



Healthy Kids Community Challenge Steering Committee

Minutes

Wednesday, February 22, 2017, 10:00 a.m. to 12 noon

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, Margaret Fancy – EKIOC, Christine Row – Rideau Lakes Library, Kim Little – UCLG (Chair), Joanne Desormeaux – LGLDHU (Facilitator), Marcia Hickey – UCLG (Recorder)

Via Teleconference: Elaine Murkin – LGLDHU

Regrets: Jay Mater – YMCA

1. Welcome

Called to order at 10:02 a.m.

2. Additions to the Agenda

Approved as is.

3. Review and Approval of Minutes

Approved as is.

4. Facilitator Updates:

- Updates on Status Water Does Winders (Theme II) Initiatives

Slide show presented with updates, 23 water bottle filling stations approved and installed. Excess funding based on returned reconciliations; opportunity to fund 3 more. Identified and approached areas that didn't have any installations. Cardinal and Athens arenas, MERC centre, if no interest from Maitland may approach front of Yonge or libraries. Committee supported this approach to allocating the excess monies.

Final reports are due on March 10, have more data at that point. Will we do a press release at this point? It was agreed it would be good to promote the stations yet again by sharing the tally of number of water bottles saved in total.



65 submissions were received for the photo contest, lots of voting happened, Facebook page went from 48 likes to 300 likes, during the voting process the likes went up, the photo winners were from Kemptville, Athens, and Brockville. The Kemptville winner will accept her prize at the Kemptville policy workshop. We have 100 followers on twitter. Initiative succeeding in building social media presence. How many shares? Not sure at this time.

Tuesday, March 7, Fuelling Recreation in Your Community workshop, targeted audience Municipal Recreation Staff and Community Leaders.

Evening workshop, different title, The Role of Parents and Volunteers in Promoting Healthy Eating; please share widely, this workshop is for parents and coaches working with kids in sport and recreation.

The blender bike has been order but not received yet.

5. Review Theme III Action Plan

The group reviewed and discussed the Theme III Action Plan drafted from the feedback at prior meeting.

Veggies and Fruit Community Initiative –opportunity for community members to apply for the funding up to \$5,000. Similar approach to application as the Theme I Community Project Fund.

Bright bites in the schools, 2nd initiative, paint your plate badge, the funding for the schools therefore \$1,000 for this incentive. Total of \$6,200.

Ministry has advised that we are to “save” 25% of our allocation for Theme IV which will run January 2018 to March 31 2018. \$44,000 set aside per this direction; less available for Theme III.

Elaine joined the discussion by conference call at 10:19.

Recognizing the commitment was for three themes, it was asked if committee members were interested in staying on and implementing a fourth theme. Consensus was yes, depending on the theme.

Back to the Action Plan Review. Veggies and Fruits roadshow, going on the road to festivals, having a booth at the sites and the blender bike, draw for a fun prize. It was asked if the dietician is willing to work weekends as this is when most of these festivals take place. Yes she is aware of this.



Healthy recreation concession situational assessment, spoke about the concessions and the pilot, \$6,000 is the budget. There is a toolkit that the community will be receiving at the March 7th meeting, this way we are not putting all our eggs in one basket in case no one is interested in implementing a pilot project, might be more doable to provide several concessions situation assessment to further their planning.

Communications plan, media dollars are less than Theme II, but so too is the overall budget. Hoping the increased social media use/exposure will aid the reduced amount put to this expense.

Joanne's salary is in the budget also, the Health Unit pays half and we pay half.

1. Veggies and Fruit – this gives the community the option to choose what they would like to do, so we do not know what our support we will be giving. More money to this initiative would be nice. Conversation about cost of healthy foods; projects may need to contemplate or build in costs for actual food purchasing. It was agreed that more money would be ideal for this intervention. Bright bites budget could be added to the first intervention. Bright bites in Theme II was not a huge uptake; group agreed to integrate Bright Bites into this initiative; those wishing to further implement Bright Bites could apply for project funding under this intervention.
2. Rolled into the 1st initiative. Concept and money into #1. Leave in the plan but no budget, builds on what we did last time. Add it in the second paragraph in #1. Need a fun, snappy name.
3. Roadshow – what about attending farmers markets? How many festivals will be attended? May be able to get into the festivals at a reduced or no cost due to the nature of the booth. The criteria needs to be looked at for selecting the events. Beyond festivals, there are large sporting events, swim meets, baseball, soccer. Targeting sporting events, may work for the smaller communities do not have a festival or other appropriate event. Look at getting into the events for free, or low costs, have to be strategic, does this need more funding? This is an ideal one to keep due to the Canada 150.
4. Policy one is key, this is for the longevity, as a next step to the Theme II workshops. How will this be received by the municipalities? Not likely to get more than 6 members out of the 13 possible. Maybe we measure interest in proceeding with next steps at the March 7 meeting. Is the ministry expecting to see a certain number of initiatives? No, not specifically but may frown on just having one.



- Municipalities are not going to jump through hoops to get the funding, they will not write up a grant for this; having an application process with this initiative was not supported. Agreed to move \$3,000 to dietician salary into number 1 again, and leave \$3,000 in policy, it needs to be easy for the municipalities to access.
5. Communications plan
- Spoke about the dietician salary in each of the initiative so as to ensure adequate support to the initiatives and implementation by community partners, while ensuring enough funds also available for the actual projects. Are there community dieticians that could be engaged to also support initiatives? CHC's (community health centres) have dieticians; There is a Dietician group that meets locally, perhaps we could ask them to get involved with supporting HKCC interventions.
- Joanne will update the action plan and send out to members. Do we need a workgroup in relation to the community projects intervention? To develop the application and evaluation criteria and to review the proposals. It was agreed this approach worked well last time. Members cannot be interested in applying. Tammy, Kim, Marg, and Emily volunteered.
6. Next Meeting Date
- Tuesday, April 4, 2017. 1:00 p.m. – 3:00 p.m. to be held at LGL Health Unit, Leeds Grenville Board Room. *Please note subsequent communication that this meeting needs to be rescheduled; a doodle poll has gone out to the Committee to find a new date.*