at [The Wellness Movement School Toolkit](#).

And don't forget to register your school event in the [Wellness Events Calendar](#) even if your event is not open to the public. It will help inspire others and showcase the awesome work being done in the schools to enhance wellness!



Wellness Week in Your Community: Ideas

When planning community activities, consider ways to reach out to groups and individuals who may not typically participate in these kinds of events. Include youth and persons with disabilities. Invite groups and organizations that provide important support services such as anti-poverty, food banks and seniors organizations. Think about those individuals who may feel isolated or who may be new to your community. [The Mouvement Acadien des Communautés en Santé du N.-B.](#) has created a tool on social inclusion. Check it out [here](#). For all events, ensure there is a tobacco-free environment (unless it is part of traditional First Nation's ceremonies) so all can enjoy their wellness experience! [The NB Anti-Tobacco Coalition](#) has created a whole set of tools to help you organize a smoke-free event, including signage. Have a look [here](#)!

Ready to get your community on board for Wellness Week? Here are some ideas:



Potluck or 100-Mile Dinner

Host a potluck dinner emphasizing local, healthy food choices. Or host a 100-mile dinner where the entire menu is based on foods grown or produced within 100 miles. Include games and activities for all ages to participate in. Have a community food tasting – travel to local restaurants and stores for local food sampling! To help you plan your activity, check out [Buy Local NB](#).



Open House Day

Organize an open house event offering the public an opportunity to come try a new sport/activity for free or at a reduced price. Consider approaching your municipality's Recreation and Leisure Services Department for partnership.



Need more ideas?

Then have a look at this great [tool](#) on the Resources section of *The Wellness Movement* website and get the ball rolling for wellness in your community!

And don't forget to register your event in the [Wellness Events Calendar](#) to get more people in your community out to your event and so everyone knows about what your group is doing to enhance wellness!

PROMOTION

THE WELLNESS EVENTS CALENDAR: GET NOTICED

To help get as many New Brunswickers to participate in Wellness Week events as possible, add your event to the [Wellness Events Calendar](#). It's simple, easy to use and has many benefits, including promoting events, showcasing wellness initiatives from around the province, and giving everyone in and around your community the chance to join in! Registering your activity also provides the opportunity to take advantage of concentrated media promotion around Wellness Week.

We've even put together some videos to show you why and how to use the calendar:



**Why Use the
Events Calendar Video**



**How To Use the
Events Calendar Video**

Your activity doesn't have to be high-profile or even large to be part of Wellness Week! A neighbourhood event that celebrates wellness is just as valuable! All New Brunswickers are encouraged to host activities and events that address mental fitness and resilience, healthy eating, physical activity and/or tobacco-free living or any other dimension of wellness or determinant of health. Everyone who participates should feel connected to something big, something powerful that's happening here in New Brunswick.

Although some organizations, schools, communities and workplaces are planning an activity specifically for Wellness Week, **the week is also about celebrating what is already happening around the province.** For example, a regular Thursday noon-hour walking group can celebrate their involvement in *The Wellness Movement* in New Brunswick by registering their activity in the [Wellness Events Calendar](#) or an organization may wish to profile an event they're hosting to promote tobacco-free living by adding it to the Calendar.

Thousands of New Brunswickers participate in Wellness Week activities every year. Please consider tracking your attendance to help evaluate your event. We encourage you to share your success and participation numbers with us via [Facebook](#) or by email to genevieve.audet-perron@gnb.ca.

GET THE WORD OUT ON YOUR WELLNESS EVENT!

Posters

To make planning your Wellness Week event a little easier, we've made Save the Date Posters to help you promote your activity! Go [here](#) to download your poster template today.

Make It Your Own: Customize Your Poster

The posters are Word based so they are simple to customize and print. This also means you can use the template for purposes other than a Save the Date. While the background is locked and can't be changed, the rest is yours to fill in with all the fun details of your event.

Once you've downloaded the Save the Date template for your event, you're ready to get started:

- The poster is built with text boxes. Click on each box to select it and change the text to add information about your event. Delete/add boxes as needed.
- The green used in the document, which we recommend you use if you add new elements, is Red:2 Green:178 Blue:128 (click your font colour, go to "more colours" and go to the colour sliders to input the values).
- The font for the text is Arial.
- You can add logos to the document, and the GNB logo can be deleted if need be.



Just a note: the colour may look washed out on screen while creating the document in Word, but when it is printed or turned into a PDF, it will be full-colour and look amazing!

You've Got Your Poster Printed, Now What?

Put your posters up in public posting forums like the bulletin boards at the local shopping mall, rinks, local schools, the library, etc. Get the word out so as many people as possible see it and join in!

Radio

Contact your [Regional Wellness Consultant](#) for information on radio ad templates that may be available.

Social Media

The purpose of social media networks (Facebook, Twitter, Instagram, etc.) is to allow people to connect as well as interact, so it's natural to use social media to promote and get people interested in your Wellness Week event or activity. After all, you're going where the people are! Once there, you have to provide relevant, interesting, sharable content to build excitement and get people to pass on the word. Once someone shares your event information, their friends see it. Some of those friends will share with their friends and so on. By using social media and creating good content, you can expand your reach exponentially.

Don't forget to connect your social media activity with *The Wellness Movement!*



On Facebook, tag us with **@New Brunswick Wellness**.



On Twitter, use **@WellnessNB**. You can tag us on your Twitter pictures if you are running out of space in the Tweet itself ([click here](#) for instructions on how to do that).

A few things to consider in your social media planning:

Now

- It's not too early to start planning Wellness Week activities and submitting them to the [Wellness Events Calendar!](#)
- Don't know what kind of activity to do? Survey your followers and ask what they'd like to see for Wellness Week activities!
- Start using the official Wellness Week hashtag (**#WellnessWeekNB**) in all posts.

Summer – Ready!

- Think of other hashtags you might want to use that week. *The Wellness Movement* generally uses **#PhysicalActivityNB**, **#HealthyEatingNB**, **#TobaccoFreeNB** and **#MentalFitnessNB**.
- Create a content calendar with all the information you want to get out during the event: key messaging, events, updates, etc. Plan when you will post and on which channels. Facebook allows you to post a variety of enticing content – text, photo, video, links and more – and Twitter is a great way to spread news of your event quickly and in real time. Use each strategically to get the most out of your messaging. Plan 3-7 Twitter posts per day and 1-2 Facebook posts.
- Set up a public Facebook event page (if appropriate) and invite all your followers to your event.

Early Fall – Set!

- Tweet “coming soon” messages in the days leading up to the event. Choose a key fact or highlight an activity in each tweet. Urge your followers to RT (re-tweet) to their followers. Use pictures whenever possible to boost engagement.
- Post longer promo messages on Facebook in the days leading up to the event. Highlight upcoming special events, contests or speakers. Post behind-the-scenes photos of event planning.

During the Event – Go!

- Create a Facebook and Twitter cover with a graphic for the event that people can use during the week.
- Encourage people to share their wellness tips, pictures or stories on Twitter, Facebook, Pinterest, Tumblr or any other social media outlets and update frequently.
- Monitor any conversation on social media about Wellness and the event. RT (re-tweet) when relevant and thank people for the mentions and RTs (re-tweets) as often as possible.
- Use the Wellness Week hashtag in all posts and encourage people to live-share with Twitter, Instagram and Facebook using that hashtag.

After the Event

- Post thank-you messages, stats, info, etc. to maintain the relationship with the community and create ongoing dialogue.
- Go to *The Wellness Movement's* [Facebook page](#) and share your success! You are not required to take attendance at your event, but if you did do a head count to have a good idea of how many people attended, do share it! This way we can connect all the events and know how many New Brunswickers were engaged during Wellness Week throughout the province!

Suggested Social Media Posts (you can tailor these to your own event):

Twitter (pre-event)

- Wellness Week is coming soon! Please RT and help us spread the word about [name of your event]! #WellnessWeekNB
- Will we see YOU at our Wellness Week event? RT if you plan to join us at [name of your event]! #WellnessWeekNB

Facebook (pre-event)

- Wellness Week is almost here! Check back next week for information about events, speakers, contests and more! #WellnessWeekNB
- We want to recognize everyone’s efforts and celebrate *The Wellness Movement* in New Brunswick (tag @New Brunswick Wellness) during Wellness Week! Like us and share with your friends if you plan to attend! #WellnessWeekNB

Twitter (during event)

- In 5 words or less: What does #wellness mean to you? #WellnessWeekNB
- Are you with us at [name of your event] today? Post your pictures and tag them with #WellnessWeekNB!

Facebook (during event)

- Did you attend a Wellness Week event? Tell us the most important thing you learned in the comments below! #WellnessWeekNB
- #WellnessWeekNB Tip: Add more steps to your day! Get off the bus early or park the car farther away from your destination this week.

Twitter (after event)

- Thanks to everyone who attended our Wellness Week event, [name of your event], and shared stories, pictures and tips! #WellnessWeekNB
- What did you think of this year's Wellness Week? Is there anything you'd like to see next year? #WellnessWeekNB

Facebook (after event)

- A big THANK YOU to everyone who helped make [name of your event] a success! We had a great Wellness Week. We hope to see you again next year! #WellnessWeekNB
- Our Wellness Week event this year was [name of your event]. What was your favourite part about it? Do you have ideas for Wellness Week next year? #WellnessWeekNB

NEED MORE SUPPORT IN PLANNING A WELLNESS ACTIVITY OR PROGRAM?

If you need more guidance or support for your Wellness initiative, connect with your [Regional Wellness Consultant](#). Contact information can be found at www.wellnessNB.ca/resources/regional-wellness-consultants/



Check out what grants your group might be eligible for [here](#).