



Healthy Kids Community Challenge Steering Committee Minutes

Thursday, April 27, 2017, 1:00 p.m.

The Leeds Grenville and Lanark District Health Unit, Leeds and Grenville Room
458 Laurier Boulevard, Brockville, Ontario

Present: Melanie Oattes – LGLDHU, Susan Dunfield – Township of Rideau Lakes, Emily Beelen – CRCHC (student, Jen Bandy, attended), Christine Row – Rideau Lakes Library, Elaine Murkin LGLDHU (Chair), Joanne Desormeaux – LGLDHU (Facilitator), Allan Brown – UCLG, Jay Mater – YMCA, Tammy Hurlbert - North Grenville, Danielle Labonte – LGLDHU, Danielle Lauzon – UCLG (Recorder)

Regrets: Margaret Fancy – EKIOC, Johanne Bégin – CDSBEO, Chantal Lanthier – Catholic School Board

1. Welcome
Called to order at 1:10 p.m.
2. Additions to the Agenda
Approved as is.
3. Review and Approval of Minutes
Approved as is.
4. Facilitator Updates:
Report on Water Does Wonders (Theme II)

A slide show was presented summarizing and highlighting the success of the **Water Bottle Filling Station Initiative** (WBFSl).

Over 48,000 bottles were filled; twenty-four (24) stations were placed across Leeds and Grenville, increasing water consumption in children and families. Some final reports are still pending.

In addition to newsletters, posters, banners and fund raisers to promote and educate the community of the WBFSl; twitter and social media were great avenues to reach a broader range of people. The face book Water Does Wonders photo contest increased the “likes” from 73 to 285 – a 390% increase.



There were three winning photos and the awards were presented at the community workshops.

Fuelling Recreation Workshop – the weather was uncooperative; however, with the small turn out, great discussions and learning were had with some organizations implementing changes immediately and take home assignments to be complete right away. The workshops increased awareness and strategies to overcoming barriers to healthier eating in recreational settings. Some recreational/community programming have already introduced healthier options in their programming. More incorporated strategies will come with the third theme soon to happen.

The evening workshops had over 35 parents attend. Thank you given to Jay Mater and fellow YMCA staff for minding children in attendance so the parents could visit the stations.

The **Smoothie Bike** is a great hit and a video of it in action has been posted on the face book page.

5. Review Theme III Interventions (slide show presentation)

The Theme III interventions have been put forward and received word this morning the Action Plan has been officially approved by the ministry. As a Health Unit, we will need to maintain reports on the funds spent.

The **Veggies n' Fruit Community Boost Initiative** has 55 thousand available to non-profit/charitable organizations. The application is housed on the website www.healthykids.ca. The objectives of this initiative are within the application itself. The deadline for the application submissions is May 19, 2017 at 4:30; therefore, visit, share and follow on Facebook.

There is an educational and promotional requirement for this initiative; a tool kit will be provided to assist recipients.

Veggie Round Up Roadshow – In addition to the roadshows being advertised in the local media and papers, there is a Facebook contest; after answering questions, the participants name will be entered into a random draw.

The Smoothie bike will be available at the booths.



There are some left over water bottles, synch bags in addition to the ordered reusable grocery bags which will be used to support the veggie theme.

Committee members were asked if willing to come out to booths to support this initiative. Once the list of attendees is finalized, it will be forwarded.

Most locations in Leeds Grenville to host the Roadshow booth have been found via local festivals and fairs. However, having a difficult time pin pointing an event to showcase the booth in Township of Augusta; therefore, still looking into this location for opportunities. Tammy has offered to look into events happening in Augusta (there is a plant/bake sale at the library on May 27 which could be a possibility to attend without the veggie bike).

The **Healthy Recreation Concession Situational Assessment** – This intervention builds on the second theme. For those who were unable to attend the policy workshops, they can still receive the information and knowledge as we will be reaching out to the municipal recreation providers, around mid-summer, to provide them tool kits and Danielle is available to assist with the program changes.

The **Communication Plan** intervention – the revised website is up and loaded in addition to the Resource Development which consist of Community Boost documents, Roadshow materials, banners and social media/blog (to include recipes, tips, etc). Once the Roadshow locations have been confirmed, they will be uploaded to the www.healthykidslg.ca website.

The advertising budget is lower for this initiative; therefore, using social media / blog more in addition to the Resource Development which is designed / created to provide and share key messages, the materials / resources from the Roadshow, indoor / outdoor banners.

The **Veggie Bike** – it was found the veggie bike is too large for kids; therefore, currently looking into another bike of a different size (youth).

It was suggested to not exceed a 20 inch youth bike. The flange on the current bike will only accommodate a 20 inch bike.

It was suggested to add blocks to the petals vs. buying another bike. Tammy will see if she has a youth size bike to donate (may have a Tim Hortons logo on it which can be painted over).



There have been some inquiries for lending out the veggie bike. It was suggested that due to community food safety and overall maintenance of the bike, the bike will remain within the steering committee for the summer. All were in agreement to keep the bike within the committee. Also, in collaboration with the health inspector, a handout will be designed to accompany the bike outlining the food safety considerations for us of the bike.

Thanks you's were expressed to Joanne, Tammy and the team for the great strides made with Theme II and acquiring the Township of Athens participation last minute which assisted in the remainder of the funds being spent for the Ministry. The final quarter will be spent this week; therefore, all funding has been spent and the budget is balanced.

The upcoming themes are exciting and the word/buzz is spreading via social media. Also, the ability to make small capital purchases (i.e. fridge) to store fresh produce, thus supporting the initiative (to have perishables available and prepare for growing season), will be evaluated by the committee.

Reminder, applications are due on May 19, 2017 and a group will meet to review the submissions. Recipients will be notified by June 5, 2017; however, the ministry does have the final say; therefore, it is hoped notification will happen no later than June end (especially for schools who have applied). The internal report is due in September to report what has been done over the summer.

Theme IV will be nine (9) months and begin January 1, 2018. It is hoped the same amount of funding will be received.

Elaine noted press releases are templated vs. created. Also, Theme III fact sheets have been provided by the Ministry which will be forwarded to committee members. These fact sheets are not always healthy bodies healthy minds so will not be distributed to the public.

6. Next Meeting Date

The committee agreed to communicate initiative updates via email over the summer. A doodle poll will go out to the committee to schedule the next meeting in September.