



City of  
**Peterborough**

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**To:** Members of the Arenas Parks and Recreation Advisory Committee

**From:** Ellen Stewart, Youth Recreationist

**Meeting Date:** February 19, 2019

**Subject:** Report APRAC19-003  
Healthy Kids Community Challenge and the Transition to  
Keeping Kids Healthy Initiative

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## **Purpose**

A report to provide information on the transition from Healthy Kids Community Challenge to Keeping Kids Healthy initiative.

## **Recommendation**

That the Arenas Parks and Recreation Advisory Committee approve the recommendation outlined in Report APRAC19-003 dated February 19, 2019, of the Youth Recreationist, as follows:

That Report APRAC19-003 on Peterborough's transition to the Keeping Kids Healthy initiative be received for information.

## **Budget and Financial Implications**

There is no budget or financial implication resulting from the approval of the recommendation of Report APRAC19-003.

## Background

The Healthy Kids Community Challenge, (HKCC), was launched in 2014 by the Ministry of Health and Long-Term Care, (MOHLTC) and was designed to improve the health of children aged 12 years and under across the province. The HKCC aimed to support community-based activities to promote healthier living as a key component of Ontario's strategy. Peterborough was one of 45 communities who took part. Between October 2015 and September 2018, the MOHLTC provided funding, training, advice, social marketing tools and other resources to develop and implement community-based programs and activities that promoted healthy lifestyles. The project was co-led by the City of Peterborough and Peterborough Public Health, along with a cross-sector leadership group, topic-specific action groups, and a broad community network.

### HKCC Goal:

- Reduce the prevalence of and prevent childhood overweight and obesity in selected communities by promoting children's health through physical activity and healthy eating.

Four themes were implemented over 9-month terms. Each theme integrated key factors associated with healthy weights in children and included: increasing physical activity, promoting healthy hydration, supporting healthy eating, and reducing sedentary screen time. Many of these initiatives are continuing past the end of HKCC funding, as building in sustainability was a key factor in program planning.

As HKCC funding was coming to an end in September 2018, HKCC communities were invited to apply for a new project entitled "Keeping Kids Healthy through Collective Impact: Connecting Health and Social Sectors to Promote Healthy Equity" (KKH).

Peterborough, along with three other communities, the County of Middlesex, the City of Ottawa and the City of Thunder Bay were the successful applicants. While this project is not a direct continuation of the Healthy Kids Community Challenge initiative, it seeks to leverage and build upon the great work already underway from the HKCC to support children's health and well-being. KKH will run from October 2018 to March 2020, funded through the Ontario Public Health Association. As with the HKCC, the KKH project will be co-led by the City of Peterborough and Peterborough Public Health. This project aims to strengthen community capacity to build and expand their cross-sector linkages. This will enable more coordinated planning and services to support the optimal health and well-being of children. Strengthening partnerships is the key to this initiative.

### KKH Objectives:

- Identify gaps in community capacity to support linkages between local health and social sectors to more effectively support individuals who are disproportionately impacted by the social determinants of health;

- Develop a plan to address the identified gaps in community capacity, build linkages and deliver programs to support individuals who are disproportionately impacted by social determinants of health. This could include, for example, consideration of co-location of programming across the health and social sectors;
- Implement and evaluate the plan in its ability to meet stated objectives; and
- Use a sustainability approach to support ongoing impact beyond the duration of the project that includes sharing of project tools, resources, and findings with other communities in Ontario, via the Ministry.

Peterborough is currently engaging with diverse stakeholders to conduct a situational assessment, identify a common agenda, create an action plan, and develop a corresponding evaluation plan to guide this work through the duration of the initiative.

Submitted by,

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Youth Recreationist

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