



Healthy Kids Community Challenge Leadership Committee

MINUTES

March 21st, 2018

9:30 am – 11:00 am

Anstruther Room, 2nd Floor, Peterborough Public Health

Present: Sandra Robinson (Chair), Joëlle Favreau, Claire Townshend, Charlotte Vanspronsen, Lise Leahy, Jaelyn Kloepper

Regrets: Diane Mather, Hallie Atter, Peter Mangold, Gerry Barker

1.0 Welcome

1.1 Welcomed Sandra Robinson as Co-Chair

1.2 Welcomed Jaelyn Kloepper as the new HKCC Health Promoter

2.0 Approval of Agenda – approved as circulated with the addition of 5.3. Sustainable Ptbo Partner Recognition Event

3.0 Approval of Minutes from January 10, 2018 – approved as circulated

4.0 Business Arising

4.1 Ministry Updates & Reports

- Ministry approved Theme 4 Budget and Action Plans
- No updates from the Ministry re: HKCC past Sept 2018
- Theme 3 Project Activity Report was submitted March 5 2018

4.2 Budget

4.2.1 2017-2018 – Theme 3

- Q3 (Sept – Dec 2017) report submitted Jan 31 2018
- Reaming funds for Theme 3, approx. \$13,560 have been approved to be spent in Q4 (Jan – March).

4.2.2 2018 – Theme 4

- Ministry approved Theme 4 Budget. Total for Q4 (Jan – March) is \$68,750 and Q1-2 (April – Sept) is \$137,500.
- Q4 funds need to be spent by March 31, 2018

4.3 Theme 3: Choose to Boost Veggies and Fruit

4.3.1 Action Plan/Project Updates

- Claire is working on the summary for T3 and will circulate once completed.
- Will be continuing many of the T3 initiatives until end of March

4.4 Theme 4: Power Off and Play!

4.4.1 Action Plan/Project Updates

- Summary of projects and budgets is shared on dropbox.
- See Appendix A (below) for a progress update on the projects to date.

4.5 HKCC Subgroups

4.5.1 Partnership Engagement Session

- **ACTION: Claire will send doodle poll to those who signed up to be part of the Partnership subgroup** (Lise, Sandra, Halie, Jaelyn) to meet in April. Anyone else interested please let Claire know.

4.5.2 Communications Strategy

- Hired Acorn 30 to be the communications firm to assist with T4 communication strategy. Draft plan is forthcoming and will be shared with group.
- **ACTION: Claire will send doodle poll to those who signed up to be part of the Communications Sub group** (Charlotte, Joëlle, Jaelyn). Anyone else interested please let Claire know.

4.6 External Committee Reports:

4.6.1 PVNC Well-Being Advisory Group

- Claire attended the last meeting on Feb 22nd – discussed student and staff mental health and wellbeing. Next meeting is May 15th.

4.6.2 Peterborough Family Literacy Committee

- Event was held on Jan 27th. It was a big success. HKCC purchased fresh fruit as a healthy snack alternative, refillable water jugs, and donated reusable T3 grocery bags for parents to hold books and pamphlets. The fresh fruit was very well received by participants.

4.7 Dropbox Updates

- T4 materials have been uploaded to Dropbox.

5.0 New Business

5.1 New Canadians Centre Peterborough – Canada Day Water Buggy Sponsorship

- Request from NCC to sponsor the water buggy (approx. \$450) at their Canadian Multicultural event as we have in past themes. Group decided this would be a good use of funds and would support continuation of past themes. **ACTION: Claire will advise NCC that HKCC will sponsor the water buggy.**

5.2 [Active for Life](#) - Request re: Supporter Status

- Active for Life, a national initiative to promote physical literacy is providing HKCC with free materials including: stickers, fortune tellers, bookmarks, postcards. They have asked if we could be included as a “supporting partner” on their website. Group decided this aligns with our mandate and would approve. **ACTION: Claire will communicate with Active for Life to be included. ACTION: If anyone would like promo materials, please let Claire know and she will make a package.**

5.3 Sustainable Peterborough Partner Recognition Event

- HKCC is a subgroup of Sustainable Peterborough. Event is April 18th 5 -8 pm at Lang Pioneer. Claire can't attend. If anyone is interested in attending on behalf of HKCC please let Claire know as we can send HKCC banner/materials. **ACTION: Claire will circulate invitation to group.**

6.0 Partner Updates

- Nourish highlighted three events:
 - Together We Eat on Wed March 28th at St. James United Church, doors open at 5, food at 5:30 pm. Election Ontario will be present to provide info about being registered to vote. Will be collecting recipes and stories about belonging and bringing people together
 - Panel on Basic Income Pilot Project on May 3rd at PPH, 7 – 8:30pm.
 - All Candidates Meeting on Health and Social issues on May 14th @ PPH, 7pm.
- The YMCA is hosting the Healthy Kids Day event on Sunday April 29th. Healthy Kids Day is a FREE community event celebrating the healthy growth and development of children and families, providing fun and engaging activities, practical information and simple ways for kids and families to be healthier together. FREE for Members and Non Members

7.0 Next Meeting(s)

- **May 16th, 2018 – Chemong Lake Room, 2nd Floor, PPH, 9:30 am – 11 am**
- **June 27th, 2018 – Chemong Lake Room, 2nd Floor, PPH, 9:30 am – 11 am**
- **Sept 12th, 2018 – Chemong Lake Room, 2nd Floor, PPH, 9:30 am – 11 am**

8.0 Adjourned @ 10:35 am.

Appendix A: Status of Theme 4 projects as of March 21, 2018

Initiative	Short Description	Current Status
It's good for you to Power off and Play!	<p>"It's good for you to Power off and Play" goal is to educate families about the benefits of powering off screens and playing. This will serve as our overarching strategy for Theme 4 in our community, of which all the subsequent (12) interventions will help support. Throughout the nine months, we will intentionally focus on reducing the amount of time kids spend using screens by providing tailored/targeted messages which will serve as healthy alternatives to non-educational screen time use.</p>	<ul style="list-style-type: none"> - Hired Acorn 30 as the communications firm to help guide the communication strategy. - Draft tactical plan is forthcoming.
Plugging into Nature	<p>This is a 20 minute puppet show about screen time: Edward loves his TV, Facebook, and Sony PlayStation. But one day, a squirrel chews the power line. Edward chases the squirrel away, but gets lost in the woods. With the help of the critters, Edward makes it home and discovers the wonders of the natural world. From that day on, Edward is known as "Outdoor Ed." This puppet show will be incorporated into existing community events.</p>	<ul style="list-style-type: none"> - Had first puppet show at SnoFest in Jan. - Provided feedback about the show and had the opportunity to integrate T4 messaging and other health messages for upcoming shows. - Schedule set and will include shows at the following venues during summer: <ul style="list-style-type: none"> ▪ Ptbo Sport and Wellness Centre ▪ Ptbo Library ▪ Ptbo Green Up & Ecology Park ▪ City Junior Parks Programs & Canada Day ▪ Schools involved in the "Power off and Play" Challenge
Increasing Access to Recreation: Public skates in Peterborough City and County and Swimming in Curve Lake First Nation	<p>Public Skating: Public Skates provide an opportunity for both parents and children to participate in a low-cost recreational activity. While participating in the public skating, both the parents and children are reducing their screen time and getting the benefits of physical activity. HKCC will sponsor free public skating in the city and county.</p> <p>Swimming Lessons: Curve Lake First Nation children will benefit from swimming lessons as a lifesaving skill and access to barrier free recreation.</p>	<ul style="list-style-type: none"> - Public skates were offered in the following municipalities throughout Feb and March: <ul style="list-style-type: none"> ▪ Otonabee South-Monaghan ▪ Havelock-Belmont- Methuen ▪ North Kawartha ▪ Douro-Dummer ▪ Asphodel-Norwood ▪ City of Peterborough - CLFN has secured a partnership with YMCA to host swimming lessons starting April 9th
Grade 8 Transit Quest	<p>Each year, approximately 900 grade 8 students within the City of Peterborough receive a free public transit pass for the duration of March Break. HKCC will support the enhancement of the Grade 8 Transit Quest program with promotion,</p>	<ul style="list-style-type: none"> - Grade 8 Transit quest happened during March break and HKCC key messages were shared. - The "how to ride the bus" video is on hold as the City Transit just released a video and don't want to duplicate.

	<p>education (including a “how to safely ride the bus” video), and increased low cost/free activity opportunities. All with the goal of getting more youth to power off their screens, connect with the community, and be active.</p>	
<p>Peterborough Pulse Summer Play Guide</p>	<p>As part of Peterborough Pulse, a summer play guide passport for families will be created to serve as a guide for free or low-cost non-screen family activities throughout the summer. At the Pulse event, community partners that are offering active alternatives to screen-time will have special signage connecting them to the Play Guide Passport program, and passport holders will be encouraged to visit as many of these activities as possible.</p> <p>At the end of summer, passport holders can win great prizes.</p>	<ul style="list-style-type: none"> - Planned for next quarter. Passport Play guide is in development.
<p>Discovery Day Events</p>	<p>Healthy Kids Community Challenge will support the delivery of the “passport” of events and use these family friendly, screen –free, activities to promote alternatives to screen time throughout the theme, reinforcing the key message of powering off and engaging in healthy alternative behaviours, thereby giving families’ alternatives to screen time and tangible ways to get out and be active, together!</p>	<ul style="list-style-type: none"> - Planned for next quarter. Passport guide is in development.
<p>After School Cross-Country Skiing</p>	<p>HKCC will support a pilot “after school” cross country skiing program for students in Grade 5 - 8 to learn new skills, be active, and reduce “after school screen time” use.</p>	<ul style="list-style-type: none"> - Waiting to hear back from Kawartha Nordic re: status of program
<p>Families Powering Off! Active Board Games and Maker Boxes</p>	<p>HKCC will support the purchase of “maker boxes” and board games (including “giant” board games which promote physical activity) which will be available in the Children’s Department of the Peterborough Public Library and at the Peterborough Family Resource Centre.</p> <p>The Peterborough Family Resource Centre (PFRC) will also host a free weekend workshop for parents and young children focusing on alternatives to screen time and empowering families to make healthy</p>	<ul style="list-style-type: none"> - Planned for next quarter

	choices, showcase the new items in the lending library, and bring families together.	
Peterborough Leaders Support: Power Off and Play!	Expert speakers will be incited to a day-long speaking series. This event will be an opportunity for health professionals and parents to learn about the importance of screen time guidelines; sleep requirements, physical activity guidelines and the impact on overall health and development. This will include information on the newly released Canadian 24-Hour Movement Guidelines.	<ul style="list-style-type: none"> - Date has been set for this event. May 30th at Ptbo Golf and Country Club. Keynote speakers have been secured (more TBD). There will be an afternoon session for health professionals and an evening panel session for parents, educators etc. - Confirmed speakers include: <ul style="list-style-type: none"> 1)Dr. Ian Janssen (Physical Activity and effects of inactivity) 2)Dr. Susan Hopkins from the Mehrit Centre (self- regulation) - Save the date/registration info will be sent out in the next couple of weeks
Eating, Learning and Playing Together	The purpose of this intervention is to bring families together to learn how to continue to boost vegetables and fruit, practice off-screen interactive games and spend time eating with others, within their neighbourhoods, in teaching kitchens and at other sites. The intervention also includes a component supporting Healthy Kid Youth Leaders in promoting HKCC key messages among their friends and peers.	<ul style="list-style-type: none"> - Held first neighbourhood dinner on March 7th at Emmanuel West United Church. - The next neighbourhood dinner is set for May 1st at All Saints - A third dinner at Grace United in May (TBD) - Will be hosting 2 cooking in school programs at Queen Elizabeth PS – parents cooking with kids and kids learning about growing and gardening - Planning to train the HKCC youth leaders in the summer and focus around all four HKCC themes
Think Outside	Think Outside uses the outdoors (parks, green spaces) as a tool for exploration as students make connections to each other, their community and their natural world as an alternative to spending time on screens.	<ul style="list-style-type: none"> - Nancy has started communication with schools and will be delivering programming in the next quarter. - Schools involved in the “Power off and Play” Challenge will also be involved
“Eat Together & Play Better!” - Targeting schools to promote screen free meals & snacks and providing alternative ways to play!	HKCC aims to implement a “Lead the Change, Power off and Play” Challenge in schools to encourage schools to reduce dependency on non-educational screen times during recess and nutrition breaks/lunch. Strategies will include promoting healthy eating, engaging in play and offering alternatives to traditional play by introducing elements of “loose parts” play to the school culture.	<ul style="list-style-type: none"> - Targeting 8 schools (4 PNVC, 4 KPR) to implement the “Power off and Play” School Challenge. Schools will get funding to purchase physical activity/loos parts play equipment, training and support in the implementation of screen time guidelines

HKCC Peterborough Legacy Project	The HKCC Leadership Committee would like to explore the idea of a “Healthy Kids Community Challenge Peterborough Legacy Project” which would allow us to leave a lasting mark on our community to celebrate all the wonderful projects and partnerships forged as a result of the HKCC.	- Planned for next quarter. Communications firm will assist with this.
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