

For Information Only

Healthy Kids Community Challenge - Year One Update

Presented To: Community Services Committee

Presented: Monday, Nov 14, 2016

Report Date: Wednesday, Oct 19, 2016

Type: Correspondence for Information Only

Resolution

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Finance Implications

This program is 100% funded by the Ministry of Health and Long Term Care.

Health Impact Assessment

This initiative has been designed to enhance access to services for children and families who have barriers to living healthy lifestyles. Service data will be collected to ensure that children and families from across neighbourhoods and demographic groups are being served and impacted by Healthy Kids programming.

Background

The Healthy Kids Community Challenge (HKCC), led by the City in partnership with 66 organizations and businesses, had a successful first year under the theme “Run. Jump. Play. Everyday”. HKCC is currently implementing its second year of programming under the theme “Water Does Wonders”.

CGS was one of 45 communities selected by the MOHLTC to receive funding to implement the HKCC. CGS receives \$375,000 per year to implement programs and activities related to children’s healthy eating and physical activity. The Ministry selects a new theme each nine months. The intent is to involve partners from across sectors to help implement the challenge.

Theme One: Run. Jump. Play. Everyday.

Signed By

Report Prepared By

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Health Impact Review

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Division Review

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Recommended by the Department

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The first theme was implemented very successfully across the community. Fourteen programs and initiatives were delivered- serving over 2800 children and their families.

The initiatives included a range of activities:

One-time theme-based activities:

- a. Sudbury Skates- Supportive Skating Lessons at selected outdoor rinks
- b. Supportive Swimming Lessons for selected schools
- c. "Winter Wonder" Outdoor Active Play Field Trips for Schools
- d. Supportive Cycling Safety Program for low income children
- e. Active Transportation Programming- Walk and Wheel to School Challenge, Walking School Bus Pilot
- f. Active Recess Program- Laurentian Students visited selected schools to provide equipment and to teach children new games.
- g. Community program support- Healthy Kids sponsored several other community programs:a Francophone Soccer League and iCan Bike for children with disabilities.

Activities that will continue to be funded throughout the Healthy Kids Challenge:

- h. Free physical activity equipment lending at the Library- snowshoes, tennis racquets.
- i. "Snow Day" free winter family festival.
- j. "Activate Grades 5 to 8"- Free drop-in physical activity programs in youth centres.
- k. "Activate Your Neighbourhood" Support for neighbourhoods to promote physical activity and children's health.

The initiative was well received by the public. It received good media coverage, high interest from families on social media and the project website, and enthusiastic participation from numerous partner agencies and businesses.

Theme Two: "Water Does Wonders!"

The second theme, "Water Does Wonders" will run from July 1st 2016 to March 31st, 2017. The plan for the second theme was approved by the Ministry in July 2016 and contained 7 new programs and initiatives.

In year two the Healthy Kids Community Challenge will be making it easier for kids to make the switch from sugary drinks to water.

Initiatives underway include those continuing programs listed above as well as:

1. The installation of water fountains and water bottle filling stations in key locations (beaches, parks, arenas, libraries and the Transit Terminal), as well as supporting the purchase a portable drinking water trailer which can provide access to drinking water at large community events or in emergencies.
2. School and community-based education programs about the benefits of drinking water.
3. Challenges and supports to make water the beverage of choice at home, and in schools, child care centres, sports leagues and other family programs.

As part of the "Water Does Wonders" theme, the HKCC committee will be coming to Council to recommend adopting a "Policy to Promote the Use of Municipal Tap Water" for CGS, in conjunction with Water/Waste Water Services. This will be brought forward in early 2017.

Funding and Metrics

Project activities for the Healthy Kids Community Challenge are funded 100% by MOHLTC. The HKCC is coordinated by a Local Project Manager at the City. The MOHTLC provides \$50,000.00 per year for this position and expects the City to provide any additional staffing support in-kind. Due to a late start, the full HKCC budget was not used in Year 1- only \$281,500 of the \$375,000 was spent.

Metrics tracked include numbers of partners, number of children and adults served in each activity, number of people reached through the website and social media.

From December 2015 to June 2016, HKCC had over 2800 child participants. 6,245 people visited the project website and 1375 people followed the social media sites.

A summary of project metrics- "Healthy Kids Programming- January to June 2016" is attached.

The project is expected to run until March 2019. (This is an extension of one year from the original project timeline). The Theme 1 "Report Card" (distributed separately) will be shared with the community.

Healthy Kids Programming- January to June 2016



Program or Service	Start Date	End Date	# served to June 30, 2016	Who was served
Healthy Kids Public Education Campaign- marketing, social media and direct education campaigns to help parents get their children active and eating well.	Dec 2015	March 2018	6,245 website users 1375 facebook likes	Campaigns reached families in all neighbourhoods.
Supportive Skating Program- Free equipment and lessons at selected outdoor rinks	January 2016	March 2016	90	Programs were offered to 6-12 year olds at outdoor rinks in the Donovan, Minnow Lake and Chelmsford.
"Activate Your Neighbourhood"- Healthy Kids is providing support to grassroots groups to organize Active Play events in their neighbourhoods.	February 2016	ongoing	10 events 201 adults 247 children	This program is available to all neighbourhood groups and citizens.
Supportive swimming lessons- free lessons at City and community pools for children from selected schools.	January 2016	March 2016	11 Schools 285 children	School boards selected schools where many children aged 7 to 11 had not had the opportunity to take swimming lessons.
"Winter Wonder" free outdoor education field trips for selected schools.	January 2016	March 2016	481	Students from age 9 to 12 at schools across Greater Sudbury.
Supportive Cycling Program- Free cycling equipment and lessons for children in need.	March 2016	June 2016	98	Programs were offered to 4 to 12 year olds at school locations in Flour Mill, New Sudbury and Hanmer.
"Activate Grades 5 to 8"- Free weekly drop-in physical activity programs in neighbourhood youth centres and community centres.	April 2016	ongoing	705 visits 49 sessions	Programs were offered to 10-12 year olds at locations in the downtown, South End, Onaping Falls, Levack, Chelmsford, Hanmer, Lively, Flour Mill.
"Activate Your Recess"- Equipment, resources and training to support more active play at selected schools (through the Recess Rescuers program), child care centres and Best Start Hubs.	April 2016	June 2016	15 schools 670 children	10 schools from across CGS were selected for this program by school board partners.
Active Transportation- Support for children and families to walk and cycle to get to school and activities- including the piloting of a Walking School Bus and the Walk and Wheel to School Challenge	April 2016	June 2016	366 children	Participating schools were from: Naughton, Coniston, Garson, the South End, Downtown, and Hanmer.
Free Snowshoe Lending in Partnership with Greater Sudbury Public Libraries. Community members can borrow snowshoes to get out and be active.	Feb. 2016	ongoing	199 pairs checked out	Snowshoes were available at 6 library locations.
"Snow Day" a free, fun-filled family festival to promote active outdoor family fun and introduce the community to the Healthy Kids Community Challenge.	January 2016	February 2016	750 (382 children).	Families from across CGS participated in this event.
HKCC partnered with Centre de santé communautaire du Grand Sudbury (CSCGS) to offer a soccer program at no cost for francophone youth.	April 2016	June 2016	130	This program served francophone children aged 4-12 from Hanmer and the surrounding area.
iCan Bike program- a Learn-to-ride program for children and youth with disabilities.	July 2016	July 2016	30	This program served children with disabilities from across Greater Sudbury.