



Healthy Kids Community Challenge Leadership Committee

MINUTES

May 16th, 2018

9:30 am – 11:00 am

Mississauga Lake Room, 2nd Floor, Peterborough Public Health

Present: Hallie Atter (Chair), Sandra Robinson, Joëlle Favreau, Gerry Barker, Lise Leahy, Claire Townshend

Regrets: Diane Mather, Peter Mangold, Charlotte Van Spronsen

1.0 Welcome

2.0 Approval of Agenda – approved as circulated with the addition of 5.3. Videos of May 30th Powering Off Screens for Kids Health event

3.0 Approval of Minutes from March 21, 2018 – approved as circulated

4.0 Business Arising

4.1 Ministry Updates & Reports

- Ministry communication is on “hold” during the election campaign
- No updates from the Ministry re: HKCC past Sept 2018

4.2 Budget

4.2.1 2017-2018 – Theme 3

- Q4 (Jan – March 2018) report submitted April 30th 2018
- Carryover funds for Theme 3 (\$13, 563) were spent in Q4

4.2.2 2018 – Theme 4

- Q4 (Jan – March 2018) report submitted April 30th 2018 for \$68,750 for T4.
- Remaining funds for Q1-Q2 (April – Sept) is \$137,500 and need to be spent by September 30, 2018.

4.3 Theme 3: Choose to Boost Veggies and Fruit

- Theme 3 summary infographic shared with partners – see attached.

ACTION: Claire will update website and drop box with summary

4.4 Theme 4: Power Off and Play!

4.4.1 Action Plan/Project Updates

- Held a T4 launch at Queen Elizabeth Public School on May 7th. Mayor Bennett was in attendance and made an official proclamation of “screen free weeks” in Peterborough. Diane Llyod Chair for KPRDSB also attended and spoke. The event had media coverage.

- Gerry suggested the Millbrook EarlyON family centre would be a good location for promoting HKCC and loose parts play/healthy activities.

ACTION: Claire to connect with the coordinator (Nancy Hurley)

- Joëlle spoke about their neighbourhood dinners and the new approach to establishing an “anchor” site/location instead of pop up dinners to create more sustainability. Potential sites include a north end church and All Saints.
- Lise spoke about the upcoming “Powering off Screens for Kids Health” event happening on May 30th.
- See Appendix A (below) for a progress update on the projects to date.

4.5 HKCC Subgroups

4.5.1 Partnership Engagement Session

- Lise, Sandra, Hallie, Claire and Jaelyn met on April 25th. They group began to plan for the HKCC Partnership Day which will be held on June 13th at the Bridgenorth Library from 1 pm- 3:30 pm. Agenda will include: HKCC project updates, guest speaker from BC’s Live 5210 program, other local HKCC stories and next steps/sustainability planning past Sept 2018. The group notes are attached.

ACTION: members to share flyer widely and RSVP to Claire

ACTION: Claire to connect with Queen E School (principal, students, parent council) to see if they would like to present

ACTION: Lise & Joëlle to connect with one of their families to see if HKCC had a big impact that they would like to share

ACTION: Hallie to ask Nancy if she would like to have 10-15 mins on June 13th to speak about the Community Wellbeing Plan and how HKCC may fit into it.

ACTION: Claire to connect with Melanie Kawalec re: possible sustainably ideas

4.5.2 Communications Strategy Subgroup

- Joëlle, Claire and Jaelyn (regrets: Charlotte) met on April 28th. The group discussed past/upcoming community outreach events, advertising opportunities, social media and swag. Claire shared Acorn 30’s communication strategy plan. The group notes are attached.

ACTION: Claire will follow up with Ptbo Petes to see if “healthy snacks” continued to be offered and to inquire about healthy snacks at the planned Laker’s games nights with HKCC.

4.6 External Committee Reports:

4.6.1 PVNC Well-Being Advisory Group

- May meeting was postponed. No update.

4.7 Dropbox Updates

- Revised T4 budget shared on dropbox.

5.0 New Business

5.1 HKCC @ Peterborough Pulse July 21st (10-3 pm)

- Claire will be away on vacation. Decided that Sandra will take some HKCC materials/books to be at the Children's Services booth. As well, Claire will send some materials with the PPH Peer Leaders/Tobacco booth.

ACTION: Claire will contact Hillary from Green Up and let her know.

5.2 Greater Peterborough Chamber of Commerce – membership renewal

- Group agreed that membership for another year might help with figuring out HKCC's sustainability past September as it would provide opportunities to gain sponsorships from private businesses. Discussed having Stewart Harrison come to one of our Leadership Committee meetings to provide context to HKCC and explore options moving forward.

ACTION: Claire to connect with Stewart re: September 12th Leadership meeting

ACTION: Claire will arrange payment of membership dues

5.3 Filming of "Powering off Screens for Kids Health" Event on May 30th

- Idea was presented to record the event and create short videos to share with families via social media/ community events/ trainings, etc. Group was supportive of this and thought it would add to continued long-term sustainability of HKCC.

ACTION: Claire to connect with Outside Inside Creative about this and cost

6.0 Partner Updates

- Lise provided an update about a project with EPODE re: scan of population weights. Dr. Jamieson and Dr. Salvaterra will be presenting to the FHT Board on May 16th about possible expansion of the BORN database to include data collection beyond prenatal and into early childhood/adolescent. Hallie indicated there may also be an in-depth evaluation of physical activity in schools which would tie into this.

7.0 Next Meeting(s)

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

8.0 Adjourned @ 11 am.

Appendix A: Status of Theme 4 projects as of May 16, 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 created. - Community Outreach continues at various events. - Advertising planned for Transit buses, Fleming sports field, Lakers, Rink boards, print and online - Refer to Communications Subgroup April 27th Meeting minutes for more info
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"> - Shows done at SnoFest in Jan and in various schools to date. - 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 ▪ Exploring the Ptbo Ex
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 which started on April 9th. - A second session is planned at the CLFN pool during the summer
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</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

	<p>Quest program with promotion, 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>video and don’t want to duplicate. GreenUp is exploring an alternative.</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. At the end of summer, passport holders can win great prizes.</p>	<ul style="list-style-type: none"> - Passport Play guide is in development and will be distributed to target groups this spring. - The events have been cross linked with ORCA’s Discovery Day Events (see below).
<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"> - Passport guide is in development and has been linked to Pulse Summer Play guide - Promo for each event is forthcoming
<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"> - Program did not run as planned due to weather. However, they did have schools attend their skiing program, so HKCC will cover those expenses so the afterschool program can happen next winter.
<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</p>	<ul style="list-style-type: none"> - Library and PFRC are in the process of purchasing books, games and maker boxes. - PFRC will be hosting a workshop in Sept about reducing screens and their supports

	young children focusing on alternatives to screen time and empowering families to make healthy 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"> - Powering off Screens for Kids Health is happening on May 30th at Ptbo Golf and Country Club. - There will be an afternoon session for health professionals and an evening panel session for parents, educators etc. - Confirmed speakers include: <ol style="list-style-type: none"> 1)Dr. Ian Janssen (Queen’s Uni - Physical Activity and effects of inactivity) 2)Dr. Susan Hopkins from the Mehrit Centre (self- regulation) 3) Mon, Monique Beneteau (PPH – Complete Play spaces) 4) Alec Denys (Active Together)
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 two neighbourhood dinners so far, one on March 7th at Emmanuel West United Church and second on May 1st at All Saints. - Will be exploring idea to create “anchor” hubs at All Saints and a north end church instead of the pop up dinners. - Hosted 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 contacted schools as is fully booked for the spring. - Schools involved in the “Power off and Play” Challenge will also be involved
“Eat Together & Play Better!” - Targeting schools to promote screen free	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,	<ul style="list-style-type: none"> - Power off and Play” School Challenge is underway at 8 schools. Schools received funding and other resources to support physical activity/loos parts play equipment, and the implementation of screen time guidelines.

meals & snacks and providing alternative ways to play!	engaging in play and offering alternatives to traditional play by introducing elements of “loose parts” play to the school culture.	
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.	<ul style="list-style-type: none"> - Partnership Day planned for June 13th at Bridgenorth Library 1 – 3:30pm. Agenda includes – lived experiences from Ptbo HKCC, BC’s Live 5210 program - Communications firm will assist with this.