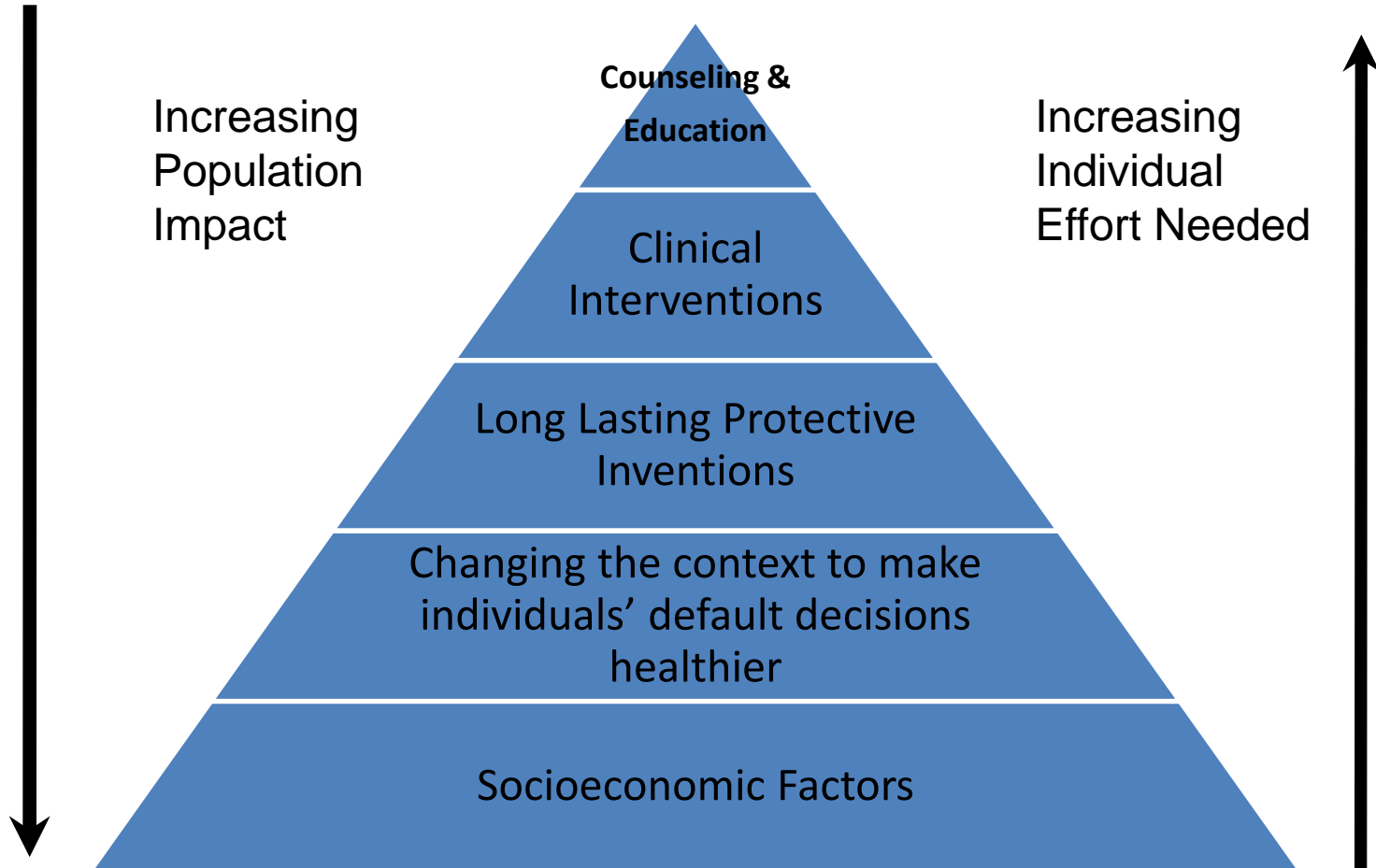


# Why Design Health into New Brunswick Communities?

Dr. Cristin Muecke  
Medical Officer of Health  
NB Department of Health

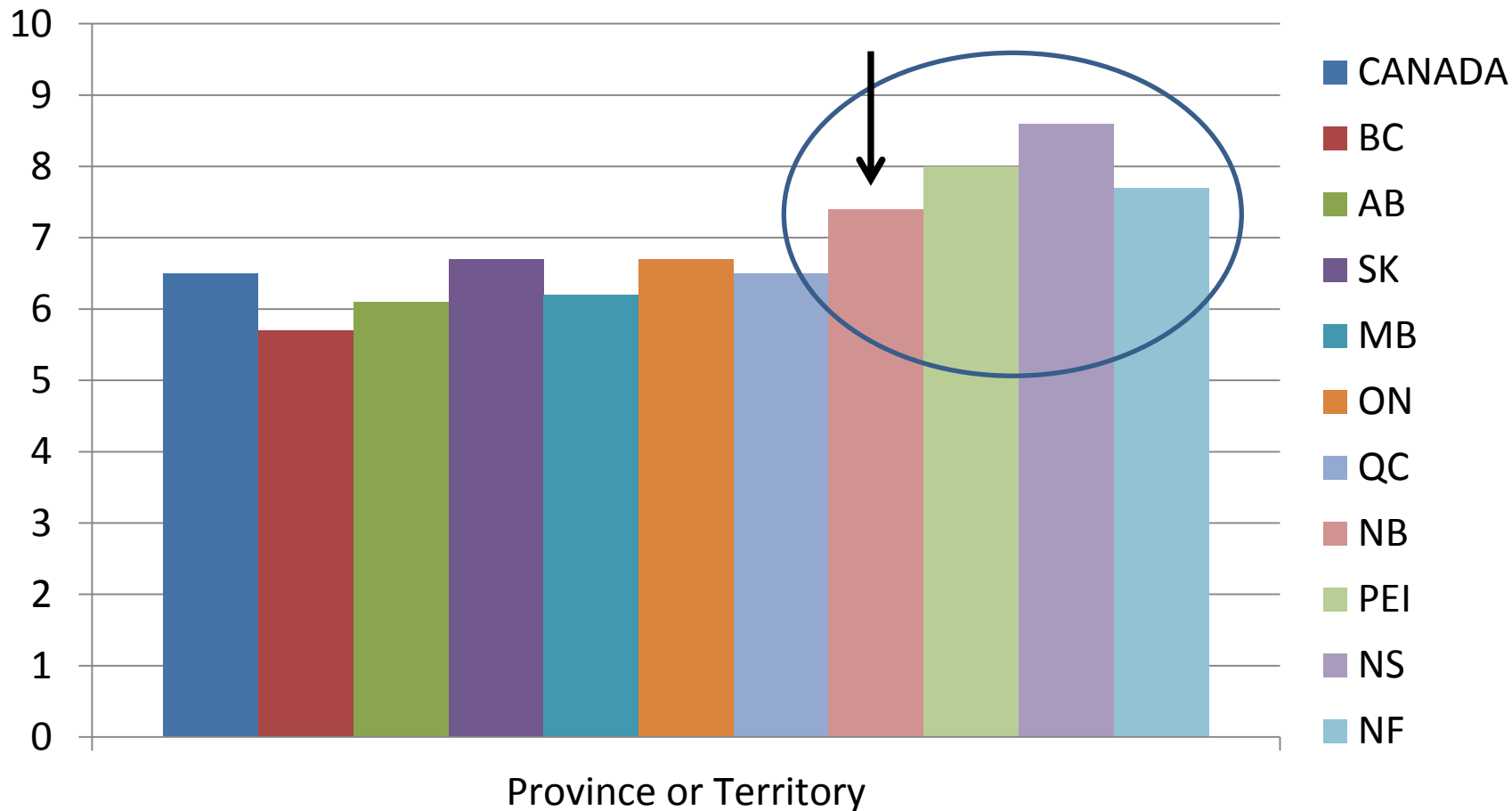


# Health Impact Pyramid

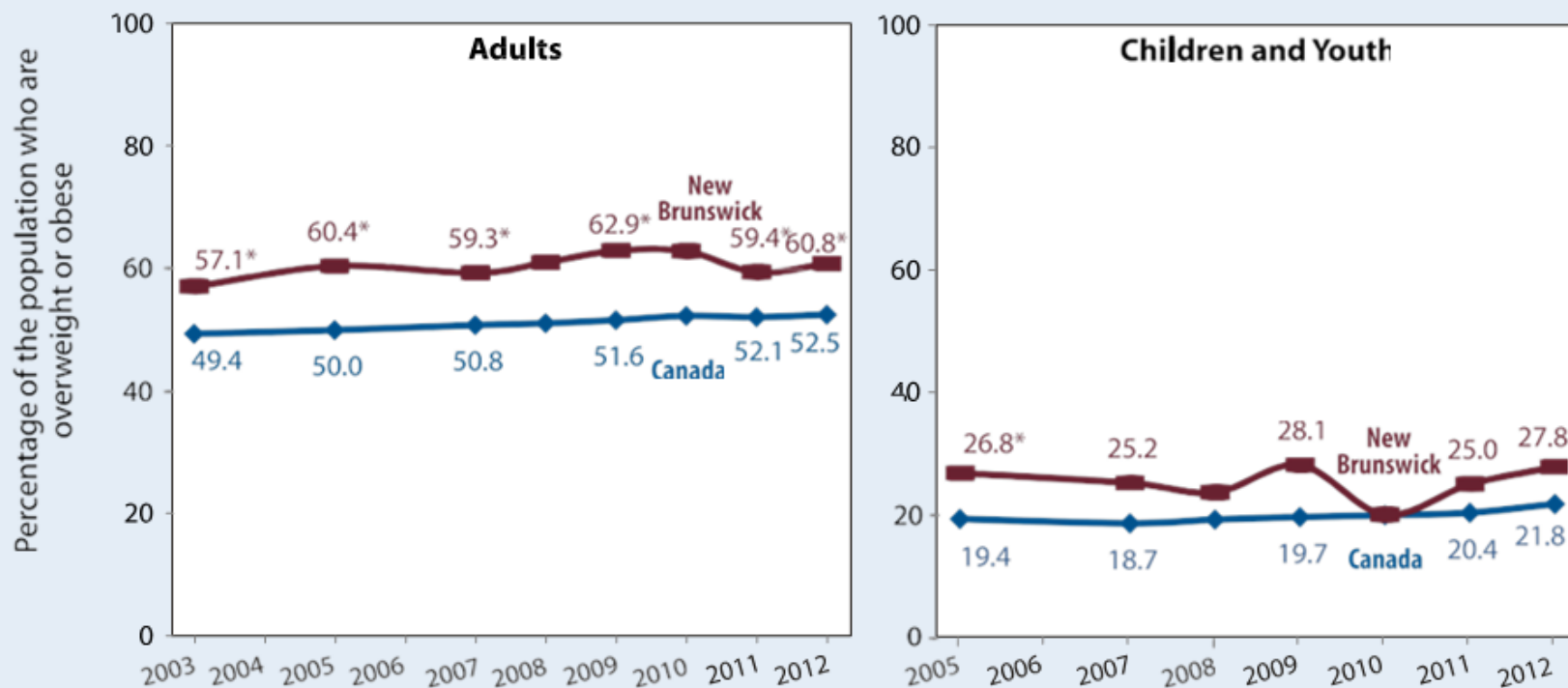


# Percent of population 12+ reporting being diagnosed with diabetes, 2012

Statistics Canada



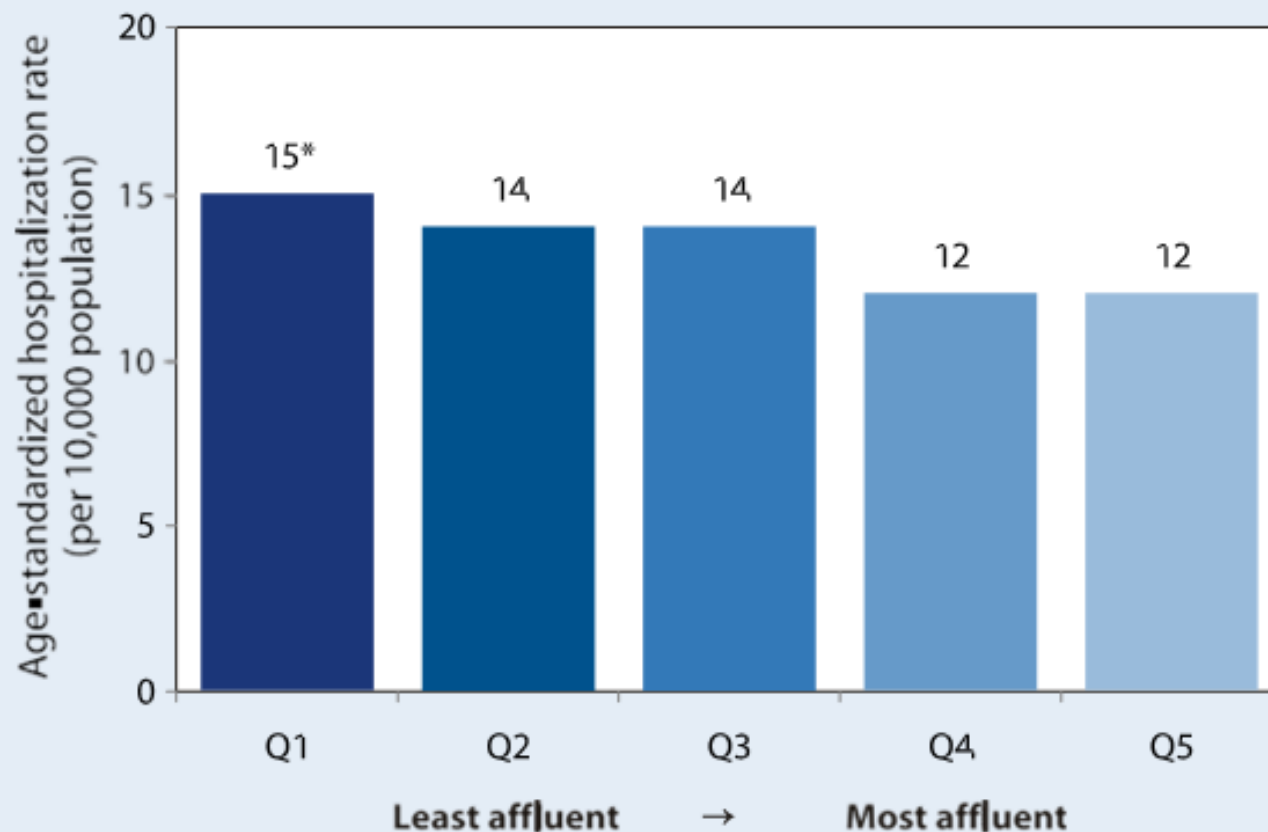
**Figure 4.2: Trends in rates of overweight and obesity among adults (18 years and over) and children and youth (12-17 years), New Brunswick and Canada, 2003 to 2012**



**Note:** \* = statistically higher than the Canadian crude rate ( $p < 0.05$ ). Age-standardized rates of overweight and obese adults also statistically higher than the Canadian rates ( $p < 0.05$ ; not shown). Data based on self-reported height and weight, and categorized by Body Mass Index (BMI) according to health risk. Overweight and obese classification for adults based on standards developed by the World Health Organization; for children and youth based on BMI cut-offs established since 2005 by the International Obesity Task Force.

**Source:** Statistics Canada, Canadian Community Health Survey.

**Figure 3.11: Hospitalization rates for stroke by neighbourhood income quintile, New Brunswick, 2011-2012**



**Note:** \* = statistically significant disparity ratio between Q1 and Q5 rates ( $p < 0.05$ ). Quintile 1 (Q1) refers to the least affluent neighbourhoods, while quintile 5 (Q5) refers to the most affluent. The quintiles were constructed according to methods developed by Statistics Canada.

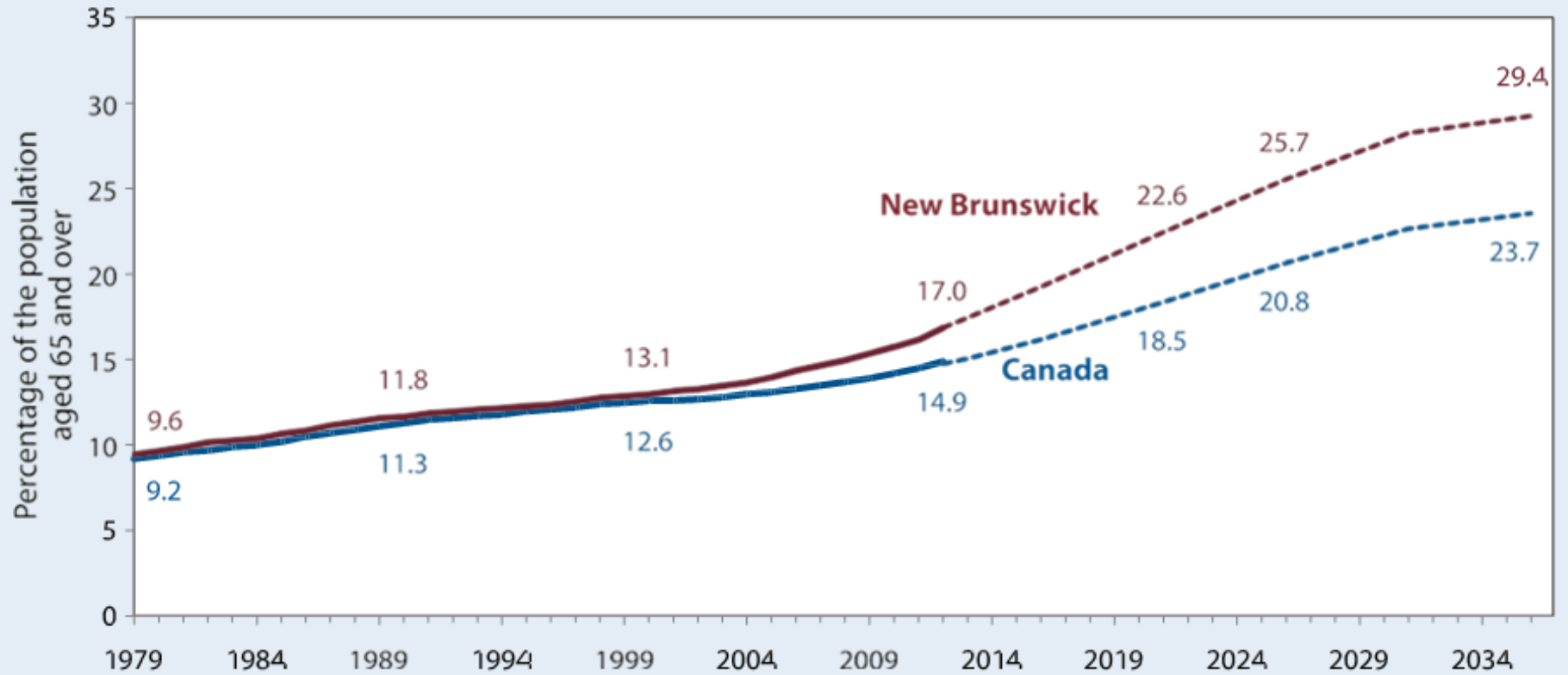
**Source:** Canadian Institute for Health Information, Statistics Canada.

# Physical Activity and Healthy Eating



- In 2011, 49% of NBers self-reported being inactive during their free time
- In 2012, 68% of NBers self-reported eating less than 5 fruits and vegetables per day
- Source: NBHC Population Health Snapshot 2012 and Statistics Canada

**Figure 3.2: Trends and projections in population ageing, New Brunswick and Canada, 1979 to 2036**



**Note:** Data for 1979–2012 based on census counts adjusted for census net undercoverage and estimated intercensal population growth. Projections for 2013–2036 based on historical demographic trends and medium-growth scenario.

**Source:** Statistics Canada.

# Social equity and inclusion



**Premier's Council on the Status of Disabled Persons**  
440 King Street, Suite 648, Fredericton, N.B. E3B 5H8  
Telephone: 506-444-3000 | Toll free: 1-800-442-4412  
Fax: 506-444-3001  
E-mail: pcsdp@gnb.ca | www.gnb.ca/council



## PROGRESS REPORT

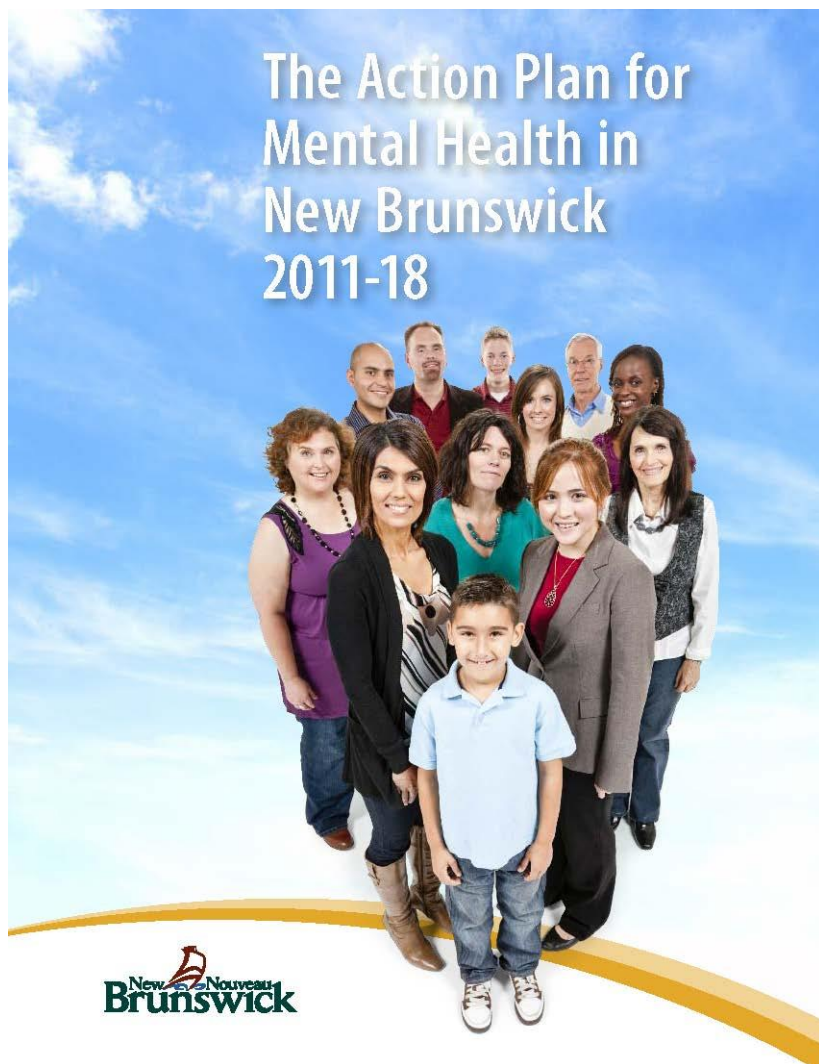
APRIL 1<sup>ST</sup>, 2011 to MARCH 31<sup>ST</sup>, 2013

The New Brunswick **Economic and Social Inclusion Plan**

ECONOMIC AND SOCIAL INCLUSION CORPORATION

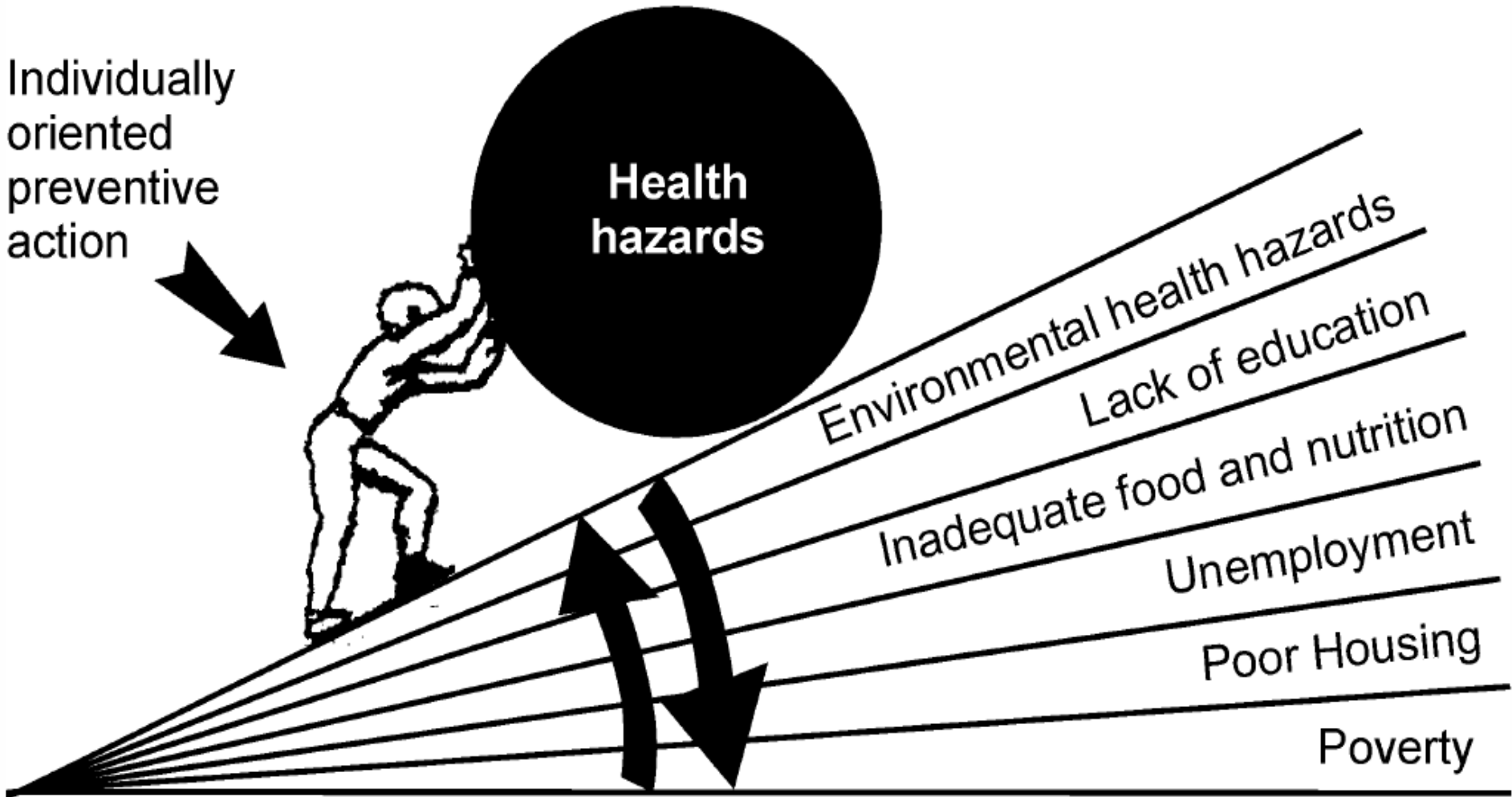


# Mental Health and Social Isolation



- 32% of NBers see their mental health as being fair or poor (**9<sup>th</sup> out of 10 provinces**)
- 70.6% of NBers have a somewhat or very strong sense of belonging to local community (**8<sup>th</sup> out of 13 province/territories**)

# Individual action can reduce the impact of health hazards but structural /social factors count!



# Can we make the healthy choice the safe, attractive and easy choice?

