

Growing Healthy Kids

Update To Sustainability Committee



March 28, 2014

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Agenda

- HK Community Challenge Program Overview
- Application Process
- Partners
- Governance – Draft Terms Of Reference
- Next Steps

Background



- *“No Time to Wait” – The Healthy Kids Strategy Report* was released by the Ontario Ministry of Health and Long Term Care in 2013.
- The report recommends a wide range of initiatives to combat childhood obesity. The Ontario government has already taken action by:
 - Supporting new mothers to breast feed (known to be a protective factor in the promotion of healthy weights among children).
 - Providing more kids with healthy snacks and meals in school.
 - Consulting with industry and health sector leaders to introduce menu labelling legislation and address the marketing of unhealthy food and beverages aimed at kids
- In addition, the report recommended the province adopt a coordinated, community driven approach to developing healthy communities for kids. Specifically, the report outlined/suggested a methodology, called EPODE
 - recognized as a WHO best practice in overweight and obesity prevention.

Program Overview – Expected Outcomes

- Reduced childhood overweight and obesity.
- Improved healthy behaviours among children and youth related to healthy eating, physical activity and adequate sleep.
- Community collaboration and coordination on child and youth obesity prevention and reduction, including the public, private and not-for-profit sectors.
- Advanced research and evidence on approaches and interventions that support healthy weights in Ontario.



Program Overview Continued

- MOHLTC will support selected communities with:
 - **Funding** to support the development and implementation of community action plans.
 - Up to \$1.5 million over 4 years
 - **Training and support** to develop and implement local action plans.
 - Providing **evidence based** advice, tactics and tools to support community activities.
 - Identifying **social marketing themes**: One consistent topic to be the focus of all community-led activities every 9 months.
 - **Evaluation** Support.



Program Overview



- The Challenge is a **community-led, multi-sectoral program** where community partners work together to implement activities to promote healthy weights for kids.
- Communities will apply to receive funding and supports from MOHLTC to develop and implement policies and programs aimed at **preventing childhood overweight and obesity**.
- Community policies and programs will be **themed based** - focusing on one positive healthy behaviour at a time:
 - Themes will focus on the risk or protective factors that lead to childhood overweight and obesity - **healthy eating, physical activity and adequate sleep**.
- Communities will adapt the themes to address the **unique needs of the families and children in their communities**.

Application Process

- Face to face meetings with as many interested parties as possible February 13 and 24
- Writing Shared by City and PCCHU with partners reviewing their role piece
- Included – Community Description/Need
 - Delivery Capacity
 - Assessment Plan
 - Funding Request

Partners

- City, County, 8 Townships and 2 First Nations
- PCCHU
- KPRDSB, PVNCCDSB
- Trent University
- City of Peterborough Youth Council
- Council of Persons With Disabilities
- East Kawartha & Peterborough Chambers of Commerce
- Sports Express/Morellos

Partners Continued

- Coin, Food for Kids, Investing in Quality Early Learning,
- New Canadian Centre
- Nourish Peterborough, Breast Feeding Coalition
- Otonabee Conservation
- Peterborough Community Garden Network
- Peterborough Green Up
- Peterborough Social Planning Council
- Peterborough Planning Table for Children and Youth
- Peterborough Primary Health Care Services
- Sport Kawartha
- United Way of Peterborough and District
- YMCA; YWCA

Delivery Capacity

- Social Marketing Example: Shifting Gears
- Program and Policy Development : Community Food Network (Peterborough Poverty Reduction Network)

Wide array of projects/collaboration reflected in Partner Role including Access to Recreation Working group and Link to Sustainable Peterborough

Sample Activities

- Healthy Eating
- Physical Activity
- Adequate Sleep



Increased Food Literacy
Decreasing Barriers to Access Healthy Food



Increase School Based, Preschool Activity
Increased Capacity in Recreation Sector



Increased public/professional awareness
Enhance Parenting Programs to address sleep

Governance – Terms of Reference

- The Healthy Kids Working Group's purpose is to work towards the Healthy Community goal, strategic direction and priority actions outlined in Sustainable Peterborough, namely:
- **Goal:** We will be a community where everyone has the opportunity and support to achieve their physical, social, mental, emotional and spiritual potential.
- **Strategic Direction:** Encourage health and social services that focus on preventive care, are accessible, and meet the needs of our community as it changes.
- **Proposed Priority Action:** Develop and implement a Healthy Kids Community Challenge Program for the Greater Peterborough Area.

The Growing Healthy Kids Working Group will report to the community through Sustainable Peterborough and will work closely with the Local Food and Farming Working Group

Will meet 6-12 times/year as required

Sustainable Peterborough
Growing Healthy Kids Working
Group



Growing Healthy Kids
Healthy Kids Community Challenge Peterborough

Next Steps

- Schedule Project Working Group meeting for April /May
 - further community partnership development
 - finalize terms of reference/membership
 - develop plans for consumer input
 - outline communication/reporting strategy
- Early Summer if selected proceed with Hiring of Project Manager
- Continue work through existing working groups

Questions/Comments

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