

To Whom It May Concern:

Re: Reference letter for Donna Dixon

I met Donna for the first time in July of 2012 after she requested a meeting with me to discuss the SCOPE initiative, a program that I founded and lead that addresses the issue of childhood obesity in British Columbia. As the Director of Community Relations for the Chilliwack Hospital & Health Care Foundation, Donna was interested in learning how we could work together to bring the program to her community as part of the healthy living mandate of her organization.

SCOPE is an initiative that partners with communities across British Columbia to promote healthy weights among children. SCOPE endorses the evidence-based Live 5-2-1-0 message, and provides the expertise, support and tools local decision-makers need to make the healthy choice the easy choice for children. Live 5-2-1-0 is a simple, easy-to-remember message to help kids and families adopt healthy habits. When supported consistently across a community, Live 5-2-1-0 can make it easier for kids to eat healthy and be active every day.

From the beginning, I was impressed with Donna's passion and commitment to doing whatever was necessary to incorporate the Live 5-2-1-0 healthy living message into everything the Foundation was doing. The more Donna learned about the program and the potential it had to impact the health of Chilliwack's children, the more enthusiastic she became.

Although challenging to keep up with the many opportunities brought to us, our team was always encouraged by her "we can do it" attitude and appreciated that she backed up those ideas with tangible resources and great professionalism to ensure results.

Because the success of the SCOPE program depends on the level of community buy in, it was amazing to discover that Donna already had engaged so many people, organizations and businesses that were willing to be part of the program. After working with her for a few weeks, it was easy to understand her success because her genuine belief in what she is doing is inspiring and people find it hard to resist being part of it.

I was especially impressed when just five months after our initial meeting, Donna had not only established a Healthy Kids Initiative for Chilliwack but had hired a Program Lead, created fantastic promotional materials with the Live 5210 message and was able to host a very successful fundraising event to launch the program in December. Although I was not able to attend, several of our team were there and could not say enough about how beautifully and professionally the event was executed.

Donna loves to do what hasn't been done before and through the partnership she forged with the Chilliwack Division of Family Practice, we were able to secure funding for a pilot project that would bring the promotion of healthy living (and therefore healthier weights) into regular family practice for children from 2-17 and their families. As the first initiative of its kind, we look forward to bringing the resources and information from this project into other British Columbia communities.

Donna's success in Chilliwack and her marketing and communications expertise have been a huge asset to our program and we have implemented many of her suggestions. Not only was Donna a passionate

advocate for the Live 5210 message in Chilliwack, she did a fantastic job of inspiring other communities to explore how it would help them and has raised the profile of SCOPE throughout the province by being a champion for the work we do. The SCOPE program has not only been maintained but expanded in large part due to the enthusiastic support and leadership of Donna Dixson and her team.

Donna is a great team player and we all enjoyed hearing the latest enthusiastic telling of yet another partner engaged with Live 5210 and what possibilities were ahead. Donna's ability to recruit the best of the best ensured she had a great team working with her to follow through on her endless list of new ideas.

When the mandate of CHHCF changed to move away from health promotion, Donna was determined that the good work around the Healthy Kids Initiative would continue. She worked behind the scenes with Program Lead Katrina Bepple to negotiate that the Chilliwack Division of Family Practice take over all existing programs and projects. Donna's ensuring that the successes and innovative programs underway would continue was a clear demonstration that she is never satisfied with good enough and clearly committed to sustainability and making a difference.

It has been an absolute pleasure working with Donna. Her skills in marketing and promotion are clearly progressive and innovative and I personally learned a great deal from her. I would highly recommend Donna Dixson and would work with her again at the first opportunity. Her enthusiasm is infectious, and when she enters a room, her energy is palpable. Further, she is hard working, inspiring and always professional.

If you have any questions related to this letter, please do not hesitate to contact me.

Sincerely,



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