ᓄᓇᕗᒻᒥ ᓄᓇᓕᓕᒫᑦ ᑲᑎᒪᔨᖏᑦ ᐃᓗᓯᓕᕆᓂᕐᒥ ᐱᒍᑦᑐᓂᕐᓄᑦ
NUNAVIK REGIONAL BOARD OF HEALTH AND SOCIAL SERVICES
RÉGIE RÉGIONALE DE LA SANTÉ ET DES SERVICES SOCIAUX NUNAVIK

News Release

FOR IMMEDIATE RELEASE

Eat, Share and Enjoy Together: March Is Nutrition Month!

Kuujjuaq, March 2, 2015 – "Eating is not only a necessity but also a pleasure that should be shared with family and friends" is the message the Nunavik Regional Board of Health and Social Services (NRBHSS) would like to convey, in the context of March, Nutrition Month, and March 27, Country Food Day. Each community is invited to organize activities to promote those yearly events; funding and tools such as recipes, nutrition games and radio messages are made available to support local nutrition-promotion activities.

Nutrition has become a much talked-about topic in the region in past years and many initiatives have begun, such as community kitchens, attracting many participants of all ages and both genders, along with the yearly community-kitchen workshop the NRBHSS organizes on each coast. Furthermore, a nutrition-education toolkit was released in November 2014 by the NRBHSS destined for schools, CLSCs, child-care centres, and the Ilagitsuta and Sungirtuivik family houses; it is also available through the community liaison wellness workers (CLWW/CLWP).

To complement all this and give *Nunavimmiut* information on healthy eating, shelf talkers are being installed in all stores across the region. Shelf talkers are promotional tags attached to a store shelf (in aisles or in refrigerators and freezers) which display information on the best food choices. These labels are based on the *Nunavik Food Guide*, and five types exist.

"Balanced eating habits are essential for a body and mind to function properly and to give the energy needed for our day-to-day activities," reminds Dr. Serge Déry, Nunavik Director of Public Health of the NRBHSS. "As part of that balanced diet, country food plays a vital role and this year, March 27 was designated Country Food Day. We strongly encourage everyone to celebrate by having a country food dinner with friends and family."

The NRBHSS is a public agency created in 1978 under the **James Bay and Northern Québec Agreement**. *It is responsible for nearly the entire Québec territory located north of the 55th parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.*

- 30 -

Source: Nunavik Regional Board of Health and Social Services
Department of Public Health

For information: Caroline D'Astous
Communications Officer, NRBHSS
819 964-2222, extension 293

For information about funding: Amélie Bouchard
Nutritionist, NRBHSS
819-964-2222, extension 246