



Healthy Kids Community Challenge Steering Committee

MINUTES

Tuesday, June 14, 2016 10:00 a.m. to 12 noon
United Counties of Leeds and Grenville, Board Room A
25 Central Avenue West, Brockville, Ontario

Present: Margaret Fancy – EKIOC, Danielle Ouellet – UCDSB, Susan Dunfield – Township of Rideau Lakes, Christine Row – Rideau Lakes Library, Jay Mater – YMCA, Tammy Hulbert – Municipality of North Grenville, Kim Little – UCLG (Chair), Johanne Bégin – CDSBEO, Elaine Murkin – LGLDHU, Joanne Desormeaux – LGLDHU (Facilitator), Karlene Elliott – CDSBEO, Dominic Finn – Rideau Lakes Township, Robin Eekhout – UCLG (Recorder)

Regrets: Emily Beelen – CRCHC, Doug Struthers – Community Champion

- 1. Welcome** – Roundtable introductions made to introduce Christine Row.
- 2. Review and approval of Minutes** - Approved
- 3. Additions to Agenda** – No additions
- 4. Celebrate Successes/Partner Recognition – Theme I** – Presentation attached for Items 4 and 5.

There were fifteen participants in various Community Projects. Media release is on website.

- Tammy Hulbert provided an update on how the geo-caching project is going. The kids are having fun with it. Looking at doing a weekend event to include families.
- Jay Mater - kids are enjoying the program; getting a good turnout daily.
- Sue Dunfield - Swim program. People are happy and program well received. Families are hoping to see it offered again.



- UCDSB – The kids loved the Movin and Groovin challenge. Renewed sense of energy with the kids; well received.
- Christine Row - MapSack launched. 40 sacks each with a different theme being created for rotation amongst the libraries. Field notebook. Park passes. All of the items in the bag promote activity.
- Movin and Groovin - 18 schools participated. The kids were creative in the presentations. Kids were leading other kids. Outcomes – the dance event provided physical activity and increased parent engagement through the video postings. The recess equipment purchased through the participation incentive has teachers noting decreased conflict in the yard, and increased physical activity at recess. Video watched and will be uploaded to the website.
- Social Media Update - Website-1800 hits; Facebook-49 likes 45 Post Likes, 24 Post Shares, 2 Post Comments, and 8 mentions; Twitter-activity is good
- Partnership Recognition - Each partner will receive a Certificate of Partnership which will be issued in the next couple of weeks.

5. Water Does Wonders – Theme II Overview

Presentation provided an overview of the theme and why it is needed. Theme goal of reducing the intake of SSB (sugar sweetened beverages) and choosing/promoting water as healthy alternative to SSB. How much water does a person need? Bottle or tap? Most tap water in Ontario is safe to drink and is regulated.

6. Steering Committee Healthy Beverage Pledge

- Role Model Behaviour. Committee to follow Healthy Beverage concept.
- Meeting Refreshments. Committee will endeavour to have healthy beverages at its meeting and events.
- Healthy Beverage Pledge. Joanne will bring a pledge for the group to the next meeting for committee member signatures.



7. Steering Committee Partner Recruitment

Addition of community partners will be decided during Action Plan Review. Does the committee need additional partners for Theme 2?

Refreshment Break

8. Action Plan Review and Discussion – Due to Ministry June 22nd· Draft Action Plan was reviewed.

Supportive Environment - 1st intervention - Water Bottle Filling Station Initiative

Most elementary schools do not have water filling stations. There is enough money for 16 applicants with the quotes provided. It is not known the total cost to install. It will be the responsibility of the applicant to do the leg work. The applicant would pay upfront and submit an invoice after the fact; the type of station required may be very specific to each site. The model quoted as an example has a sensor and is chilled. It is middle level pricing.

Committee Discussion: Questioning the need for a portable water filling station. Most members do not feel it would be used as much. Municipality could apply and system could be for use at all their events. Facilitator will call Cataraqui to see what their unit cost and also make Culligan in Brockville know about this next theme.

Application Process Discussion:

- Do we build into the application process the need for the applicant to raise money themselves? Do we make it a matching contribution? Does the committee approving give points for certain things such as, does the applicant have part of the funds. Members are concerned about excluding some people that may apply. It was agreed to let the applicants determine their funding partners if any; no need for committee to be involved in these arrangements.
- Perhaps a tendering process could be put in place for the purchase of the Water Filling Station. Facilitator does not think that picking one supplier would work for all. The



committee needs to know what the interest is going to be and see then how it could all be put together. Buying the filling station is one thing but there will still be installation charges.

- The other option would be to put it out for proposal – the committee could say we are funding a water cooler for each municipality or all libraries or all recreation centres. It is up to the committee to decide who it would go to. There is concern that there could be lots of demand and would therefore create disappointment if all could not be funded.
- Application could be that the committee would supply the water filling station and the applicant would be responsible for the installation. This would allow the purchase of more water filling stations and may provide opportunity for volume buying power. Committee could identify what water filling stations that were available and make it part of the application. Applicant will price installation themselves. Agreed to have applicants fund the installation themselves.

Money allocation is good for this intervention. Launch event money may need to be adjusted.

Education and Awareness - Intervention 2 - BrightBites – a new nutrition tool for schools. Interactive tool for healthy eating practices. It is proposed to get a registered dietician on contract to support schools in implementing the program and get the out in the community to promote it as well. The next theme is possibly healthy eating; BrightBites could be built on for Theme III as well. The committee would help define the role. The role would be 3- 4 months full-time or 6 months part-time. BrightBites has quick wins and tools that people can use. The facilitator could help guide and support what is already in place. It is a very flexible program and it can be made into a challenge amongst the different classrooms or groups. It is a great way to get the knowledge of BrightBites out there. Nutritionists could talk to sport groups and school councils.

Overall committee is agreeable to this intervention.



Community Engagement - Intervention 3 - Healthy Beverage Photo Challenge - Parents and family, sports and recreation and workplaces would be targeted for this intervention. Submit what you are doing for healthy beverages. There would be an online community vote. Prize would be awarded. Winners would be invited to Intervention 4 - policy development workshop. Committee agreed to this intervention - could be policy or advocacy.

Policy - Intervention 4 - Healthy Food and Beverage Policy Development Workshop - World Water Week is week of March 20-27, 2017. Prepare a half day workshop starting with breakfast. This would be an opportunity for groups to start thinking about policy development by hearing from others that have successfully done so. Water bottle station recipients may also attend to share their successes. There are a lot of barriers to Intervention 4. The hope is that groups that have had some success could assist others with overcoming barriers to policy development and implementation. Suggested that vendors of arena concessions could be part of the conversation. This might be a hard sell as vendors still need to look at supply and demand; some have tried stocking healthy choices only to sell out of chocolate bars, for example. Families are looking for something quick to eat when they are busy. Focus groups have been done in the past that may be useful to this intervention.

Social Marketing - Communication Plan - Social media is really going to be pushed and utilized heavily to promote this Theme II. \$10,000 has been allocated for the purchase of quality water bottles for use as incentives. Plan approved.

Plan can be put forward on June 22, 2016.

1st Round- \$167,000 spent. Good lessons learned first round.

9. Work Group Recruitment

a. Water Bottle Filling Station Intervention

Committee would meet a couple of times over the summer. Karlene Elliott, Danielle Ouellet, Christine Row, and Kim Little.

b. Brightbites Facilitator

Elaine Murkin and Joanne Desormeaux will work on the job description.



c. Healthy Beverage Photo Challenge

It will be communicated through the media.

d. Healthy Food and Beverage Policy Development Workshop

Tammy Hublert , Sue Dunfield and someone from Health Unit.

10. Next Meeting Date

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

Tuesday, September 20, 2016 at 1:30 pm at 25 Central Avenue, Brockville, Board Room A.