



FOR IMMEDIATE RELEASE

HEALTHY TOMORROW FOUNDATION LAUNCHES EFFORT TO TRANSFORM NOVA SCOTIA WORKPLACES *Free wellness program now available to support the health of Nova Scotia's workforce*

(Nov. 29, 2022 – Halifax, NS) Representatives from Doctors Nova Scotia [Healthy Tomorrow Foundation](#) were joined today by Dr. Robert Strang, Nova Scotia's Chief Medical Officer of Health, at the Delmore "Buddy" Daye Learning Institute in Halifax, to announce the launch of its free program, Make Your Move at Work. The program is designed to support the health and wellness of workers across the province.

The [Make Your Move at Work](#) program follows the lead of the foundation's successful [Make Your Move public awareness and social marketing campaign](#), which encourages Nova Scotians to find opportunities to increase their movement and decrease their sedentary behaviour throughout the day. Given that Nova Scotians spend a significant amount of their time each day at work, employers can play a key role in promoting increased movement – whether in the physical office or while employees are working from home. When employees move more throughout the workday, they are healthier, happier and more engaged.

"Our government cares deeply about initiatives such as Make Your Move at Work. We are laser-focused on enhancing our province's health-care system, making sure we have accessible, responsive and immediate resources and services available," said the Hon. Tim Houston, Premier of Nova Scotia, through video remarks shared at the launch event. "The Make Your Move at Work program complements these efforts by educating and informing Nova Scotians – and providing a clear-cut guide for our province's employers on how they can support their employees' physical and mental health and wellness."

After overseeing a Make Your Move at Work pilot project last year, the Healthy Tomorrow Foundation is ready to share the resulting information and education with organizations across Nova Scotia.

"Through research, teamwork and a pilot project, we've taken several small steps that are enabling us to take a big step today – the launch of Make Your Move at Work," said Dr. Alex Mitchell, Board Chair of the Healthy Tomorrow Foundation and Vice-President, Clinical, Nova Scotia Lands, Healthcare Infrastructure. "I couldn't be prouder to be a part of this program – it's a powerful tool for preventative health care in Nova Scotia."

Kerry Copeland, Executive Director of the Healthy Tomorrow Foundation notes that one of the benefits of Make Your Move at Work is its versatility; if some organizations have already made commitments to physical activity, the program provides resources they can use to scale up. If they have nothing yet in

place, the program can provide everything workplaces need to get started – no matter their size, industry or budget.

“Outside of the official pilot program, we secured three other organizations to onboard Make Your Move at Work and to continue testing it,” says Copeland. “Lindsay Construction, the Halifax Chamber of Commerce and the Delmore “Buddy” Daye Learning Institute all provided key perspectives that we’ve integrated into this iteration of the program. The Make Your Move at Work program has been proven to make a difference in real-world workplaces.”

The Healthy Tomorrow Foundation was created by [Doctors Nova Scotia](#) in 2018 and exists to inspire and empower all Nova Scotians to achieve wellness through active and healthy living. The foundation is committed to developing and delivering products that enhance the well-being of all Nova Scotians. Learn more at www.healthytomorrow.ca.

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