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For Immediate Release

January 17, 2017

## News Release

### **“Take Another Look at Population Health Promotion in PNHR”**

**Population Health Promotion Awareness Week Jan 22-28, 2017**

Prairie North Health Region is joining in Saskatchewan’s recognition of its first Population Health Promotion Awareness Week, asking residents to **‘Take Another Look’** at the numerous factors that influence their health.

Many individuals are probably not aware that 75% of the things that help make people healthy are not part of the health care system. Rather, our health is influenced by the social, economic and physical environments in which we live, learn, work and play, including our homes, schools, workplaces, neighbourhoods and communities.

Population Health Promotion Awareness Week, January 22 – 28, 2017 aims to have us think about the elements that impact our health and well-being. The goal of Population Health Promotion is to consider the root causes of poor health and to find ways to improve awareness, environments, and policies so that the best health is available to everyone.

Prairie North Health Region (PNHR) has four Population Health Promotion (PHP) practitioners based in Lloydminster, North Battleford and Meadow Lake.

Anne Duriez, PHP coordinator in Meadow Lake, explains that she and her colleagues are among the nearly 50 PHP practitioners in Saskatchewan. “We work in partnership with communities to positively influence the personal, social, economic, environmental and cultural contexts that affect people’s health and well-being so that people from all stages of life (early years to older adulthood) have the best opportunities to live a healthy and productive life, regardless of income, education or ethnic background. We promote thriving for all people of Saskatchewan while recognizing that factors outside the health care system affect health and well-being more than do factors within health care,” Duriez said.

Among the initiatives supported by Prairie North’s PHP practitioners are community safety projects, drug and alcohol abuse prevention, active travel planning, medication safety, positive ticketing programs, and other projects that help make healthier choices easier and handier for individuals, families, and communities.

#### **Health begins**

- ...in our homes and neighbourhoods
- ...where we work and go to school
- ...in early childhood
- ...with opportunities to choose

***Health Promotion....take another look!***

“Collaboration on projects with community groups and organizations allows PHP practitioners to work toward improving the conditions and environments that impact people’s ability to live healthier lives,” Duriez explained.

For more information about health promotion opportunities in your community, contact your nearest PHP practitioner in Lloydminster 306-820-6217, North Battleford 306-446-8630, or Meadow Lake 306-236-1577.

**MEDIA:**

For more information or to arrange interviews, contact:

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