



Healthy Kids Community Challenge Steering Committee

MINUTES

Monday, February 1, 2016 10:00 a.m. to 12 noon
Leeds Grenville & Lanark District Health Unit, Board Room
458 Laurier Boulevard, Brockville, Ontario

Present: Emily Beelen-CRCHC, Sue Dunfield–Township of Rideau Lakes, Elaine Murkin-LGLDHU, Joanne Desormeaux-LGLDHU (Facilitator), Margaret Fancy-EKIOC, Kim Little - UCLG (Chair), Johanne Begin- Ecole Ste Marguerite Bourgeoys, Doug Struthers-Community Champion, Jay Mater-YMCA, Robin Eekhout (Recorder)-UCLG

Regrets: Tammy Hulbert, Municipality of North Grenville, Karlene Elliott, CDSBEO

- 1. Welcome and Introductions** - Kim Little
- 2. Review and approval of Minutes** - Approved
- 3. Additions to Agenda** - No additions
- 4. Media Outreach Update** – Doug & Joanne

Joanne reviewed media outputs and activity that has occurred recently: print ads (6paid) Online (2paid), Magazine (1paid), Radio (3paid), Facebook Posts (11) MyFm interview, Eastern Ontario Network Online TV www.easternontarionetwork.com Video viewed. January 12, 2016 was the viewing date. Interview on EON with Joanne and Doug was viewed and group agreed the messaging was effective.

Jennifer Westendorp - Kemptville Advance paper, may be interested in interviewing.

- 5. Action Plan Theme 1 Update** – Kim & Joanne

Due December 9, 2015 - successfully subitted.

Per direction from previous meeting \$5,000 was shifted from elsewhere in the action plan to the School based initiative. Action plan has been approved with the exception that the projects approved through the Community Project Fund also require Ministry approval.



Facilitator Updates

a. Community Needs Assessment Update – Community/Municipal Surveys

Community Needs Assessment - 114 completed surveys

Municipal – 4 completed.

Analysis and summary of surveys to be completed. Both close February 1, 2016. Agreed to extend the deadline by a week in hopes of encouraging increased response.

b. Social Media Update

Promotions - presentations made at the following:

- HKCC Website and Facebook Page – up and running
- Joint Services Committee meeting- quite positive
- EKIOC Lead Children’s Planning table
- Board of Health meeting
- Schools - Newsletter sent out
- Community Contact Lists

Website: To date, total unique visitors: 605, Busiest day January 5, 2016 (121 Unique Visitors)

Facebook: Number of Likes 12, Shares 17.

Joanne shared concepts for the wristbands, orange and green were the most popular. Suggestion to have the writing done in purple.

c. Community Project Fund Update

- Response received and results** - 24 applications received, evaluation committee met last week and have identified 15 projects to be funded at a total amount of \$106,655. Summaries for the 15 projects will be sent to the Ministry for their review and approval. Leaves \$23,345 of the planned \$130,000 unallocated.
- Allocation of remainder of funds** – Discussion regarding what to do with the remaining fund. Do we put more money to the school based initiative? Question asked about why some projects were not approved. Response: Some did not meet the criteria, in other cases there were stronger applications from the same geographic area. Committee looked at value for money, partnerships, geography, and content. Committee is not disclosing who they have recommended until approval is received from the Ministry, to avoid disappointment if the



Ministry approval is not forthcoming. Ministry has promised to review quickly. Joanne submitted a summary of each submission to the ministry.

The school-based project budget (promotional items) was \$5,600 to start. Quote back for the promotional item indicates that 5,000 bands would be about \$2,000. The combination of the two amounts would work out to about \$700 per school; the balance from the original \$5600 after the bands purchase, and the \$23K remaining from the Community Project Fund. If opted to provide each of 35 schools with some funding/incentive/equipment.

Much discussion.

Decision made to put money to the school-based initiative; schools may partner with child care providers if they wish, but no specific funding directed to child care programs to participate. Each school that participates in the school-based Challenge will receive a fixed amount for the purchase of equipment that supports physical activity, i.e. Recess equipment. Any monies left over would be put to the purchase of water for the next theme of HKCC.

The Challenge will include the taking of a video of the students participating in the Challenge. This may be performing a song and dance to a song picked by the School Initiative Group. Walking on Sunshine and If Your Happy and You Know It were a couple of suggestions. Copyright laws will be reviewed. This money needs to be spent before the next phase starts. Schools that agree to do the challenge will sign an agreement to say if they do not submit the video then the money will be return to the committee.

School Initiative Work Group will consist of Jay Mater, Danielle Ouellet and Emily Beelen. Joanne Begin has agreed to do any French translation needed for this project.

6. Kid Survey – Work Group Update-Joanne

Objectives

- Provide information on what activities kids would like to see enhanced or implemented to support physical activity to support physical activity and healthy eating to be used to inform Community Needs Assessment (CNA) and ongoing HKCC Planning
- Create HKCC promotional video

Target Audience

- Sampling of interviewees from primary/junior students (K-8) across LG schools and from community programs with High School Students as the interviewers



More challenging to implement the above than originally thought.

- What do we want to capture - identification of end goal and how this will inform CNA is important
- Process for data collection is unique with children
- Survey implementation barriers (e.g. timelines, labor intensive, buy in from schools, permission requirements, transportation for high school students)

Recommendations

- Gather promotional video information separately from data gathering information
- Align Kid data collection with Community Project Fund recipients
- Align future Kid data collection with school curriculum

Discussion: Could the projects that are approved be given a set of questions to answer? A set of questions could be designed for the approved projects. Group felt the recommendations were good but they still want to hear what the kids are saying. The survey could maybe look at what good came out of HKCC over the course of the three years.

Suggestion - Project recipients survey their kids, we get that back and then decide what to do. Questions could be tailored to the project but could gather same/similar data so that we have enough response to make the data valid. For example, are you going to continue the physical activity? Are you going to get mom and dad involved?

Summed up - Let's survey the participants, lets gather information for promotional video for what is happening - carry through to each of the phases. Mittens purchased for the incentives for the original plan will become part of the launch kits for each approved project.

Question asked - does EKIOC have a survey already in place? This could possibly be used to put together the survey. Suzanne Ruttan with Nutrition for Kids may be a helpful contact with regard to already having student survey information. Committee member will approach Suzanne Ruttan.

7. School Physical Activity Opportunities - Marafun, BOKS (handout)

These are two initiatives that have been just learned about. This could be future link to getting kids more active. Handout.

HOP - this is another activity that could be used with kids. Handout.



8. School Wide Physical Activity – Need a workgroup to plan implementation: Danielle, Emily, Jay, Joanne Begin will do translations as needed.

9. Theme II Update

Ministry update is that Theme II will focus on water consumption, no further details available from the Ministry as yet. Kit will come the first of June. Theme II Action Plan to be submitted to the Ministry by the end of June. Start thinking ahead to what we can do for this theme.

10. Next Meeting Date – Could be several launch events in the next few weeks.

Next meeting will be April 11, 2016 at 10:00 a.m., Board Room A, 25 Central Avenue, Brockville.

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