



Library Board

Meeting Date: **October 27, 2015**

Submitted by: **Lindsay Brock, Library Services Manager and Cindy Howard,
Director of Social Services**

SUBJECT: **HEALTHY KIDS COMMUNITY CHALLENGE – UPDATE**

BACKGROUND:

On January 24, 2014, The Ministry of Health and Long-Term Care issued the Healthy Kids Community Challenge. Ontario's Healthy Kids Community Challenge (The Challenge), is a community-led program where partners from different sectors (e.g., public health, education, recreation and local businesses) work together to implement activities to promote healthy weights for kids. The challenge is the first of its kind in Canada and is based on a best practice recognized by the World Health Organization.

On July 13, 2015 the County received a letter from the Honourable Dipka Damerla, Associate Minister of Health and Long-Term Care, informing the County it will receive up to \$525,000 in one-time funding for the period of April 1, 2015 to March 31, 2018 to support the Healthy Kids Community Challenge. The ministry is providing one-time funding up to \$175,000 for the 2015-16 funding year, up to \$175,000 for the 2016-17 funding year, and up to \$175,000 for the 2017-18 funding year.

ANALYSIS:

Interviews for the Healthy Kids Community Challenge Project Manager were completed in September by the Library CEO, Director of Social Services, and Library Services Manager. The successful candidate, Nadine Devin, will begin work on October 19th.

The Steering Committee met on Friday, October 2nd, and a wealth of information and ideas was generated. Committee members include representatives from the Middlesex-London Health Unit, United Way, Ontario Early Years Centre, County of Middlesex, and a number of lower tier municipalities. The key to the success of this project is committed local partners, and this group will be called upon at regular intervals throughout the project.

Discussion topics included resources available to assist with the Community Needs Assessment (a required task in Year 1), marketing and promotion ideas, possible launch events, and the Year 1 Theme: Run. Jump. Play. Every Day.

The Year 1 theme provides the opportunity to encourage regular daily activity among children. Studies show that active children are happier, they sleep better, and they have greater success at school. Physical activity can take many forms for children, and should include activity that raises the heart rate for maximum impact. Programming and events organized by the Project Manager will reflect this theme.

Over the coming weeks, the Project Manager, along with the project Co-Chairs (Cindy Howard, Director of Social Services; and Lindsay Brock, Library Services Manager), will determine a plan of action for the completion of the Community Needs Assessment and programming to be implemented in Year 1. The first Quarterly Financial Report and Project Activity Report are due October 31st, and these will be completed and submitted accordingly.