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**Healthy Kids Community Challenge Steering Committee**

**MINUTES**

**Wednesday, November 23, 2016      10:00 a.m. to 12 noon**  
**Leeds Grenville & Lanark District Health Unit, Board Room**  
**458 Laurier Boulevard, Brockville, Ontario**

**Present:** Elaine Murkin – LGLDHU, Melanie Oattes – LGLDHU, Danielle Labonte – LGLDHU, Susan Dunfield – Township of Rideau Lakes, Jay Mater – YMCA, Margaret Fancy – EKIOC, Emily Beelen – CRCHC, Johanne Bégin – CDSBEO, Kim Little – UCLG (Chair), Joanne Desormeaux – LGLDHU (Facilitator), Tammy Hulbert – Municipality of North Grenville - by phone, Robin Eekhout – UCLG (Recorder)

**Regrets:** Doug Struthers – Community Champion, Christine Row – Rideau Lakes Library

- 1. Welcome** – Welcome by Kim. Round table introductions.
- 2. Additions to Agenda** – No additions
- 3. Review and approval of Minutes** – Approved
- 4. Action Plan / Budget Revision** –

**Budget** - Electronic motion sent. There have been some minor tweaks from the electronic motion that had been sent out to the group. Fewer applicants than expected for the water filling stations resulted in the need to reallocate approximately \$6,000 throughout the Theme II Action Plan.

Proposed to use as follows:

- Facilitator travel (not included in original budget)
- Adding a second workshop for the evening to capture a different audience
- Venue and catering for second workshop
- Printer supplies
- Some grocery cards, participant incentives
- Increase to the resource development

The Committee expressed no concerns with the redistribution as above.

**Action Plan** - Ministry did not have many questions. Plan has been approved.



## 5. Facilitator Updates

**Filling Station Approvals** - 24 recipients approved – Information will be on website. All areas were represented. Promotional products will be delivered next week to the approved recipients. Each recipient will receive a toolkit for education, promotion and policy. This is a requirement for each participant. Danielle Labonte will be assisting with the education piece. Toolkit is available on-line.

**Healthy Food and Beverage Policy Development Workshop** - Set for Tuesday, March 7, 2017 at North Grenville Municipal Centre. There will be two Workshops - Municipal Sector will be targeted for daytime, and Sports and Recreation Sector for the evening.

**Fueling Recreation in Your Community** – Daytime Session - hoping to have attendees be people that are involved with community or municipal recreation, i.e. mayors and so on. Speakers confirmed as follows: Kim Bergeron speaking on Healthy Eating in a Recreation Setting, and Ken Wood/Katie Neil-Blandford-Blenheim will speak on a pilot for moving forward with healthy choices. Part of the workshop will include a speaker panel. Committee is looking for local content. Frank Prospero will be one speaker. Discussion being proposed is private and public run canteens. Public run may be more open to new policies. The session will conclude with a facilitated discussion. Save the Date will go out in December. Focus will be on resources; People want concrete tools they can take away.

**Fueling Kids in Sports** – Evening Session – this workshop is targeting sports leagues, associations and parents. Seeking speakers from Healthy Bodies/Health Minds. Want to focus on the healthy child. Second Speaker is to be a Champion Coach/ Role Model. Ron Tugnutt is being approached. Not confirmed. There will be incentives to bring people out; a couple of draws of \$500.00; looking to see if we can partner with Jump Start. Committee is hoping to have 50 people attend. There will be a toolkit as a take away. Suggestions as to how to get parents there were as follows:

- Babysitting service may be helpful. Brockville Y could assist with this.
- Smaller door prizes may be appealing.
- Team water bottles with carrier. Offer that the team will receive the water bottles with carrier if they send two representatives for their team.
- Y memberships. Single month membership could be offered.
- What about a team prize? North Grenville will ask about a free hour of ice. Many suggestions to help. Approach all types of coaches - hockey, soccer, football, dance, gymnastics, swim and so on. Sue Kennedy from Making Play Possible would have a list of coaches and representatives. Joanne to follow up with her.

Healthy Beverage Photo event winners will be recognized at one of these events. TBD.



**Healthy Beverage Photo Contest** is set for January 2017. Contest is open from January - February 2017. You will have to “Like” the Facebook page to participate. Winners will be chosen late February. Promotion will be through partners and along with some paid advertising. It will be very general and open.

Two promotional ideas shared. Child could be a super hero. Or a “Got Water?” approach. Water Does Wonders with the wonder-girl/boy superhero was preferred by the committee. Suggested that both a boy and girl be part of the example for people to see and to adhere to the HKCC branding colours.

Photo should be consuming water and promoting water consumption. Judging will be a combination of “Likes” and a panel of judges. Emphasis on non-bottled water.

Concern raised that “Likes” could be a problem in the final judging. If a photo has more “Likes” but the judges prefer another photo there could be questions about the decision. The number of “Likes” are visible on the website. Joanne to take this back to consider further in developing the contest rules/logistics.

You must be from Leeds and Grenville to win. Health Unit people cannot participate in the contest. Possible prizes - Go-Pro Camera or Vitamix Blender or \$500 gift package around activity. Committee agreed and liked the idea of winner getting to select their prize.

Joanne’s presentation to Council - very positive experience. Mayors were happy and enthusiastic with how their communities were supported through Theme I of the HKCC. Mayors were very engaged.

## 6. **Bright Bites / Sip Smart Updates**

Danielle Labonte - registered dietician. She has been hired to assist with getting the information to schools and community groups. She will be providing information on how different groups can use Bright Bites and Sip Smart.

Danielle provided a brief overview of the Bright Bites website. The site encourages many ways to boost nutrition through activities. Bright Bites hits on many topics that will help people in many ways. People participating will earn badges as they progress through the various stages of the program. Badges can be earned individually, team, school and so on. Program is very adaptable to schools. Website is primarily available to schools but information can be accessed by others. The Sip Smart section provides lessons for the teacher to use in the classroom and is primarily for grades 3 through 7. Information is available in French on website.



Looking to adapt the materials for community use. Banners and other promotional material could be made available. Another promotional item being considered is magnets. Magnet inventory will be decided once water filling station recipients are spoken with to see how many they would like. Non-recipients of water filling station are still eligible for promotional materials. Request for resources can be made through the HKCC website. Community programs will also be able to access Danielle as a resource – how this will happen is to be determined. EKIOC, Rural Recreation Associations, Brockville Y and Libraries are currently interested in having her speak. Danielle will be available until March 31, 2017. Funding for her position is through the HKCC funding and the Health Unit for the tri-county.

Work group consists of - Melanie, Danielle, Sue, Joanne

**7. Theme III – if information available**

Not available at this time. Theme will be fruits and vegetables but no more details available. Bright Bites will be something we can build on as there are badges related to healthy eating too. Next theme will start April 1, 2017.

**8. Next Meeting Date – Thursday, January 19, 2017, 10:00 a.m. to 12:00 p.m.** We will confirm where. Tentative Snow date - January 20, 2017. If the school buses are cancelled in Leeds and Grenville then the meeting will be cancelled.

RSVP to [CSSAdminServices@uclg.on.ca](mailto:CSSAdminServices@uclg.on.ca) at your earliest convenience.