

## **Strategic Alliance Announced**

We are pleased to announce the Memorandum of Understanding between the Windsor-Essex Regional Chamber of Commerce (WERCC) and Go For Health Windsor-Essex (GFH). GFH is a coalition of concerned community partners and volunteers that are committed to building a healthy community through policy development with a focus on five community sectors; Business, Education, Government, Health and Recreation and Leisure. As part of the Business sector, this strategic alliance highlights four key projects in which these two parties will collaborate on, commencing in October 2010.

The first project is the *Go For Health Business Briefs Column*, in which the Chamber will publish articles that GFH provides which highlight policy development and implementation of business relevant information with respect to modifiable risk factors in reducing chronic disease, with a focus on healthy eating (local fruit and vegetable consumption), physical activity, excess alcohol consumption and tobacco use and exposure to second hand smoke.

The second project is the *Go For Health / Chamber Luncheon*. Guest Speakers from the business community will be invited to speak to health policy and how it has positively impacted their business/work place. Leaders within the business community are encouraged to contact **Celso Oliveira** ([celso@goforhealth.ca](mailto:celso@goforhealth.ca)) for more details on this event.

The third project is the *Working Toward Wellness Healthy Work Place Awards*. The Chamber will promote and advocate the Working Toward Wellness Healthy Work Place Awards program to its network of members. More details can be found at <http://www.wechealthunit.org/workplace-health>.

The fourth project is a *Chamber Representative on the GFH Business Sector Committee*. The Chamber will appoint a staff member and/or a board member to sit on the GFH Business Sector Committee. This representative will be involved in the decision making process, adding valuable input into the planning of current and future GFH Business Sector initiatives.

We look forward to achieving our **Vision**: Windsor Essex County embraces and models healthy living. Please join us in reaching our **Mission**: providing leadership for collaborative action toward healthy living, for wellness and the reduction of chronic disease in Windsor-Essex County.

By working together and strengthening our relationships in making businesses in Windsor and Essex County healthier and more productive, we will be able to achieve our goals.

**For more details, please contact Celso Oliveira, Go For Health Coordinator, via email [celso@goforhealth.ca](mailto:celso@goforhealth.ca) or phone 519.982.4854. You can also visit [www.goforhealth.ca](http://www.goforhealth.ca) for more details.**