

Recipe Promotion Background Information (Sept 27, 2012)

What is happening?

Across Nunavut, for the next 10 months, 10 healthy recipes are being promoted in community programs and in stores. In addition to learning how to prepare these meals in community program settings, community members can also pick up a different recipe in their stores towards the end of each month from September to June. Community members will also see displays and sale pricing on ingredients. Nunavut Food Guides will also be available in stores.

The first recipe, a fish chowder will be launched September 20, 2012, across Nunavut.

Where did the recipes come from?

The Department of Health and Social Services created 10 recipes with input from community programs in all Nunavut Regions. The recipes:

- were tested in Nunavut kitchens
- contain important nutrients and demonstrate basic cooking skills
- contain ingredients which are available and affordable in Nunavut stores
- are available in video, featuring popular cooking show host Oleepika Veevee demonstrating how to prepare them.

Who is Collaborating on This Initiative?

Arctic Co-operatives Ltd, the North West Company, and a number of independent retailers have stepped up to help promote these recipes by offering to feature them in flyers, putting ingredients on sale, and supporting taste testing done by community health workers in their stores. This will expand the reach of these nutrition education tools and activities, and encourage people right at the time of purchase, to make healthy choices.

How is This Initiative Funded?

This project was funded through Health Canada's disease prevention and health promotion investments, and the nutrition education component of Nutrition North Canada. Retailers have also invested in this initiative through shipping costs, staff time, display space, flyer promotions, and sale pricing on ingredients.

Links to Health and Social Services Priorities

This collaborative initiative is closely aligned with the vision highlighted in the Department of Health and Social Services' Public Health Strategy :

A Vision for Public Health

To create the conditions that enable all Nunavummiut to enjoy excellent health and reach their full potential.

Guiding Principles

- Approaches that address root causes of poor health
- Shared responsibility – participation of communities in public health decision making
- Collaboration and partnerships for collective action
- Multiple strategies in multiple settings
- Accountability
- Evidence based decisions

All of the recipes and the Nunavut Food Guide can be viewed at

<http://www.hss.gov.nu.ca/en/yourhealthnunavutnutrition.aspx>