

Healthy Kids Community Challenge

Partnership Meeting

**November 15, 2016
Hiawatha Lower Hall
1-3pm**

Last time...



Healthy Kids Community Challenge (HKCC) – Partnership Network Meeting
Tuesday October 6, 2015
City Hall, Council Chambers
2:30 p.m. – 4:00 p.m.

AGENDA

- 2:30 p.m. **Welcome/Introductions – Co-Chairs**
- Meeting purpose/outcomes
 - Review agenda
- 2:35 p.m. **Vision 2025 – Robert Lockhart, The RETHINK GROUP**
- Overview of Vision 2025
 - Link with HKCC
- 2:50 p.m. **Update on HKCC - Project Coordinator**
- Overview of HKCC and Ministry requirements
 - Overview of Theme 1



HEALTHY KIDS

COMMUNITY CHALLENGE

Peterborough Application

Growing Healthy Kids

Issued: January 24, 2014

Application deadline: March 14, 2014

RUN.

**How active?
Activity Ideas
and Skills**

PARENTS

130 families with young
attended the **PRHC Family Play for
Health** program to learn how active children
should be and ideas for activities.

*"We had a great time and
learned so much information.
I can't wait to use it all when
my baby gets bigger"*

*"... Lots of great info
to get us thinking
and changing bad
habits"*

LEADERS

100 leaders in recreation and
education attended the
Central East Physical Literacy Conference

50 Early Childhood
Educators attended a
workshop on Nature Play



KIDS

At various schools, kids learnt skills for **bike-riding, swimming, and cross-country skiing**

JUMP.

**Try Something
NEW!**

Peterborough Gets Active Month

Throughout the month of **April**:

110 events at **38** locations
(City & County)

300 families & **600** children
participated in at least 1 activity

All activities were **FREE** and transit passes
were available

Participants appreciated the chance to
try new things for free and options for
different ages and locations

Peterborough Pulse

9000 people attended the active
Open Streets event July 16
downtown Peterborough

70 local businesses engaged



Active Together

23 presentations to classes
about **Para sports** and
trying out fun, inclusive
activities

PLAY.

BEFORE School

Active Transportation
to school programs
supported at
37 schools

AT School

Healthy PALs recess program
was evaluated

Pedal Power cycling education to
300 Grade 5's + evaluation

AFTER School

YMCA After School Program
expanded to **2 new** locations

Free Swim Passes available to
families in need

Agenda



1. Welcome
2. Review HKCC and EPODE
3. Community Needs Assessment Summary
4. Growing Healthy Kids group-work
5. Groups share ideas
6. Summarize ideas, ways to be involved
7. Adjourn



1. Welcome!!



- Deanna Moher, Coordinator HKCC Peterborough
- Co-Chairs: Linda Mitchelson, City of Peterborough
Hallie Atter, Peterborough Public Health
- Other Leadership Committee members/agencies
 - Peter Mangold, KPRDSB
 - Marcy D'Alessandro, PVNCCDSB
 - Joëlle Favreau, YWCA
 - Lise Leahy, PRHC
 - Heather Stephens, YMCA
 - Sandra Robinson, City of Peterborough (Children's Services)
 - Gerry Barker, Township of Cavan Monaghan

1. Welcome!!



- Introduce yourself to your neighbours!
 - What's your name?
 - Where are you from?
 - Where you do work?
 - Involved with HKCC yet?

2. Review HKCC and EPODE



Healthy Kids Community Challenge



Call to Action



No Time to Wait:
The Healthy Kids Strategy

Healthy Kids Panel

The Ontario Ministry of Health and Long-Term Care released *"No Time to Wait", the Healthy Kids Strategy Report* in 2013.

- The report recommends a wide range of initiatives to help promote healthy weights. Action has already been taken by:
 - Providing more kids with healthy snacks and meals in school.
 - Introducing legislation on the inclusion of calories on menus.
 - Supporting new mothers to breastfeed (known to be a protective factor in the promotion of healthy weights among children).

- The report also called for the province to implement a community-driven program that develops healthy communities for kids –

THE HEALTHY KIDS COMMUNITY CHALLENGE

Peterborough was 1 of 45 communities selected to participate.

HKCC Goal & Principles



HKCC Goal: Reduce the prevalence of and prevent childhood overweight and obesity in The Challenge communities.

HKCC Principles:

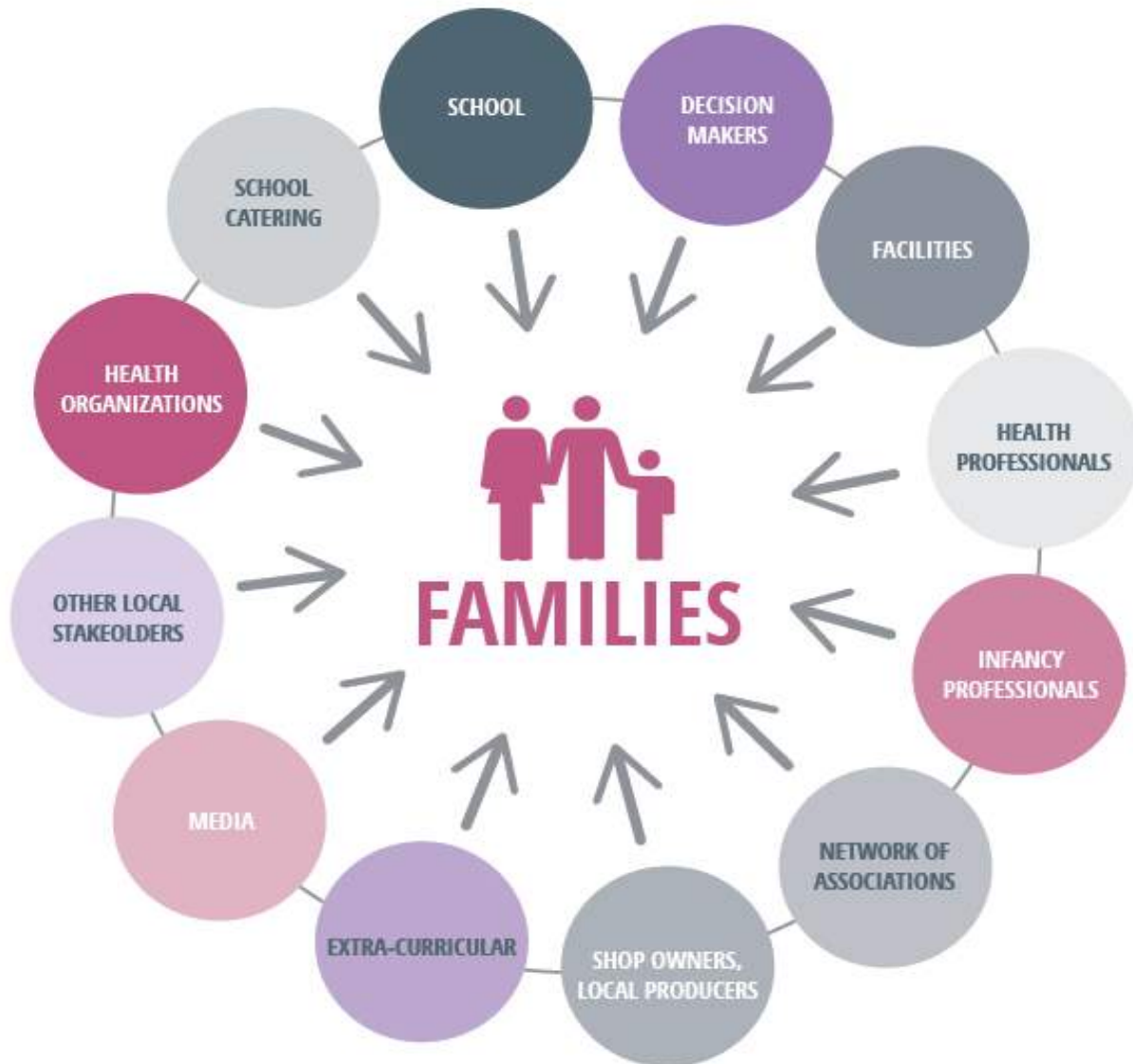
- Focus on healthy kids, not just healthy weights. Age range 0-12 years.
- Recognize that healthy kids live in healthy families, schools and communities
- Strategies targeting protective factors for healthy weights – including improving nutrition, physical activity and promoting adequate sleep – will benefit all children, regardless of weight status.
- Focus on positive health messages and not on programs or messages that could increase bias or stigma around weight.
- Support health equity through interventions at the population-level and by targeting at-risk populations.

2. Review HKCC and EPODE



- HKCC is based on an international approach for obesity prevention: **EPODE** = Ensemble Prévenons l'Obésité Des Enfants / Together Let's Prevent Childhood Obesity
 - “a coordinated, capacity-building approach to help communities reduce the prevalence of childhood obesity”
- Started in 2 towns in France in 1992
- EPODE supports programs on a local level that help create new everyday norms for children to enjoy healthy eating, active play and recreation by engaging **all members of the community...**

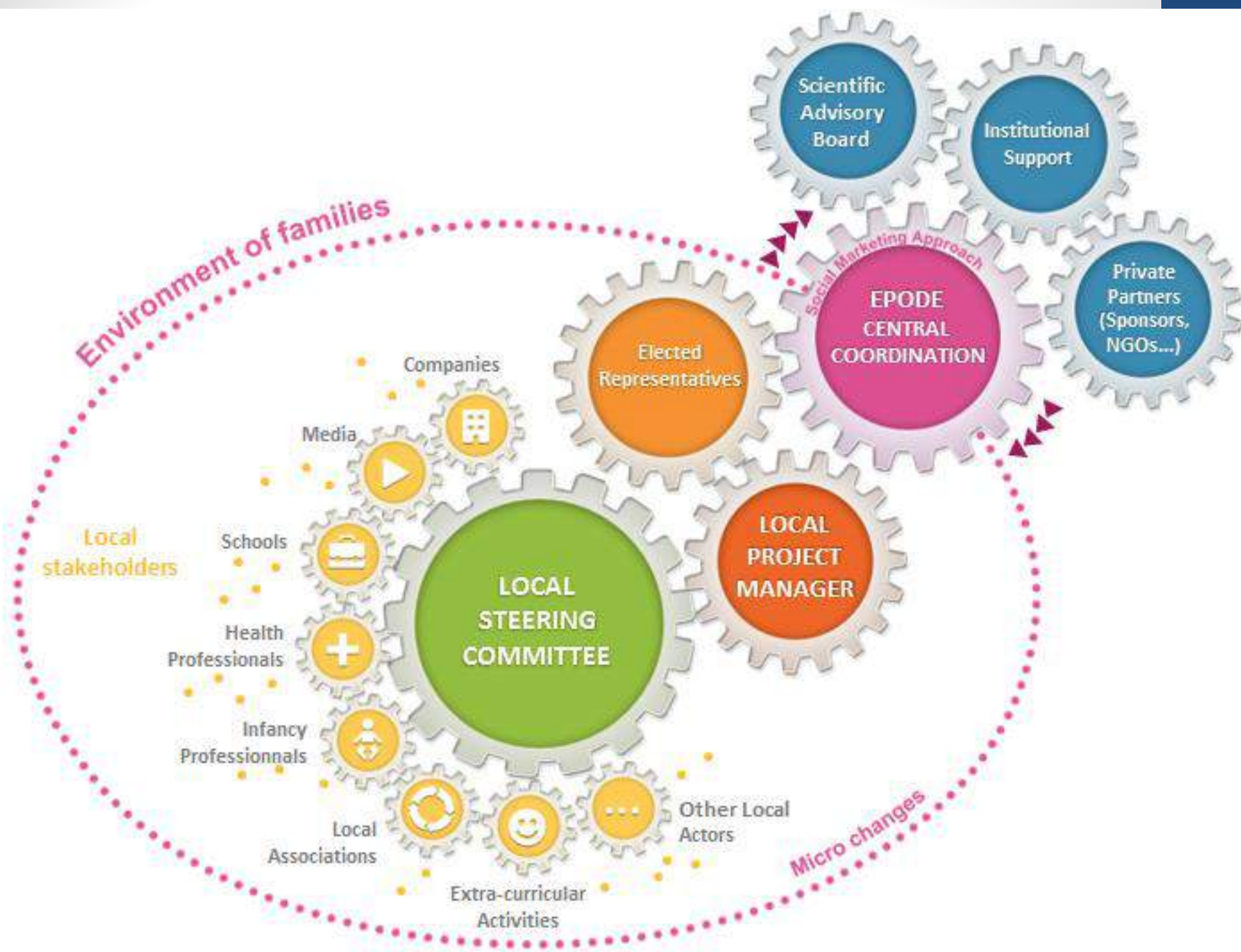
2. Review HKCC and EPODE



EPODE International Network Video



- <https://www.youtube.com/watch?v=dQw0DiKbmyl>
- 2-minutes



2. Review HKCC and EPODE

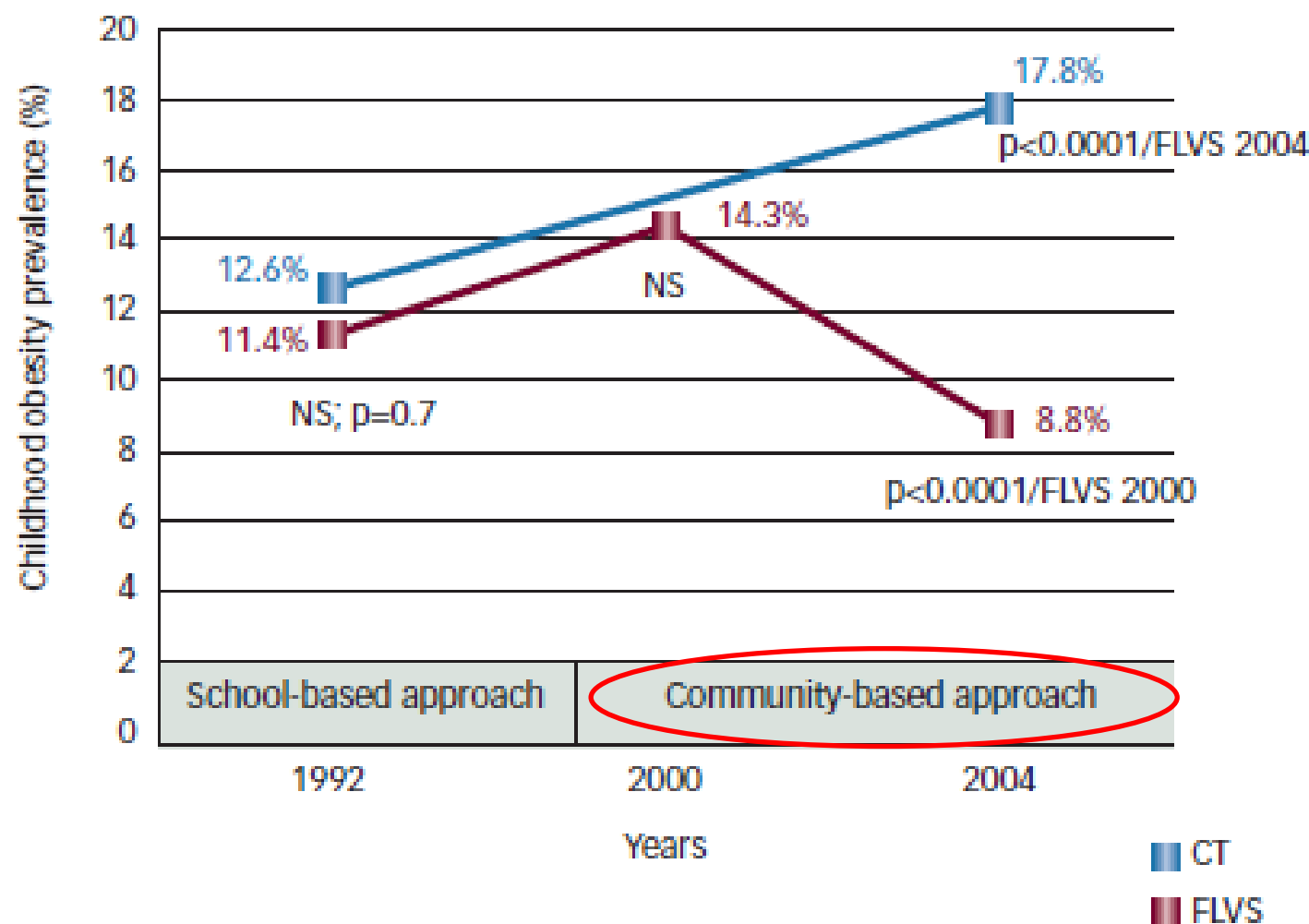
- EPODE's community approach can prevent childhood obesity – it's a **movement**



**In 2016, 46 member programmes
across 29 countries**



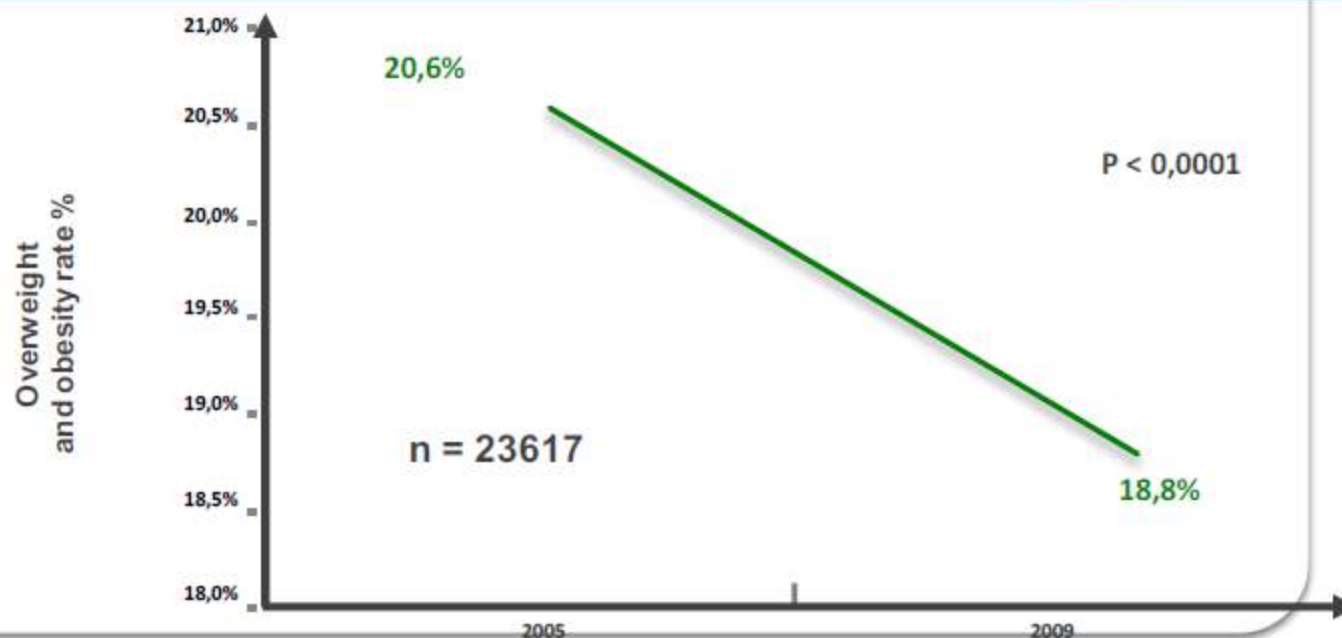
Figure 1: Evolution of Children Obesity Prevalence in the Towns in EPODE and in Comparison Towns Between 1992 and 2004¹³



CT = comparison towns; FLVS = Fleurbatx Laventille Ville Santé Study; NS = not significant.

French Pilot towns:

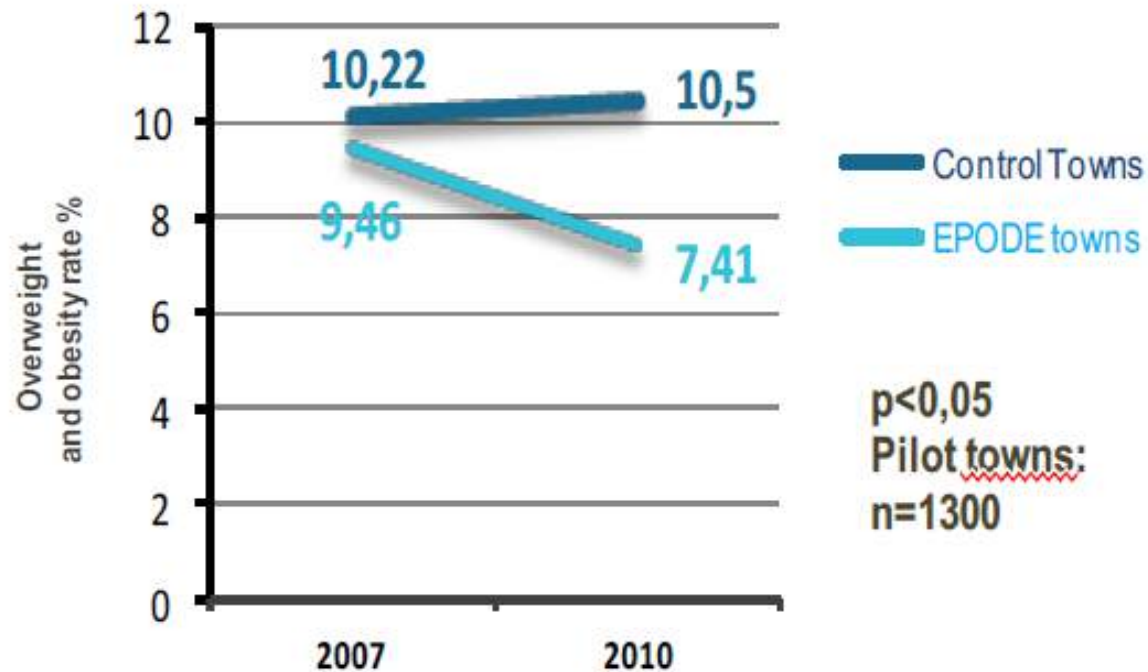
-10%



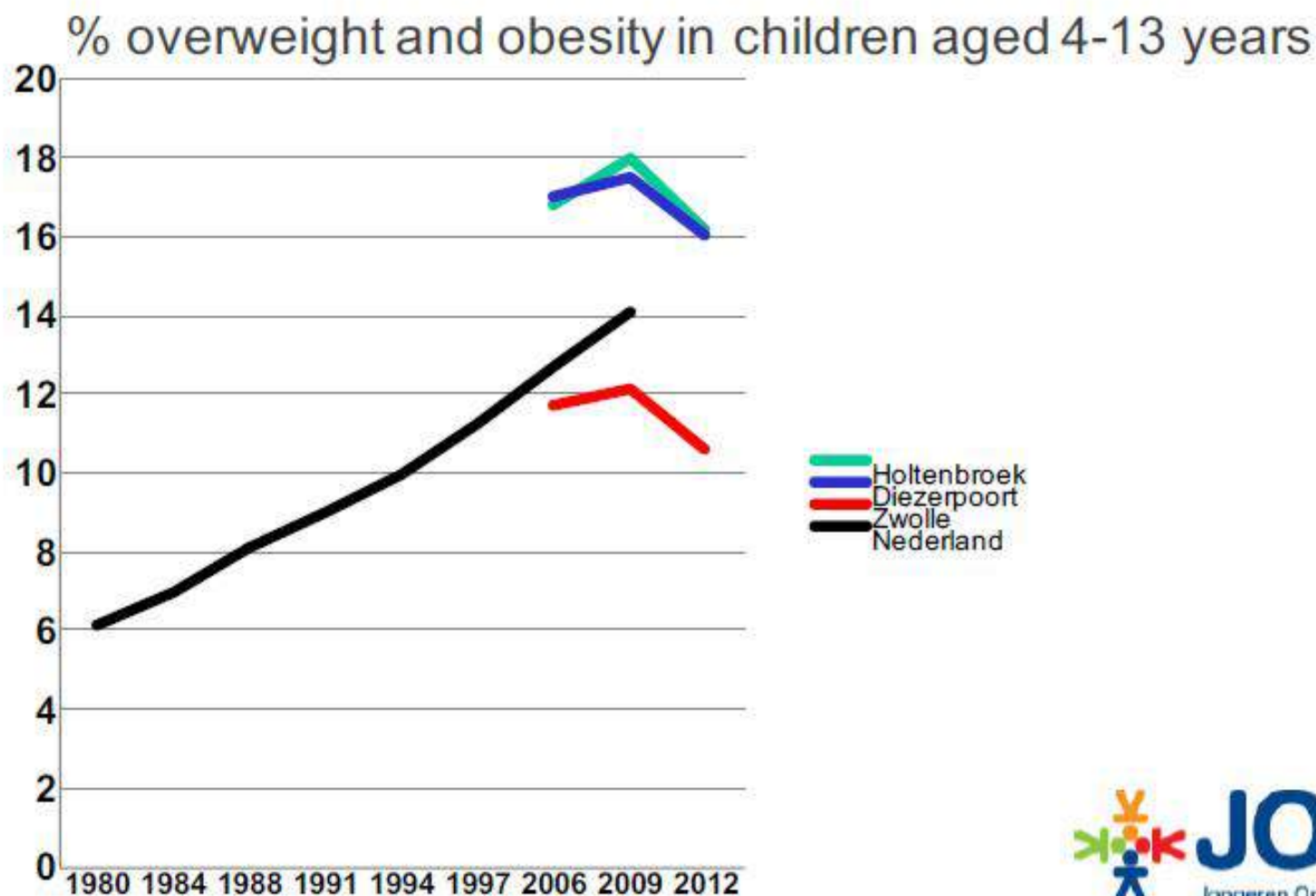
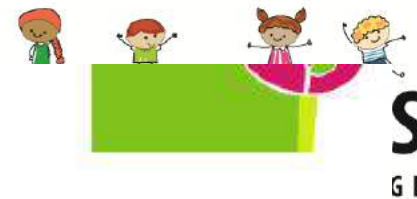
VIASANO IN PEDIATRIC OBESITY 2015

Accelerated by Belgian towns:

-22%

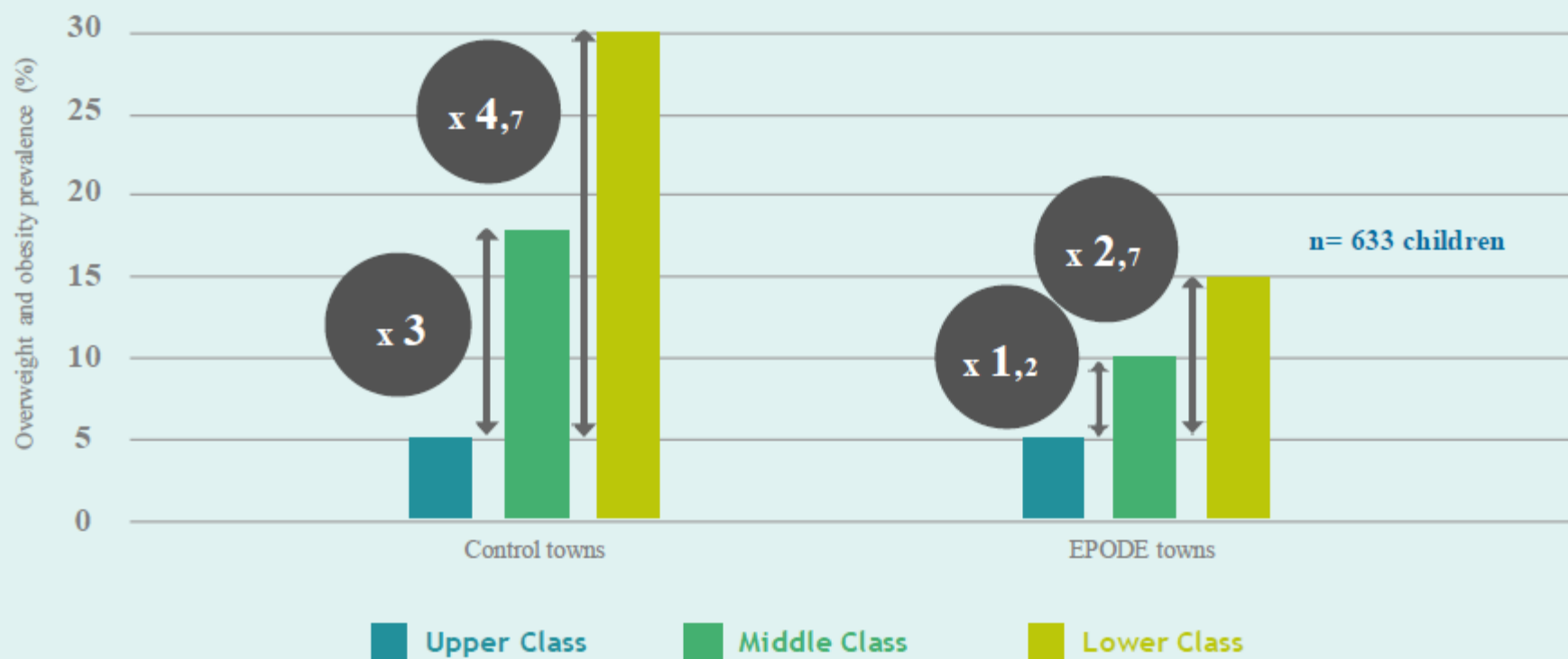


Results





A reduction up to 50% of the health inequities amongst overweight and obesity prevalence



2. Review HKCC and EPODE



- Other areas of Canada have taken up the approach including a program called SCOPE in BC
Sustainable Childhood Obesity Prevention through Community Engagement
- Key pillars of the EPODE methodology:
 1. Political commitment
 2. Resources (Private Public Partnerships)
 3. Support Services (Multi-stakeholders, Social Marketing)
 4. Evidence/Evaluation



EPODE identified 4 critical factors which now form the 4 pillars of the EPODE Methodology & they work together



EPODE identified 4 critical factors which now form the 4 pillars of the

It can work!

This is the time to take advantage of this opportunity to improve the health of our kids and community at large

Positive impacts on long-term health (reduced chronic disease), mental health, economic, community/social (*all intertwined*)

1

Political
Commitment



Resources
including
Public-Private
Partnership
Schemes



Support Services
including social
marketing
expertise



2

Science/
Evidence-based
and Evaluation

HKCC Overview in Peterborough



- Application through Sustainable Peterborough
- Includes City, County, Curve Lake and Hiawatha First Nations
\$225,000 per year (after coordination salary/benefits)
- 3 years, 2015 – March* 2018

9-month long Themes

- Theme 1, October 2015-June 2016
 - Run. Jump. Play. Every Day.
- **Theme 2, July 1-March 2017**
 - **Water Does Wonders**
- Theme 3, April-December 2017
 - Healthy Eating
- Theme 4? January 2018 - ?



Theme 1

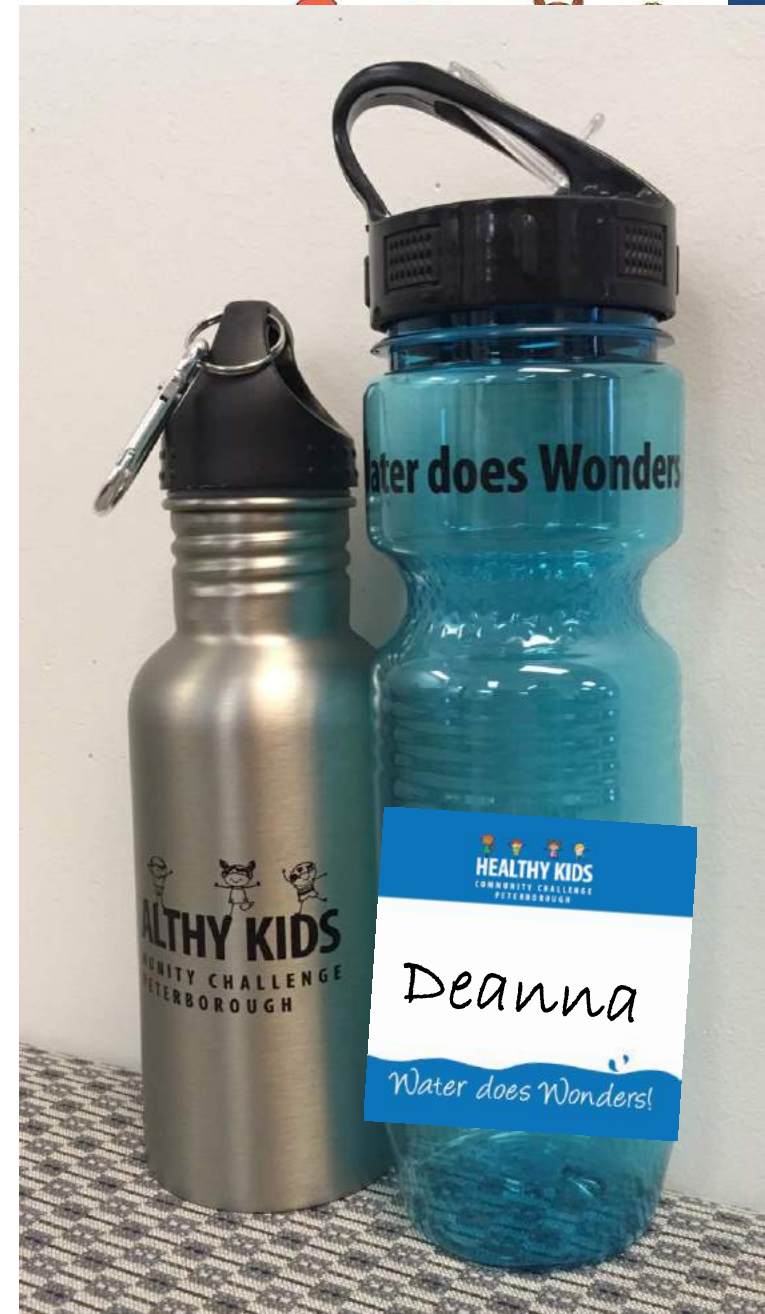
- Focused on supporting kids to be more physically active
- Different types of activity including active play, active transportation, sports and structured physical activity
- Opportunities were offered throughout the community in different settings and for different age groups

- Did some great things and made some great partnerships
- Some lessons learned
- Very busy / rushed timing



Theme 2

- ***Water Does Wonders*** July 2016 – March 2017
- Focused on promoting water as the best beverage choice for kids + increasing access
 - Hydration stations across the community + online map
 - Working with schools, child care, YMCA, community groups
 - Communications strategy



Theme 3 - TBD

- April – December 2017
- Focus will be either promoting:
 - Fruit and vegetable consumption OR
 - Breakfast



Healthy Kids Community Challenge

The Healthy Kids Community Challenge is a community led program where partners from different sectors including health, education, recreation and local business work together to implement activities to promote healthy eating and physical activity for all kids in our community (ages 0-12 years). Funding support for these activities from the Ministry of Health and Long Term care will help expand community plans for the City, 8 townships and two First Nations over the next 3-4 years (2015-2018). The project is being guided by Co-chairs at the City of Peterborough and Peterborough Public Health, a cross sectoral working group, topic-specific action groups and a broad community network.



For further information on the evolution of HKCC, please visit the [Healthy Kids Community Challenge Working Group page](#).

Themes

The Healthy Kids Community Challenge got underway in early 2016 with the first Theme: Run. Jump. Play. Every Day. This Theme was focused on promoting Physical Activity and offered or supported many opportunities for physical activity throughout the community in different setting and for different age groups. This Theme wrapped up at the end of June. For more information please visit the ["Run. Jump. Play. Every Day" page](#).

Theme 2 is Water does Wonders, running July 2016 to March 2017. This Theme focuses on promoting water as the beverage of choice for kids and limiting sugar-sweetened beverages that include fruit juice, chocolate milk, sports drinks, soft drinks, etc. Sugar sweetened beverages are currently the single largest source of sugar in kids' diets and contribute to excessive and unnecessary calories (which can lead to weight gain), dental decay and often replace more nutritious choices such as vegetables, fruit and milk. Visit the ["Water Does Wonders" page](#) for

🔍 Search



📅 Projects

- [Sustainable Activities](#)
- [SP Report Card](#)
 - [2012 Report Card](#)
 - [2013 Report Card](#)
 - [2014 Report Card](#)
 - [2015 Report Card](#)
- [Climate Change Action Plan](#)
 - [CCAP Background](#)
 - [Developing The Plan](#)
 - [Community Participation](#)
 - [Faces4Change Climate Champions](#)
 - [Greater Peterborough Area Greenhouse Gas Emissions](#)
- [Healthy Kids Community Challenge](#)
 - [Theme 1: Run. Jump. Play. Every Day](#)
 - [Theme 2: Water Does Wonders](#)

📅 Event Calendar

Nov	Peterborough Farmers' Market
19	more
Nov	Peterborough Farmers' Market

Next Steps



- \$225,000 April 2017 - March 2018
- \$~169,000 for Theme 3 - April-December
- Use Community Needs Assessment and input from partners to set priorities for HKCC funds
- Support existing networks and programs
- Partner engagement to strengthen our work and continue beyond HKCC

3. Community Needs Assessment



- Required to Ministry March 2016:
- Community Profile
 - Community characteristics (social and environment)
 - Health status
 - Priority populations
- Assets (+) and Barriers (-)
 - Programs and initiatives, leaders, policies, organizations/networks, funding, infrastructure, access
- Opportunities
 - Use available assets to overcome identified barriers
 - According to certain Themes

3. Community Needs Assessment



- Many sources of data used to complete
- Available on Sustainable Ptbo HKCC working group webpage
 - **Assets** – *Peterborough Food Action Network, Food for Kids, Nourish, Community Gardens*
 - **Barriers** – *inadequate income, food insecurity*
 - **Opportunities** – *Early Years connections, Food literacy programs, connections with townships/recreation*
- Living document - Updates as appropriate (profile, assets and barriers)
 - E.g. release of PPH **Report on Child Health** just last week
<http://www.peterboroughpublichealth.ca/my-life-health/parents-caregivers/child-development/child-health-status-peterborough-city-and-county/>

Family Demographics Infographic



Birth to Five: The CRITICAL Years

The first years of a child's life are critical for health, growth, and development, and lay the foundation for adult health. Children are more likely to thrive when their parents: provide a nurturing and stimulating home environment; have access to sufficient food and finances; have adequate housing; and have higher levels of formal education.

The term "parent" includes all primary caregivers within the child's home.



FAMILY TYPE

Most of the 5,440 Peterborough* families with children 0-5 years of age are couples (80%), however in the City, 25% are lone parents. (2010)

Singles or Couples

with children 0-5
Children in lone parent families are at increased risk for poorer: vocabulary, school achievement, behaviour, and mental health.



FAMILY INCOME

Nine out of ten couple families have middle to high income status. Low income disproportionately affects lone parents living in the City. (2005)

Low Income Families

with children 0-5
Children living in poverty are at increased risk for poorer: development, school achievement, behaviour, and health.

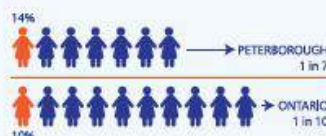


EMPLOYMENT

Unemployment rates for female lone parents with young children are higher than those for their male counterparts. (2005)

Unemployed Female Lone Parents

with children 0-5
Children with unemployed parents are at increased risk for poorer: social competency, behaviour, and mental health.



Report on Child Health 2015

for more information and references
www.peterboroughpublichealth.ca



WHY WORRY?

"Some parents shoulder a burden of multiple challenges which results in more adverse child outcomes and increases the likelihood of the next generation being similarly affected." Dr. Rosana Salvaterra, Medical Officer of Health



FOOD SECURITY

Female lone parent families living in poverty likely suffer the most food insecurity. (2011/2012)

Food Insecure Households

with children 0-17
Children experiencing food insecurity are at increased risk for poorer: development, behaviour, health, and mental health.

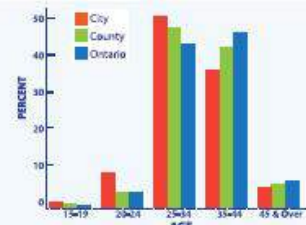


PARENTAL AGE

While only 8% of parents are under the age of 25, twice the proportion of young parents live in the City compared to the County. (2010)

Age Groups

parents with children 0-5
Children with parents 15-19 are at increased risk for poorer: development, language skills, school readiness, and school achievement.



MATERNAL EDUCATION

Most Peterborough mothers of young children have post-secondary education. However, 31% of female lone parents in the City and 15% in the County have not completed high school. (2005)

School Completion

mothers with children 0-5
Children whose mothers have little formal education are at increased risk for poorer: development, behaviour, and school achievement.

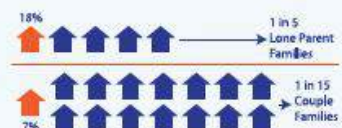


HOUSING

Affordable housing costs less than 30% of before-tax income, and is a big challenge for lone parent and low income families with children. (2005)

Unaffordable Housing

Children living in inadequate housing are at increased risk for poorer: growth, development, school achievement, and health.

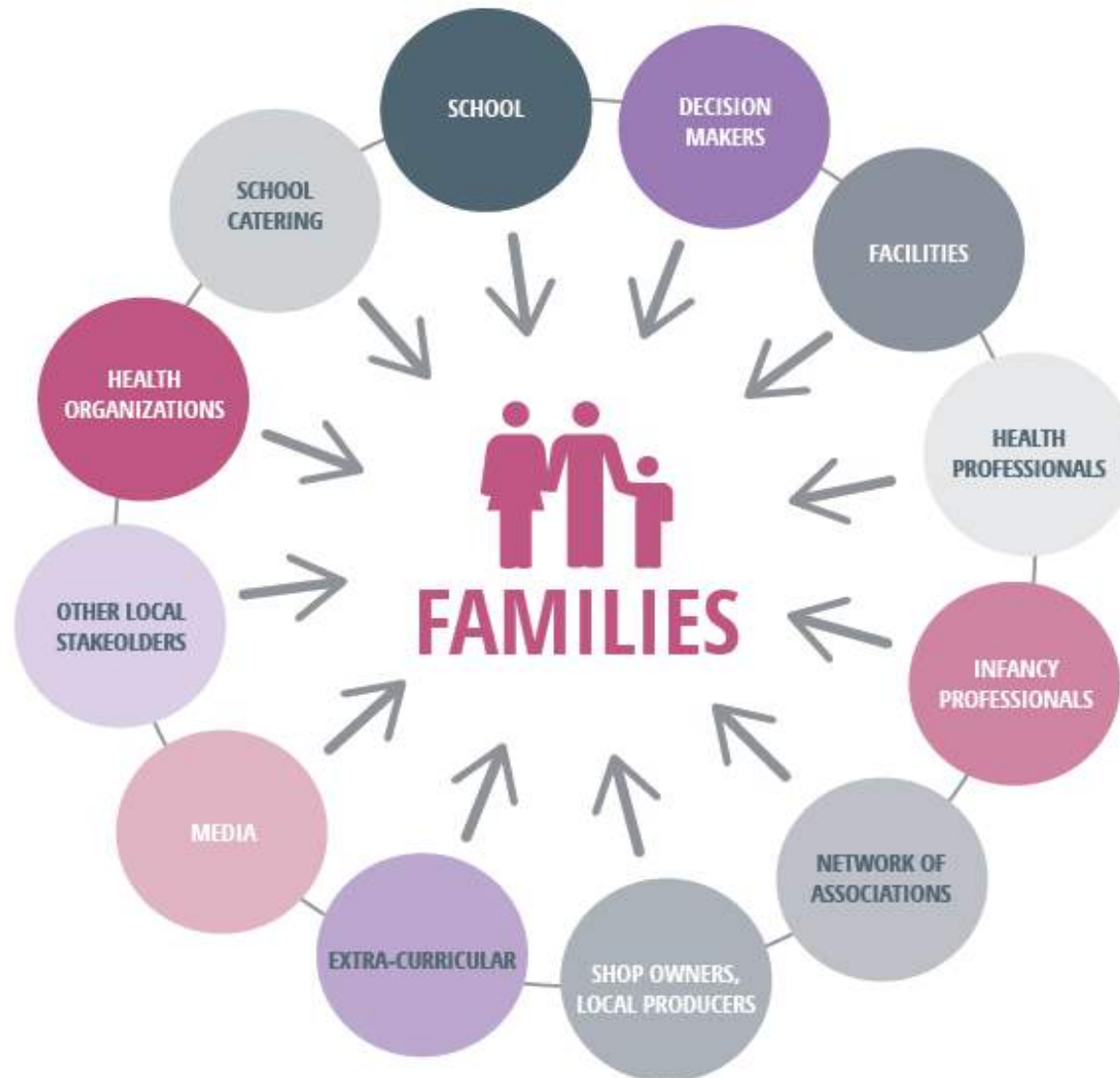


3. Community Needs



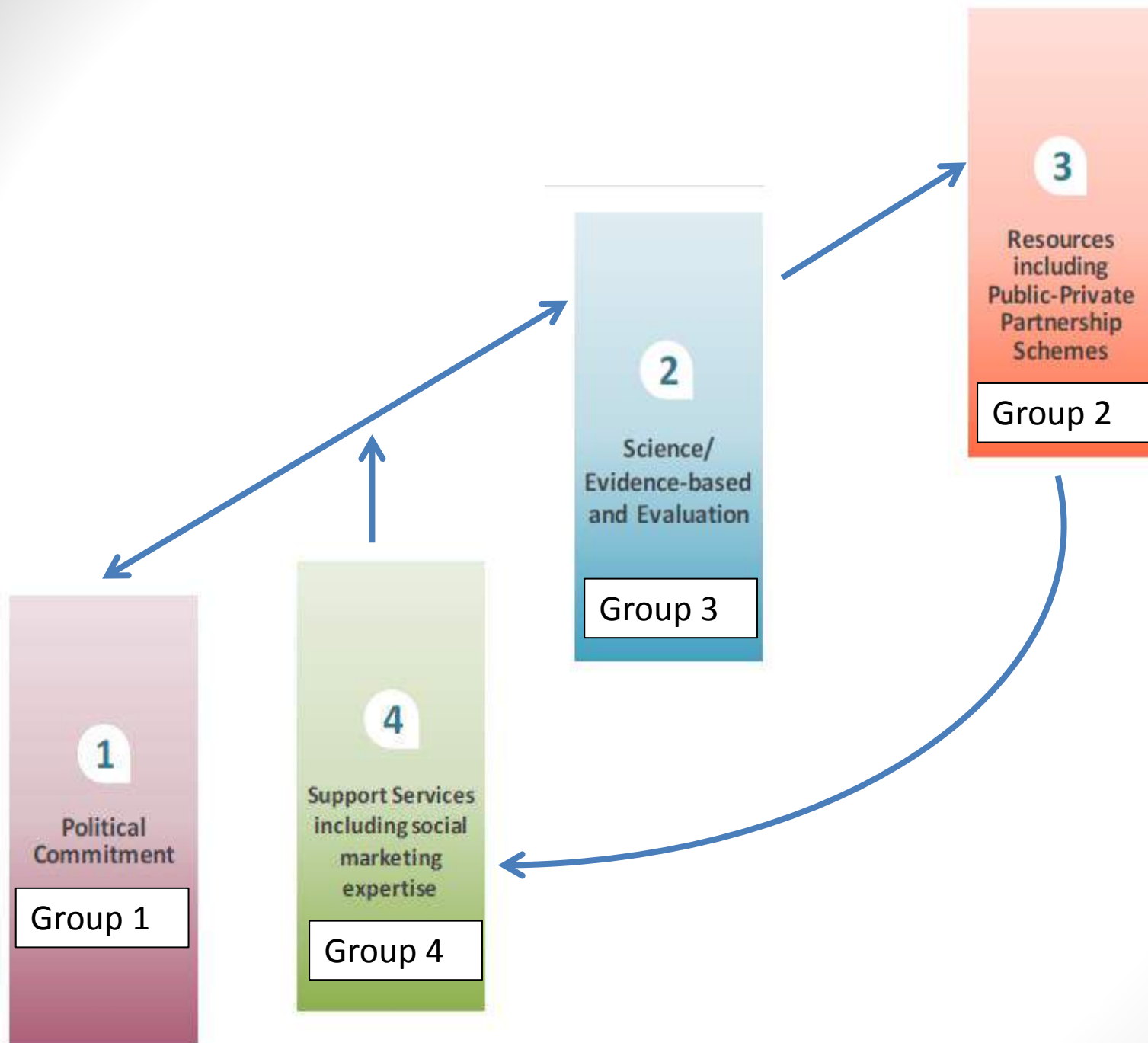
- Welcome our guest to share a local experience:

Recall:



EPODE identified 4 critical factors which now form the 4 pillars of the EPODE Methodology & they work together





4. Growing Healthy Kids



- How can we continue **growing healthy kids**?
- How can we work together to build the strong foundation needed for when funding ends?
- Groupwork
 1. Political Commitment
 2. Resources
 3. Evidence
 4. Support Services

5. Groups share ideas



6. Summarize ideas



- Ways to be involved
 - Role strengthening our foundation
 - Communications strategy
 - Business connections
 - Leadership committee

7. Adjourn

Thank you for attending!

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