



# LIVE WELL PEI

together we can

Island residents value wellness and want to live healthier lives. Becoming and staying well in PEI requires all of us working together to prevent and slow the progression of disease and injury.

Most physical illness, disability, and death in PEI is caused by four chronic disease clusters: type 2 diabetes, cardiovascular disease, chronic pulmonary disease (e.g., chronic obstructive pulmonary disease or COPD), and cancer.

The number of Island residents with these chronic diseases is expected to increase as our population ages and increases. Fortunately, many of these chronic diseases can be prevented or delayed by adopting healthier lifestyles. Like other Canadian provinces and territories, data in PEI shows that four health behaviors contribute significantly to our rates of chronic disease:

**Physical inactivity • Unhealthy eating • Tobacco use • Harmful use of alcohol**

Taking steps towards wellness in PEI means enabling Island residents to improve these health behaviors and reduce their health risk. Taking steps towards wellness in PEI also means focusing on mental wellness.

Three approaches have been shown to empower individuals to make healthy choices:

**Healthy Public Policy • Community Action and • Preventive Service Delivery**

To empower Island residents in improving their health, the Department of Health and Wellness and PEI’s Chief Public Health Office is developing a **5-year provincial wellness action plan** under the brand **LIVE WELL PEI**. For each health behavior a 5-year provincial goal has been set:

Health Behavior	5- Year Provincial Goal
<b>BREATHE WELL</b> Quitting tobacco use	Empower 6,000 more Island residents to <b>BREATHE WELL</b> by living tobacco-free
<b>CHOOSE WELL</b> Reducing harmful use of alcohol	Empower 7,000 more Island residents to <b>CHOOSE WELL</b> by reducing their alcohol use
<b>EAT WELL</b> Healthy eating	Empower 18,000 more Island residents to <b>EAT WELL</b> by adopting a healthier diet
<b>MOVE WELL</b> Physical activity	Empower 20,000 more Island residents to <b>MOVE WELL</b> by meeting physical activity guidelines
<b>FEEL WELL</b> Mental wellness	Empower 9,000 more Island residents to <b>FEEL WELL</b> by making connections with community resources and taking personal actions to improve mental wellbeing

**We need public input on the LIVE WELL PEI action plan** that will empower Island residents to achieve their wellness goals. This [consultation paper](#) provides an overview of wellness in PEI, sets provincial wellness goals for Island residents, proposes **actions** to reach these wellness goals, and seeks your input on these and other actions to be included in the **LIVE WELL PEI** action plan.

We are seeking input on the following proposed actions described in the [consultation paper](#).



## BREATHE WELL

Quitting tobacco use

1. Lead the way towards a Tobacco-Free Generation (HEALTHY PUBLIC POLICY)
2. Permit tobacco to be sold only in tobacconist shops (HEALTHY PUBLIC POLICY)
3. Prevent youth initiation of tobacco and vaping (COMMUNITY ACTION)
4. Expand the PEI Smoking Cessation program (PREVENTIVE SERVICE DELIVERY)



## CHOOSE WELL

Reducing harmful use of alcohol

5. Strengthen alcohol policy in PEI by developing a Provincial Alcohol Strategy (HEALTHY PUBLIC POLICY)
6. Develop a provincial Alcohol Harm Prevention Network (COMMUNITY ACTION)
7. Promote Screening, Brief Intervention, and Referral (PREVENTIVE SERVICE DELIVERY)



## EAT WELL

Healthy eating

8. Restrict advertising and promotion of unhealthy food and drink (HEALTHY PUBLIC POLICY)
9. Legislate menu labeling of food and beverages (HEALTHY PUBLIC POLICY)
10. Implement standards for healthy food in government-supported institutions (HEALTHY PUBLIC POLICY)
11. Work with partners to increase access to safe, local, and healthy food (COMMUNITY ACTION)
12. Launch a Prescription for Healthy Living program to empower Island residents towards healthy eating (PREVENTIVE SERVICE DELIVERY)



## MOVE WELL

Physical activity

13. Strengthen Provincial and Municipal planning legislation (HEALTHY PUBLIC POLICY)
14. Increase accessibility of places where Island residents can be physically active (COMMUNITY ACTION)
15. Launch a Prescription for Healthy Living program to empower Island residents to increase their physical activity (PREVENTIVE SERVICE DELIVERY)



## FEEL WELL

Mental wellness

16. Work with the PEI Alliance for Mental Well-being to facilitate frontline delivery of programs to vulnerable Island residents (PREVENTIVE SERVICE DELIVERY)
17. Engage through innovation via Bridge the gApp! (PREVENTIVE SERVICE DELIVERY)
18. Provide on-demand access to mental health and substance use support (PREVENTIVE SERVICE DELIVERY)

**The following actions are proposed to build on the LIVE WELL PEI framework. These foundational actions enable change across all LIVE WELL PEI health behaviors.**

- Form a provincial LIVE WELL PEI Action Committee
- Build the online LIVE WELL PEI community action platform (COMMUNITY ACTION)
- Establish community networks (COMMUNITY ACTION)
- Invest in public awareness regarding chronic diseases, risk factors, the social determinants of health, and health equity (COMMUNITY ACTION)
- Increase LIVE WELL PEI community action grant funding (COMMUNITY ACTION)
- Improve provincial and community-level chronic disease and health equity monitoring (COMMUNITY ACTION)
- Implement a Health in All Policies (HiAP) approach in Prince Edward Island (HEALTHY PUBLIC POLICY)

You can provide input on the proposed actions by completing the Live Well PEI consultation survey or by preparing a written submission and sending it to [livewellpei@ihis.org](mailto:livewellpei@ihis.org) or PEI Chief Public Health Office, Department of Health and Wellness, 16 Fitzroy Street, PO Box 2000, Charlottetown PE C1A 7N8 by July 5, 2024. Please note [Live Well PEI Consultation](#) on the envelope.