



---

# INFORMATION BULLETIN

---

## Funding Received to Support SCOPE Project

**Abbotsford, March 11, 2014** – The City of Abbotsford, through the Healthy Abbotsford initiative, has received approximately \$30,000 to support the SCOPE (Sustainable Childhood Obesity Prevention through Community Engagement) Project, for another year.

The City has partnered with the SCOPE Project since 2009. The partnership has resulted in over \$100,000 of funding over the past five years. The funding is through the Canadian Institutes of Health Research (CIHR) and the Public Health Agency of Canada (PHAC).

Abbotsford, Chilliwack and Prince George are all community partners.

SCOPE endorses the evidence-based Live 5-2-1-0 message and provides the expertise; support and tools local decision-makers need to make the healthy choice the easy choice for children. Live 5-2-1-0 is a simple, easy to remember message to help kids and families adopt healthy habits.

The SCOPE work that has been completed since 2009 has allowed for meaningful relationships and partnerships to be built between multiple sectors within Abbotsford. As a result of this community-based work, multiple stakeholders have had the opportunity to rally around one cause; childhood obesity, and the program has built the community foundation that is needed to improve the health of local children. Programs have been supported by the University of the Fraser Valley, Abbotsford News, Abbotsford School District, Fraser Valley Regional Library, the Fraser Health Authority and Abbotsford Community Services.

The vision for SCOPE is that in all BC communities children hear and see one simple consistent message and where sectors are working together to make “the healthy choice the easy choice for kids”; our future generation.

For more information about SCOPE or the Live 5210 campaign, visit [www.live5210.ca](http://www.live5210.ca). For more information about Healthy Abbotsford, visit [www.healthyabbotsford.ca](http://www.healthyabbotsford.ca)

-30-

**For more information contact:**

Rhonda Livingstone  
Corporate Communications & Marketing  
T: 604-864-5680  
E: [rlivingstone@abbotsford.ca](mailto:rlivingstone@abbotsford.ca)

*See report background link for further information.*