



Labrador-Grenfell Health

For Immediate Release

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Labrador-Grenfell Health Launches Vegetables and Fruit Awareness Campaign

Labrador-Grenfell Health is launching today a Vegetables and Fruit campaign at Peacock Primary School in Happy Valley-Goose Bay with a group of Grade 3 students, parents and caregivers. The campaign highlights fresh, frozen and canned vegetables and fruit as healthy options and promotes the importance of enjoying vegetables and fruit with every meal and snack.

“We are excited to launch a campaign that supports our vision of ‘healthy people living in healthy communities’,” said Tony Wakeham, President and Chief Executive Officer. “We all have a role to play in healthy eating. Children learn from watching adults and the more vegetables and fruit parents and caregivers consume, the more likely children are to eat vegetables and fruit.”

Research shows that a healthy diet rich in vegetables and fruit helps individuals get enough vitamins, minerals and other nutrients, prevents the risk of developing chronic conditions, and contributes to overall health and vitality. While the majority of people recognize that vegetables and fruit are good for their health, some are unaware that frozen and canned vegetables and fruit – without added fat, sugar or salt – have the same nutritional value as fresh vegetables and fruit.

According to data from the most recent Canadian Community Health Survey, 18.1 per cent of people in the Labrador-Grenfell Health region, 12 years of age and older, consumed vegetables and fruit at least five times per day, compared to the provincial average of 25.7 per cent and the national average of 39.5 per cent.

“There are many reasons that impact an individual’s ability to eat healthy,” said Lynn Blackwood, Regional Nutritionist with Labrador-Grenfell Health. “We want to remind parents and caregivers that they have options when it comes to eating healthy. Canned and frozen vegetables and fruit have shown to contain the same nutritional value as fresh vegetables and fruit.”

Labrador-Grenfell Health is pleased to collaborate with the other Regional Health Authorities in the province to promote healthy eating and contribute to a healthier Newfoundland and Labrador. The campaign uses a series of personalized food characters and catchy phrases designed to attract attention, and to encourage parents, caregivers and children to opt for more vegetables and fruit with every meal and snack.

Over the next six months, Labrador-Grenfell Health will be promoting vegetables and fruit at schools, community events and select grocery stores in the region, as well as through its website and social media (#veggiesandfruit).

For more information about this campaign, including tips and ideas, visit <http://www.lghealth.ca/Veggies&Fruit/>

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