

Imperial margarine partners with Breakfast for Learning to help children eat well to learn well

Feed them breakfast to Feed their future

Breakfast for Learning is proud to announce a new partnership initiative with Imperial margarine. This new initiative is intended to help ensure that every child in Canada attends school well-nourished and ready to learn. Imperial believes in growing great kids. Not only does Imperial margarine provide families with great-tasting, quality products that can contribute to good overall nutrition, but their current campaign "Feed them breakfast - Feed their future" offers moms a chance to win \$5,000 towards an RESP for their child's future!

This new partnership with Imperial margarine is helping to raise awareness for Breakfast for Learning

and the importance of proper child nutrition. Breakfast is a great time to include Imperial margarine and ensure that children receive some of the vitamins and a small amount of essential fats that are important for their normal growth and development.

"Breakfast for Learning would like to thank our new partner, Imperial margarine for their generous support," says Wendy Wong, President & CEO of Breakfast for Learning. "Their support is helping to provide healthy meals and snacks so that students can concentrate in class, and grow up strong and healthy."

When a child is hungry, it's hard to learn and 31% of elementary school and 62% of secondary school students do not eat

a healthy breakfast each day. With the help of partners like Imperial, Breakfast for Learning helps start and sustain thousands of child nutrition programs across the country, providing students with the proper nutrition they need to thrive.

"Well-nourished students show improved concentration, problem-solving skills and creative abilities - overall, they perform better in school," continues Wong. "We are proud that Imperial margarine is showing their support for child nutrition programs in Canada and helping ensure our children have the proper nutrition they need to stay alert and engaged at this important stage of their development."

For more information about Feed them breakfast

- Feed their future, please visit: www.imperialmargarine.ca

About Breakfast for Learning

Working to ensure every child in Canada attends school well-nourished and ready to learn, Breakfast for Learning helps support and sustain school-based breakfast, lunch and snack programs across the country. In 2007-08, Breakfast for Learning helped fund over 3,100 programs, helping to nourish more than 360,000 students. In addition, Breakfast for Learning provides ongoing program support and child nutrition education and resources. For more information, or to make an investment into a bright future for Canada's children and

youth, visit: www.breakfastforlearning.ca.

CHECK THIS OUT!

Too Many Doing Without!

by Judy Deal, vendor and editorial contributor

There are a lot in metro doing without the essentials in life. Some dying alone in their apartment while others are found dead somewhere else. This is uncalled for. They can not get the help they need due to the red tape involved. I feel that there are too many untrained people making the decisions as to who gets the help.

They are not trained to deal with those that have very unpredictable behavior for reasons unknown. They should be able to direct these people to get the proper help needed, or direct them to someone that can put them in touch with the help needed.

I feel that people would not be there asking for the help if they did not need help one way or another. It is not easy to admit that you need help. They try to get by as best they can. They would not turn down any help that is offered from any organization that offers to help in any way. Every little bit helps.

Straight from the heart, Judy D

Top Sideways Bottom

all too often taken the place of care for people on the street, and others in distress. The focus of criticism has been especially regarding Not For Profit business models and the kind governing NGOs and when applicable, Environmental NGOs, among others. I've heard stories that this unintentional or intentional over-emphasis on the money calculations have cost lives. I don't want to say that staying strictly within the confines of a business model has actually murdered specific street and/or poor people, but others in the community make this rather strong assertion. So here's the place where I want to make a suggestion about one possibility regarding how to respond to this badly deteriorating situation, that is the situation where the business model's significance overshadows the needs of the people.

If and when bottom up leadership and facilitation of various groups and agencies gets up and running, where and when the people on the bottom make the decisions, I have speculated about what would such a leadership model look like? I have

one example, with respect to mental health. Well, I was up at Dalhousie University one day selling *Street Feat*.

Anyhow, I met whom I like to call two wild and crazy people. So this is my suggested model, of what a possible bottom up response could look like. And I want to make it clear that in talking with these folks, I realized by their comments that they are gradually inching toward retirement, and they daydream about retirement fantasies all the time. But when they are on the job, they are on the job. And they go the extra kilometer to help those in need. Even if it means taking on the medical model at times with its psychiatrists and psychiatric medicines, as well as others involved with the conventional wisdom asserted by the conventional authorities, like their bosses, for example.

These folks were not even going to buy a paper at first, but we got to talking and I found out that they were mental health workers from around the West Hants area. Well, after awhile I felt relaxed enough to start crying my same old song,

that is the song about when people need caring, you sometimes get "We don't have the resources! We don't have any money for trained staff! We don't have the budgets! Etc., etc., etc." Thus, one can detect the shadow of the business model slithering around the margins, you get the picture.

These people were a fresh breeze blowing much good wind to air out all that old naysaying, etc. They told me many stories. "You gotta put your ass on the line! You gotta risk your job sometimes! To get anything done for the people in your caseload, sometimes you gotta go face to face with the bosses, go against the grain of the conventional wisdom, which of course in many cases in our work is the medical model. That is, an over dependence of the professional community on shrinks and meds. You sometimes gotta take that on!" Somehow they keep their jobs through all their radical behaviour, but maybe because they know where the bodies are buried? I don't know, maybe so? One story told of a guy living in a hovel out in a backwater beyond

the boondocks. With, no roof in some spots, no power, no water, no nothing. The conventional response was tried over and over again. Pump him full of psychiatric meds and maybe he'll go away. Of course the story might not be that simple. But in essence, don't many professionals have that attitude all too often? Dose 'em and hope they'll go away? (This fellow kept complaining of physical and mental health problems).

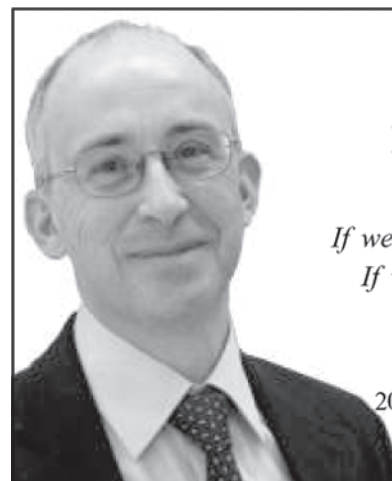
My two wild and crazy friends said they got a really revolutionary idea in mind like, "Why don't we treat this human being like a human being?" Like why don't we tell him to ditch the meds, especially if they don't seem to be fixing his problem?"

They checked out his living circumstances and quickly pronounced his

dilapidated digs as probably contributing much to his problems. Then pulled strings to get him into a normal human being type place with facilities and furnishings, etc. closer to town. Soon surprise, surprise. The physical and mental problems evaporated. But this was absolutely no surprise to my new friends. Also, they later claimed that they had bulging file folders with case histories like this one. So, not an exception, but closer to the rule? Now, finally I'd like to think of another suggestion in dealing with helping the down and out in our society. Maybe bottom up leadership structure could benefit from some old CED advice?

I recall years ago while taking CED training, that Community Economic

Development teachers would often exhort us to look for the quiet, invisible leadership that already exists in every community. The women and men who are the true champions, the anonymous heroines and heroes. These resource people can possibly be tapped, for much help in dealing with some of the CED responsibilities. (And some bottom up leadership assistance?) Ask for their help. And don't forget the stories of my wild and crazy friends. It is possible to help those in need, they will tell you, on a new and, perhaps riskier level, a riskier level of advocacy, that is. But you got to dig in. Or sometimes maybe you've got to hold your breath and dive in. Dig in or dive in, but anyhow, you've got to just do it.



Gary Burrill
MLA, Colchester-Musquodoboit Valley

*If we idolize wealth, then we create poverty;
If we idolize success, then we create the inadequate;
If we idolize power, then we create powerlessness.*

-- Thomas Cullinan, Order of St. Benedict

Constituency Office:
20 Dunrovin Avenue, PO Box 129, Stewiacke, NS B0N 2J0
Phone: 639-2277 Toll-free: 1-877-582-0277
email: garyburrill@ns.sympatico.ca