



# Sidney Health Fair

**Working Together for a Healthy Community**

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## FAQ – Sidney Health Fair

### 1. How and why did the Sidney Health Fair begin?

The Sidney Health Fair evolved in 2006 from the vision of the Sidney Integrated Wellness Community Society (SIWC). Its members were intent on expanding the reach of their community and educating people on wellness in the Saanich Peninsula. It was founded by Britta Frombach and Lindsey Firestone.

### 2. What were the challenges you faced getting this started?

The support for this event has been overwhelming since inception. One of our first challenges was getting the seed money at start-up. The support from the community through sponsorships and partnering has been incredible. Leaders such as Lifestyle Markets have been involved for both years and give the fair credibility and momentum.

Another challenge is recruiting volunteers. As a grassroots society producing the fair to inform, educate and enlighten, we have a pressing need for more volunteers, from ticket-takers to set-up and take-down crews to on-site assistance.

### 3. What is the goal of the Sidney Health Fair?

The goal is to educate families, seniors, teens and students about wellness and the multitudes of healthy choices that are available.

The fair offers fun, spirited, interactive and educational experiences. We have more than 100 booths with over 130 health-and-wellness practitioners within the community offering their services and products. The fair blends education with entertainment: the two days feature healthy food and demonstrations on how to be physically fit through a number of disciplines, including Tai Chi, Yoga, Ballroom Dance, Qigong and Bootcamp. As well, classical guitarist Brad Prevedores will be playing throughout the weekend.

### 4. Who are the speakers and why are they important?

Five keynote speakers (listed alphabetically) will be speaking in their fields of expertise.

**Sam Graci**, founder of the world-famous formula GreensPlus, is appearing to talk on “pH: a marker of overall health.” It's likely you've heard or read about pH levels and how your body's alkaline and acid balance may determine your overall state of health. While most of us follow a healthy diet, we tend to be more acidic than alkaline. This can be a result of consuming too many acid-forming foods, strenuous exercise and stress. Sam Graci will discuss the emerging link between acidity and disease along with steps on how

to become more alkaline. Join Sam Graci, test your pH and get the information you need to get you and your customers on the road to alkalinity.

**Brad King**, a fitness and performance nutritionist, is one of Canada's most sought after authorities on nutrition, obesity, longevity and men's health. His presentation is entitled "IT'S NOT **THAT** YOU AGE... IT IS HOW YOU **CHOOSE** TO AGE THAT MATTERS." He looks at proactive solutions to aging. Fatigue. Increased belly fat. Difficulty sleeping. Moodiness. Low passion for life. What do these symptoms all have in common? The majority of today's population actually accepts these conditions as a "normal" rite of passage as they age. A best-selling, he explains the underlying cause of these and many more age-related changes and how we can safely recapture the energy and even the body of our youth - for life. After losing both of his parents to cancer within a six-month period over 10 years ago, Brad has since dedicated his life to encouraging people to take charge of their health.

**Clive Langton**, a raw food expert, has been practicing a healthy lifestyle for many years. Currently he is director of the Raw Food Society of BC and before that he spent five years working & living in a natural health institute, the Polarity Alive Institute.

**Dr. Kate Rhéaume-Bleue** is a Canadian expert in natural medicine and a contributing editor to several health-related publications. She graduated McMaster University with an honours B.Sc. in biology and completed her professional training at the Canadian College of Naturopathic Medicine in Toronto. She followed with a two-year residency during which she taught classes and supervised at various teaching clinics. As an educator, Kate regularly appears on television and radio teaching about many health topics.

**Tamara Strijack** is a Registered Clinical Counsellor working on Vancouver Island. She has worked with children and adolescents in various roles over the last sixteen years - as mentor, counsellor, youth leader, program director, group facilitator - and is herself a mother of two young girls. She also works as a parent and teacher consultant, helping adults make sense of the children in their care. Connection, relationship and attachment continue to be central themes in all of her roles, both personally and professionally. Tamara Strijack is also a faculty member of the Neufeld Institute. As Dr. Gordon Neufeld's daughter, Tamara offers a unique inside view - bringing together her own experience and insight with her father's theoretical material.

**Lorna Vanderhaeghe** is a woman's health expert who has been researching the subject of nutritional medicine for over 25 years. When her daughter first developed eczema from head to toe, Lorna's journey began. After a year and a half of seeking help from conventional doctors who failed to discover a solution to her daughter's condition, Lorna knew she had to look elsewhere for an answer. For the first time, she visited a health food store where the owner suggested natural remedies including evening primrose oil, Lorna tried this simple treatment and it worked. Fascinated, she began to seek information about healing and nutrition.

Other presenters include *The Zero Mile Diet* author **Carolyn Herriot**, **Mr. Organic**, psychotherapist **Hazel Loewen**, TV fitness personality **Karen McCoy** and artist **Rick Silas**.

For more information on these, please go to [www.sidneyhealthfair.com](http://www.sidneyhealthfair.com).

**5. What do you hope people come away with from the fair?**

People will be introduced or reacquainted with a wealth of resources, options, awareness and inspiration to live healthier, fuller lives. They will leave the fair better equipped to make subtle and significant changes to enhance the quality of life that islanders insist on.

**6. What does the future look like?**

The future is bright, as the fair has been established as a permanent event in Sidney. The community support is a persuasive impetus for the dialogue that happens at the fair to continue. We're already discussing speakers and themes for the 5<sup>th</sup> Annual Health Fair in 2011.

**7. What is the most exciting development in alternative health services in recent years?**

The most exciting development in alternative health services is the acceptance of a holistic approach to wellness. Society has shifted from a purely traditional western, allopathic medicine to an integrated model that embraces traditional forms with a number of other health disciplines. It shows our willingness to learn, grow and adapt.

**8. Who is your audience?**

Our audience is far-reaching. Simply put, those interested in pursuing health options and living a more health-conscious lifestyle are our primary audiences. A profile of our attendees include seniors who are curious about blending current therapies with complementary choices; families who are looking for affordable, effective and safe health options; young adults and students who are searching for the best way to live healthy lives.

**9. Who would you like to be your audience?**

Absolutely everyone can benefit from some aspect of the Health Fair. Even a couch potato has food options.

**10. Do you think you can or do you hope to sway people away from standard medical care?**

This fair provides some educational platforms to educate people about all options available. All methods of therapy have their place in the wheel of health. It takes all the spokes to create the wheel.

Our fair is based on integration of choices, rather than of contrasting standard versus alternative medical care. One of our key note speakers is a medical doctors. We have 100 booths with over 100 practitioners who represent all aspects of wellness from traditional choices to complementary forms of healing. Our emphasis is using a holistic

approach to wellness through integration, education and smart choices.

Standard medical care is necessary for specific situations and should not be compromised. Heart attack victims absolutely need to go to the hospital for specific care and treatment. There are other options that can be researched both before and after such situations that provide preventative or maintenance assistance through other modalities of health. The health fair is a perfect place to find these options. Visitors can speak with a number of traditional and complementary specialists, such as chiropractors, yoga instructors, registered massage therapists, naturopathic and traditional Chinese-medicine doctors.

Statistically, a multi-disciplinary approach is the most effective for chronic pain. The Sidney Health Fair provides a platform for people to review their options. Some of these modalities have been tried and tested for literally thousands of years. Many are seeing that those modalities have passed the test of time and are looking at how those choices can work for them today.

**11. How do you respond to people who doubt the validity of alternative health care?**

SIWC respects all people's belief systems and choices. Everyone has their own level of comfort towards their own health. One of the platforms of our society is recognition that there are many paths to climb up the mountain.

It is important to offer educational opportunities for people interested in more options than what is available through standard health care. In this day and age where the standard medical system is challenged to meet the needs of everyone in our society, it is comforting to know that there are other options. There are a bevy of health-care choices that complement traditional forms. Alternative health care is not something that is attractive to everyone, just as radiation therapy is not attractive to others. We provide a platform for the believers and the doubting Thomas. It is the individual who decides what works best for him or her, based on a number of criteria, including needs, expense, research, availability and trust in the approach.

**12. Please tell me anything else that you feel is important to reflecting your group and its purpose.**

The Sidney Health Fair is organized by SIWC. It is a not-for-profit group run solely by volunteers. We are passionate about areas of specialty and are committed to our community that we serve. One of the resources we have built to share information and modalities is our interactive website at [www.siwc.org](http://www.siwc.org). It contains a wellness directory that is ever-expanding and that serves as a printable resource.

We have monthly meetings for members of the SIWC on the first Tuesday of every month between 7:30 and 9:00 pm.

A commitment to healthy living is one of our mandates. We also believe in giving back to the community and are sponsoring a family for the Christmas season through the

Food Bank. Donations received from members have been most generous, which shows we are heading in the right direction.

For more information, or to volunteer for the Sidney Health Fair, please call 655-0515 or email [brittafrombach@gmail.com](mailto:brittafrombach@gmail.com) .

**For more information, photos and interviews, please contact:**

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