

Healthy Kids Community Challenge

Presentation to: Sustainable Peterborough Coordinating Committee

Date: January 26, 2016

Presenter: Claire Townshend, HKCC Coordinator

Overview



- Overview of the Healthy Kids Community Challenge (HKCC)
- HKCC in Peterborough
 - Governance Structure
 - Community Needs Assessment
 - Theme 1
 - Action Plan & Budget
- Next Steps



Why focus on kids?



- Children today are less active: Only 14% of kids aged 5-11 and 5% of 12-17 year olds meet the Physical Activity Guidelines.(AHKC, 2015)
- Sugar sweetened beverages are the single largest contributor of sugar in the diet.
- More than half of Ontario youth consume less than 5 servings of vegetables/fruit per day.
- Over the past 20 years, children have been getting between 30 and 60 minutes less sleep a night due to later bedtimes – increasing the risk of unhealthy weights by 58%.

Call to Action



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.

Benefits



When children are as healthy as they can be, their:

- Physical and mental health improves;
- School attendance increases;
- Performance in school improves;
- Family health and well-being may improve;
- Self-confidence grows; and
- Community engagement increases.



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.

Official Announcement



- HKCC Peterborough – Official announcement August 31, 2015



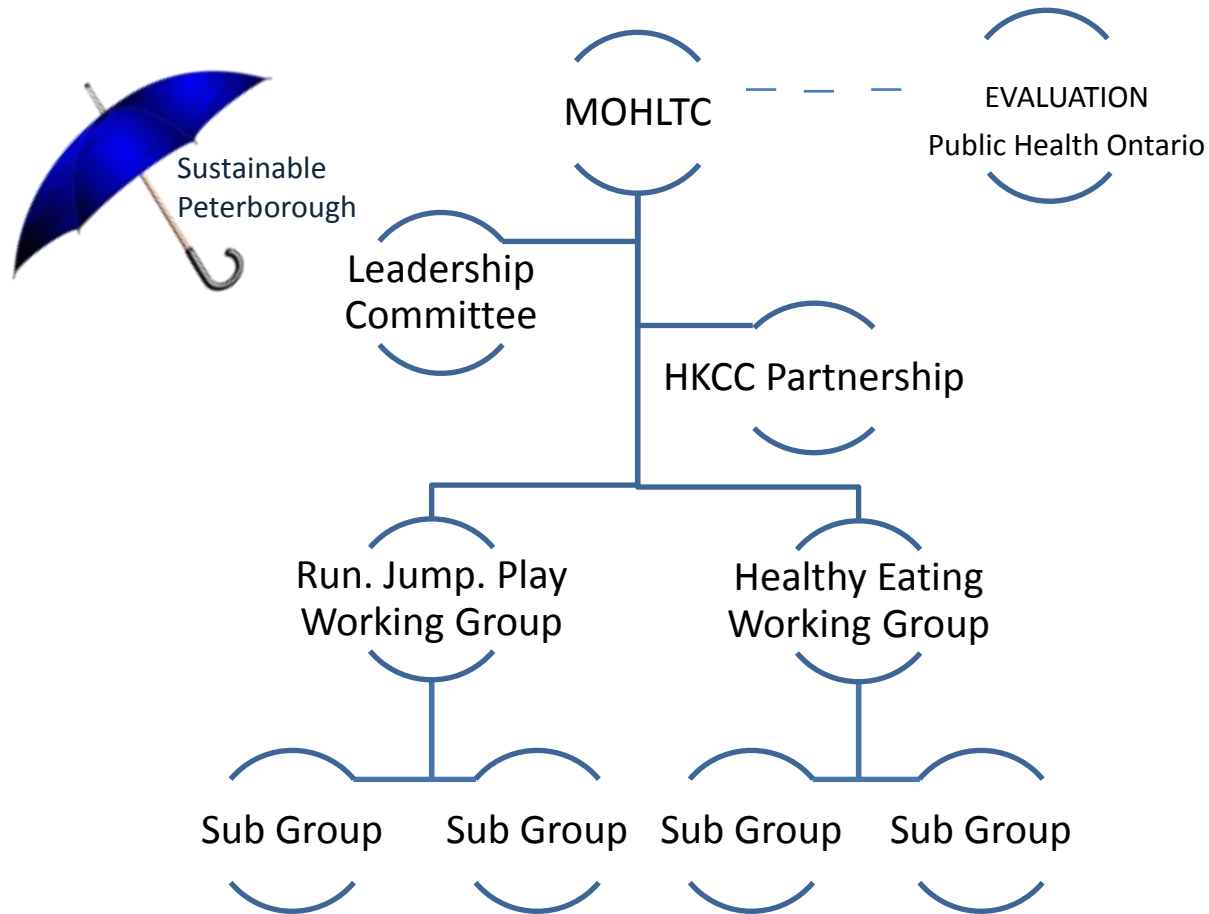
\$825,000
until
March
2018

Photo source: County of Peterborough

Caption: (left to right)

Mayor Daryl Bennett, Sue Sauvé – City of Peterborough, Dipika Damerla - Associate Minister of Health and Long-Term Care, Peterborough County Warden J. Murray Jones, community member and child, Claire Townshend – HKCC Project Coordinator, Peterborough MPP Jeff Leal , Hallie Atter – PCCHU & Co-Chair of HKCC Peterborough, Linda Mitchelson –City of Peterborough & Co-Chair of HKCC Peterborough

HKCC Governance Structure



HKCC Leadership Committee



- Working Group of Sustainable Peterborough

Linda Mitchelson, Co-Chair	Social Services Division Manager, City of Peterborough
Hallie Atter, Co-Chair	Manager of Community Health Programs, Peterborough City County Health Unit
Claire Townshend	Healthy Kids Community Challenge Project Coordinator, Peterborough County-City Health Unit
Lise Leahy	Registered Dietician, Peterborough Regional Health Centre
Joelle Favreau	Community Development & Compass Training Centre Supervisor, YWCA
Peter Mangold	Superintendent, Kawartha Pine Ridge District School Board
Gerry Barker	Manager of Parks and Facilities, Township of Cavan Monaghan
Heather Stephens	Manager of Community Outreach & Youth Programs, YMCA

Partnership is Key



- Our partnership is comprised of PCCHU, City and County of Peterborough, our First Nation Communities, our local school boards, child care agencies, non-governmental organizations, local businesses and others.

Our local champions:

Mayor Daryl Bennett

Councillor Trisha Shearer

Warden J. Murray Jones

Chief Phyllis Williams



Community Needs Assessment (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?

Community Needs Assessment (CNA)



- Community Profile
 - Socio-Cultural Info – population size, education levels
 - Socio- Economic Info - employment rates, LICO proportions
 - Environmental Characteristics
 - Built Environment – transportation systems, rec facilities, housing
 - Food Environment – food systems, access to food programs, food policies in public settings (schools, daycares, recreational)
 - Social Environment – sense of community belonging
 - Health Status - low/high birth weights
 - Health Behaviours – kids meeting PA guidelines, breast feeding rates
- Assets, Barriers and Opportunities - programs, organizations, policies, infrastructure
- Community Capacity & Resources

THEME 1 - Physical Activity



- Theme 1 (9 months: Oct 2015– June 2016)
 - **RUN. JUMP. PLAY... EVERY DAY.**



Physical Activity in Schools



Funds for this activity will be spent on:

- Promote Car Free school days
- Enhance supportive environments - i.e., bike racks, stationary Spark bike pilot, evaluating Healthy PALS program
- Provide skills training – i.e., Pedal Power, Swim to Survive, Ski School on Wheels
- Professional development - i.e., Physical Literacy Summit
- Offer programming for “all abilities” – CPD & CMHA
- Heart & Stroke’s 60 Minute Kids Club
- Expand after school programming - YMCA
- Explore policies with schools and child care centres re: use of space

Physical Activity in the Community



Funds for this activity will be spent on:

- Training events for coaches, educators, staff – i.e., physical literacy summit 2016
- Community events to try new sports – i.e., Peterborough Gets Active
- Passes to recreation facilities/centres – free swim/ skate times
- Free March break programming
- Support 2016 Open Street/Play street event (Pulse)
- Access to Recreation Map
- Mobile Cross Country Ski initiative
- BrownSea Scouts program

Physical Activity in Child Care



Funds for this activity will be spent on:

- Training events for staff – i.e., natural play spaces, Good Beginnings, physical literacy summit
- Resources and materials (i.e., water bottles)
- Explore policies with schools/child care re: use of space

Physical Activity in the General Public



Funds for this activity will be spent on:

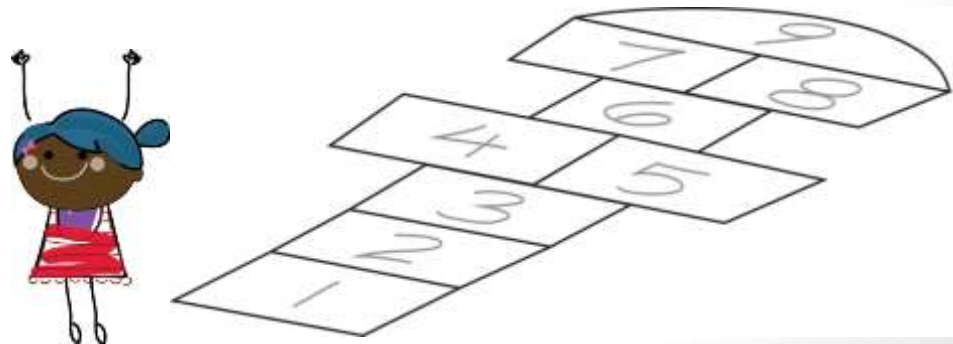
- Education/Capacity Building - Family Play for Health Program
- Education – i.e., physical literacy brochure, PA guidelines
- Raising Awareness - Printing and distribution of social marketing materials
- Coordination of events - i.e., physical literacy summit, Pulse event
- HKCC launch

Budget



- Total HKCC Budget (over 3 years) = \$825,000

YEAR 1 Budget (April 1, 2015 – March 31, 2016)	
Local Project Coordinator	\$50,000
Program Activities	\$225,000
TOTAL YEAR 1 BUDGET	\$275,000



BUDGET – Theme 1 Activities



Activity	YEAR 1 Funding	YEAR 2 (Q1) Funding
	Oct - March 2016	April - June 2016
Healthy Habits for Early Years	\$35,000	\$35,000
Expand After school Programming	\$20,000	
Stationary Bike @ St. Anne's	\$2,500	
Swim to Survive	\$15,000	
Policy re: use of school space	\$500	
Eval of Intramural Recess Program	\$2,000	
SprockKids Mountain Bike Program	\$1,000	
Bike Racks for Schools	\$20,000	
Car Free school days	\$14,150	\$5,850
Pedal Power	\$7,750	\$8,250
Pulse Events	\$5,500	\$9,500
Brownsea: snow shoes & canoes	\$7,000	
Ski School on Wheels	\$25,000	
Access to Rec Map	\$3,700	
CPD&CMHA/ Kids on the block	\$6,264	
Swim times /open gym space – Wellness	\$2,000	
Swim times /open gym space - YMCA	\$3,500	
Skate times – city/county	\$19,000	
Peterborough Gets Active	\$0	\$20,000
60 MKC	\$0	
Coordinator & Teacher release time	\$5,000	
ECE training - Oct Natural Play spaces	\$5,446	
Physical Literacy resource	\$966	
Laptop & Projector	\$800	
Q2 Reported - submitted Oct 30th	\$16,039	
HKCC Coordinator: program delivery	\$14,017	
TOTAL	\$232,132	\$78,600

Next Steps



- Implement Theme 1 activities: January - June 2016
- HKCC community-wide launch – Family Day Week in February
- Finalize the community needs assessment
 - Disseminate summary to stakeholders
- Start planning for Theme 2 – healthy eating focus
 - Formation of Healthy Eating Working Group
 - Theme 2 likely to be “promote healthy hydration”
- Engage other partners including private sector



Thank you Questions?

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