



Healthy Kids Community Challenge Steering Committee

MINUTES

Monday, December 7, 2015 10:00 a.m. to 12 noon
Leeds Grenville & Lanark District Health Unit, Board Room
458 Laurier Boulevard, Brockville, Ontario

Present: Emily Beelen-CRCHC, Doug Struthers-Community Champion, Kim Little (Chair)-UCLG, Joanne Desormeaux (Facilitator)-LGLDHU, Margaret Fancy-EKIOC, Elaine Murkin-LGLDHU, Chantal Lanthier-Ange-Gabriel, Danielle Ouellet-UCDSB, Tammy Hulbert-Municipality of North Grenville-(through teleconference), Sue Dunfield-Township of Rideau Lakes, Jay Mater-YMCA, Robin Eekhout (Recorder)-UCLG

Regrets: Dr. Paula Stewart, Mona Wynn-RCHS, Karlene Elliot-CDSBEO

- 1. Welcome and Introductions**
- 2. Review and Approval of Minutes - Approved**
- 3. Additions to Agenda - No additions**
- 4. Action Plan Review**
 - a. Review and Approve**

Joanne reviewed each item of the Draft Action Plan with the group.

School Based Challenge - lots of suggestions and discussion.

- Do we want the school to pick their own challenge? It was agreed that there would be better participation if schools can pick own challenge activity.
- It was agreed that the funds allocated to this activity were inadequate. The Facilitator will work with the Chair to identify some additional funds to shift to this activity so that it was more appropriately resourced.
- Wrist bands or water bottles were the preferred promotional items.



- Fitness challenges - could challenge other schools. The cost of the event will depend on who is being targeted, is it all of them or a targeted group. Events could be taped at each school and then combined into a single compilation video. This would eliminate the cost of transportation. A video could be created for them all to see at their schools. Families of schools could do an event at a single school within; the transportation could be at their own cost. Prize may be a t-shirt, headband - wrist bands seem to be the most popular.
- Master Chef Competition - could be good for next round. Concentrate on healthy eating.
- Flash mob - could be taped to show everyone. Could involve all the elements.
- Social Media Awareness Campaign-webpage will be ready in the next couple of weeks.
- A work group will likely be needed to continue support the planning details associated with rolling out the School-Based challenge

b. Project Funding Criteria

- How are projects evaluated? While a subcommittee will draft the application form and evaluate the proposals, some input from the broader committee to inform work of the subcommittee was sought.
- There is concern about the amount of time that communities have to implement the funding.
- Application would have a budget component. Municipalities could be combining funding. It is not capital funding.
- Would a group doing a legacy piece get more points on the evaluation criteria? Yes. Preamble to application will explain this.



- Having it listed as a legacy instead of sustainability? Demonstrate sustainability/ legacy beyond project end. Agreed that legacy sounds more strength based, positive and achievable than use of term sustainability.
- Applicant is a charitable or not-for profit organization/group.
- Maximum amount of funding is up to 10,000 per municipality/application.
- Funding can be used towards marketing, portable equipment, program resources, training, rental fees, leadership opportunities, staff or program materials.
- Maximum of 10% allowed to be used towards administrative costs.
- Successful applicants will be required to submit a budget and project completion report. Activities need to be initiated prior to March 31 and be complete by June 30.
- Discussion occurred around how the student will re-invest what they have learned? Focus on children 0 – 12 or on parents/caregivers? Involves collaborative work with families.
- Projects must align with HKCC theme Run, Jump, Play, Every day (includes active play, active transportation, recreational sports, HKCC outcomes and awareness of HKCC.
- Projects must support an identified asset and/or barrier.
- Complete community survey. Have an evaluation and outcome piece to the application.

c. Work Groups Formed

i. HKCC Community Projects – Development & Review Work Group

- Potential ideas - lending library, lending helmet and skates. It would be a good idea to give a few examples to assist municipalities. Suggest that it be something they can build on.



- Wish from committee is that each municipality will participate. Suggested that the council of each municipality decide which community project they would like to have done.
- The \$10,000.00 per municipality may not be needed in each municipality. There could be multiple projects approved. Insurance component needs to be added to application.
- Application deadline - to be changed to January 22, 2016 and review of projects to be occur the week of January 25, 2016.

Work Group responsible for finalizing the application template and evaluating - Marg, Kim, Elaine, Doug (tentative) will need to meet in the next week. Joanne has started a template and will send out to the group. Work group to set up date.

ii. CNA Survey Development Work Group

Danielle and Jay agreed to assist with this item. Work group to prepare steps, forms and “how to” for the student interviews. It was discussed that senior students will conduct the one on one interviews. Senior students will need to be organized by the CNA work group. Interviews will be in February.

Comments and Suggestions for survey:

- Children being interviewed will need to have communication prepared to send to parents for approval of interview or video.
- Social media classes could be asked to participate in making the video as part of a class project.
- Brockville YMCA has a video release form that can be shared for use or adaptation.
- Purchase Canada Olympic mittens instead of cash as incentive for the students performing the interviews.
- Question asked about the ethics protocol. Danielle to speak to UCDSB officials.



d. French Translation

Chantal will assist with translating the surveys. Anything distributed through the two French schools will be required in French. Danielle offered to assist with translation/review of translation as well. Chantal confirmed that the student that Chantal provides to do the interviews can conduct these in English.

5. Community Needs Assessment

Joanne reviewed some asset and barriers that could be utilized to identify events/projects as the Projects proposed need to support a community asset and/or address a barrier.

Assets - built environment- building on the natural landscapes that are there, trails, parks waterways. Accessible policies/programs; making it easier for more children to be active. Partners working together and across sector.

Barriers - Access-working toward giving more children the opportunities to participate in physical activity initiatives across the region. Cost; going towards reducing cost association with children participating in physical activities, opportunities (eg. Equipment costs, program fees, travel expenses).

Approved by committee.

6. Facilitator Updates

Fully captured through the agenda items.

7. Role of Champions

Promoting completion of the survey, project funding applications, launch events, awards announcements. Both Champions are available for the various steps of the project. Doug suggested that a list of the media contacts be prepared and that Champions could contact for interviews, such as following a press release, for example. Interviews seem to get the message into the paper or on the air more quickly. Set up radio stations interviews. Champions will be the media contacts and deliver the HKCC messages; could be phone or in person.



Press release and media contacts listing to be prepared by the Facilitator and given to champions for their use and follow-up with media outlets. Goal to start these conversations with media early in January.

8. Business Seats on Steering Committee

Committee agreed to leave the seats empty for now. Companies that were approached are looking for more detail of what their involvement would be. There is more of an interest in sponsorship than participation in planning or participating in the steering committee. It was agreed, the seats would be left vacant for the time being. Business partners will be approached again when a more specific request can be made.

To date Burnbrae Farms, St. Lawrence Parks Commission and Proctor and Gamble have been approached. All are looking for more details.

9. Next Meeting Date

Monday, February 1, 2016 at 10:00 a.m. LLG Health Unit Boardroom, Brockville.