

## NEWS RELEASE

13 March 2014  
FOR IMMEDIATE RELEASE

### **Chilliwack Division of Family Practice takes the lead on local Healthy Kids Initiative**

**Chilliwack, BC-** The Chilliwack Division of Family Practice will now be spearheading the Healthy Kids Initiative which was previously under the direction of the Chilliwack Hospital and Health Care Foundation. The Healthy Kids Initiative promotes healthy living amongst youth through community engagement and organizational partnerships. The Division is optimistic in maintaining momentum on this initiative and driving it forward in collaboration with various community partners.

The Division is home to various local initiatives, such as the Chilliwack Primary Care Clinic, the Chilliwack Primary Care Seniors Clinic, Hospital Care Program, Residential Care Program and the ongoing A GP for Me Initiative. Katrina Bepple, Program Manager for A GP for Me will continue to lead the Healthy Kids Initiative for the Division.

Taking on the Healthy Kids Initiative demonstrates the Division's commitment to a holistic health care system that caters to the needs of all members of our community, from children to seniors. The initiative was launched in 2012, in collaboration with SCOPE, which stands for Sustainable Childhood Obesity Prevention through Community Engagement. SCOPE is a joint program of the UBC Department of Pediatrics, BC Children's Hospital, Childhood Obesity Foundation and the Public Health Agency of Canada. The Healthy Kids Initiative's main focus has been on spreading the LIVE 5-2-1-0 message to make the healthy choice the easy choice in our community. This health promotion message encourages the residents of Chilliwack to increase their consumption of fruits and vegetables, limit the time they spend in front of a screen, get sufficient physical activity daily and eliminate sugar-sweetened drinks from their diet.

The Division's mandate revolves around optimizing health care services to improve the experiences of both patients and medical professionals. As a preventative health communication message that encourages people to take responsibility for their health, the Healthy Kids Initiative aligns with the Division's objective of working towards a healthcare system that is not over-burdened. As a non-profit society that represents physicians in Chilliwack, Agassiz-Harrison and Hope and that has close partnerships with Fraser Health and with the Ministry of Health, the Division appears well-equipped to make valuable contributions to the Healthy Kids Initiative.

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