

Column Title: PENINSULA HEALTH AND WELLNESS GREEN PAGES
Column Subhead: Changing the World through Education and Healthy Choices
Date of Column: November 2008
of Words: Column 492 Total Document & Sign-off 533

Change is in the air. You can feel it, you can smell it; you can taste the winter juices of time and temperature. Through the change of seasons and the shift in social paradigms with last week's American presidential election, we embrace a new era. The Peninsula is part of that era and an integral piece of that change, thanks in part to a not-for-profit organization known as the Sidney Integrated Wellness Community Society (SIWC). SIWC is also effecting paradigm change – it is heating up the mercury on the health and wellness thermometer.

As president and co-founder of SIWC, I have seen multiple opportunities that have brought health and wellness to the forefront. In just under three years, the SIWC produced two tremendously successful health fairs and organized more than a dozen speakers to address topical health issues. We have grown from 12 members in 2006 to more than 80 members today. Here we are, three years later, sharing expertise, opinion and best practices from the SIWC's wide array of disciplines.

Our work is being recognized by a growing number of businesses and residents. We have cultivated a number of important partnerships throughout town. Two of our biggest supporters are Mary Winspear Centre and the Peninsula News Review. Community leaders such as Oliver Sommer (News Review) and Ian Hennigar (Mary Winspear) have brought opportunities forward to help us accomplish our newly formulated vision statement: to make Sidney the healthiest community in the world.

The Sidney Health Fair is just one way in which we can accomplish that vision. The 3rd Annual Fair is January 10-11, 2009 at the Mary Winspear Centre and includes some top names in health and wellness. Keynote speakers are Sam Graci, co-founder of Greens Plus; Dr. Karen Jensen, naturopathic doctor/author; fitness expert Brad King; and past Olympic-team physician Dr. Michael Lyons. They will join over 150 health-and-wellness SIWC practitioners and providers who serve the Island community using an integrated, multi-disciplinary approach to wellness.

Our membership is as diverse as the Saanich Peninsula. Our spectrum embraces conventional and alternative disciplines: medical doctors, dentists, naturopathic and traditional Chinese-medicine doctors, chiropractors, physiotherapists, registered massage therapists and counsellors, as well as Reiki masters, shamans, hypnotherapists, art therapists and environmentally conscious organizations. Education in health and wellness is nurtured through networking, communication and public events, including the Sidney Health Fair.

And it's working. By joining together, we serve the community and bridge the gaps that communities face with alternative and traditional medical models.

This new monthly column invites your input. As we move into 2009, what health issues most concern you? What wellness needs do you have? Add your voice to this column. Send your questions or concerns to brittafrombach@me.com Look for answers, tips and suggestions from experts throughout the SIWC landscape over the coming months.

Yes, change is in the air. Taste it, feel it and read about it. Be a voice that speaks to needs, perspectives and issues in a changing health-and-wellness paradigm.

Britta Frombach
President
SidneyIntegrated Wellness Community Society (SIWC)