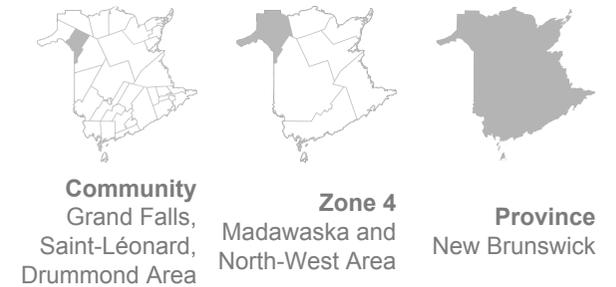


POPULATION HEALTH
Health behaviours



Healthy Eating

👤 Children

Eat breakfast daily % 2024-2025	51.8	56.0	50.0
Eat 5 or more servings of vegetables or fruit daily - parents' point of view % 2019-2020	46.8	n/a	n/a
Eat 5 or more servings of vegetables or fruit daily % 2023-2024	45.6	52.2	56.5
Eat meals while watching television 3 times or more in the last 7 days - parents' point of view % 2019-2020	17.8	n/a	n/a
Eat non-nutritious foods % 2023-2024	77.9	78.4	86.0
Drink sugary beverages % 2023-2024	67.4	61.1	67.2
Parents - ate at a fast food place at least once with their child in the last 7 days % 2019-2020	67.7	n/a	n/a

	Community Grand Falls, Saint-Léonard, Drummond Area	Zone 4 Madawaska and North-West Area	Province New Brunswick
🧑 Youth			
Eat breakfast daily % 2025-2026	34.1	S	36.6
Eat 5 or more servings of vegetables or fruit daily % 2025-2026	59.3	S	57.3
Ate meals while using an electronic device 7 times or more in the last 7 days % 2023-2024	14.7	14.3	20.3
Eat highly processed foods 1 time or less per day % 2024-2025	34.3	34.8	32.7
Drink sugary beverages % 2024-2025	68.0	67.0	68.0
Ate at a fast food place or restaurant 3 times or more in the last 7 days % 2023-2024	16.1	15.3	12.6
🧑 Adults and seniors			
Eat 5 or more servings of vegetables or fruit daily % 2020	44.2	45.2	41.9
Adults % 2020	47.4	48.6	43.2
Seniors % 2020	34.7	36.3	38.5
Physical Activity, Sedentary Behaviours and Sleep			
🧑 Children			
Parents - are physically active with their children % 2019-2020	35.1	n/a	n/a

	Community Grand Falls, Saint-Léonard, Drummond Area	Zone 4 Madawaska and North-West Area	Province New Brunswick
Moderate or vigorous physical activity % 2023-2024	16.2	18.8	21.9
Screen time, 2 hours or less per day % 2024-2025	32.4	31.7	23.6
Spends 3 hours or more playing video games % 2024-2025	19.0	17.8	22.7
Engages in leisure reading % 2024-2025	79.9	77.9	79.4
Sleep 9 hours or more every night % 2019-2020	67.1	n/a	n/a
👤 Youth			
Moderate or vigorous physical activity % 2025-2026	21.5	S	24.3
Screen time, 2 hours or less of leisure screen time per day % 2023-2024	31.0	28.8	28.1
Screen time, 2 hours or less, weekdays % 2023-2024	18.3	17.1	15.8
Screen time, 2 hours or less, weekends % 2023-2024	17.7	17.4	14.8
Spends 3 hours or more per day on social media % 2025-2026	62.1	S	59.5
Spends 3 hours or more playing games on an electronic device, weekdays % 2025-2026	22.0	S	24.6
Reads for fun every day % 2024-2025	49.0	48.9	55.4
Sleep 8 hours or more every night % 2025-2026	64.6	S	62.9
👤 Adults and seniors			

	Community Grand Falls, Saint-Léonard, Drummond Area	Zone 4 Madawaska and North-West Area	Province New Brunswick
Moderate or vigorous physical activity % 2020	47.5	43.7	49.9
Adults % 2020	49.6	43.9	51.0
Seniors % 2020	42.1	43.3	47.4
Usually sleeps for 7 hours or more each night % 2020	57.9	57.3	59.1
Adults % 2020	56.5	56.1	58.3
Seniors % 2020	62.1	60.3	59.1

Tobacco, Alcohol and Drug Use

Youth

At risk of becoming a future smoker % 2023-2024	32.1	28.2	31.0
Daily or occasional vaper % 2025-2026	15.3	S	11.1
Daily or occasional smoker % 2025-2026	8.1	S	6.3
Heavy drinking % 2025-2026	9.8	S	8.3
Cannabis use % 2025-2026	9.1	S	10.8
Drug use % 2024-2025	30.0	31.6	30.0

	Community Grand Falls, Saint-Léonard, Drummond Area	Zone 4 Madawaska and North-West Area	Province New Brunswick
👤 Adults and seniors			
Daily or occasional smoker % 2020	16.1	17.1	17.5
Adults % 2020	20.0	20.6	19.9
Seniors % 2020	5.7	8.4	10.5
Heavy drinking % 2020	25.0	27.5	26.9
Adults % 2020	28.9	33.2	30.0
Seniors % 2020	14.3	13.5	13.1
Cannabis use - adults and seniors % 2020	4.5	3.7	7.6

Sexual Activity

👤 Youth

Youth - report they know when they are legally able to consent to sexual activity % 2024-2025	63.8	68.3	70.3
Teens - gave birth Rate per 1,000 females	n/a	n/a	n/a
Sexually transmitted infections - chlamydia Rate per 10,000 population aged 15 to 19 2019	S	54	125

👥 All population

	Community Grand Falls, Saint-Léonard, Drummond Area	Zone 4 Madawaska and North-West Area	Province New Brunswick
Sexually transmitted infections - chlamydia Rate per 10,000 population 2019	S	17	29

Injury Prevention

Youth

Wear a helmet when riding a bicycle % 2022-2023	19.7	18.2	28.2
Driver of an off-road vehicle - under the influence of alcohol or drugs % 2024-2025	14.7	14.9	10.3
Passenger in an on-road vehicle - driven by someone under the influence of alcohol or drugs % 2024-2025	15.9	19.1	14.8

About this Table

Health behaviours are shaped by individual choices, they are also influenced by the external factors (social, economic, health care services and the environment) around us.

Content and description

Information by age groups about healthy eating, physical activity, sedentary behaviours and sleep. Tobacco, alcohol and drug use, sexual activity and injury prevention are also part of the information available.

Why is this important?

Positive health behaviours can prevent diseases and maintain good health, thus improving length and quality of life.

By monitoring health behaviours over time, it is possible to develop a proactive approach to population health. This can be done by identifying gaps in the community, by better planning for health services based on needs, by developing programs and policies to meet those needs and by evaluating the impact over time.

Availability of the data

Indicators from a variety of sources are collected, organized, and analyzed by the NBHC. These data sources are used to represent the population health of New Brunswickers. Each have various levels of reliability and limitations as detailed in the Indicator pages. The information for this data table is available for the 33 NBHC Communities, 7 Health Zones and for New Brunswick overall.

The Population Health data table series provides comprehensive view about the people who live, learn, work, take part in activities and in community life in this area.

.....

Caption

n/a = Not applicable / not available

S = Data suppressed due to confidentiality requirements and/or small sample size

 Above-average performance

 Below-average performance