

Communications Office

Peterborough County-City Health Unit
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FOR IMMEDIATE RELEASE

Community Celebrates 12 Years of Health For Life

Coalition Transforming Into New Partnership with Broader Health Mandate

Thursday, May 13, 2010, Peterborough

More than 100 local leaders and community agency representatives gathered today to celebrate Health For Life (HFL), a community coalition that made a significant impact in the promotion of healthy living across Peterborough city and county.

Entitled *“Yesterday, Today and Tomorrow”*, today’s event marked 12 successful years of community heart health promotion and chronic disease prevention activities by honouring the individuals and partners who contributed to HFL’s many achievements.

“Health for Life was a considerable force for positive change and set the standard for health promotion in our community. It led the charge to bring in Peterborough’s no smoking by-laws in the city and county, and funded several important initiatives such as the Just Food Box program, collective kitchens, Peterborough Trails brochure, community gardens, and many, many others,” said Dr. Rosana Pellizzari, Medical Officer of Health for the Peterborough County-City Health Unit. “Today marks an exciting transition as we recognize Health For Life’s impressive accomplishments which laid the groundwork that will now extend into important new areas of health promotion, including injury prevention, substance misuse and mental health promotion.”

As of April 1, 2010 the mandate of the HFL coalition changed to a more comprehensive partnership under the Healthy Communities Ontario framework. With this new model, the Health Unit and its partners plan to continue their work in healthy eating, physical activity promotion and tobacco use cessation and prevention and also expand the network to include injury prevention, substance use prevention and mental health promotion.

“By broadening our focus, we feel a more comprehensive partnership will be able to take on greater community mobilization efforts that support policy change,” said Heather Stephens, chair of HFL for the past year and Manager of Community Outreach and Youth for the YMCA of Peterborough.

NEWS RELEASE

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HFL, formerly “Hearts Alive”, began in 1998 with funding from the Ontario Ministry of Health and Long Term Care. Over the past 12 years HFL acted, through partnerships and community involvement, to promote healthy eating, physical activity and smoke-free living with the goal of reducing chronic diseases in our community. Since 1998, over 100 people and 30 organizations have contributed to HFL and the coalition provided more than \$740,000 in funding to support chronic disease prevention activities in the Peterborough community.

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For further information, please contact:

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