



PRESS RELEASE

For immediate release

“MA SANTÉ EN VALEUR” IS TAKING SHAPE IN ARGENTEUIL

Lachute, August 6, 2009 — It is with great optimism and abundant pride that the MRC d'Argenteuil has officially launched, today, the “Ma santé en valeur” program and its promotional tools. In the presence of the MNA for Argenteuil and Minister of Labour, Mr. David Whissell, as well as the Warden of the MRC d'Argenteuil, Mr. Daniel Beaulieu, guests witnessed the unveiling of the logo, poster and pamphlet that will endorse the initiative throughout its foreseen mandate, which is until December 2013.

“Ma santé en valeur”, a first in the Quebec municipal world, will ensure the creation of an environment favouring the development and maintenance of a healthy lifestyle. The program will instigate concrete actions encouraging the MRC d'Argenteuil's population to attain the following objectives: a smoke-free environment, healthy eating habits and participation in physical activities on a regular basis. Distinguishing itself from traditional programs by its completely innovative approach, “Ma santé en valeur” will advocate the communities' potential and self-sufficiency by inviting citizens to express their opinions when the time comes to map out action plans of each municipality.

Until December 2013, the nine municipalities of the MRC d'Argenteuil will adopt, one by one, the “Ma santé en valeur” program. As early as this autumn, the Township of Gore and the Village of Grenville will become the two first municipalities to embark in this tremendous adventure towards the MRC d'Argenteuil's healthy changes.

In order to make itself well known by the Argenteuillois, “Ma santé en valeur” has equipped itself with a logo, a poster and an informative pamphlet. A communication plan has been implemented to keep citizens informed; a communiqué will be published monthly in a local newspaper and on the MRC d'Argenteuil's Internet site: www.argenteuil.qc.ca. Furthermore, as soon as the “Ma santé en valeur” team is active in the different communities, it will present the program to different groups from the region (associations, organisms, etc.).

The new program is in keeping with the *0-5-30 Combinaison Prévention* program. Strengthened from the experience of being the first Quebec MRC to get involved in this

adventure in May 2007; MRC d'Argenteuil will go even further with "Ma santé en valeur" by personalizing its approach according to the reality of each of the nine municipalities forming its vast territory. "A unique approach for each municipality" will become the theme that will help tweak the different action plans.

"It is with great enthusiasm that I am participating in the launch of "Ma santé en Valeur". This wonderful initiative will surely have positive repercussions on the MRC's population thanks to the excellent reputation of the activities already in place within the 0-5-30 program. This mobilizing project will all the more compel citizens to choose an active and healthy lifestyle. Everyone will be able to relate to this project and highly benefit from its advantages. I am inviting the whole Argenteuil community, the young and the young at hearth, to take their health in hand" stated Mr. Whissell.

Let us remember that in spring 2008, the Quebec government announced that the "Ma santé en valeur" project was selected amongst approximately one hundred propositions within the *Laboratoires ruraux découlant de la Politique nationale de la Ruralité 2007-2014* [Rural researches of the 2007-2014 Rurality national policy]. The MRC d'Argenteuil will receive a \$360 000 grant over a five-year period. In addition to this important amount, the MRC d'Argenteuil is pleased with the fact that it can count on the support of numerous partners, without whom the "Ma santé en valeur" program, which has a five-year budget allowance of \$788 700 (from 2009 until 2013 inclusively), could not be fulfilled: the Centre de santé et de services sociaux d'Argenteuil, Naya Waters Inc., the Agence de la santé et des services sociaux des Laurentides (Direction de santé publique), the Commission scolaire de la Rivière-du-Nord, the Sir Wilfrid Laurier School Board, the Caisse Desjardins d'Argenteuil, the MNA for Argenteuil and Minister of Labour, Mr. David Whissell, and the MRC d'Argenteuil's nine municipalities.

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