



Healthy Kids Community Challenge Steering Committee Minutes

Wednesday, October 4, 2017, 1:30 p.m.

The Leeds Grenville and Lanark District Health Unit
458 Laurier Boulevard, Brockville, Ontario

Present: Melanie Oattes – LGLDHU, Susan Dunfield – Township of Rideau Lakes, Emily Beelen – CRCHC, Natalie Lawson (student) – CRCHC, Christine Row – Rideau Lakes Library, Elaine Murkin LGLDHU (Chair), Joanne Desormeaux – LGLDHU (Facilitator), Shannon Brown – UCLG, Jay Mater – YMCA, Tammy Hurlbert - North Grenville, Danielle Labonte – LGLDHU, Angela Certosini, Vice Principal – CDSBEO, Danielle Ouellet – UCDSB, Margaret Fancy – EKIOC, Alexis Green – Public Health Nurse, LGLDHU, Danielle Lauzon – UCLG (Recorder)

Regrets: Johanne Bégin – CDSBEO, Karlene Elliott – St. Mark Catholic School, Chantal Lanthier – Catholic School Board, J.D. Struthers – Community champion

1. Welcome

Called to order at 1:30 p.m.

2. Introductions

Shannon Brown was introduced in her new position as Manager of Children’s Services, UCLG, replacing Kimberly Little and will be the new Chair of this Committee moving forward.

Alexis Green, Public Health Nurse with the Leeds, Grenville and Lanark District Health Unit was introduced to the Committee. She will be co-facilitating with Joanne; primarily with the program pieces and Joanne will facilitate in the administration of the program.

3. Additions to the Agenda

Approved as is.

4. Review and Approval of Minutes

Approved as is.



5. Terms of Reference (TOR)

Since going into Theme Four, thought it necessary to go through the TOR.

- Community Champion – though not regular participants, they receive copies of minutes and updates. The current Community Champions are Doug___ and Paula Stewart.
- Facilitators are able to change to co-facilitators.
- Key Functions and Principals of the Steering Committee; many are still valid.
 - Working groups are not included and don't stem from the Steering Committee; a line will be added and any changes will be up for review.
- Membership
 - To include two local businesses which have not been represented in the committee not without trying on Kimberly Little's part; she tried to recruit but they wouldn't have a specific task. This representation can be removed from the membership; however, will continue to recruit as such representation can provide a different perspective/expectation
- Annual review – wasn't followed; however, was implied.
- Meetings – intended to be bi-monthly; however, not followed since the Committee meets quarterly.
- Accountability – nothing has changed.
- Locations are to be updated.
- A line will be added by the Health Unit regarding *In Kind Preparation*.
- Confidentiality remains the same.
- Partnership Evaluation – confirmation received that the current committee members are comfortable to continue with the next Theme.

6. Facilitator Updates – Theme 3

A slide show was presented summarizing and highlighting Theme 3.

Public Health Ontario released a Local Steering Committee Survey Summary Report in August 2017; highlights of report were presented in a slide one.

Public Health Ontario is to conduct another Steering Committee evaluation this Fall.

Veggies n' Fruit Community Boost Highlights; there were 13 community boost projects some of which are completed, winding down or just starting up.



The interim reports summarizing the projects were wonderful to read and included some quotes which were pleasant and unexpected.

There were some initiative delays due to the summer holidays; however, with schools operational again, things are back on track.

Some of Danielle's highlights included:

- *Homeward Bound Brockville – Community Kitchen & Meals* programs had a different theme each week and ran approximately for two hours providing fun activities with kids, taste tests with different fruits and vegetables. Though turn-out was initially small, the program has grown.
- *Rideau Lakes Library* had the idea to combine food science with cooking called Gastro Blast cooking Club. The turn-out expectation was 10; however, 41 participants appeared. The program has since moved to the gym to accommodate the numbers and provide better organization. Kids are really excited to participate and high school students are now volunteering. There have been 15 Good Food Boxes ordered.
- *Brockville Public Library* provided two gardens in-front of the library and wrapped up their initiative, Tinker Lab Grow, with an end of summer celebration. It was a great success with a large harvest.
- *Developmental Services of Leeds and Grenville* began promoting the Good Food Boxes with brochures, a kids challenge and a radio segment. They receive support from a dietician.
- *Brockville and District Association for Community Involvement – Community Garden* in Gananoque are building a second community garden near Linklater Public School so that the school and Boys and Girls Club can participate and kids involved. In addition to lots of community support and volunteering, a kitchen will become available for demonstrations.
- A total of five schools were participated doing gardening and offering fruits and vegetables.

Margaret added that at a Planning Table meeting held in June, Tom Turner, Beth Steel and the Brockville Police Community Hub wanted to get involved with the Good Food Boxes program; there are now 15 people assisting with the program.



Boxes are available at the Hub to be picked-up; families are leaving the \$15.00 in advance to ensure receipt of a Box. Further progress includes volunteer drivers and a cooking piece. It is very exciting to see the partnerships coming together and its sustainability.

The Veggie Roundup Roadshow – 17 shows were attended by Danielle, Melanie, and Joanne, except for Augusta Township. The Bike and Recipe Wheel where you had to guess the contents in the smoothie, was received well. The Facebook contest was very easy to enter; however, didn't receive many entries. To get more in-take, the iPad was brought along to the shows so as to allow families the opportunity to enter the contest. There was a total of 26 entries. Winners were randomly selected resulting in winners from Spencerville, Brockville and Gananoque.

The Healthy Recreation Concession Situational Assessment intervention stemmed from the Theme III workshop held in March 2017. As part of the situational assessment, the CNA Municipal Surveys and HCP HCAIT surveys provided good information; however, information specific to foods in recreation concessions was lacking. Therefore, wanted to scan 13 Counties to see what is available, what are their challenges and success and to provide them supports to offer healthy options. Danielle will be visiting all 13 municipalities to complete/gather this information and to make connections. Danielle will provide further information at next meeting.

In North Grenville, the community changed the concession stand at the pool; unhealthy food options were replaced with healthy options and at lower cost to the customer. As a result: the revenue has increased, positive feedback from clients, and overall success. The next step is to work with Pepsi and energy drink companies to restructure what is provided from the vending machines. Also, the popcorn offered at camp movies used to be microwave – now there is a fancy popcorn maker providing fresh popcorn which is being enjoyed by all.

The Communications Campaign for the last intervention included the Smoothie Resource which provided four steps to make a healthy smoothie, as well as a Key Messages Fact sheet that was offered in French as well. Some HKCC's have adapted this resource and are using. The Veggie of the Week blog provided informative links to YouTube videos that were filmed at Independent Grocers in Prescott (i.e. how to regrow romaine lettuce). Users need to visit the website in order to access the blog and the Veggie of the Week will be featured until end of November.



The social media platforms, Facebook and Twitter, highlighted different Community Boost Spotlights to promote projects and roadshow locations. Some funds were spent on Facebook Boosts which proved successful

In addition, Tammy and Danielle authored an article which was published in the Kemptville Advance newspaper.

7. Theme 4 - Brainstorming

This theme slogan is called Power Off and Play and is focusing on reducing screen time. It will run from January 2018 to September 2018 (9 months). It will encourage communities and build on the previous three themes; therefore, looking at ways to combine messaging from all themes. The funding is expected soon.

One of the focuses will be to overcome barriers in order to create more face to face interaction with parents and children as 'screens' are a huge presence in our lives.

The Ministry has released a draft guide for the Theme Four roll out to address screen time, given studies:

- Importance of family meal time together
- Marketing to children
- Schools to focus more on reading and play time vs. screen time
 - Each school has their own policy at the elementary level regarding cell phone usage and are reliable to educate skills on where and how to retrieve information and from proper sites. It's been noticed and research has stated that teens prefer an actual book versus digital books.

What Works – a little search for theme 4 will be conducted through Health Unit librarian resources; the information from this will be shared at the next meeting. Comprehensive approaches are more successful (e.g. education, supportive environments, policy, etc.). Early Years are an important time of development, as well as focus on outdoor play in nature.

- Margaret shared Best Start, ages 0 to 6, reviewed the EDI Instrument results which showcased areas with the highest vulnerability, around fine motor skills and other areas. A sub-committee was set up get message out (social media, posters, codes to access more information) to parents on the importance of



outdoor play. The sub-committee was looking to acquire the speaker, Dr. Chen, at their October meeting; however, will advise them of his appearance at the Summit in Smiths Falls with hopes to merge the sub-committee with the Summit.

- Shannon affirmed the Early Development Instrument (EDI) map is an assessment completed in senior kindergarten every two to three years. There have been four data sets since 2005 of collected information on physical and well-being which is an area for continued improvement (areas include but not limited to physical activity, parenting skills, sleep, etc.). The EDI is a Ministry of Education project with the Offord Centre (McMaster University) and is used nationally/internationally. It is a community level assessment of how well a community is supporting children/families and not of the children themselves.
 - Gross motor and fine motor areas are the subdomains of greatest concern; for example:
 - car seats today make transporting their child easier versus removing the child from the car seat to develop core strength.
 - less babies are given tummy time to build hand muscle strength resulting in underdeveloped hand strength to hold pencil at age five.
 - Physical health and wellbeing is also an area of concern in the province as our population tends to be more risk adverse and today's play is considered 'risky play' versus 'play' in our day; therefore, practices in society are misdirected.

A Theme 4 Brainstorming Chart was provided with Ministry suggestions and other ideas from the Facilitators. The inclusion of a Communications Plan and Sustainability Plan will be included in the action plan.

Note: "P" means Policy, "E" means Educational

- Communication Plan focusing on messaging versus program building.
- Replacing screen time with other activities focuses on intervention and more programming into the community.
- Sustainability Plan will focus on continued building beyond this funding.

The committee shared ideas within the three areas which were recorded on a flip chart, for example:

- Promotion/Messaging at Welcome to Kindergarten Nights – usually done in the Spring and suggestion was to invite community partners



- Promoting and supporting Making Play Possible (MPP) – promote and/or contribute funding to this resource
- Record manual grocery list versus on screen
- Family time instead of watching a movie
- Board games instead of tablet, read a storey at lunch time
- Family Day ideas: an Amazing Race or Passport theme – would promote local trails
- Increase parents awareness of their screen usage and how it is perceived from their child’s perspective
 - Encourage meal time discussions; sample questions to ask their children to engage conversation/discussion (i.e. what was one thing that made you laugh today) which makes children pause and think, thus creating interaction between parents and child
- Instead of a movie on PA days or snow days, do a physical activity
- Instead of family movie night, do a bowling night
- A day camp with no screen time/electronics and every two weeks watch a drama dazzler (parents would be advised no electronics at the dazzler)
- Geocash idea; ‘what’s your data plan’ and how much your daily usage costs you
- More after school programming – Big Brothers and Big Sister looking into more options for parents; however, transportation poses a problem
- Encourage a period of time with no screen team like ‘Turn Out the Lights’
- Focus on delivery of message to engage family participation and their ideas by hosting parent focus (i.e. Ontario Parental Council, triple P, Healthy Babies, Mom and Tots, the Community Hub)
- Screen free weeks as a challenge or Daily Physical Activity (DPA) in schools promoting outdoor piece and provide an incentive (sell equipment)

Another suggestion to assist in the message delivery was to engage a marketing student to volunteer.

The Action Plan is due November 15, 2017. Any other suggestions/ideas are to be forwarded to Joanne.

The Rural Recreation Summit 2017 was plugged at the meeting; looking to embrace technology to improve physical activity. The committee members were encouraged to



HEALTHY KIDS

COMMUNITY CHALLENGE
LEEDS AND GRENVILLE



come to the Summit taking place on Thursday November 2, 2017 at the Smiths Falls Memorial Community Centre from 8:30 a.m. to 2:30 p.m.

8. Sustainability Planning

Due to time, this item was not discussed and will be addressed at the next meeting.

9. Next Meeting Date

To be determined.