

## For Information Only

### Healthy Kids Community Challenge

Presented To: Community Services Committee

Presented: Monday, Sep 21, 2015

Report Date: Wednesday, Sep 09, 2015

Type: Managers' Reports

### Recommendation

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### Finance Implications

There is no financial impact to the City as all funding will be provided by the Ministry of Health and Long Term Care.

## Health Impact Assessment

This initiative is designed to address barriers to health and is intended to enhance services, knowledge and programming to help children lead healthy, active lives. Data about program participation, health behaviours, and health knowledge will be collected with the expected result of demonstrating improved health of children and increased knowledge of parents and caregivers.

## Background

Greater Sudbury has been selected as one of 45 communities across Ontario to participate in The Healthy Kids Community Challenge, to deliver local programs and activities that will support children to be more active and healthy.

Over the next four years, Greater Sudbury will receive resources, support from the province including funding, training, guidance and social marketing tools to help promote healthy eating, physical activity and healthy lifestyle choices for children.

The funding, \$1,125,000 over 3 years, will be used to support program coordination, such as, implementing new and innovative programming, providing education and training, making policy and environmental changes, and evaluating the success of the program. The Ministry of Health and Long Term Care will be directing the programming for the funding through a series of modules over the three year period.

The Citizen and Leisure Services Department has been designated as the lead for this project and has

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#### Health Impact Review

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identified staff to coordinate the activities of the Challenge.

### **What is the “Healthy Kids Community Challenge”?**

“Ontario’s Healthy Kids Community Challenge (The Challenge) is a community-led program where partners from different sectors (e.g., public health, education, recreation and local businesses) work together to implement activities to promote healthy weights for kids. Under the leadership of municipalities, selected communities will receive funding and supports from the Ministry of Health and Long-Term Care (MOHLTC) and will be asked to implement local activities based on one specific theme related to healthy eating, physical activity and adequate sleep every 9 months. Themes selected will address the risk or protective factors that are known to lead to or prevent childhood overweight and obesity (e.g. eat a healthy breakfast).”

The Healthy Kids Community Challenge (The Challenge) is unique in its approach to promoting healthy living messages to families, children and youth in Ontario. One of the unique characteristics of The Challenge is that it is built on the principle that working across sectors will increase the opportunities to promote healthy behaviour changes in children and youth. In order to maximize the reach of the healthy living message and to promote healthy behaviour change in children and youth, best practice has demonstrated that it is essential to work across all sectors including health care leaders, non-profit organizations, and private partners.”

### **Participating Community Partners**

The project already has 20 partners signed on to work together to promote and support healthy, active living for children in our community. These include the City, the Sudbury District Health Unit, along with school board, non-profit, health, environmental, research and business partners.

Sudbury & District Health Unit (SDHU)  
Rainbow District School Board  
Conseil scolaire public du Grand Nord de l'Ontario (CSPGNO)  
Battistelli's Your Independent Grocer  
Shkagamik-kwe Health Centre (SKHC)  
Centre de santé communautaire du Grand Sudbury (CSCGS)  
Social Planning Council of Sudbury (SPCS)  
Heart & Stroke Foundation  
The Human League Association  
Better Beginnings Better Futures (BBBF)  
United Way Sudbury & Nipissing Districts  
SportLink Greater Sudbury Sport Council  
YMCA of Sudbury  
Greater Sudbury Chamber of Commerce  
EarthCare Sudbury Program, City of Greater Sudbury  
Child & Community Resources (CCR)  
Children's Community Network(CCN)  
Greater Sudbury Police Service (GSPS)  
Evaluating Children's Health Outcomes (ECHO) Research Centre at Laurentian University

All other organizations, businesses, workplaces and agencies that interact with children and families will be invited to be part of the challenge.

### **The role of partners is to increase awareness and participation in The Challenge.**

Potential roles of partners:

- Promote the key messages to the agencies, employees, families and children they serve, through posters, newsletters, social media, email or other communications
- Modify or change their policies to support the healthy behaviour being targeted
- Integrate key messages and education into programming
- Modify existing or develop new programming that supports the healthy behaviour being targeted
- Participate in community events organized around the healthy behaviour being targeted
- Set up displays or demos to support the key messages
- Contribute funding for the planning, implementation or evaluation of initiatives.
- Provide in-kind support (e.g., printing materials, media space, supplies/equipment)
- Share knowledge and expertise (e.g., data on consumer behaviours, social marketing expertise, how to reach specialized populations)
- Mobilize and encourage employees to join The Challenge in their communities

### **Next Steps**

An advisory/ steering group, made of up project partners and led by City staff, is currently being formed to oversee the project. The Advisory Group will meeting on a regular basis and will create opportunities to bring all partners together to plan together, to monitor the implementation of the plan and to measure changes, with the ultimate goal of helping Greater Sudbury children to be active and healthy.