



Healthy Kids Community Challenge Steering Committee

MINUTES

Monday, April 11, 2016 **10:00 a.m. to 12 noon**
United Counties of Leeds and Grenville – Board Room A
25 Central Avenue, Brockville, Ontario

Present: Danielle Ouellet – UCDSB, Sue Dunfield – Township of Rideau Lakes, Margaret Fancy - EKIOC, Johanne Bégin - CDSBEO, Emily Beelen - CRCHC, Elaine Murkin - LGLDHU, Kim Little - UCLG (Chair), Joanne Desormeaux - LGLDHU (Facilitator), Robin Eekhout (Recorder) - UCLG

Regrets: Karlene Elliott – CDSBEO, Jay Mater - YMCA, Doug Struthers - Community Champion, Dr. Paula Stewart – Community Champion, Chantal Lanthier – CDSBEO, Tammy Hulbert – Municipality of North Grenville, Mona Wynn – Rideau Community Health Services

1. **Welcome** - Kim Little
2. **Review and approval of Minutes** - Approved
3. **Additions to Agenda** - No additions
4. **Facilitator Updates**
 - a. **Community Projects**
 - 15 projects across Leeds and Grenville were funded to a total of \$106,000 - interim progress reports are in, and all but one or two are well underway.
 - Media efforts - flyers, rack cards, social media posts, media release/interviews have been prepared and are occurring.
 - Launch events that have occurred to date. Please see the website for more that are upcoming.
 - Cardinal - free skating and bowling trip arranged; nice turn out, lots of excitement with rocket launch
 - Gananoque – teaching curling
 - Victory Time Therapeutic Riding – open house held to provide information about their program
 - Front of Yonge – baseball project – relay race with hoola hoops and rubber chickens; lots of excitement and energy at the launch
 - Maitland Education and Recreation – kids and parents program



b. School Challenge – Movin’ and Groovin’

- 18 schools registered
- \$1,200 incentive to participating schools for outdoor physical activity equipment
- Videos due May 13th
- Promotional video to be prepared
- One group has had a problem with uploading on Youtube; it is coming up with a copyright issue.
 - While copyright issues were reviewed and use determined to be in keeping with allowable copyright rules, Joanne will look to resolve this technical issue
 - Danielle also offered to check with her staff and colleagues.

c. Social Media and Media Outreach/Coverage

- **Paid media** - Recorder and Times ad, EMC print and online, Snap, Prescott Health and Wellness, Backpack Magazine, Canada post mail out, Brockville Finest
- **Earned media** - HKCC facilitator did an interview with Recorder and Times
- **Social media** – Website – 1,300 unique hits , Facebook - 32 page likes, 34 post likes, 21 post shares, 2 post comments, Twitter; 9 followers, 8 tweets, 10 tweet likes, 5 tweets retweeted

d. Community Needs Assessment

- Submitted March 31, 2016 - Jessica from UCLG and John from the Health Unit assisted.
- Attachment – Assets Barriers Opportunities (Community Needs Assessment) – breakdown of the assessment

e. Community/Municipal Surveys - Attached

- There were no surprises. Joanne reviewed and summarized the Community and Municipal Survey responses received
- **Community Survey Highlights** – 115 responses with parent/grandparent/caregiver making up the majority of respondents. High percentage of respondents would like to see more in their communities. See more details in attached.
- **Municipal Highlights** – 10 of 13 responded to the Municipal Survey. One was not counted; Joanne will follow up. Majority of respondents indicated money was needed for infrastructure. Healthy Eating and its promotion is costly. One respondent indicated that the provision of safe drinking water is a costly when water testing is required. See more details in attached.



- **How to Communicate/Share the CNA/Survey Results?**
 - Suggestions for Infographic, Website, Social media, Community partners
 - 4 community partners that did not respond to the Municipal Survey will be contacted to see if they would still like the opportunity to submit response
 - Committee agreed that an Executive Summary that could be posted and/or shared to community partners with the option to request full report should suffice.

5. Planning for Theme II – Action Plan due in June

- Toolkit will be provided end of May/June.
- Theme Based Action Plan due end of June, 2016.
- Theme II is Water Consumption – Encourage children and families to make water their first choice to drink with meals and throughout the day and to limit their intake of sugared beverages. Water is the natural and free choice for kids to stay hydrated. In turn, healthy hydration is an important component of healthy eating as a whole.
- Theme II Water Consumption Ideas - attached - Joanne reviewed some ideas that other HKCC communities are contemplating. This theme will run from April 2016 to March 2017.

Idea Generation and Discussion

- Water bottle filling stations suggested – high price associated with them; community groups could do some fundraising on their own, have more community involvement – some schools currently have them. Committee would like to see water stations in community buildings such as libraries or community centres, not just schools. Corporate sponsors could be used to assist with the cost; adopt a fountain. Water testing is expensive. Should be committee driven. There needs to be some matching of funds in order for this to be affordable and far reaching.
- Contest/Challenge where children keep track of how much water they drink. Provide education to adults and children on what vegetables are a source of water and that there are other options to increasing water intake/consumption.
- Rain barrels would be helpful in watering community gardens.
- Recipe challenge- come up with a healthy plate that would increase hydration. Could local chefs be involved? They could teach about different fruits and vegetables and get kids to try new things.
- Aerators are a way of making water more interesting by adding bubbles.



- Community Education piece - have kids drink water over other drinks when they are doing activities. Elaine Chartrand, Brooke Henderson, Colin McCabe. Secure well-known local athletes to become water champions.
- Water on Wheels - there is a lot of festivals in the area through the summer and fall. This could promote HKCC and teach the benefits of drinking water.
- Have seasonal events. Water in the summer, cooking in the winter. Use more natural centres to promote.

It was agreed, that Joanne will take the above ideas and flesh out with costs, etc. to formulate a first draft of Theme II Action Plan for the Committee to consider more fully. Budgets for schools are done in May, but this budget deadline is perhaps not so concerning as there would be little or no room in such budgets for any portion of a water bottle filling station. Having schools match the amount of money may be a barrier. Opportunities need to be planned and not have a lot of cost to the family. A cap could be set on the amount. There may be volume purchasing power to be realized.

Joanne will get an assessment of what schools currently have. Joanne can put money allowances to some of the ideas and see how much money would be left for water machines. Corporate sponsorship may help broaden the amount of water machines that could be purchased.

A lot of recreation places make money from food and drink so it may be harder to engage them in participating.

Adopt a school - adopt a fountain - could be a way for a corporation or business to get involved.

Joanne will prepare a draft Action Plan Theme II and circulate electronically to the group before the end of May.

Promotional Items - water bottles is obvious. Look at purchasing some really good water bottles instead of cheap ones. Mesh water bottle holder, water badges, cinch sacs – water, snacks could be put in.

6. Next Meeting Date

Next meeting will be Tuesday, June 14, 2016 at 10:00 a.m., Board Room A, 25 Central Avenue, Brockville.

RSVP to CSSAdminServices@uclg.on.ca at your earliest convenience.