

NEWS RELEASE

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MARCH IS NUTRITION MONTH: DISCOVER THE POWER OF FOOD

Kuujjuaq, March 2, 2018 – Every year, the month of March highlights nutrition in order to encourage Nunavimmiut to adopt healthy eating habits. Moreover, March 28 is Traditional Food Day. As we are all aware, traditional foods are an integral part of Nunavimmiut life.

This year, Nutrition Month particularly emphasizes the "power of food" as veritable fuel throughout the day as well as a means to discover, prevent, heal and be together.

For those reasons, the Nunavik Regional Board of Health and Social Services encourages each community to apply for funding immediately to organize community activities in March. Maximum funding is \$1000 per project. Tools will be proposed for participating communities to guide them in the process and thus organize activities such as cooking courses open to all, step-by-step cooking shows over radio, community meals, guided visits to the grocery store with concrete advice on foods and ideas for economical recipes, health challenges in the schools, workshops on proper preparation of traditional foods and so forth. New ideas are encouraged in order to highlight Nutrition Month in the best ways possible.

The activities will be designed for all community members: men, women, youth, elders, families, single mothers, pregnant women, hunters, etc. Nutrition Month and Traditional Food Day are for all Nunavimmiut, encourage sharing and community initiatives, and help improve knowledge on nutrition toward adoption of healthy lifestyles for better health.

Do not forget, good health starts with healthy eating. "Traditional food is a good source of energy for all. This is a good time to learn more about the benefits of healthy eating for the body," declared Dr. Françoise Bouchard, Director of Public Health of the NRBHSS.

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

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