

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 receives \$375,000 per year to implement programs and activities related to children's healthy eating and physical activity. The HKCC is a three year initiative incorporating four themes which will be ending in September 2018.

The HKCC led by the City of Greater Sudbury in partnership with 66 organizations and businesses had another successful year under the third theme "Choose to Boost Veggies and Fruit".

The HKCC is currently implementing its fourth year of programming under the theme "Power Off and Play".

The MOHLTC 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. 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.

The third theme, "Choose to Boost Veggies and Fruit" ran from April 1, 2017 to December 31, 2017. The plan for the third theme contained eight new activities and several continuing programs and services. This theme worked to build the capacity of organizations and families to grow, buy and prepare healthy foods to make it easier for kids to increase their consumption of vegetables and fruit.

New Activities Funded Throughout the Healthy Kids Community Challenge:

1. Bright Bites School Support Program

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.

- 8 schools participated, involving 96 classrooms
- 184 teachers and school leaders were involved
- 268 badges were earned by schools

The Bright Bites Hall of Fame highlights the activities and changes initiated by participating schools.

2. Food Skills for Kids and Families

This activity involved training individuals and volunteers who work with 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.

- 8 training sessions held
- 42 people trained
- 13 new sites will be able to deliver this program to children in Greater Sudbury

3. Super Snackables

The Super Snackables student mascots were out in the community visiting parks and children's programs where they had fun teaching kids about healthy snacks. The student mascots brought along the featured fruit and veggies of the month so that more kids could try them.

- 76 visits
- 3,400 children visited
- 3,000 children received veggie and fruit Snack Packs

4. Healthy Kids Week at the Market

From September 19 to September 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.

- 6 markets helped support this initiative
- 515 children participated

5. Cultivate your Neighbourhood/Seed Start

This interactive and hands-on program led kids on a journey from seeds to plate. This offered elementary school students and groups of children the opportunity to plant and nurture fruit and vegetables in their nearest community garden, culminating with summer community garden events and a fall harvest lunch.

- 1,912 children participated in the full program
- 393 children and 499 adults attended
- 21 schools and children's programs participated
- 19 volunteers trained
- 7 community events visited

6. Pop-up Vegetable/Fruit Markets for Families

The Good Food Box MARCHÉ held Pop Up Fruit and Veggie markets in two neighbourhoods where grocery store access is limited. The pilot project operated over the summer and fall, selling fresh fruit and veggies at cost to local families in Copper Cliff and Minnow Lake.

- 12 weekly markets were held in 2 neighbourhoods
- 435 families shopped, benefiting 708 children

The market will run again in 2018, with funding received from other sources.

7. Healthy Eating Transitions Fund

This activity provided consultation and support by a registered dietitian to not-for-profit organizations delivering licensed child care programs in the City of Greater Sudbury to make changes to established menus, policies and practices related to healthy eating in their programs.

- 5 agencies serving 2,450 children participated
- 10 menu change recommendations were made

8. The Blueberry Picking Challenge

This activity challenged families to participate in a blueberry picking adventure. This contest helped launch the 2017 wild blueberry season as families photographed their tasty adventures around the City.

- 19 families participated

Ongoing General Activities Funded Throughout the Healthy Kids Community Challenge:

9. Walk and Wheel to School Challenge

From June 5 to 9 2017, 157 students from across Greater Sudbury participated in the Walk and Wheel to School Challenge. Together they travelled 1389 kilometers which is equivalent to walking or wheeling from Sudbury to Montreal and back again.

10. Activate Grades 5 to 8

Free weekly drop-in physical activity and food skills programs for 10 – 12 year olds were held in neighbourhood youth centres and community centres. Programs were offered in the downtown, South End, Onaping Falls, Levack, Chelmsford, Hanmer, Lively, and Flour Mill areas.

- 176 sessions were held at 10 sites
- 380 youth served
- 1,495 visits

11. 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.

Continued Programming Utilizing Existing Resources:

12. Activate Your Neighbourhood

HKCC provided 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.

- 16 events supported
- 717 adults and 839 children served

13. Free Tennis Equipment Lending

In partnership with Greater Sudbury Public Libraries, community members can borrow tennis equipment to be active.

- 49 tennis equipment sets were borrowed

Other items such as snowshoes, pickleball equipment and other equipment will continue to be available to borrow for free from branches of the Greater Sudbury Public Library.

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.

Program Metrics and Reports

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.

July 2016 to December 2017, the Healthy Kids Community Challenge Program has produced the following results:

- 10,376 child participants
- 9,647 people visited the project website
- 2,205 people followed the social media sites

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 Three 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>

Bright Bites Hall of Fame website:

<https://brightbites.ca/hall-of-fame/>