

## **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>