POPULATION HEALTH

Health behaviours



Zone 4
Madawaska and North-West Area



Province
New Brunswick

Healthy Eating

Children

Eat breakfast daily % | 2024-2025	**56.0**	**50.0**
Eat 5 or more servings of vegetables or fruit daily - parents' point of view % | 2016-2017	**50.1**	**49.4**
Eat 5 or more servings of vegetables or fruit daily % | 2023-2024	**52.2**	**56.5**
Eat meals while watching television 3 times or more in the last 7 days - parents' point of view % | 2016-2017	**20.2**	**28.2**
Eat non-nutritious foods % | 2023-2024	**78.4**	**86.0**
Drink sugary beverages % | 2023-2024	**61.1**	**67.2**
Parents - ate at a fast food place at least once with their child in the last 7 days % | 2016-2017	**65.6**	**59.1**

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	Zone 4 Madawaska and North-West Area	Province New Brunswick
Youth		
Eat breakfast daily % | 2023-2024	**36.8**	**35.6**
Eat 5 or more servings of vegetables or fruit daily % | 2024-2025	**57.1**	**52.3**
Ate meals while using an electronic device 7 times or more in the last 7 days % | 2023-2024	**14.3**	**20.3**
Eat highly processed foods 1 time or less per day % | 2024-2025	**34.8**	**32.7**
Drink sugary beverages % | 2024-2025	**67.0**	**68.0**
Ate at a fast food place or restaurant 3 times or more in the last 7 days % | 2023-2024	**15.3**	**12.6**
Adults and seniors		
Eat 5 or more servings of vegetables or fruit daily % | 2020	**45.2**	**41.9**
Adults % | 2020	**48.6**	**43.2**
Seniors % | 2020	**36.3**	**38.5**

Physical Activity, Sedentary Behaviours and Sleep

Children		
Parents - are physically active with their children % | 2016-2017	**24.9**	**31.7**

	Zone 4 Madawaska and North-West Area	Province New Brunswick
Moderate or vigorous physical activity % | 2023-2024	**18.8**	**21.9**
Screen time, 2 hours or less per day % | 2024-2025	**31.7**	**23.6**
Spends 3 hours or more playing video games % | 2024-2025	**17.8**	**22.7**
Engages in leisure reading % | 2024-2025	**77.9**	**79.4**
Sleep 9 hours or more every night % | 2019-2020	n/a	n/a

Youth

Moderate or vigorous physical activity % | 2024-2025	**22.6**	**23.9**
Screen time, 2 hours or less of leisure screen time per day % | 2023-2024	**28.8**	**28.1**
Screen time, 2 hours or less, weekdays % | 2023-2024	**17.1**	**15.8**
Screen time, 2 hours or less, weekends % | 2023-2024	**17.4**	**14.8**
Spends 3 hours or more per day on social media % | 2024-2025	**59.6**	**57.2**
Spends 3 hours or more playing games on an electronic device, weekdays % | 2024-2025	**23.6**	**24.3**
Reads for fun every day % | 2024-2025	**48.9**	**55.4**
Sleep 8 hours or more every night % | 2024-2025	**68.0**	**61.4**

Adults and seniors

	Zone 4 Madawaska and North-West Area	Province New Brunswick
Moderate or vigorous physical activity % | 2020	43.7	49.9
Adults % | 2020	43.9	51.0
Seniors % | 2020	43.3	47.4
Usually sleeps for 7 hours or more each night % | 2020	57.3	59.1
Adults % | 2020	56.1	58.3
Seniors % | 2020	60.3	59.1

Tobacco, Alcohol and Drug Use

Youth

At risk of becoming a future smoker % | 2023-2024	28.2	31.0
Daily or occasional vaper % | 2024-2025	13.5	12.0
Daily or occasional smoker % | 2024-2025	5.4	6.2
Heavy drinking % | 2024-2025	12.9	8.7
Cannabis use % | 2024-2025	8.6	11.3
Drug use % | 2024-2025	31.6	30.0

	Zone 4 Madawaska and North-West Area	Province New Brunswick
Adults and seniors		
Daily or occasional smoker % | 2020	**17.1**	**17.5**
Adults % | 2020	**20.6**	**19.9**
Seniors % | 2020	**8.4**	**10.5**
Heavy drinking % | 2020	**27.5**	**26.9**
Adults % | 2020	**33.2**	**30.0**
Seniors % | 2020	**13.5**	**13.1**
Cannabis use - adults and seniors % | 2020	**3.7**	**7.6**

Sexual Activity

Youth		
Youth - report they know when they are legally able to consent to sexual activity % | 2024-2025	**68.3**	**70.3**
Teens - gave birth Rate per 1,000 females | 2022	**10**	**7**
Sexually transmitted infections - chlamydia Rate per 10,000 population aged 15 to 19 | 2019	**54**	**125**
All population		

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Sexually transmitted infections - chlamydia Rate per 10,000 population | 2019	17	29

Injury Prevention

Youth

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