



City of  
**Peterborough**

---

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

**From:** **Ken Doherty, Director of Community Services**

**Meeting Date:** **February 25, 2014**

**Subject:** **Report APRAC14-018  
Healthy Kids Community Challenge**

---

## **Purpose**

A report to provide information on the Healthy Kids Community Challenge funding opportunity.

## **Recommendation**

That the Arenas Parks and Recreation Advisory Committee approve the recommendation outlined in Report APRAC14-018 dated February 25, 2014, of the Director of Community Services, as follows:

That the report on the Province's Healthy Kids Community Challenge program be received for information.

## **Budget and Financial Implications**

If selected, Peterborough could receive up to \$1.5 Million over 4 years from the province to fund the Healthy Kids Community Challenge activities. There is a requirement to have a project manager and the provincial funds will only cover 50% costs of that role. The remaining support to the project manager role may be in kind and the role may be shared across a variety of people.

It is proposed that the other 50% towards the project manager role be shared by the PCCHU and the City through reallocation of existing staff time and or from contributions within existing budget lines within the Community Services Department including the Social Services Community Social Plan.

## Background

Report CSSH14-002 was presented to the City's Committee of the Whole on February 18, 2014 seeking Council authorization for the Director of Community Services to apply, with the City as the lead applicant, to the Province's Healthy Kids Community Challenge on behalf of the City, County, Townships, and other interested local parties.

On January 24<sup>th</sup> the province issued call for applications for the Healthy Kids Community Challenge. The deadline for the application is March 14, 2014.

### **The Challenge will focus on:**

- Teaching the kids healthy lifestyle habits
- Promoting positive health messages
- Bringing the entire community together including families, schools, businesses and community programs to help children prosper and grow
- Supporting activities that will benefit the whole community, focusing on those who need it most.

The province is providing up to \$1.5 million over 4 years for each community selected. Up to 30 communities may benefit from this funding but applications may only be submitted by municipalities or Aboriginal Health Access Centres.

### **Why is this challenge needed?**

In Ontario:

- 30% of children and youth are either overweight or obese
- it is worse for boys than girls
- only 32% of children and youth are meeting the new physical activity guidelines
- Children have been getting between 30 and 60 minutes less sleep over the last 20 years, increasing the risk of overweight or obesity by 58%

In Peterborough:

- Though information about obesity in children is not readily available we do know the body mass index of Peterborough adults is self reported as 41.1% being overweight, higher than Ontario (34.4%) and Canada (34%)
- There is limited data available for 0 – 11 year olds

- The percentage of teenagers that eat 5 servings of fruit or vegetables per day has dropped from 43% in 2008 to 37% in 2012
- 40.7% of Peterborough teenagers are inactive during their leisure time compared to Ontario (46%) and Canada (46%)

The municipality must play a lead role, and is the entity required to submit an application for this opportunity, but there is a strong emphasis on multi-sectoral partnerships. The initiative also recommends the support of local champion(s) to mobilize community change including engagement with private sector partners. In addition to a request for the Mayor to be identified as local champion, other leaders in the community may also be engaged across the Peterborough area.

Beyond the obvious benefits of participating in this challenge for the health of our children and youth, the relationships established through this type of partnership will go on long after this specific initiative is finished. This type of initiative strengthens the relationships to support our community's ability to tackle complex problems together.

This initiative fits well with the Greater Peterborough Area Community Sustainability Plan (March 2012). One of the themes of the Sustainability Plan was Healthy Communities which include 4 strategic directions:

- Encourage health and social services that focus on preventative care, are accessible, and meet the needs of our community as it changes.
- Provide sport and recreational opportunities that are accessible to all
- Strive for adequate and attainable housing to increase the quality of life for all.
- Encourage civic engagement by supporting citizen involvement in decision-making

It is proposed that a project working group be developed for the Healthy Kids Community Challenge. Its membership would include representatives from across the community, for example members of the Peterborough Partnerships for Wellness and the Peterborough Recreation Working Group. Representation from the City, County and Townships, and the First Nations should they wish to participate, will allow for co-ordination within the Peterborough area. Certain neighbourhoods or communities may be targeted for activities based on needs and community interest.

The project working group for the Healthy Kids Community Challenge will seek to partner with other health, education, recreation, and social service agencies such as the three school boards, Trent and Fleming, YWCA and YMCA as well as private sector groups interested in improving the health of the Peterborough community. The approach will build on many successful past partnerships in the community and will work to foster collaboration, engagement, plan alignment and integration – all concepts that will be important to a successful implementation of the Healthy Kids Challenge.

It is proposed that the development of the grant application be through a project working group, under the auspices of Sustainable Peterborough. The working group will be co-chaired by Larry Stinson, Director of Public Health Programs of PCCHU and Linda Mitchelson, Social Services Division Manager at the City. Mr. Stinson is currently a member of the Sustainable Peterborough Steering committee and will report back on the Healthy Kids Community Challenge working group activities to the Sustainable Peterborough Steering Committee.

The exact range of activities to be included in the project will be developed by the project working group with input from the various community partners and will fall within areas of focus and themes as defined by the province including:

- Healthy eating
- Physical activity
- Adequate sleep
- Assessment and planning

Wider community partnerships are expected to grow as activities are planned in more detail and the membership of the Healthy Kids working group and reporting mechanism may need be adjusted as the project definition is further formulated. If successful in this application, then a project implementation plan that outlines ongoing communication and reporting mechanisms will be developed.

## Summary

The province has created a \$30m fund for up to 30 pilot communities to participate in the Healthy Kids Community Challenge over the next four years. Council approval of an application and the formation of a working group under the auspices of Sustainable Peterborough will encourage a regional response to address childhood obesity.

Submitted by,

Ken Doherty  
Director of Community Services

Linda Mitchelson  
Social Services Division Manager

Contact Name:  
Linda Mitchelson  
Phone: 705-748-8830 Ext. 3770  
Toll Free: 1-855-738-3755  
Fax: 705-876-4620  
E-Mail: [lmitchelson@peterborough.ca](mailto:lmitchelson@peterborough.ca)

Attachments:

Appendix A - Healthy Kids Community Challenge Brochure

Source: <http://www.health.gov.on.ca/en/public/programs/healthykids/>