



Healthy Kids Community Challenge

Year 1 Update

Presentation to: Sustainable Peterborough Coordinating Committee

Date: September 15, 2016

Presenter: Deanna Moher, HKCC Coordinator

Overview



- Overview of the Healthy Kids Community Challenge (HKCC)
- HKCC Update since January
 - Theme 1
 - Community Needs Assessment (CNA)
 - Theme 2
- Next Steps
 - Theme 2 continues
 - Family Day at the Market October 15
 - Business Engagement
 - Theme 3



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.

HKCC Overview in Peterborough

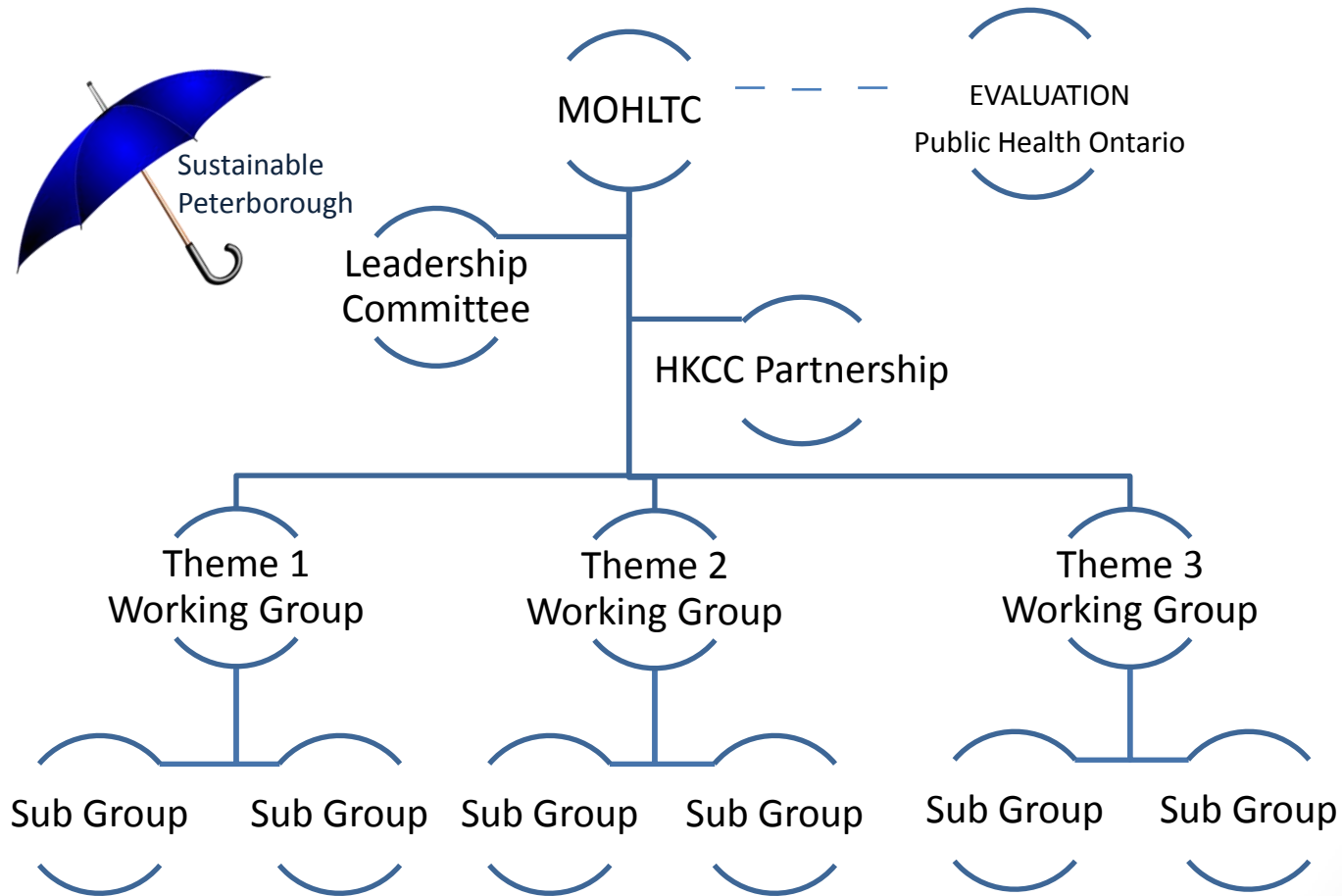


- \$275,000 per year, \$50,000 towards Coordinator
- 3 years, 2015 – March 2018

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 - ?

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 Public Health
Deanna Moher (Claire Townshend)	Healthy Kids Community Challenge Project Coordinator, Peterborough Public Health
Lise Leahy	Registered Dietician, Peterborough Regional Health Centre
Joëlle 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
Sandra Robinson	Program Manager, Children's Services City of Peterborough
TBD	Student Achievement Consultant, Peterborough Victoria Northumberland and Clarington Catholic District School Board

Partnership is Key



- Our partnership is comprised of Peterborough Public Health, 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

Warden J. Murray Jones

Chief Phyllis Williams

Hiawatha councillor TBD



THEME 1 - Physical Activity



- Oct 2015– June 2016 (9 months)
 - **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

From January presentation

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

From January presentation

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

From January presentation

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 events

From January presentation

Theme 1 Overview

- Did some great things and made some great partnerships
 - Some lessons learned
 - Very busy / rushed timing
- See Summary report and infographic for reference

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?

From January presentation

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

From January presentation

Community Needs Assessment (CNA)



- ✓ Completed March 31st for Peterborough
- Intended to be shared but also a living document
 - Available on SP website now

Currently being updated

- Summary will be shared when ready
- Will be used to inform planning for Theme 3
 - Opportunities for Assets to be used to overcome Barriers

THEME 2 - Healthy Hydration

- July 2016– March 2017 (9 months)
 - **Water Does Wonders**



Key Messages

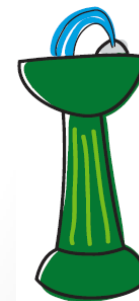
Water is the best choice to satisfy thirst

- keeps us hydrated and feeling energetic and alert
 - is free, natural and healthy
 - has no sugar
- Sugar-sweetened beverages are currently the single largest source of sugar in kids' diets and contribute to:
 - excessive and unnecessary calories (can lead to weight gain)
 - dental decay
 - often replace more nutritious choices (i.e. fruit/veg or milk)
 - Sugar-sweetened beverages should be limited (e.g. fruit juice, chocolate milk) or avoided (e.g. sports drinks, pop)
- We hope to make water more accessible and to help children, teachers and caregivers understand that water is the best choice. Also support them to cut-back SSB (behaviour change)

Theme 2 Projects



- Promoting water, Flavoured Water at camps/kids programs
- Promoting water in schools
- Promoting messages in Child Care, with HCP
- Fun and motivating community 'challenge'
- First Nations youth to be water ambassadors
- Developing interactive map of places to drink or fill up water bottle (Blue W)
- \$50,000 investment to increase access across region – installing water fountains/bottle filling stations



PM Projects



- Water bottle giveaways
- Sponsoring Ptbo H2O Water Buggy to several events
- Survey collecting beverage drinking habits and input on location for water station installs



BUDGET – Theme 2 Activities



	YEAR 2 (Q2-Q4)
Activity	July 2016 – March 2017
Flavoured water parties at Ecology Park	2,500
Drink more, use less education module, PCWF	4,000
Water education at YMCA camp	4,300
You're the Chef, PPH	5,000
Water bottles for all in Child Care	9,000
Water by choice, PRHC	8,500
Blue W project, GreenUP	12,420
Cultivating Water Ambassadors, YWCA/Nourish	20,380
Sip Smart Ontario, PPH	19,700
Water for Learning, PPH	18,500
Water fill station installs (municipal)	50,000
HKCC Coordinator: program delivery	8,078
TOTAL	\$162,378

Next Steps



- Theme 2 continues
- “Family Day at the Market” – October 15th in the Morrow Building
 - Showcase Year 1 successes and promote Year 2/Theme 2 projects
 - Fun for the whole family!
- Business Engagement
 - Sustainability of projects, how to involve businesses
 - Working group to be formed - SP Networks?
- Theme 3
 - Either Fruits and Vegetables or Breakfast
 - Use updated CNA to guide planning/goals

Thank you Questions?

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