



Thrive!

A plan for a healthier Nova Scotia

Two Years - What has been happening?

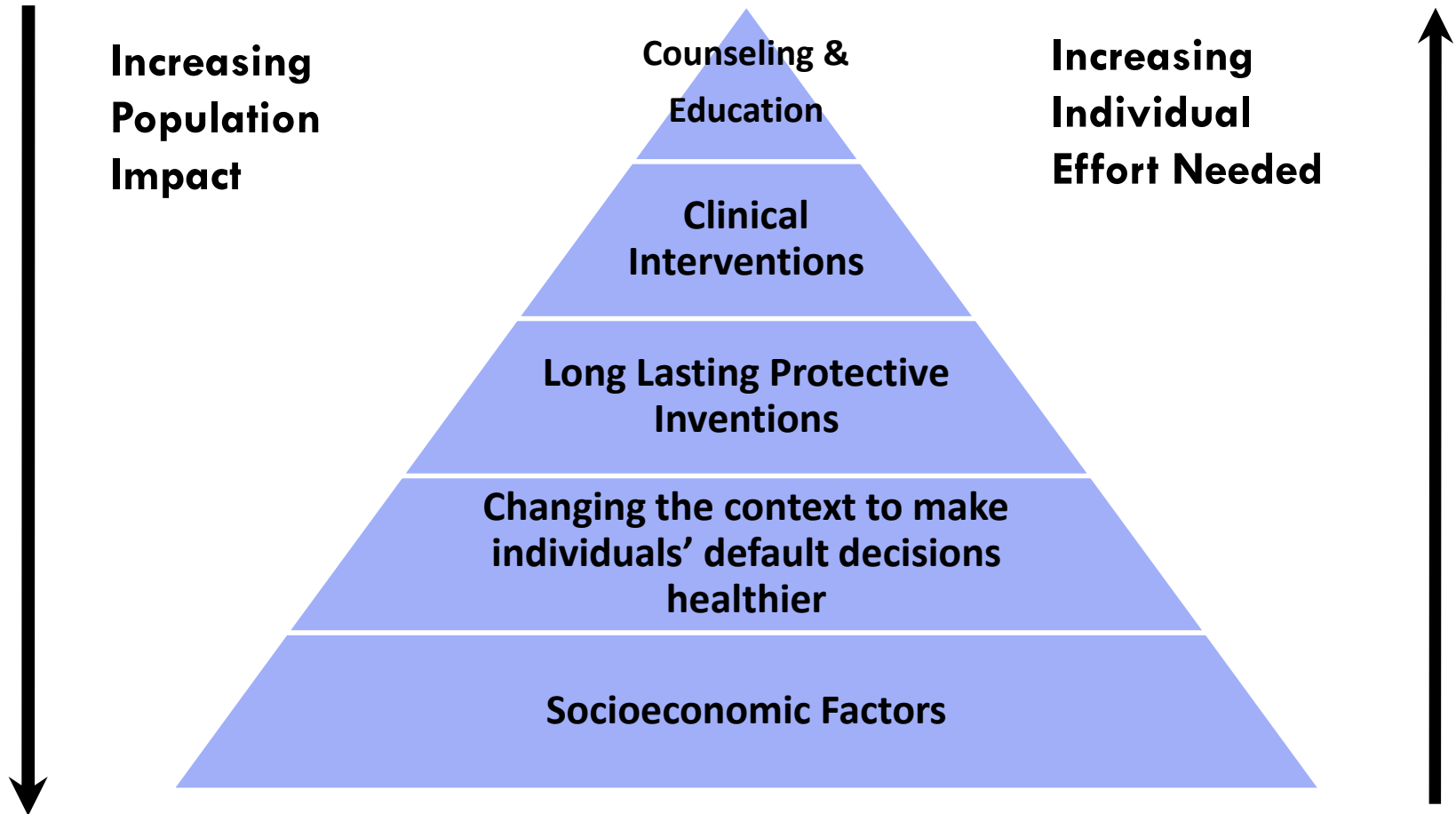
Dr Robert Strang

Chief Public Health Officer, Nova Scotia

- **Abundant, cheap processed food**
- **Increasingly stressed for time**
- **Food and lifestyle marketing**
- **Communities designed for cars**
- **Sitting at desks, cars, screens**



Prevention Pyramid



From: Thomas R. Frieden, MD, MPH. American Journal of Public Health April 2010, Vol 100, No. 4

Thrive!

1

Support a
Healthy Start
for Children
and Families

2

Equip People with
Skills and Knowledge
for Lifelong Health

3

Create More
Opportunities
to Eat Well and
Be Active

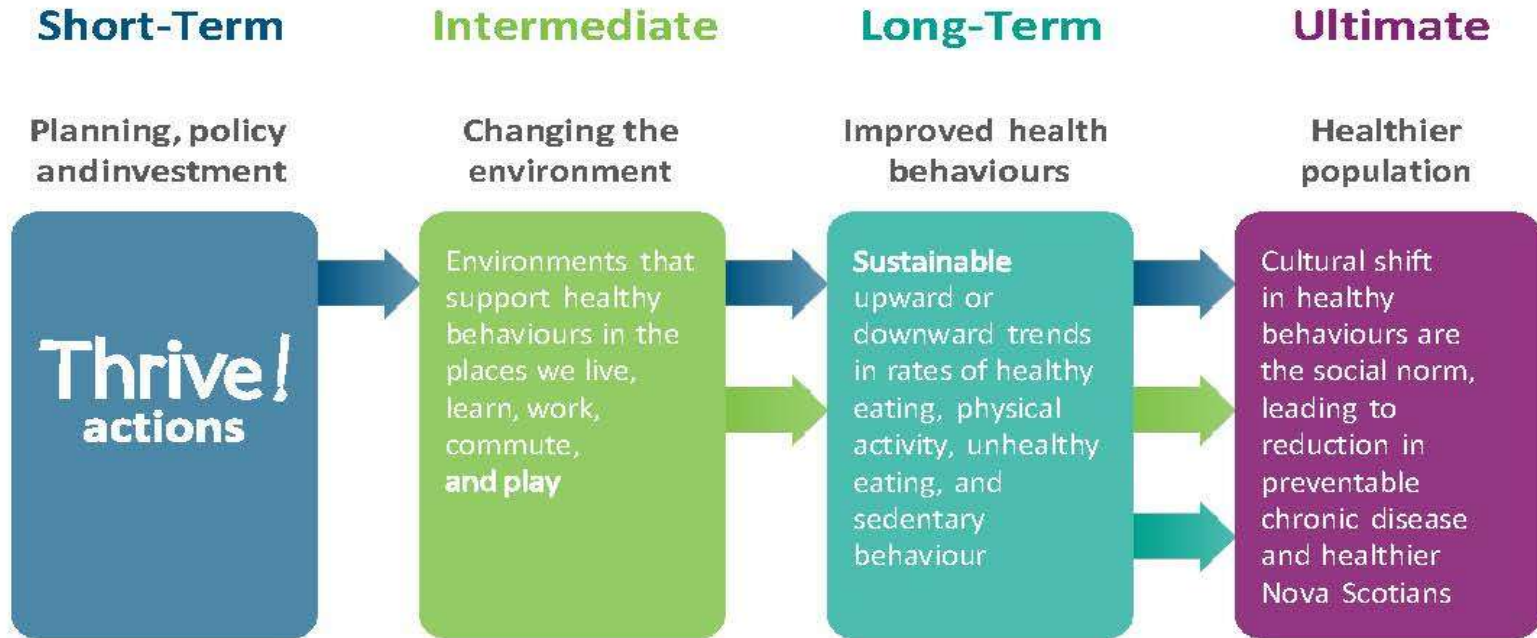
4

Plan and Build
Healthier Communities

Foundation: Social Policy

Supports: Leadership and Awareness
Measurement and Reporting

Evaluation



Measurement and Reporting

Thrive! Interdepartmental Committee

*In cooperation with Sustainable
Transportation Strategy*



Helping join the
pieces together

Work Across Government

- **Sustainable /Active Transportation**
- **Land use planning**
- **Local food**
- **Health Promoting Schools**
- **Seniors and Vulnerable populations**

Thrive! =

**More than a
government
strategy**

