

June 10, 2015

**Re: Free First Visit and Sugary Drink Awareness postcard**

The Heart and Stroke Foundation, in partnership with the PEI Healthy Eating Alliance, is reaching out to Islanders through an awareness campaign to remind them of the impact of sugary drinks on their health. The campaign, *Be Sugar Smart*, includes activities such as letters to the editor, placing water dispensers at summer camps and a number of community engagement events.

Most recently, the Heart and Stroke Foundation has developed an awareness postcard to increase parental awareness of the impact sugary drinks have on their child's health. The Dental Association of Prince Edward Island has partnered with the Heart and Stroke Foundation and the PEI Healthy Eating Alliance to distribute these postcards to parents through the Free First Visit initiative.

We encourage each of our members to distribute these *Be Sugar Smart* postcards to all parents who bring their child in for a Free First Visit. The Heart and Stroke Foundation has provided DAPEI with enough postcards for each office to give out at each FFV for several months. If you would like to order additional postcards or provide them for all children and youth visits please contact Jaycee Sabapathy, Project Manager with The Heart and Stroke Foundation at 902-892-7441 or at [jsabapathy@hsfpei.ca](mailto:jsabapathy@hsfpei.ca). We also encourage you to add the *Be Sugar Smart* link ([heartandstroke.ca/besugarsmart](http://heartandstroke.ca/besugarsmart)) to your website.

Sincerely,

Dr. Travis Q. McLean