

## For Information Only

### Healthy Kids Community Challenge - Theme 4 Update

Presented To:	Community Services Committee
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### Resolution

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### 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.

This 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. 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.

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 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, has completed the

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##### **Financial Implications**

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following three themes; Theme 1 – "Run. Jump. Play. Every Day!"; Theme 2 – "Water Does Wonders"; and Theme 3 – "Choose to Boost Veggies and Fruit".

HKCC has endorsed a fourth year of programming under the theme "Power Off and Play", which begins January 2018 and includes six activities. These activities will encourage children to be more active and to use screens less often by offering activities that will promote active outdoor play, support active transportation and encourage screen-free family meal times.

The HKCC has been well received by the public and by partners. It receives positive media coverage, high interest from families on social media and the project website, and enthusiastic participation from numerous partner agencies and businesses.

### **Financial Implications**

The Healthy Kids Community Challenge program is 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 receives \$375,000 per year to implement programs and activities related to children's healthy eating and physical activity.

The HKCC is led by the City of Greater Sudbury in partnership with 66 organizations and businesses. The MOHLTC selects a new theme each nine months. The intent is to involve partners from across sectors to help implement the challenge.

The Healthy Kids Community Challenge has successfully implemented three themes, and the fourth theme of "Power Off and Play" will begin in January 2018.

### **Theme One: Run. Jump. Play. Everyday!**

The first theme "Run. Jump. Play. Everyday" was implemented from January 1<sup>st</sup>, 2016 to June 30<sup>th</sup>, 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<sup>st</sup>, 2016 to March 31<sup>st</sup>, 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<sup>st</sup>, 2017 to December 31<sup>st</sup>, 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 final results and statistics of this theme will be available in early 2018 and will be brought forward to Community Services Committee in March 2018 with the update for the third year of the program.

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

The fourth theme "Power Off and Play" will be implemented from January 1<sup>st</sup>, 2018 to September 30<sup>th</sup>, 2018. The plan for theme four will encourage children to be more active and to use screens less often by offering activities that will promote active outdoor play and support active transportation and screen-free family meal times.

The following are the planned activities for the fourth theme:

### **1. Drop in Fun at City Parks and Facilities**

For this activity a coordinator will actively engage with playground associations, community gardens and other neighbourhood groups to recruit, orient, support and promote volunteer Play Champions who will commit to hosting scheduled unstructured family play hours at neighbourhood community playgrounds. Participating sites will have access to new equipment and supplies. The program will support a minimum of 15 new volunteers, offering weekly play hours at 15 locations.

### **2. Active School Travel Planning**

A community organization partner will engage with at least 5 schools to develop Active School Travel Plans and support activities to implement these plans. The community organization partner will promote and support Active Transportation Field Trips to all schools. This activity will also support the development of cycling instructors to ensure that safe cycling courses can be delivered to children.

### **3. Foundations for Play**

Free skill building programs will be offered by the City for children in targeted neighbourhoods supporting children's ability to take part in outdoor unstructured play, registered swimming and cycling lessons, as well as drop-in programs for skate and skateboard. Programs will include swimming lessons at indoor pools and beaches; safe cycling lessons; drop-in skating tips at outdoor rinks on weekends and at free public skating on Professional Development (PD) days; and drop-in help at skate parks.

### **4. Cultivate your Neighbourhood**

Foodshed – Sudbury's Community Gardening Network will deliver this program which offers elementary schools and neighbourhoods with the opportunity to grow vegetables and fruit and will connect children and families to community gardens. This activity will have multiple phases to ensure continuity and opportunity for continued learning for the participants and their families including:

- Educational growing sessions for children in the classroom and neighbourhood hubs
- Planting days with the students at the Community Gardens
- An after school program in the month of June at various community gardens
- Summer events for children and families at community gardens

## **5. Family Dinner Project**

This activity will provide opportunities for community partners who have received the Adventures in Cooking training to deliver the program to children and their families in a variety of community settings in a variety of modes like youth centres, child care centres, community centres, and community family dinners. The programming will involve parents and families and will provide parent messaging around the importance of screen-free family meals.

## **6. Mobile Adventure Playground Pilot**

In partnership with Children Services Section, this activity will support the development and implementation of a Pop-Up Adventure Playground Program and Resource. Within this activity Leisure Services, Children Services and others will be trained to become Play Workers to support the Adventure Playground Program and to pilot a travelling drop in Adventure Play program in the summer.

## **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.

From January 2016 to December 2017, the Healthy Kids Community Challenge Program has seen the following:

- 10,100 child participants
- 13,094 people visited the project website
- 1,878 people followed the social media sites

## **Next Steps**

Children Services Section and Leisure Services Division will work with internal and community partners to implement the approved activities and programs presented for the Healthy Kids Community Challenge Theme 4 – “Power Off and Play”.

Healthy Kids Community Challenge Year 3 update, including Theme Three – “Choose to Boost Veggies and Fruit” final results will be compiled and a report will be brought forward to Community Services Committee in March 2018.

## **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>