

## Background

The City of Greater Sudbury 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 Healthy Kids Community Challenge, led by the City of Greater Sudbury in partnership with 66 organizations and businesses, had another successful second year under the theme "Water Does Wonders".

HKCC is currently implementing its third year of programming under the theme "Choose to Boost Veggies and Fruit".

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 was implemented very successfully across the community from July 1<sup>st</sup>, 2016 to March 31<sup>st</sup>, 2017. Fourteen programs and initiatives were delivered, serving over 2,800 children and their families.

Healthy Kids Community Challenge, Community Services Report:

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

### Theme Two: Water Does Wonders!

The second theme was implemented across the community with a mix of infrastructure, programming and education initiatives. The initiatives included a range of activities including the following one-time theme two based activities as well as ongoing general based activities.

#### One-time Theme Two based activities:

##### 1. Water Environment Improvements

This is an effort to improve access to water where kids and their families meet and play.

This initiative:

- purchased and installed 22 water fountains and water bottle filling stations in park, beach and other locations across the City of Greater Sudbury
- supplied 2,500 water bottles and 30 coolers to children and organizations

In addition, it supported the purchase of a Quench Buggy water trailer, in partnership with the City's Water/Wastewater Division and with additional financial contributions from EarthCare Sudbury and Sudbury Tourism. This portable water trailer will be used at special events and will also be available in emergency situations or water advisory situations to provide access to City of Greater Sudbury tap water.

## **2. Community Based Water Education – “Tap and Thirsty”**

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. They distributed water bottles and had a sticker reward program to encourage kids to always carry their water bottles.

## **3. The Team Water Challenge**

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. There were 24 teams that participated in the Challenge and 305 kids were served.

## **4. The Lunchbox Challenge**

Parents signed their up children for the challenge and pledged to send only a refillable water bottle or white milk in their lunch every day of November. For this activity 1,509 students participated.

## **5. The Water Does Wonders Pledge Challenge**

Families, organizations and sports leagues took a pledge to promote drinking water and reduce their consumption of sugary drinks. There were 83 families and 21 organizations that participated.

## **6. Water Festival**

HKCC provided a drinking water station and an activity station at the Water Festival. There were two days of water themed activities for grade 4 aged children across the City of Greater Sudbury of which 700 children attended.

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

## **7. Snow Day**

Snow Day was a free, fun-filled family festival to promote active outdoor family fun in partnership with 18 organizations and businesses. There were 23 volunteers who assisted, 720 children and 708 adults attended the festival.

## **8. Activate Grades 5 to 8**

Free weekly drop-in physical activity programs for 10 – 12 year olds in neighbourhood youth centres and community centres. Programs were offered downtown, South End, Onaping Falls, Levack, Chelmsford, Hanmer, Lively, and the Flour Mill areas. For this activity, 265 sessions were held at 9 sites. The program served 462 youth who participated in 3,029 visits.

## **9. 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. There were 14 events supported, 380 adults and 499 children were served.

## **10. Free Snowshoe Lending**

In partnership with Greater Sudbury Public Libraries, community members can borrow snowshoes to get out and be active. For this activity, 311 pairs of snowshoes were checked out.

## **11. Capacity Building and Training for Healthy Kids**

This initiative provided training on fluoride, weight bias, food skills and healthy child development to staff, educators, and other adult influencers. A total of 109 individuals were trained.

## **12. 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. These are the stats collected:  
Website: 13,094 users; 40,576 views Social Media: 1878 facebook likes

## **13. iCan Bike Program**

Support for a learn-to-ride program for children and youth with disabilities. Healthy Kids supported this program in July so that children who couldn't pay the participation fee could still participate. A total of 30 children were served.

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

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

The third theme, "Choose to Boost Veggies and Fruit" will run from April 1<sup>st</sup>, 2017 to December 31<sup>st</sup>, 2017. The plan for the third theme was approved by the MOHLTC in April 2017 and contained six new interventions and several continuing programs and services.

In year three the Healthy Kids Community Challenge will be building the capacity of organizations and families to grow, buy and prepare healthy foods in order to make it easier for kids to increase their consumption of vegetables and fruit.

### **One-time Theme Three based activities:**

#### **1. Bright Bites School Support Program**

HKCC will support schools to incorporate healthy eating education into their programs and support them to make school environments even healthier for our children.

#### **2. Food Skills for Kids and Families**

HKCC will provide training and support for people who work with children ages 0 -12 years to deliver Food Skills Programming for kids and families.

#### **3. Super Snackables**

Animators will visit local events and schools to engage with children and families to promote increased consumption of vegetables and fruit, using incentives, prizes and food tasting.

#### **4. Cultivate your Neighbourhood/Seed Start**

Elementary school children and neighbourhood families will have the opportunity to grow vegetables and fruit and will be connected to community gardens.

#### **5. Pop-up Vegetable/Fruit Markets for Families**

HKCC will enhance access to vegetables and fruit by supporting pop-up markets in targeted neighborhoods in locations where children and families gather.

#### **6. Healthy Eating Transitions Fund**

Through fun challenges and supportive pilots, HKCC will support agencies, groups and businesses to change their policies, practices and programs to boost healthy eating opportunities for kids in our community.

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

### **7. Activate Grades 5 to 8**

Free weekly drop-in physical activity and food skills programs for 10 – 12 year olds in neighbourhood youth centres and community centres.

### **8. Healthy Kids Public Education and Engagement Campaigns**

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

## **Programming that is continuing using existing resources:**

### **9. Activate Your Neighbourhood**

HKCC will continue 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.

### **10. Free physical activity equipment lending at the Greater Sudbury Public Libraries**

Through HKCC's partnership with Greater Sudbury Public Library, snowshoes, tennis racquets and other equipment will continue to be available to borrow for free from branches of the Greater Sudbury Public Library.

## **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 July 2016 to March 2017, the Healthy Kids Community Challenge Program has seen the following:

- there have been over 7,300 child participants
- 13,094 people visited the project website
- 1,878 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 Programming Summary
- Appendix B – Healthy Kids Community Challenge Theme Two Report Card