

## For Information Only

### Healthy Kids Community Challenge - Theme 4 Update

Presented To: Community Services Committee

Presented: Monday, Jan 21, 2019

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### Resolution

For Information Only

### Relationship to the Strategic Plan / Health Impact Assessment

This report supports the Strategic Plan adopted by the City of Greater Sudbury, as it aligns with the Quality of Life and Place pillar, by offering programs and services designed to improve the health and well-being of our youth, families and seniors.

The report will have a positive impact on the Social Determinants of Health in the area of Health/Well-being as the Healthy Kids Community Challenge has been designed to improve health for all children and enhance access to services for children and families who have barriers to healthy living.

In addition, this initiative aims to improve the quality of life and place for citizens of Greater Sudbury as it will promote Population Health in the areas of Investing in Families and Creating Play Opportunities.

### Report Summary

The City of Greater Sudbury (CGS) is one of 45 communities selected by the Ministry of Health and Long Term Care to receive funding to implement the Healthy Kids Community Challenge (HKCC) and receives \$375,000 per year to implement programs and activities related to children's healthy eating and physical activity. The HKCC, led by the City of Greater Sudbury in partnership with 66 organizations and businesses, implement year four's theme "Power Off and Play".

The plan for the fourth and final theme was approved by the

### Signed By

#### Report Prepared By

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Children Services Planner, Children Services  
*Digitally Signed Jan 4, 19*

#### Health Impact Review

Monique Poirier  
Manager of Children Services  
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#### Manager Review

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#### Division Review

Luisa Valle  
Director of Children and Citizen Services  
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#### Financial Implications

Jim Lister  
Manager of Financial Planning and Budgeting  
*Digitally Signed Jan 4, 19*

#### Recommended by the Department

Ian Wood  
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#### Recommended by the C.A.O.

Ed Archer  
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MOHLTC in December 2017 and included seven new activities and several continuing programs and services. Between January 1 to September 30, 2018, HKCC had over 7,968 child participants. More than 4,800 people visited the project website and 2,630 people followed the social media sites.

"Power Off and Play" programming included skill building programs for children to learn gardening, swimming, skating and cooking, drop-in play opportunities for families in neighbourhood parks, a Mobile Adventure Play pilot, and many challenges to encourage children to be active and try new screen-free activities.

Although the funding in for HKCC is now complete, many community partners and CGS departments continue to use equipment acquired through HKCC, and are able to continue some of the activities and programs developed throughout the four themes.

### **Financial Implications**

The Healthy Kids Community Challenge program was 100% funded by the Ministry of Health and Long Term Care, with in-kind support from the City of Greater Sudbury and other local partners.

## **Background**

The City of Greater Sudbury (City) was one of 45 communities selected by the Ministry of Health and Long Term Care (MOHLTC) to receive funding to implement the Healthy Kids Community Challenge (HKCC). The City received \$375,000 per year to implement programs and activities related to children's healthy eating and physical activity. This was a three year initiative that ended in September 2018.

The HKCC led by the City of Greater Sudbury in partnership with 66 organizations and businesses, had a successful final year, under the fourth theme "Power Off and Play".

The MOHLTC selected a theme every nine months during the term of the program, which resulted in four themes over the three year initiative. The program was designed to involve partners from across sectors to help implement the challenge.

### **Theme One: Run. Jump. Play. Every Day.**

The first theme "Run. Jump. Play. Everyday" was implemented from January 1, 2016 to June 30, 2016 which encouraged physical activity through a mix of active play, sport, active transportation and structured activities. Fourteen programs and initiatives were delivered, serving over 2,800 children and their families.

### **Theme Two: Water Does Wonders!**

The second theme "Water Does Wonders" was implemented from July 1, 2016 to March 31, 2017 which encouraged children and families to choose water over sugary drinks through a mix of infrastructure, programming and education initiatives. Fourteen programs and initiatives were delivered, serving over 7,300 children and their families.

### **Theme Three: "Choose to Boost Veggies and Fruit"**

The third theme "Choose to Boost Veggies and Fruit" was implemented from April 1, 2017 to December 31, 2017 which encouraged kids and families to reach for vegetables and fruit at every meal and snack through a mix of infrastructure, programming and education initiatives. Thirteen programs and initiatives were delivered, serving over 10,376 children and their families.

### **Theme Four: "Power Off and Play!"**

The fourth theme, "Power Off and Play!" was implemented across the community from January 1, 2018 to September 30, 2018. This theme encouraged children and families to build a balanced day that limits children's screen time, through initiatives that incorporated skill-based training, new equipment, programming and education.

## **New Activities Funded Throughout the Healthy Kids Community Challenge:**

### **1. Cultivate Your Neighbourhood**

Elementary school students participated in planting, nurturing and ultimately eating vegetables and fruit grown in their nearest community garden. FoodShed Community Garden Network partnered with Healthy Kids to deliver this program.

- 1,251 students participated
- 54 classes or groups
- 23 schools
- 8 after school programs
- 7 community events/harvest feasts

### **2. Foundations for Play – Way to Swim**

Selected classes from grades five to eight either walked or rode Greater Sudbury Transit at no charge to the YMCA Sudbury for free swimming lessons. YMCA swim instructors designed a program to help each student develop their swimming and water safety skills.

- 164 children participated

### **3. Foundations for Play – “Begin to Swim” Beach Lessons**

Free swimming lessons were offered to new or beginner swimmers at two local beaches during the summer.

- 77 children participated

### **4. Foundations for Play – Drop In Skating Instructors**

Children and families received tips to learn to skate or to improve their skills from drop-in Healthy Kids instructors at various outdoor rinks during the winter.

- 77 children received instruction
- 13 sessions with Healthy Kids instructors
- 5 outdoor rinks

### **5. Foundations for Play – Drop-in Skate Park Instructors**

Children and youth had an opportunity to improve their skills and to learn new tricks on their skateboard or scooter with the help of a Healthy Kids instructor, during scheduled sessions in September. Healthy Kids had extra equipment available for loan, so that everyone could ride safely.

- 35 children received instruction
- 6 sessions with Healthy Kids instructors
- 4 outdoor skate parks

## **6. Adventures in Cooking – Food Skills Program**

Children ages 8 to 12 gained basic cooking skills through free programs offered in a variety of community settings.

- 258 children participated
- 170 classes were held
- 25 sessions
- 17 locations

## **7. Active Adventures to School**

Rainbow Routes, a not-for-profit organization dedicated to sustainable mobility, partnered with three local schools and parents to encourage children to use active transportation to get to school. Events included cycle safety training, Walk and Wheel Week, a weekly Walk to School program and “Greening Trees” which gave children green leaves to add to their Greening Tree every time they walked or cycled to school.

- 81 children participated

## **8. “Stay and Play” at Neighbourhood Parks**

Neighbourhood Playground Associations and local volunteers hosted weekly get-togethers at municipal playgrounds. Families were invited to use playground and new sports equipment for informal play time. Volunteers made sure water and washroom facilities were available.

- 134 children participated
- 102 adults participated
- 8 Neighbourhood Playgrounds participated

## **9. Mobile Adventure Play Pilot**

A pilot Pop-Up Adventure Play program trained municipal Parks and Child Care staff to deliver unique play opportunities at parks, playgrounds and child care centres. During the summer, specially trained staff brought a van filled with cardboard, wood, dress-up clothing, art supplies to parks across the City to provide children and parents with an opportunity to imagine, create and build their own adventure playground.

- 664 children from 246 families
- 32 professionals/volunteers trained
- 29 events at 20 locations

## **10. Jump into Summer Contest**

We challenged families during the first week of summer to submit photographs of their screen-free activities for a chance to win prizes.

- 54 families participated
- 104 contest entries

## **11. Active Transportation School and Child Care Field Trips**

We challenged schools and child care centres to get out and use active transportation (walking or public transit) to explore their city.

- 565 kms travelled
- 88 school field trips; 130 child care field trips
- 2,150 school students; 1,515 child care children
- 15 schools
- 12 child care centres

## **Ongoing General Activities funded throughout the Healthy Kids Community Challenge:**

### **12. Healthy Kids Snow Day 2018**

In partnership with CGS, Healthy Kids hosted its third annual Snow Day in February. A variety of family-friendly outdoor events were offered free of charge. Free rides on Greater Sudbury Transit were provided to this popular event.

- 720 children attended
- 708 adults attended
- 23 volunteers supported the event
- 18 community partners hosted events or sponsorships

### **13. Healthy Kids Harvest Festival at the Market!**

Healthy Kids partnered with The Market, a weekly outdoor market featuring farm and craft vendors, in downtown Sudbury for Healthy Kids Day at the Market. Activities included "Market Money" – coupons for fresh fruit and vegetables – free Corn on the Cob, a skate exchange and free skate sharpening.

- 550 children received Market Money
- 70+ pairs of skates were distributed

#### **14. Walk and Wheel to School Challenge**

Children were challenged to walk or bike to school from June 4 to 8, 2018 then to submit the number of kilometers they travelled. In total, the challenge covered an equivalent distance from Sudbury, Ontario to Saint John, New Brunswick.

- 169 children participated
- 1,583 km travelled

#### **15. Activate Your Neighbourhood**

HKCC continued to provide support to grassroots groups to organize Active Play events in their neighbourhoods, providing access to equipment to borrow and small grants to purchase healthy snacks.

- 3 events supported
- 39 adults and 69 children served

#### **16. Free Tennis and Snowshoe Equipment Lending**

In partnership with Greater Sudbury Public Libraries, community members continued to borrow tennis and snowshoe equipment to get out and be active.

#### **17. Healthy Kids Public Education and Engagement Campaign**

Marketing, social media and direct education campaigns were provided to help parents get their children active and eating well.

- Website: 4,896 visitors; 14,896 views
- Social Media: 2,630 Facebook likes and an average reach of 23,953 on Facebook each month

### **Program Metrics**

Program 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 January 1, 2018 to September 30, 2018, the Healthy Kids Community Challenge Program has had the following total results:

- 7,968 child participants
- 4,896 people visited the project website
- 2,630 people followed the social media sites

## Overall Healthy Kids Community Challenge Program

The Healthy Kids Community Challenge Program was able deliver a wide range of programming, education and health promotion activities over the four themes.

From September 1<sup>st</sup>, 2015 to September 30<sup>th</sup>, 2018, the Healthy Kids Community Challenge was able to achieve the following overall results:

- 66 Community Partners
- 39 Initiatives and Programs
- 28,780 Child Participants

The Healthy Kids Community Challenge has been well received by the public and by partners. The program has received positive media coverage, high interest from families on social media and the project website, and enthusiastic participation from numerous partner agencies and businesses.

Families and partners appreciated the programming and provided valuable feedback:

"We are hooked on walking or scooting to school. Thank you for the challenge and keep up the great work!"

"It's been a blessing and huge opportunity for FoodShed to partner with HKCC, thank you to you and your team for your crazy effort, time and skills!!"

"We had a wonderful time! Such a great initiative. My daughter was thrilled to have her own produce in her lunch today!"

"It was an incredible opportunity for the kids and even patrons watching the lessons made numerous remarks of how great the program was. The kids really enjoyed the lessons. It was a great opportunity for lesser incomes and children who would not normally have lessons available."

Overall, the Healthy Kids Community Challenge program had a positive impact on policies, infrastructure, and initiatives in assisting the City of Greater Sudbury and the partners to help children and their families improve their health and well-being throughout the three years and moving forward.

The following summaries are available to the community and attached to this report:

- Appendix A – Healthy Kids Community Challenge Program Summary
- Appendix B – Healthy Kids Community Challenge Theme Four Report Card

## References

Community Services Committee: Healthy Kids Community Challenge – Year One Update:

<http://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&lang=en&id=1019&itemid=12181>

Community Services Committee: Healthy Kids Community Challenge – Year Two Update:

<http://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&lang=en&id=1153&itemid=13235>

Community Services Committee: Healthy Kids Community Challenge – Year Three Update:

<http://agendasonline.greatersudbury.ca/index.cfm?pg=feed&action=file&agenda=report&itemid=8&id=1262>

## APPENDIX A - HEALTHY KIDS COMMUNITY CHALLENGE PROGRAM SUMMARY

Healthy Kids Community Challenge- January to June 2016

**Theme 1: Run. Jump. Play. Everyday.**



Program or Service	Start Date	End Date	# served to June 30, 2016	Who was served
<b>Healthy Kids Public Education Campaign</b> 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 1,375 Facebook likes	Campaigns reached families in all neighbourhoods.
<b>Supportive Skating Program</b> Free equipment and lessons at selected outdoor rinks	Jan 2016	March 2016	90	Programs were offered to 6-12 year olds at outdoor rinks in the Donovan, Minnow Lake and Chelmsford.
<b>Activate Your Neighbourhood</b> Healthy Kids is providing support to grassroots groups to organize Active Play events in their neighbourhoods.	Feb 2016	Ongoing	10 events 201 adults 247 children	This program is available to all neighbourhood groups and citizens.
<b>Supportive Swimming Lessons</b> Free lessons at City and community pools for children from selected schools.	Jan 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.
<b>Winter Wonder</b> Free outdoor education field trips for selected schools.	Jan 2016	March 2016	481	Students from age 9 to 12 at schools across Greater Sudbury.
<b>Supportive Cycling Program</b> 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.
<b>Activate Grades 5 to 8</b> 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.
<b>Activate Your Recess</b> 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.
<b>Active Transportation</b> 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.
<b>Free Snowshoe Lending</b> in Partnership with Greater Sudbury Public Libraries. Community members can borrow snowshoes to get out and be active.	Feb 2016	March 2016	303 pairs checked out	Snowshoes were available at 6 library locations.
<b>Snow Day</b> A free, fun-filled family festival to promote active outdoor family fun and introduce the community to the Healthy Kids Community Challenge.	Jan 2016	Feb 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 <b>soccer program</b> 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.

**APPENDIX A - HEALTHY KIDS COMMUNITY CHALLENGE PROGRAM SUMMARY**  
**Healthy Kids Community Challenge - July 2016 to March 2017**  
**Theme 2: Water Does Wonders**



Program or Service	Start Date	End Date	# served to March 31, 2017	Who was served
<b>Healthy Kids Public Education Campaign</b> Marketing, social media and direct education campaigns to help parents get their children active, eating well and drinking water.	Dec 2015	March 2018	13,094 Website users 1,878 Facebook likes	Campaigns reached families in all neighbourhoods.
<b>Water Environment Improvements</b> Improving access to water where kids and their families meet and play. We prioritized locations where we could have the largest impact. Water infrastructure included fountains, filling stations and portable water dispensers, as well as providing water bottles so that children can access the water.	July 2016	March 2017	22 water fountains 1 quench buggy trailer 2,500 water bottles 30 coolers	Water fountain locations are across the City of Greater Sudbury.
<b>Activate Your Neighbourhood</b> Healthy Kids provided support to grassroots groups to organize Active Play events in their neighbourhoods. This program is available to all neighbourhood groups and citizens.	July 2016	March 2017	14 events 380 adults 499 children	Events were held in neighbourhoods throughout the City.
<b>Capacity Building and Training</b> for Healthy Kids-Staff/ Educators/ Adult Influencers. Training on fluoride, weight bias, food skills and healthy child development.	July 2016	March 2017	109 individuals trained	Educators and professionals trained came from across Greater Sudbury.
<b>Community Based Water Education</b> "Tap and Thirsty", our fun and friendly, bilingual, water animators, visited kids at playgrounds, events and festivals and taught children and families about the benefits of making the switch to water.	July 2016	March 2017	79 visits 3,000 children 950 received 2 or more visits	Visits were held across Greater Sudbury.
<b>Activate Grades 5 to 8</b> Free weekly drop-in physical activity programs for 10-12 year olds in neighbourhood youth centres and community centres.	July 2016	March 2017	9 sites 265 sessions 3,029 visits 462 youth	Programs offered downtown, South End, Onaping Falls, Levack, Chelmsford, Hanmer, Lively, Flour Mill.
<b>The Team Water Challenge</b> Interested coaches or team managers of children's sports teams signed their team up and agreed to drink only tap water at games and practices and, if they had after-game snacks, to have only fresh veggies and fruits.	July 2016	Sept. 2016	24 teams 305 kids	Teams participated from sports leagues across Greater Sudbury
<b>The Lunchbox Challenge</b> Students signed up for the challenge and pledged to bring a refillable water bottle or white milk in their lunch every day of November.	Nov. 2016	Nov. 2016	1,509 students	Students and their families from across Greater Sudbury Participated.
<b>The Water Does Wonders Pledge Challenge</b> Families, organizations and sports leagues took a pledge to commit to promoting drinking water and reducing consumption of sugary drinks.	March 2017	April 2017	83 families 21 organizations	Families and organizations from across CGS participated in this challenge.
<b>Free Snowshoe Lending</b> in Partnership with Greater Sudbury Public Libraries. Community members can borrow snowshoes to be active.	Jan. 2017	March 2017	311 pairs checked out	Snowshoes were available at 6 library locations.
<b>Snow Day</b> A free, fun-filled family festival to promote active outdoor family fun.	Feb 2017	Feb 2017	18 partners 23 volunteers 720 children 708 adults	Families from across CGS participated in this event.
<b>Water Festival</b> Healthy Kids provided a water station and an activity station at the Water Festival- two days of water themed activities for grade 4 aged children across the City.	Sept. 2016	Sept. 2016	700 children 12 partners	Students from across Greater Sudbury participated.
<b>iCan Bike program</b> A earn-to-ride program for children and youth with disabilities.	July 2016	July 2016	30 participants	This program served children with disabilities from across Greater Sudbury.

**APPENDIX A - HEALTHY KIDS COMMUNITY CHALLENGE PROGRAM SUMMARY**  
**Healthy Kids Community Challenge – April to December 2017**  
**Theme 3: Choose to Boost Veggies and Fruit.**



Program or Service	Start Date	End Date	# served to December 31, 2017	Who was served
<b>Healthy Kids Public Education Campaign</b> Marketing, social media and direct education campaigns to help parents get their children active and eating well.	April 2017	Dec 2017	9,647 Website views 2,205 Facebook likes	All families in Greater Sudbury across all neighbourhoods.
<b>The Bright Bites Challenge</b> The Bright Bites Challenge and contest encouraged students, teachers and school leaders to boost their school's nutritional environment. Participating schools, made healthy changes, earned badges, won prizes and received recognition on social media.	April 2017	Dec 2017	8 schools 96 classrooms 268 badges 184 teachers & school leaders	Schools from across Greater Sudbury participated.
<b>Activate Your Neighbourhood</b> Healthy Kids is providing support to grassroots groups to organize Active Play events in their neighbourhoods. This program is available to all neighbourhood groups and citizens.	April 2017	Dec 2017	839 adults 717 children 16 events	Events were held in neighbourhoods throughout the City.
<b>Food Skills for Kids and Families</b> This intervention trained adult influencers/ staff of children ages 0-12 years to deliver the Adventures in Cooking Program to children aged 9-12. Support was provided for participants to deliver programming to the children and families in their care.	April 2017	Dec 2017	42 people trained 8 training sessions 13 new sites will be able to deliver this program	Staff from programs across Greater Sudbury participated.
<b>Community Based Healthy Eating Education Super Snackables</b> The Super Snackables were out in the community visiting parks and children's programs where they had fun teaching kids about healthy snacking. They brought along our featured <a href="#">fruit and veggies of the month</a> so that more kids could try them.	June 2017	Dec 2017	76 visits 3400 children 3000 received veggie and fruit Snack Packs	Visits took place at camps and parks across Greater Sudbury.
<b>Activate Grades 5 to 8</b> Free weekly drop-in physical activity programs in neighbourhood youth centres and community centres.	April 2017	Dec 2017	9 sites 265 sessions 3,029 visits 462 youth	Downtown, South End, Onaping/Levack, Chelmsford, Lively, Hanmer & Minnow Lake
<b>Pop Up- Good Food Box MARCHÉ-</b> The Good Food Box MARCHÉ held Pop Up Fruit and Veggie markets in two neighbourhoods where grocery store access is limited. As a pilot project, the market operated over the summer and fall and sold fresh fruit and veggies at cost to local families.	April 2017	Dec 2017	12 weekly markets 2 neighbourhoods 435 families 708 children	Copper Cliff and Minnow Lake
<b>Cultivate your Neighbourhood</b> This interactive and hands-on program took kids on a journey from seed to plate. It offered elementary school students and groups of children the opportunity to plant and nurture fruit and vegetables from seed and plant in their nearest community garden, tying it all together with a fall harvest lunch.	April 2017	Dec 2017	1912 students at 21 schools 393 children & 499 adults attended 7 community events 19 volunteers were trained	Schools from across Greater Sudbury participated.
<b>Healthy Kids Week at the Market</b> From September 19 to 23, 2017, Greater Sudbury celebrated Healthy Kids Week at the Market. Kids aged 0-12 were given free Market Money that they could spend on fresh local produce.	Sept 9 <sup>th</sup> 2017	Sept 23 <sup>rd</sup> 2017	6 participating markets 515 children	Participating Markets were in the Downtown, South End, Flour Mill, Minnow Lake, Copper Cliff, and Lively
<b>Walk and Wheel to School Challenge</b> Students from across Greater Sudbury participated in the Walk and Wheel to School Challenge by walking or riding to school for a week.	June 2017	June 2017	157 children 1389 kilometers travelled	Children from across Greater Sudbury participated.

**APPENDIX A - HEALTHY KIDS COMMUNITY CHALLENGE PROGRAM SUMMARY**  
**Healthy Kids Community Challenge – January to September 2018**  
**Theme 4: Power Off and Play**

Program or Service	Start Date	End Date	# served to Sept.ember 30, 2018	Who was served
<b>Healthy Kids Public Education Campaign-</b> Marketing, social media and direct education campaigns to help parents get their children active and eating well.	Jan 2018	Sept 2018	14,896 Website views 2,630 Facebook likes	All families in Greater Sudbury across all neighbourhoods.
<b>Active Adventures to School-</b> Rainbow Routes, partnered with three local schools to encourage children to use active transportation to get to school. Events included cycle safety training, Walk and Wheel Week and a weekly Walk to School program	Jan 2018	Sept 2018	81 children participated in training and walk to school events	All schools were invited to participate. Schools in the South End and Donovan were chosen.
<b>Activate Your Neighbourhood-</b> Healthy Kids provided support to grassroots groups to organize Active Play events in their neighbourhoods. This program was available to all neighbourhood groups and citizens.	Jan 2018	Sept 2018	69 children 39 adults 3 events	Events were held in neighbourhoods throughout the City.
<b>“Stay and Play”-</b> Neighbourhood Playground Associations and local volunteers hosted weekly get-togethers at municipal playgrounds. Families were invited to use playground and new sports equipment for informal play time.	May 2018	Sept 2018	134 children 102 adults 8 Neighbourhood Playgrounds	All playground associations were invited to participate. Parks in New Sudbury, the South End, Val Caron and the West End participated.
<b>Adventures in Cooking-</b> Children ages 8 to 12 gained basic cooking skills through free programs offered in a variety of community settings.	Jan 2018	Sept 2018	258 children 170 classes 25 sessions 17 locations	Classes were offered at youth centres, community centres and schools
<b>Mobile Adventure Play Pilot-</b> This program trained municipal park and child care staff to deliver unique play opportunities at parks, playgrounds and child care centres. During the summer, specially trained staff brought a van filled with cardboard, wood, dress-up clothing, art supplies to parks across the City to provide families with an opportunity to imagine, create and build their own adventure playground.	May 2018	Sept 2018	664 children 246 families 32 staff trained 29 events at 20 locations	Events were held in parks across Greater Sudbury
<b>Begin to Swim-</b> Free swimming lessons were offered to new or beginner swimmers at two local beaches during the summer.	July 2018	August 2018	77 children participated	Lessons were offered at Bell Park and Nephawin beaches
<b>Way to Swim -</b> Selected classes from grades five to eight either walked or rode Greater Sudbury Transit to the YMCA Sudbury for free swimming lessons.	Mar 2018	June 2018	164 children participated	Schools from Downtown, West End & Flour Mill participated
<b>Drop-in Skating Tips-</b> Children and families received tips to learn to skate or to improve their skills from instructors at various outdoor rinks during the winter.	Jan 2018	March 2018	77 children 13 sessions 5 outdoor rinks	Rinks in the South End, Garson, Flour Mill and Hanmer
<b>Drop-in Skate Park Instructors-</b> Children and youth improved their skills and learned new tricks on their skateboard or scooter with the help of an instructor, during scheduled times in September.	Sept 2018	Sept 2018	35 children 6 sessions 4 outdoor skate parks	Skateboard parks in Minnow Lake, Gatchell, Azilda and Hanmer
<b>Cultivate your Neighbourhood-</b> This program offered students and families the opportunity to plant and nurture fruit and vegetables from seed and plant in their nearest community garden, culminating with a fall harvest lunch.	Jan 2018	Sept 2018	1,251 children 54 classes or groups 23 schools 7 community events	Schools from across Greater Sudbury participated.
<b>Healthy Kids Day at the Market-</b> Greater Sudbury celebrated Healthy Kids Day at the Market. Children aged 0-12 were given free Market Money that they could spend on fresh local produce.	Sept 2018	Sept 2018	550 children received Market Money 70+ pairs of skates were distributed	Children from across Greater Sudbury participated.

**APPENDIX A - HEALTHY KIDS COMMUNITY CHALLENGE PROGRAM SUMMARY**  
**Healthy Kids Community Challenge – January to September 2018**  
**Theme 4: Power Off and Play**



Program or Service	Start Date	End Date	# served to Sept.ember 30, 2018	Who was served
<b>Walk and Wheel to School Challenge</b> Students from across Greater Sudbury participated in the Walk and Wheel to School Challenge by walking or riding to school for a week.	June 2018	June 2018	169 children participated 1,583 km travelled	Children from across Greater Sudbury participated.
<b>Active Transportation Field Trips-</b> We challenged schools and child care centres to get out and use active transportation (walking or public transit) to explore their city.	Mar 2018	August 2018	3665 child participants 218 field trips 27 schools and child care centre	Schools and child care centres from across Greater Sudbury participated.
<b>Jump into Summer Contest-</b> We challenged families during the first week of summer to submit photographs of their screen-free activities for a chance to win prizes.	July 2018	July 2018	54 families participated 104 contest entries	Families from across Greater Sudbury participated.
<b>Healthy Kids Snow Day 2018 -</b> Healthy Kids hosted its third annual Snow Day in February. A variety of family-friendly outdoor events were offered free of charge. Greater Sudbury Transit provided free public transportation to this popular event.	Feb 2018	Feb 2018	720 children attended 708 adults attended 23 volunteers 18 community partners	Families from across Greater Sudbury participated.



# HEALTHY KIDS

## COMMUNITY CHALLENGE

### CITY OF GREATER SUDBURY

## CONNECTING WITH FAMILIES

 2,630 likes  
23,953 people reached per month

 4,896 visitors  
14,896 page views



## NEW OPPORTUNITIES!

### Active Adventures to School

Healthy Kids partnered with three local schools to encourage children to use active transportation to get to school. Events included cycle safety training, Walk and Wheel Week, a weekly Walk to School program and more.



**81** children participated

### Healthy Kids Harvest Festival at the Market!

Healthy Kids partnered with The Market in downtown Sudbury. Activities included "Market Money" – coupons for fresh fruit and vegetables – free Corn on the Cob, a skate exchange and free skate sharpening.

**550** children received Market Money  
**70+** pairs of skates were distributed



### "Stay and Play" at Neighbourhood Parks

Neighbourhood Playground Associations and local volunteers hosted free weekly get-togethers at municipal playgrounds. Families were invited to use playground and new sports equipment, to meet their neighbours and to enjoy active play close to home.

**134** children participated  
**8** Neighbourhood Playgrounds participated



## Healthy Kids Snow Day 2018

Healthy Kids hosted its third annual Snow Day in February. A variety of family-friendly outdoor events were offered free of charge.

**720** children attended  
**18** community partners hosted events or sponsorships



### Mobile Adventure Play Pilot

Specially trained staff visited parks across the City in their van filled with cardboard, wood, dress-up clothing, art supplies and more to provide children and parents with an opportunity to imagine, create and build their own adventure playground.

**664** children from 246 families  
**32** professionals/volunteers trained  
**29** events at 20 locations



## THEME FOUR REPORT CARD



## POWER OFF AND PLAY!

### January – September 2018

#### What is the Healthy Kids Community Challenge?

The City of Greater Sudbury is one of 45 communities across Ontario to participate in the Healthy Kids Community Challenge, a Ministry of Health Initiative that supports the health and well-being of children in the community.

The Healthy Kids Community Challenge introduced a new theme every nine months to address topics related to children's health. The fourth and final theme, Power Off and Play!, ran from January to September 2018. This theme encouraged children and families to build a balanced day that limits children's screen time through initiatives that incorporated training, equipment, programming and education.



## WE CHALLENGE YOU!

### Jump into Summer Contest

We challenged families during the first week of summer to submit photographs of their screen-free activities for a chance to win prizes.

**54** families participated

### Active Transportation School and Child Care Field Trips

We challenged schools and child care centres to get out and use active transportation (walking or public transit) to explore their city.

**3665** students  
**565** km travelled  
**218** field trips  
**27** schools and day cares



### Walk and Wheel to School Challenge

Children were challenged to walk or bike to school from June 4 to 8, 2018 then to submit the number of kilometers they travelled. In total, the challenge covered an equivalent distance from Sudbury, Ontario to Saint John, New Brunswick.

**1,583** km travelled  
**169** children participated



## Power Off and Play Here!

Child care centres and after school programs that have made the decision not to allow recreational screen time received a decal for their door and a poster to let their clients know they are committed to a "Power Off and Play!" environment.

**53** locations

## TEACHING NEW SKILLS!

### Cultivate Your Neighbourhood

Elementary school students participated in planting, nurturing and eating vegetables and fruit grown in their nearest community garden.

**1,251** students participated  
**21** schools and after school programs



### Way to Swim

Classes from 4 schools walked or rode Greater Sudbury Transit at no charge to the YMCA Sudbury for free swimming lessons.

**164** children participated

### Begin to Swim

Free swimming lessons were offered to new or beginner swimmers at two local beaches during the summer.

**77** children participated

## Drop-in Skating Tips

Children and families received tips to learn to skate or to improve their skills at various outdoor rinks during the winter.

**77** children received instruction

**5** outdoor rinks

### Drop-in Skate Park Instructors

Children and youth had an opportunity to improve their skills and to learn new tricks on their skateboard or scooter during scheduled times at Skate Parks throughout the City.

**35** children received instruction

**4** outdoor skate parks

### Adventures in Cooking

Children ages 8 to 12 gained basic cooking skills through free programs offered in a variety of community settings.

**258** children participated  
**17** locations

