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First Nations Health Council Challenges BC Chiefs and Health Leaders to 'Step Up' to Health and Wellness Challenge

COAST SALISH TERRITORY (Vancouver, BC) – Today the First Nations Health Council (FNHC) challenges BC First Nations Chiefs and health leaders to Step Up to the 2nd Annual First Nations Health Leadership Challenge: Beefy Chiefs 2.0 – Step Up.

Last year saw the successful pilot of the first “Beefy Chiefs & Champions” health leadership challenge with Chiefs and health leaders in First Nations communities across the province focusing on loss of inches and pounds. This year will focus on increasing the number of steps participants take in a day using pedometers (FitBits) as the challenge tracking tool. Prizes will be awarded in three categories: most steps, farthest distance, and most active minutes. Winners of the challenge will receive wellness grants to put towards health initiatives for their communities.

“Last year after launching the first Beefy Chiefs Challenge, we saw the power of role modeling in increasing awareness of First Nations health and wellness,” said Grand Chief Doug Kelly, Chair of the FNHC. “We have already seen huge interest and desire from various Chiefs and leaders to participate this year. Although this challenge is directed at leadership, we want to encourage everyone in the communities - children, youth, Elders and citizens - to be health champions, to get active and work on their own personal wellness.”

Grand Chief Kelly noted the lasting influence leaders who participated in last year’s challenge have had on their personal and community wellness. He has noticed the increase in many First Nations of community-based physical activity programs where citizens are supporting each other’s wellness journeys.

For more information, eligibility and to register please visit: www.fnhc.ca www.fnha.ca or email active@fnha.ca

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About the First Nations Health Council:

The 15 member First Nations Health Council provides governance leadership and oversight for the implementation of tripartite and provincial First Nations health plans and commitments in BC, including responsibility to uphold the First Nations Health Governance Structure established by BC First Nations.