

**10 years.**  
**50 awards.**  
**32 million winners.**



**The Speaking of  
Food and Healthy  
Living Award**

Celebrating a decade of programs that  
have inspired all of Canada to live healthier.



## They've inspired applause. They've inspired admiration. But most importantly, they've inspired millions of people to make wiser choices around eating and physical activity.

They're *The Speaking of Food and Healthy Living Awards*. And today Kraft Canada and Dietitians of Canada celebrate the awards' tenth anniversary. That's ten years of recognizing innovative programs that have redefined ways to promote healthy living, inspiring others to adapt them and bring them to life in more schools, communities, hearts and minds across the country. So here's to all of our award recipients. And to every Canadian they've served by helping them to live a healthier life.

★ Many of our past winners continue to thrive today. See their stories in the boxes linked to the award recipients highlighted in orange.

### 1998

#### National Award Recipient:

- **The Nutrition File, The Dairy Nutrition Council of Alberta**

#### Regional Award Recipients:

- The Shop Smart Tour: Nutrition Education in Supermarkets, Shop Smart Tours Inc.
- KIDSCAN, The Child Hunger and Education Program
- LessOn Lifestyles, Hamilton Health Sciences Corporation
- Healthy Eating Television Mini-Segments, Renfrew County and District Health Unit (ON)
- Affiches et dépliants "santé", Université de Moncton

**PROFILE:** This series of 20 one-minute prime-time TV vignettes presented women in Alberta with healthy nutrition messages, addressing issues like body image, heart health and osteoporosis, among others. Its focus on food preparation and shopping choices made it an invaluable guide to healthier living.

**UPDATE:** The Nutrition File continues to be a trusted source of health information for Albertans through an annual seminar, newsletter and fact sheets on a range of topics.

### 1999

#### National Award Recipient:

- **Teen Cuisine: Marketing Nutrition Teen Style, Renfrew County and District Health Unit (ON)**

#### Regional Award Recipients:

- Never Say Diet!, Judy Toews and Nicole Parton
- Meals for Good Health, Karen Graham in collaboration with the Canadian Diabetes Association
- What's On The Menu?, Dairy Farmers of Ontario
- Growing Up With Food, Canadian Cancer Society (NS)

**PROFILE:** Cafeteria managers, high school students and public health staff developed a series of promotional materials and activities to build enthusiasm for more healthy food choices in their cafeterias. The program later inspired *Style in Motion: A Body Image Fashion Show*, a school-run fashion show that integrated healthy lifestyle messages. The show was packaged as a manual and made available to other schools.

**UPDATE:** A 10-year evaluation has shown the program resulted in more students making healthier choices, plus an overall reduction in sales of foods such as French fries.

### 2000

#### National Award Recipient:

- **The Diabetes Prevention Resource Kit For Children, Manitoba Association of Community Health**

#### Regional Award Recipients:

- Health Bytes, Atlantic Superstore (NB)
- The Specialty Food Shop, Hospital for Sick Children
- Nutrition on the Run, Heart and Stroke Foundation of Canada (BC)
- Nutrition and a Teen Friendly Cafeteria, Chateauguay Valley Regional High School (PQ)

**PROFILE:** Designed specifically for Aboriginal children, this "tickle trunk" contained a wealth of educational tools for diabetes prevention such as a hand-made elder puppet and script, a storybook based on the medicine wheel, and cards with activity ideas for families.

**UPDATE:** Since then, the resource kit has had new features added and has been renamed the Diabetes Medicine Bag to better reflect the Aboriginal focus and content. In addition, a second medicine bag was created for children ages 7-12, featuring kid-friendly materials like activity books, DVDs and board games.

### 2001

#### National Award Recipient:

- **Style in Motion: A Body Image Fashion Show, Fellowes High School (Pembroke, ON)**

#### Regional Award Recipients:

- **Feeding Your Toddler Video, Vancouver/Richmond Health Board**
- Creative Lifestyle Changes, Calgary Regional Health Authority Hypertension and Cholesterol Centre
- Celebrating Midlife Madness Workshop, HUGS International Inc. (MB)
- The Menu Planner, Dairy Farmers of Ontario
- Great Food Fast Tips, Northern Regional Health Board (Truro, NS)

**PROFILE:** This how-to toddler nutrition video was the first in the Region to reflect Canada's cultural diversity. Available in multiple languages, it helped parents and caregivers to feed young children (aged one to three) in ways that promote healthy eating behaviours.

**UPDATE:** Plans are being explored to revise the video to include the new *Eating Well with Canada's Food Guide*, as well as to create a DVD version. The video continues to fill a crucial gap in nutrition education.

### 2002

#### National Award Recipient:

- **The Diabetes Food Guide to Healthy Eating, Centretown Community Health Centre (Ottawa, ON)**

#### Regional Award Recipients:

- The Nutrition File® For Television, Alberta Milk
- Pete the Pancreas, File Hills Qu'Appelle Tribal Council (SK)
- Making Healthy Choices – Magnetic Board, Brant County Health Unit (ON)
- Overweight and Out of Shape: PEI's Looming Health Care Crisis, Canadian Broadcast Corporation
- Bone Zone – Messages for Anyone With Bones, BC Ministry of Health Services

**PROFILE:** This guide was launched to help people with type 2 diabetes. Designed to be user-friendly, it offered both a simple "follow-the-rainbow" approach and a more complex meal planning and carbohydrate-counting approach. The guide drew a flurry of media attention, and thousands of requests for copies.

**UPDATE:** The guide is still in demand, and has been revised to encompass information from the Canadian Diabetes Association's *Beyond the Basics Meal Planning Guide*. It has also been translated into many languages.

### 2003

#### National Award Recipient:

- **Make the Right Choice, Winnipeg Regional Health Authority**

#### Regional Award Recipient:

- Simply Healthy Vegetable and Fruit Campaign, Alberta Cancer Board
- The ABC's of Feeding Preschoolers – NutriSTEP Guide, Sudbury and District Health Unit (ON)
- Act Now...the best you can be!, Creative Wellness Solutions (ON)
- Healthy Bodies Inside Out, Region #3 Public Health, Fredericton
- brightlife™, The Overwaitea Food Group (BC)

**PROFILE:** Created for inner-city schoolchildren, this diabetes prevention workshop featured a theatrical show presented by Aboriginal student actors, demonstrating the value of healthy lifestyle choices. Following the show, the audience explored the topic further by engaging in games, discussions and sharing circles.

**UPDATE:** R.B. Russell Vocational High School students have been asked to provide training workshops to Aboriginal groups across Canada. The project has gained recognition across North America, with the latest inquiry coming from as far away as Arkansas. Since the original students have long since graduated, new community action students have taken their place.

### 2004

The award took a hiatus as our efforts were focused on creating *Speaking of Food and Healthy Living – Children and Healthy Weights: Parents' Perspective*, a pivotal report that revealed the realities of parents trying to help their kids attain healthy weights (see [www.dietitians.ca](http://www.dietitians.ca)).

### 2005

#### National Award Recipient:

- M.O.V.E. (Making Our Vermilion Energized), Buffalo Trail Public School (AB)

#### Regional Award Recipients:

- Living School, Ophea
- **Eat Well, Play Well – Nutrition Month 2004, Chateauguay Valley Regional High School (PQ)**
- Healthy Kids Club, Labrador-Grenfell Regional Integrated Health Authority
- Cooking For Your Life!, Canadian Diabetes Association (BC)

**PROFILE:** For students in grades 7–11, this fun month of healthy eating and physical activity events included an exercise week, organized sports games, and nutrition quizzes. Nutritious snack baskets were given as prizes, and students were awarded through a points system for participation.

**UPDATE:** The program's success led to a revamp of the school's food policy, inspiring other high schools to follow suit. Today, the program continues to grow, and will be featured in an upcoming DVD created by the Ministère de l'Éducation, du Loisir et du Sport in Quebec.

### 2006

#### National Award Recipient:

- **The "Snactivity Box", Calgary Health Region and Alberta Cancer Board**

#### Regional Award Recipients:

- School Healthy Eating Toolkit, PEI Healthy Eating Alliance
- Making it Happen: Healthy Eating at School, BC Dairy Foundation, BC Ministry of Health and Knowledge Network
- Alphabet Soup, Winnipeg Regional Health Authority/Bookmates Family Learning Centre
- Power4Bones: A School-Based Bone Health Program, Dairy Farmers of Canada (Ontario)

**PROFILE:** Chockfull of fun games and activities, this toolkit was designed to help caregivers deliver healthy messages to children by inviting kids to explore the fun of physical activity and making healthy food choices.

**UPDATE:** Part of Early Childhood Education curriculums at Mount Royal College and Bow Valley College in Calgary, the toolkit has been adapted by Alberta Health and Wellness and distributed across Alberta where it is promoted as the number one resource among caregivers working with children.

### 2007

#### National Award Recipient:

- **Healthy Eating in Arenas Project, Creating Healthy Environments for Youth Coalition (ON)**

#### Regional Award Recipient:

- Thought About Food? A Workbook and DVD on Food Security and Influencing Policy, Nova Scotia Food Security Network Steering Committee
- Top Fuel for Top Performance, Canadian Forces Health Services (Ottawa, ON)
- Livin' it Up! A Wellness Program for Seniors, Transcona Council for Seniors Inc. (MB)
- The Big Cook, You Can 2 Publishing (AB)
- Guidelines for Food and Beverage Sales in BC Schools, BC Ministry of Health and the BC Ministry of Education (part of ActNowBC)

**PROFILE:** While arenas promote physical activity, their concession stands typically sell foods high in fat, sugar and salt. This program helps patrons to make wiser food choices, by offering menus that include healthy options for breakfast, lunch and dinner. The program also produces posters for arenas and schools, conducts presentations to coaches and parent councils, and contributes articles for school newsletters and manuals for parents.





*The Speaking of Food and Healthy Living Awards* are really about sharing, whether it's sharing the limelight, or sharing ideas. By coming together, we've all helped millions of Canadians to make healthier choices in their everyday lives. Which is why Dietitians of Canada and Kraft Canada also wish to share something else: our congratulations to all our winners, past and present. And an invitation for all of you to join with us in continuing to serve Canadians for decades to come.

These award-winning programs are available for all of us to make a healthier Canada. We encourage you to learn more, adapt and tailor them to your needs. Visit [dietitians.ca](http://dietitians.ca) for a full overview of all award recipients. Or, to contact them directly, see the information below.

**The Nutrition File**

The Dairy Nutrition Council of Alberta  
Contact: Cindy Thorvaldson  
cthordvaldson@albertamilk.com

**The Shop Smart Tour: Nutrition Education in Supermarkets**

Nutrition Tours  
Contact: Patricia Chuey  
patricia\_chuey@owfg.com

**KIDSCAN**

The Child Hunger and Education Program  
Contact: Rita Mireles  
www.chep.org/kc/index.html

**Healthy Eating Television Mini-Segments**

Renfrew County District Health Unit (ON)  
Contact: Peggy Patterson  
ppatterson@rcdhu.com

**Teen Cuisine: Marketing Nutrition Teen Style**

Renfrew County and District Health Unit (ON)  
Liz McLaren  
lmclaren@rcdhu.com

**Meals for Good Health**

Karen Graham in collaboration with the Canadian Diabetes Association  
Contact: Karen Graham  
karen@mealsforgoodhealth.com

**What's On the Menu?**

Dairy Farmers of Canada (Ontario)  
Contact: Joanne Gallagher  
jgallagher@dfc-plc.ca

**Growing Up With Food**

Canadian Cancer Society (NS)  
Contact: Bonnie C. Conrad  
bonnie.conrad@cdha.nshealth.ca

**The Diabetes Prevention Resource Kit for Children**

Manitoba Association of Community Health  
Contact: Marilyn Zarchariah  
marilyn@changemakers.ca

**Health Bytes**

Atlantic Superstore (NB)  
Contact: Sonia Stadler  
sonia.stadler@loblaw.ca

**The Specialty Food Shop**

Hospital for Sick Children  
www.sickkids.on.ca/specialtyfoodshop

**Nutrition on the Run**

Heart and Stroke Foundation of Canada (BC)  
Contact: Ramona Josephson  
ramonaj@telus.net

**Nutrition and a Teen Friendly Cafeteria**

Chateauguay Valley  
Regional High School (PQ)  
Contact: Nancy Saunders  
saunders@rocler.qc.ca

**Style in Motion: A Body Image Fashion Show**

Fellowes High School (Pembroke, ON)  
Contact: Wanda Hilts  
hilts@fc.renfrew.edu.on.ca

**Feeding Your Toddler Video**

Vancouver/Richmond Health Board  
Contact: Barbara Crocker  
barbara\_crocker@vrhb.bc.ca

**Creative Lifestyle Changes**

Calgary Regional Health Authority  
Hypertension and Cholesterol Centre  
Contact: Wendy Shah  
wendy.shah@calgaryhealthregion.ca

**Celebrating Midlife Madness Workshop**

HUGS International Inc. (MB)  
Contact: Camilla Boisvert  
c\_boisv@telus.net

**The Menu Planner**

Dairy Farmers of Canada (Ontario)  
Contact: Joanne Gallagher  
jgallagher@dfc-plc.ca

**Great Food Fast Tips**

Public Health Services Colchester  
East Hants Health Authority  
Contact: Brenda Leenders  
brenda.leenders@cehha.nshealth.ca

**The Diabetes Food Guide to Healthy Eating**

Centretown Community  
Health Centre (Ottawa, ON)  
Contact: Cindy Sass  
csass@magma.ca

**The Nutrition File® for Television**

Alberta Milk  
Contact: Cindy Thorvaldson  
cthordvaldson@albertamilk.com

**Pete the Pancreas**

File Hills Qu'Appelle  
Tribal Council (SK)  
Contact: Bev Missens  
bmissens.fhqtc@sasktel.net

**Making Healthy Choices - Magnetic Board**

Brant County Health Unit (ON)  
Contact: DeAnna Renn  
drenn@bchu.org

**Bone Zone – Messages for Anyone with Bones**

BC Ministry of Health Services  
Contact: Lisa Forster-Coull  
lisa.fostercoull@gov.bc.ca

**Make the Right Choice**

Winnipeg Regional Health Authority  
Contact: Rosemary Szabadka  
rszabadka@wrha.mb.ca

**Simply Healthy Vegetable and Fruit Campaign**

Alberta Cancer Board  
Contact: Monica Schwann  
monica.schwann@cancerboard.ab.ca

**The ABC's of Feeding Preschoolers– NutriSTEP Guide**

Sudbury and District Health Unit (ON)  
Contact: Joanne Beyers  
beyersj@sdhu.com

**Act Now... the best you can be!**

Creative Wellness Solutions (ON)  
Contact: Laura Mikos  
lmikos@creativewellness.ca

**Healthy Bodies Inside Out**

Region #3 Public Health Frederickton  
Contact: Shauna Miller  
shauna.miller@gnb.ca

**brightlife™**

The Overwaitea Food Group (BC)  
Contact: Patricia Chuey  
patricia\_chuey@owfg.com

**M.O.V.E. (Making Our Vermilion Energized)**

Buffalo Trail Public School  
Contact: Lorelee Marin  
loreelem@cancer.ab.ca

**Living School**

Ophea  
www.livingschool.ca

**Eat Well, Play Well – Nutrition Month 2004**

Chateauguay Valley  
Regional High School (PQ)  
Contact: Nancy Saunders  
saunders@rocler.qc.ca

**Healthy Kids Club**

Labrador-Grenfall Regional  
Integrated Health Authority  
Contact: Tracey Duder  
tracey.duder@lghealth.ca

**Cooking For Your Life!**

Canadian Diabetes Association (BC)  
Contact: Ivanka Lupenec  
ivanka.lupenec@diabetes.ca

**Snactivity Box**

Calgary Health Region and  
Alberta Cancer Board  
Contact: Diane Hoy  
diane.hoy@calgaryhealthregion.ca

**School Healthy Eating Toolkit**

PEI Healthy Eating Alliance  
Contact: Charmaine Campbell  
cecampbell@edu.pe.ca

**Making it Happen: Healthy Eating at School**

BC Dairy Foundation, BC Ministry of  
Health and Knowledge Network  
Contact: Sydney Massey  
sydnymassey@bcdcf.ca

**Alphabet Soup**

Winnipeg Regional Health Authority/  
Bookmates Family Learning Centre  
Contact: Rosemary Szabadka  
rszabadka@wrha.mb.ca

**Power4Bones: A School-Based Bone Health Program**

Dairy Farmers of Canada (Ontario)  
Contact: Joanne Gallagher  
jgallagher@dfc-plc.ca

**Healthy Eating in Arenas Project**

Creating Healthy Environments for  
Youth Coalition (ON)  
Contact: Adrienne Baltadjian  
adrienne.baltadjian@region.durham.on.ca

**Thought About Food? A Workbook and DVD on Food Security and Influencing Policy**

Nova Scotia Food Security Network  
Steering Committee  
Contact: Patricia Williams  
patty.williams@msvu.ca

**Top Fuel For Top Performance**

Canadian Forces Health Services (Ottawa, ON)  
Contact: Leanna Knox-Kinsman  
knox-kinsman.LI@forces.gc.ca

**Livein' it Up! A Wellness Program For Seniors**

Transcona Council for Seniors Inc. (MB)  
Contact: Lee Mandock  
lee\_mandock@hotmail.com

**The Big Cook**

You Can 2 Publishing (AB)  
Contact: Joanne Smith  
ksmith@shockware.com

**Guidelines for Food and Beverage Sales in BC Schools**

BC Ministry of Health and BC Ministry  
of Education (part of ActNowBC)  
Contact: Cathy Richards  
cathy.richards@interiorhealth.ca



**The Speaking of Food and Healthy Living Award**

Excellence in Consumer Communication



**Dietitians of Canada  
Les diététistes du Canada**

This look back at 10 great years was made possible by the support of the following Kraft division and brands:

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