

BACKGROUND

Believing that good eating habits are important isn't enough to bring about lasting changes in behaviour and, for many Quebecers, eating healthy remains a daily challenge. Lack of culinary knowledge and skills is one factor undermining the adoption of a healthy, balanced diet. Initiatives to encourage such skills and knowledge show considerable promise in promoting the adoption of healthy eating habits among the population.

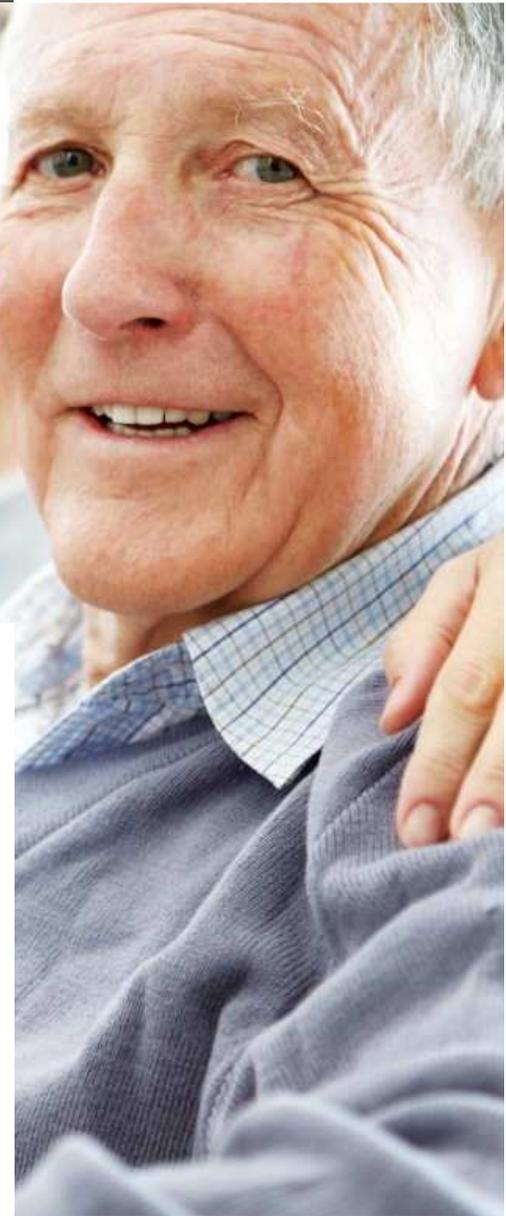
LEAVING A
SUSTAINABLE
MARK
EXCELLENCE FOR 350 YEARS

MABOUFFE.MASANTÉ

A food and nutrition activity and knowledge transfer program for the general public

Using a five-part activity portfolio, **MaBouffe.MaSanté** (MyFood.MyHealth) aims to provide people of all ages with the tools they need to think critically about food. Unlike conventional approaches that focus on information and awareness, **MaBouffe.MaSanté** encourages people to take ownership of this knowledge and develop practical skills.

Eating habits develop early in life, which is why children and teens are one of the program's main targets. Activities for young people focus on key factors that encourage healthy eating over the long term, like eating together as a family, enjoying a wide variety of foods, making independent food choices, and being able to prepare balanced meals using simple ingredients. Other activities provide tools for parents and emphasize the central role that parental beliefs, habits, and attitudes play in forging children's eating behaviours. Additional activities will be created based on the particular food-related needs of specific groups, such as immigrants, young parents, singles, and the elderly.



UNIVERSITÉ
LAVAL

*Aliment'Terre - Une
Aventure autour de
l'assiette!*
a summer camp for 10–12
year-olds, earned a DUX
2015 award recognizing its
contribution to improving
the food habits of
Quebecers.

A **public lecture series** will present the latest findings and expert opinions on topical and controversial food-related issues with a view to demystifying nutrition, cutting through the confusion, and encouraging independent critical thinking. Scientists will present some of the lectures for adults, whereas talks targeting younger audiences will be given by well-known role models such as athletes and actors. Summer **day camps** designed to foster healthy habits and teach cooking and other food-related skills will be offered for 10- to 12-year-olds, including children from disadvantaged backgrounds with significant needs. **Culinary workshops** will give participants a chance to improve their culinary skills by sharing and discussing with presenters who bring their own unique life experiences, knowledge, and culture to the table (intergenerational cooking, intercultural cooking, quick meals, cooking on a budget). **Food and nutrition workshops** will feature practical, interactive activities designed to foster healthy eating by encouraging attendees to incorporate nutritional knowledge and develop their skills. The **newsletter** will give the public a taste of the latest findings in nutrition research at INAF and recent discoveries in the field, as well as information they need to critically assess the latest news reports.



BUDGET

- The goal being to offer activities free or at minimal cost, the donor share of the budget is considerable.
- The total project budget is estimated at \$500,000 over five years.

0 Personal donations

1 Partnerships

\$ 100 000 Annual budget

IMPACT

- Transferring knowledge to young people and the adults responsible for feeding them will have a positive and sustained impact on individual health and well-being.
- Providing a new generation of young adults with the awareness and knowledge to make healthier choices and the ability to instill that knowledge in their children will yield rapid public health benefits.
- People will feel more competent and confident in relation to what they eat.
- The project will:
 - Provide practical training opportunities for students and professional development opportunities for professionals through real-time, hands-on learning situations;
 - Provide an opportunity to “get a handle on” people’s interests and concerns through a variety of activities;
 - Help spawn spinoff programs across Québec through regional and provincial partnerships.
- The project’s financial partners will
 - Help improve food-related knowledge and skills among the public and contribute to the sharing and transfer of the latest scientific findings and innovations from Université Laval;
 - Position themselves as community leaders in promoting healthy lifestyles by being part of the effort to improve individuals’ health, reduce health costs, and educate a new generation of healthier young people.