

## The Cost of Healthy Eating in Oxford

"Income-related food security is an important Public Health issue in Canada and is a key social determinant of health. Food security is essential for healthy eating—without consistent economic access to sufficient nutritious food, healthy eating cannot be achieved, increasing the risk of poor health." { *Canadian Community Health Survey, Cycle 2.2, Nutrition (2004)-Income-Related Household Food Security in Canada* }



Food security is defined as "the state in which all people at all times have physical and economic access to sufficient, safe, nutritious food to meet their dietary needs and food preferences for an active and healthy life." { *Food and Agriculture Org. 1996* }

Oxford County Public Health and Emergency Services has been collecting local data to estimate the minimum cost of a nutritious diet since 1998. Some of the 66 foods included in the National Food Basket (NFB) are: fresh, canned and frozen fruit and vegetables, meats, meat alternatives, breads, rice, noodles, cookies and crackers, milk, cheese and yogurt. The food basket did not contain, soup, coffee, tea or low nutrient snack foods such as pop or chips, baby food or convenience foods. Detergent or other non-food household items or personal hygiene products are also not included. The Health Unit has just completed the yearly food cost survey in 8 grocery stores throughout Oxford County. This year, it costs approximately \$136.08 per week, to feed a family of four (man and woman 35 years of age, boy 14 years of age and girl 8 years of age.) Comparing the nutritious food basket (NFB) results from last year, the NFB has risen 4.3%.

In Oxford County, local level policies and programs are addressing income-related food insecurity in a sustainable way through addressing factors associated with income.

Here in Oxford County, we have seen the benefits of more affordable housing, the spin off of higher minimum wages, and an increased awareness of the needs of the less fortunate families and individuals at the municipal government level throughout Oxford.

Working together to build food security and ensure policies are developed and implemented is vital in addressing the root causes of food insecurity and hunger.

Janice Sloat RD  
Registered Dietitian

## 2009 and beyond...

We have been informed that OHHP - Taking Action for Healthy Living (Heart Health) is evolving and will continue in 2009 and beyond! This next year is a year for planning with a focus on healthy weights and active living. The Ministry of Health Promotion has asked all coalitions and partnerships to start focusing more on strategies which assist people in making the healthy choices that have been recommended for many years. Priorities should be chosen reflecting people and groups who are at greatest risk, taking actions that address their unique needs. Creating a supportive environment can be actions such as ensuring sidewalks are in good repair, and offering healthy food choices in school vending machines, while working towards and advocating for public policies that enable our community to be a healthier place for all. We have many successful initiatives that are well along the way in meeting the Ministry's expectations. Read the next issue of this newsletter for an update on plans and activities for the coming year.

Iva MacCausland  
Whole Hearted Living, Heart Health Coordinator

## When it comes to hooking kids, Cigarillos are the new Cigarettes

Lax Federal laws over cigarillos have led to a hidden new problem of youth smoking. Statistics from Health Canada show that for many adolescents, cigarillos are the new cigarettes and that today's candy-flavoured cigarillo is a starter product for nicotine addiction. Many cigarillo users do not smoke cigarettes and not included in estimates of youth smoking.

Tobacco companies have marketed candy-flavoured tobacco products, packaged them in brightly coloured 'try-me' plastic tubes that resemble lip-gloss and priced them to be competitive with candy bars and chips. Cigarillos are available in kiddy-pack sizes, at kiddy-friendly prices and kiddy-friendly flavours.

Individual cigarillos are available in eleven flavours such as chocolate mint, cherry, rum, wild berry and cinnamon. No laws are in place to restrict companies from flavouring or promising sweetness.

Canadian law distinguishes between tobacco products which are wrapped in paper made from tobacco leaves (cigarillos) and those which are wrapped in paper made from trees (cigarettes). Unlike cigarettes, which cannot be sold in packages with fewer than 20 units, cigarillos can be sold individually and without health warning messages. Cigars do not have to have warnings on individual units, nor do they have to have warnings on both sides of multiple unit packages. The individually wrapped cigarillos are sold at many convenience stores and cost about the same as a candy bar. The result is a market with cheap and kid-friendly tobacco products.

Canadian teenagers are more likely to experiment with cigarillos than cigarettes and about 5% of teenagers are smoking cigarillos. Young people have three times the rates of cigarillos use than adults but are not included in current measurements of smoking.

***"cigar" refers to every description of cigar, cigarillo and cheroot and any roll or tubular construction intended for smoking that consists of a filler composed of pieces of natural or reconstituted leaf tobacco, a binder of natural or reconstituted leaf tobacco in which the filler is wrapped and a wrapper of natural or reconstituted leaf tobacco***

Ref. Physicians for a smoke-free Canada  
[www.smokefee.ca/pdf\\_1/cigarillos-2008.pdf](http://www.smokefee.ca/pdf_1/cigarillos-2008.pdf)

Carol Bossenberry  
Tobacco Use Coordinator



## Smoke-free Ontario Act (SFOA)

The Smoke Free Ontario Act (SFOA) has been in effect since May 31, 2006 and bans smoking in all public places and workplaces. Work vehicles are considered part of the workplace under this legislation and drivers or passengers who smoke or hold lighted tobacco product in a work vehicle can be charged under the SFOA.

While compliance rates with smoking in public places and work places have been extremely high with the general public during the past two years, there have been lower compliance rates with smoking in work vehicles. To date Tobacco Enforcement Officers in Oxford County have been giving out warnings and education materials when they see infractions.

All employees who use work vehicles should know that failure to comply with the SFOA may result in prosecution. The fine for this infraction is \$305. If you have any questions please contact Gerry Moniz at 539 9800 ext 3460

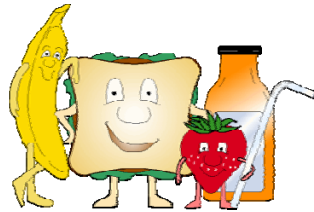
**Keep Workplace Vehicles Smoke-Free  
IT'S THE LAW!**

**SMOKE FREE ONTARIO**  
It is Illegal to Smoke in a Workplace Vehicle  
**Protecting You in Your Workplace**  
For more information contact your local Health Unit

**Oxford County** growing stronger together  
Public Health & Emergency Services  
519-539-9800 1-800-755-0394

## Elementary School HEAL Challenge 2008-09 Supports The Return of Students Walking to School

Whole Hearted Living has sponsored the 2<sup>nd</sup> annual school award program which promotes the improvement of the HEAL (Healthy Eating Active Living) environment in



Oxford County schools. The HEAL Challenge encourages schools to create a HEAL Committee with teachers, students and parents who will collectively work on HEAL promotion initiatives at their school. These HEAL Committees will access pre-existing programs within the community, Public Health, the Ministry of Education as well as other free programs that they may not have heard about.

One of many programs the HEAL Challenge promotes is the "(IWALK) International Walk to School Month." This is an annual international celebration of active transportation and its related issues are used to introduce communities to the Active & Safe Routes to School program which takes place each October. Within this month, there is a designated "Walk to School Week" (IWALK Week: October 6-10, 2008) and a "Walk to School Day" (Wednesday, October 8, 2008). The general themes that are promoted during IWALK include: increasing daily physical activity, improving safety, enhancing the environment, reducing levels of crime, developing community cohesion, promoting social interaction and reducing traffic congestion, pollution and speed near schools. To learn more about this international event visit [www.iwalktoschool.com](http://www.iwalktoschool.com).

For more information contact  
Karen Reading, Public Health Nutritionist  
Kelly Vanderhoeven, Public Health Nurse  
519-539-9800 / 1-800-755-0394



## Nordic Walking Another physical activity choice for you!

Whole Hearted Living Network has purchased 2 pairs of Nordic Walking Poles. You are invited to sign them out and give it a try.



### Nordic Walking:

- Gives total body workout that involves 90% of muscles
- Increases heart rate, more than with normal walking
- Increases oxygen consumption and burns more calories than with normal walking
- Eases muscle tension in neck and shoulder regions
- Reduces load on knees and other joints, and on the heels
- Improves posture

Here are two websites that give basic instructions on using the poles. There are also Nordic pole walking video clips on You Tube.

<http://intraspec.ca/nordic-walking.php>

<http://walking.about.com/cs/poles/a/nordicwalking.htm>

Contact: Lorna Boratto, 519-539-0015 ext 3411

## Take A Hike!

The arrival of Fall brings ideal trail hiking conditions. The temperatures are cooler, there are fewer bugs and the colours are glorious. The third edition of "Seek and Explore, A Guide to the Trails in Oxford County" is available in the libraries, recreation centres and Public Health. It can also be found on the internet:

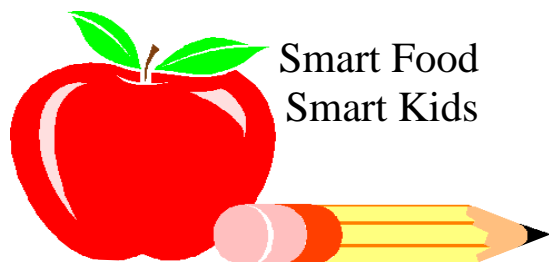
<http://www.county.oxford.on.ca/site/589/default.aspx>

Make a date with yourself, your family, your friends, your dog (on leash) and enjoy the beauty, fresh air and exercise on our trails.

## Oxford County Nutritional Partnership

The Oxford County Nutritional Partnership is roaring into a new school year with great news for our school nutrition programs. As was announced last spring, the Ministry of Children & Youth Services increased the amount of funding to schools resulting in not only increased money for food but also money for infrastructure funding. Schools can now reequip their kitchens with up-to-date appliances and facilities that meet health and safety standards. As well, our high risk schools are all being encouraged to implement a nutrition program and will receive extra funding to support their program. Another part of the funding is going for the start up of new programs. This is particularly welcome as there has been no money for new programs since 2005. All of this funding is a recognition of the importance the Ministry puts on school nutrition programs and supports our goal of having every child in Oxford County attend school well fed and ready to learn. Our kick-off breakfast that was held on September 23<sup>rd</sup> and we were very pleased with our turnout as over 25 schools were represented. Congratulations to all our door prize winners and to Central Public and Glendale High School who each won a \$100 grocery certificate. This is going to be an exciting busy year as we now have 35 schools with programs. Remember, we always welcome volunteers, so join us in helping to make a positive difference in a child's school experience.

Lynda Metcalfe  
School Nourishment Program Coordinator  
Oxford County Nutritional Partnership



Smart Food  
Smart Kids



You may be eligible to participate in a treatment study using nicotine replacement therapy (i.e. nicotine patch or inhaler) to help you quit smoking.

**Three Treatment study sessions will be held:**

**On November 19 & 20, 2008**

**In Woodstock, Tillsonburg and Ingersoll**

**To learn more, see if you qualify, and to register contact:**

**Oxford County Public Health  
519-539-9800 Ext 3412 or 1-800-755-0394**

For more detailed information on the study please call the **STOP Study** at  
416-260-4158 or email [stop\\_study@camh.net](mailto:stop_study@camh.net)

\*Confidentiality assured  
\*Medication free of charge



CAMH provides other treatment options for mental illness or addiction. For more information, visit [www.camh.net](http://www.camh.net) or call CAMH at 416-535-8501. CAMH is a Pan American Health Organization / World Health Organization Collaborating Centre Affiliated with the University of Toronto. All queries are strictly confidential.

## NON-DIET APPROACH TO WEIGHT MANAGEMENT

**Trying to Lose Weight? Tired of Dieting?**

**Non-Diet Approach to  
Weight Management Classes**

Pre-register by Oct. 22nd  
Call Oxford County Public Health  
539-9800 ext. 3426  
1-800-755-0394

Classes held at  
Oxford County Public Health  
410 Buller Street, Woodstock  
Nov. 6th, 13th and 20th, 7:00—9:00 p.m.

Come and learn about:  
Healthy eating, Meal planning for balance,  
portion control, craving control, active living,  
energy in and energy out, and why diets don't work

