

Healthy Kids Community Challenge (HKCC) Post Launch Update #1 September 21, 2015



Recap of the HKCC

The HKCC, launched in 2014 by the Ministry of Health and Long-Term Care (MOHLTC), is designed to improve the health of children aged 12 years and under across the province. This program aims to support community-based activities to promote healthier living as a key component of Ontario's [Healthy Kids Strategy](#). Peterborough is one of 45 communities taking part. The Ministry will provide funding, training, advice, social marketing tools and other resources to develop and implement community-based programs and activities that promote healthy lifestyles. There will be two areas of focus: physical activity and healthy eating.

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.
- Strategies targeting protective factors for healthy weights – including improving nutrition, physical activity and getting 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.
- Recognize that healthy kids live in healthy families, schools and communities
- Support health equity through interventions at the population-level and by targeting at-risk populations.

What is the structure of the HKCC in Peterborough?

The HKCC in Peterborough is under the umbrella of [Sustainable Peterborough](#). Currently, there is a working group, co-chaired by Linda Mitchelson (City of Peterborough) and Hallie Atter (PCCHU), and a broader HKCC Network comprised of individuals and agencies/groups. There is a HKCC Project Coordinator – Claire Townshend. More information can be found on the Sustainable Peterborough website.

What are the first steps for the HKCC?

Each community is required to complete a Community Needs Assessment (CNA). This CNA will help communities to identify needs, gaps, resources, opportunities, and assets to support the planning and delivery of the HKCC. The Ministry has provided very detailed and prescriptive template and guidelines for this CNA.



The Community Needs Assessment is designed to answer three questions:

1. To what extent are kids and families in your community experiencing healthy, active living?
2. What supports or future opportunities exist for healthy, active living for kids and families in your community, specifically in the areas of physical activity and healthy eating?
3. What are the challenges and obstacles to achieving healthy active living for kids and families in your community?

What is the first theme?

Physical Activity focus → **Run. Jump. Play. Every Day.**

Subsequent themes will be provided by the Ministry on a 9 month rotational basis.

Waiting for Ministry guidance on more information about the themes and expectations.

How much funding is there?

\$825,000 over 3 years ending March 31, 2018 (roughly - \$225, 000 each year)

What are the next steps?

- HKCC Network Partnership meeting in Oct
- CNA data gathering and community/stakeholder engagement in Oct/Nov
- Development of Theme-based Action Plans (based on results from the CNA) and budget in November

For information about this update feel free to contact:

HKCC Working Group Co-Chairs:

Linda Mitchelson
Social Services Division
City of Peterborough
lmitchelson@peterborough.ca
705-742-7777 Ext 3770

Hallie Atter
Manager, Community Health
Peterborough County-City Health Unit
hatter@pcchu.ca
705-743-1000 Ext 380

Project Coordinator:

Claire Townshend
HKCC Project Coordinator
Peterborough County-City Health Unit
ctownshend@pcchu.ca
705-743-1000 Ext 355

