



# Healthy Kids **Community Challenge**

## Summary of Key Informant Interviews and Surveys



**Prepared for the HKCC team  
by the Social Planning Council  
of Ottawa with the assistance of One  
World Inc and Sue Merrill Consulting.**

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## Process:

Interviews were conducted with key informants who were able to provide perspectives on how the HKCC could roll out in Ottawa. The interviewees were asked to identify the following:

- Assets that HKCC could build on.
- Opportunities that HKCC could take advantage of.
- Potential Action Plan items.
- Anticipated challenges for moving forward with the Action Plan

A survey was also opened to ask respondents about the same questions. A total of 26 English and 2 French responses were received.

This report will summarize the input from the interviews and identify key opportunities for HKCC.

The list of interviewees is included in Appendix II.

## Summary of main themes:

### *Principles to guide HKCC work with target neighbourhoods*

Many of the respondents/interviewees identified important principles that should be used to guide the work in the HKCC initiative:

- Nine month initiatives are not nearly enough to achieve any lasting benefit in the neighbourhoods. It would be most useful to focus on initiatives that will build capacity in the communities to address healthy living issues so that impact will be more sustained.
- The themes of active living, healthy eating and reducing screen time are interrelated. Therefore, it makes sense to support an integrated approach in programming, as opposed to treating each theme separately.
- Not all communities are starting from the same place. Therefore, there should be flexibility to allow the strategies to be implemented in ways that make the most sense and build on assets and address specific challenges in each neighbourhood.
- It takes time to build effective relationships with neighbourhoods. Therefore, it makes sense to work in partnership with those organizations that are already working in the priority neighbourhoods (e.g. Boys and Girls Club, Christie Lake Kids, YM/YWCA), as well as the ongoing institutions in those neighbourhoods (e.g. schools, community/recreation centres, Ottawa Community Housing, CHCs, CRCs). These are the organizations that already know the communities well and have established networks.
- As this initiative does not provide a large amount of funding in itself, it would be best to look for opportunities where this funding can be used to support and leverage other resources in each community.

- It is really important to engage parents as part of this initiative. Parents can support their kids, and they can be important role models for them.

### Assets

Many assets were identified through the interview and survey process. The responses did not indicate, for the most part, whether specific assets were city-wide or neighbourhood-specific, so each neighbourhood will need to make its own decisions about where they can build on. As well, most of the assets applied to all these areas.

The following were some of the main assets identified:

- Build on the ongoing assets that are located in each neighbourhood, as they have an ongoing presence and relationships, as well as staff and space (e.g. schools, community centres, CHCs/CRCs, OCH). Some of the staff may have training in active living/healthy eating.
- Some organizations are already operating programs in these neighbourhoods that include active living/healthy eating components (e.g. Boys and Girls Club, YMCA, Christie Lake Kids). As these organizations are already established there is an opportunity to build on existing programming.
- There is tremendous human capacity that can be developed in the neighbourhoods. This includes:
  - people with relevant skills/experience (e.g. newcomers with coaching skills, but no Canadian experience)
  - people who might not have specific skills, but have a strong desire to help their communities (and perhaps get experience that could lead to paid employment);
  - teenagers who are looking for volunteer placements as well as experience and mentoring.
- Almost all neighbourhoods have community associations and parent councils (at schools). These groups tend to be very well-informed about the issues of children and local resources available, so they should be included in process of developing initiatives.
- Neighbourhoods have a variety of physical assets – both natural (fields, paths, waterways) and built (e.g. parks) – although many respondents noted these are often not used as much as they could be.
- There are a variety of space possibilities available in neighbourhoods (availability can vary widely), including specific recreation spaces (e.g. community and recreation centres), as well as other spaces (schools, churches, etc.).
- A number of City-wide resources were identified, but the main ones were:
  - I Love To programs – these operate in a number of the neighbourhoods and are recognized as offering high quality experiences to support an introduction to a wide variety of sports.

- Jumpstart is a strong partner that provides access to equipment and programming for low income kids. It is working closely with the City on I Love To programs, as well as Christie Lake Kids, YMCA and Boys and Girls Club.
- Sports clubs (e.g. Minto Skating Club) have considerable experience in coaching and have an interest in contributing some of this expertise to other communities.
- Active School Transportation Network is well-developed and experienced.
- City has expertise in designing inclusive programming for special needs children and is already training some organizations in this.

### *Opportunities*

- Take advantage of momentum around existing festivals, major fundraising activities (e.g. Terry Fox run) to support neighbourhood activities.
- City is looking to expand the base of young recreation instructors from different communities as baby boomers are retiring.
- City is interested in expanding I Love To programs, and Jumpstart is very pleased with this partnership – opportunity to expand.
- There is an opportunity when designing HKCC to consider how private sponsors could be engaged.
- Could be an opportunity to work with group like Citizens Academy around advocating for policy change and funding with the City to support greater accessibility
- Engage funders like United Way for this issue to be integrated into before and after-school strategy for children/youth
- Tie in to Canada 150 celebrations in Ottawa.
- Canada Sport for Life Summit – possible for community members to attend
- OCDSB and other school boards organize conferences for parents and teachers – an opportunity to organize professional development and workshops.
- Opportunity to pursue greater partnership between Parks and Rec and schools so they can work more closely together on this issue.

### *Action Plan Ideas*

- Provide enhanced training for staff/volunteers in afterschool programs about how to integrate active living and healthy eating into their programs (e.g. fundamental movement skills, High Five)
- Provide same training and mentoring to community leaders and teenagers; organize opportunities for them to lead in their communities and get good experience as well as qualifications (e.g. recognized training, First Aid/CPR). If this is done then also need to strengthen capacity of community organizations to work effectively with volunteers.

- Expand programs like I Love To to offer additional programs, reach more children. Expand involvement of Jumpstart (and potentially other sponsors).
- Expand options for free/inexpensive programming through City and other providers.
- Park animators to lead activities in parks, foster a culture of play.
- Organize training on how to organize activities year-round with minimal equipment (e.g. jump ropes, stencils to mark hopscotch and other play activities on yards, pavement).
- Outreach to apartment buildings and other areas that might be harder to reach. Organize activities in the buildings so residents don't have to leave.
- Need to look at whole area of how to make activities inclusive of special needs children – what can be done to accommodate these children in these neighbourhoods?
- Social marketing campaigns to support messages of active living and healthy eating. Messages should be positive and not make parents feel guilty. Message the positive value of unstructured play. Also strategies to engage teens (including social media).
- Support communications and outreach strategies in target communities – many of the low income families will not have access to computers. Explore “low tech” strategies such as community newspapers, noticeboards, engaging people through word of mouth.
- Provide opportunities for organizers from different neighbourhoods to share their ideas, strategies and experiences so they can support and inspire each other.
- Safe and Active Routes to School and the Active School Transportation Network are well-developed and could be expanded to new neighbourhoods.
- Consider opportunities to develop partnerships with sports clubs that could assist with coaching, mentoring in neighbourhoods.
- Develop programming that targets parents (e.g. provides them with opportunity to engage in active living and healthy eating initiatives while their children are doing the same). Parents are essential to support their children and are also role models.
- Make sure to include social components in neighbourhood initiatives so that community members can get to know each other – helps to deal with some concerns re safety.
- Strategies to support technology that promotes active living (e.g. dance games) and outdoor play (e.g. geo-cacheing)
- Strengthen links between Parks and Rec and schools around developing integrated approach to working with neighbourhoods (Medical Officer of Health and Directors of Education meet regularly – what about Director of Recreation?)
- Healthy eating items:
  - Find out where kitchens are available for use in neighbourhoods
  - Develop I Love to Cook program
  - Initiative to get healthier food to after school programs

### *Challenges*

- Winter is a major challenge, especially for newcomer families who do not know how to dress and do not have equipment for winter sports. Also, the short daylight hours make it challenging to program outdoor activities after school in winter.
- If private sponsorship is considered an element of HKCC need to consider what role it will play and how it will complement public resources.
- Fear of safety, letting kids go to play in parks.
- Staff/volunteers in after school programs may have little background in active living/healthy eating.
- Decreasing participation rates in adolescence, especially for girls.
- Controlling or prescribing the activities too much can lead to an approach that does not recognize differences in different communities.

## Appendix I: Main points from Interviews and Survey Responses

### *Run, Jump, Play Every Day*

Assets	Opportunities
<ul style="list-style-type: none"> <li>• Partnerships with recreation centres with appropriate space/eqpt.               <ul style="list-style-type: none"> <li>○ Hunt Club/Riverside Community Centre – sports program for 1st 5 years. Workers have High Five training so able to incorporate physical activity. Easy for new families to participate.</li> <li>○ Carlington – partnership with Dovercourt Recreation Centre. Bring playgroups to gym for gross motor activities. Program supported by RBC grant. Staff running program are skilled at organizing programs with physical activity component.</li> </ul> </li> <li>• Good Children’s Garden</li> <li>• Suggestion: “park animators” used in US/UK help foster culture of play and safety in playgrounds.</li> <li>• Centretown – Park in the Summer program comes to sweep park ahead of time (for needles, bottles, etc.) and then organize activities.</li> <li>• 8 to 80s project</li> <li>• PQ – Community Book Walks. Program to support location-dependent physical activity (e.g. in apartment</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign modeled on Embrace Winter (Edmonton)</li> <li>• Tie to Participaction?</li> <li>• High Five Training for staff and volunteers in after school programs</li> <li>• Boys and Girls Club has several excellent facilities. Open to partnerships that would use these facilities more extensively.</li> <li>• Partner with charitable fundraising programs e.g. Jump Rope for Heart, Terry Fox Run to encourage physical activity.</li> <li>• Ottawa Public Health’s iWalk event</li> <li>• Train resident leaders in fundamental movement skills, coaching, High Five</li> <li>• Ottawa Public Library now taking more of a community development approach – looking at more outreach to community</li> <li>• Engage with Parent Councils and Community Associations that have a good sense of issues in their communities.</li> <li>• Incorporate Run Jump Play programming into community gatherings and celebrations</li> <li>• Organize running clubs with volunteers as they require</li> </ul>

<p>buildings).</p> <ul style="list-style-type: none"> <li>• Ottawa Network for Education breakfast program is a great resource.</li> <li>• Interest in organizing cheap activities that could be easily brought to people e.g. stenciling (that can be used for activities like hopscotch) and balls/jump ropes</li> <li>• Boys and Girls Clubs <ul style="list-style-type: none"> <li>○ Work in 8 different communities</li> <li>○ After school programs offered 2-8 pm and 3-9 pm</li> <li>○ Walking school bus from schools to club programs</li> <li>○ Program design based on 4 pillars: physical activity, health, wellness; creative arts; leadership; education</li> <li>○ Focus on low income communities</li> <li>○ Already good participation from boys and girls (although girl participation drops in adolescence)</li> </ul> </li> <li>• Licensed programs <ul style="list-style-type: none"> <li>○ Children outside for an hour a day</li> <li>○ If the program is more than 6 hours- have to have a playground</li> <li>○ If there are children in kindergarten then food must be provided</li> <li>○ some have onsite cooks</li> <li>○ This is under the Canada Food Guide</li> </ul> </li> <li>• OYEC- active playgroups</li> <li>• Parenting Ottawa- healthy eating and active living-</li> </ul>	<p>very little – only running shoes</p> <ul style="list-style-type: none"> <li>• Work with network of neighbourhood organizations to integrate programming – e.g. Community Houses, CHCs, CRCs, schools, Community Centres, parks.</li> <li>• Learn from what other neighbourhoods are doing – share this information to inspire others</li> <li>• Could be an opportunity to work with group like Citizens Academy around advocating for policy change and funding with the City to support greater accessibility</li> <li>• Engage funders like United Way for this issue to be integrated into before and after-school strategy for children/youth</li> <li>• Tie in to Canada 150 celebrations in Ottawa.</li> <li>• Canada Sport for Life Summit – possible for community members to attend</li> <li>• OCDSB and other school boards organize conferences for parents and teachers – an opportunity to organize professional development and workshops.</li> </ul>
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have a strong Facebook page

- Kindergarten –play-based- engage children physically
- Book walks- physical component
- Active play groups
- Dance and momma
- Yoga
- Girls only groups- where girls feel comfortable to take off their hijabs
- Girls African dance group
- City of Renfrew did a Chalk Walk challenge- promoted active living
- Renfrew- opening 7 high school gyms on Saturdays- free of charge. They are being funded by the province.
- There has been a change in activities for children- more of a focus on play-based activities. We are in the process of introducing a new culture. Organizations are trying to introduce this.
- Role models in communities
- Programs in cultural orgs
- Community Development Framework
- Ottawa Community Housing supports playgrounds in OCH communities
- Community sports orgs offering variety of comm programs e.g. Orleans Bengals Football Club
  
- Ottawa Public Library offers free programs for children and families
  - Play is an important component of these programs

<ul style="list-style-type: none"> <li>○ Commitment to working with community partners, including Public Health, schools, daycares, comm orgs</li> <li>○ Works with Growing Up Great and brings programs to Community Houses</li> </ul>	
<ul style="list-style-type: none"> <li>● Safe and Active Routes to School <ul style="list-style-type: none"> <li>○ Website with info on Active School Transportation Program</li> <li>○ Program began as a pilot and has expanded – now a major focus for City and Public Health</li> <li>○ Emphasis on collecting data to enable better focus for program</li> <li>○ Building connections to transit system</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Min of Education has identified Active School Transportation as a best practice.</li> <li>● Active School Transportation Network is well-established with wide range of partners: <ul style="list-style-type: none"> <li>○ School Boards</li> <li>○ Ottawa Safety Council</li> <li>○ Envirocentre</li> <li>○ Ottawa Police</li> <li>○ CAA</li> <li>○ Ministry of Transportation</li> </ul> </li> <li>● ASTN working in: <ul style="list-style-type: none"> <li>○ Identification of problem areas</li> <li>○ Creating new partnerships</li> <li>○ Policy/planning issues</li> <li>○ Identification of new initiatives</li> <li>○ Useful platform to help reduce duplication</li> </ul> </li> <li>● Join Health Transportation Coalition</li> <li>● Possible partnership with Trillium Foundation’s “Sharing Places” initiative, which is delivered in communities where Active School Transportation is being implemented.</li> </ul>
<p>Special needs kids</p> <ul style="list-style-type: none"> <li>● Ontario Afterschool Programs Guideline is key</li> </ul>	<ul style="list-style-type: none"> <li>● Leveraging opportunities e.g. when developers are building new outdoor facilities, make sure they are</li> </ul>

<p>resource to guide integration of children with physical disabilities/special needs</p> <ul style="list-style-type: none"> <li>• Under AODA, City has a duty to accommodate persons with disabilities in their programs</li> <li>• Key resources at City: Jody Gilberg, Kinesiologist and Debra Wyatt, consultant/trainer</li> <li>• School boards and City already working together on integration of children with special needs</li> <li>• Make sure City run afterschool programs are inclusive</li> <li>• SNAP City programs</li> <li>• Specialized swimming lessons offered by City for autistic children</li> <li>• Water-based program offered by City for medically fragile children</li> <li>• City programs are fee-based – limited financial assistance available to help with financial accessibility</li> <li>• City offers integrated March Break and PD day programs</li> <li>• City has nurses who can help kids requiring clinical support in City programs</li> <li>• City provides training and mentorship to community agencies on areas such as Behavioural therapy and approaches to meeting needs of kids with special needs</li> </ul>	<p>accessible and inclusive</p>
<p>Jumpstart</p> <ul style="list-style-type: none"> <li>• A national charity established by Canadian Tire Corp.</li> <li>• Helps financially disadvantaged kids aged 4-18 with the following</li> </ul>	<p><u>Possibilities for participating in HKCC?</u></p> <ul style="list-style-type: none"> <li>• Would like to continue to facilitate access of kids to high quality programs</li> <li>• Important to work with partners that the communities already know and trust (so Jumpstart would work with</li> </ul>

<ul style="list-style-type: none"> <li>○ Equipment</li> <li>○ Registration/instruction fees</li> <li>○ Transport (to some extent)</li> <li>● Each child eligible for \$600/yr in assistance; eligibility determined by whether family is below LICO (supported by documentation of income), or by letter or reference from referring organization if income documentation not available)</li> <li>● All funds raised locally by 10 Canadian Tire stores; all funds expensed locally. Canadian Tire contributes admin costs.</li> <li>● Most funds distributed to support programming by 4 local partners <ul style="list-style-type: none"> <li>○ Boys and Girls Club of Ottawa</li> <li>○ YMCA</li> <li>○ Christie Lake Kids</li> <li>○ City of Ottawa</li> </ul> </li> <li>● Considerations for Jumpstart in selecting partners <ul style="list-style-type: none"> <li>○ Projects have scale (can reach large numbers of kids), community impact</li> <li>○ Maximize amt of benefit/child</li> <li>○ Partners have capacity to run high quality programs</li> <li>○ Positive community impact</li> <li>○ Programs that have potential to move towards supporting themselves</li> <li>○ Focus on programs that emphasize active living; not single events, but sessions of at least 8-10 weeks, 1 hour or more/wk.</li> </ul> </li> </ul>	<p>intermediaries who already have this relationship)</p> <ul style="list-style-type: none"> <li>● Jumpstart would like to increase awareness of its activities, especially locally (so Canadian Tire customers can see the impact of this charitable work in local communities)</li> <li>● Would like to encourage more active employee engagement by Canadian Tire employees in these projects; could also be useful in sourcing equipment for communities. Opportunities to give local</li> <li>● Continue to support “I Love To” programs as this partnership is working well.</li> <li>● Would like to bring in Ottawa Senators and the Sens Foundation to play a more active role.</li> </ul>
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How does Jumpstart support programs in Ottawa?

- City of Ottawa (I Love To Skate/Play Hockey programs)
  - Offered in partnership with City of Ottawa and Sens Foundation
  - Will work with over 600 kids this year
  - Kids receive certificates of \$175 for equipment, registration for 8 week program, celebration at end
  - Also supports other I Love To programs (Soccer, Dance, etc.)
  - Jumpstart loves these programs because they are high quality and a recognizable brand
  - Really dynamic relationship with the City
- YMCA
  - Supports after school program activities and some memberships
- Boys and Girls Club
  - Supports a non-competitive after school sports program
  - Supports “Cool Moves” healthy living and healthy eating program for kids
- Christie Lake Kids
  - Subsidizes campers for summer camp
  - Also supports hockey and skating programs
- Individual registrations
  - In addition to the support provided to organizations mentioned above, Jumpstart also provides approx.. \$200k in support to individuals for registrations, eqpt
- Working with low income communities
  - Jumpstart looks for organizations who have an

<p>established relationship with the communities (e.g. Ottawa Community Housing); Jumpstart will work with them as a partner</p>	
<p>City of Ottawa</p> <ul style="list-style-type: none"> <li>• “I Love To” programs <ul style="list-style-type: none"> <li>○ idea was to create an easily recognizable program “brand” in community</li> <li>○ this has been very successful</li> <li>○ has attracted Jump Start as corporate partner, as well as Ottawa Sens Foundation, etc.</li> <li>○ program provides free eqpt, free instruction and a celebration at end for participants</li> </ul> </li> </ul> <p><u>What are the main assets for Healthy Kids to build on?</u></p> <ul style="list-style-type: none"> <li>• People are the most important assets! <ul style="list-style-type: none"> <li>○ Really need to look at opportunities to engage local people in the priority neighbourhoods, not just as service recipients, but so they can have opportunities to bring their experience, have volunteer opportunities, develop leadership skills, can mobilize others to participate.</li> <li>○ Could be especially important for recent immigrants who come with lots of experience but no Canadian experience</li> <li>○ Take “Hand up, not Hand out” approach</li> </ul> </li> <li>• Infrastructure <ul style="list-style-type: none"> <li>○ What already exists? How is it being used?</li> <li>○ Are there opportunities to get more use from it?</li> </ul> </li> <li>• Program goals</li> </ul>	<ul style="list-style-type: none"> <li>• Frempon is also working in partnership with other programs/groups <ul style="list-style-type: none"> <li>○ Mayor’ s Gang Prevention Strategy and Crime Prevention Ottawa</li> <li>○ Aboriginal and Ethno-Cultural Communities</li> <li>○ Supporting youth development through providing them with opportunities to develop mentoring and leadership skills, also to connect to employment</li> </ul> </li> </ul> <p><u>Opportunities:</u></p> <ul style="list-style-type: none"> <li>• Baby boomers rec staff are retiring – we need to prepare for this by training new cadre of leaders.</li> <li>• Tap into skills that exist in the communities e.g. youth and new Canadians.</li> <li>• Really wants to engage business partners to invest in these communities</li> </ul>

<ul style="list-style-type: none"> <li>○ Really important to be clear on what Healthy Kids Challenge wants to achieve</li> <li>○ One important goal could be to support succession planning and leadership development in these communities (through supporting youth from diverse backgrounds in developing leadership skills) – this is an investment that would have a lasting impact for the communities.</li> </ul>	
Potential Action Plan	Challenges
<ul style="list-style-type: none"> <li>● Strong concerns expressed over provincial scheme of 3 discrete themes to be addressed over 9 months each. Themes are closely related and should be addressed in integrated fashion. Need to make sure activities build on each other and in the neighbourhoods</li> <li>● Sustainability seen to be very important – what is left in the neighbourhoods at end of this funding?</li> <li>● Look at programs that build capacity in agencies and communities, particularly increasing their capacity to educate the communities</li> <li>● Media campaign on value of unstructured play</li> <li>● Special initiatives to engage families living in apartments</li> <li>● Inexpensive initiatives to help kids play outside and promote use of parks e.g. providing cheap eqpt like jump ropes and stencils for hopscotch and foursquare.</li> <li>● Campaign to promote parks to families e.g. use animators, badges to award families for visiting parks</li> <li>● Geo-caching summer and winter</li> <li>● Link to campaign from David Suzuki Foundation to get</li> </ul>	<ul style="list-style-type: none"> <li>● Physical activity not a priority for people facing many barriers</li> <li>● Families don't want their kids playing outside in unsafe neighbourhoods, parks that are used for illegal activities.</li> <li>● Short winter days and absence of lighting is an issue for outdoor activities. People often inside by 4:00 p.m.</li> <li>● Perceptions of winter, how to prepare their kids for it (especially among new Canadians)</li> <li>● Funding/space</li> <li>● Sustainability and stability of these initiatives in the neighbourhoods</li> <li>● Training offered in past (e.g. High Five) has been offered at different times through different programs. As a result, community members have a patchwork of different qualifications.</li> <li>● Staff also have various skills and abilities.</li> <li>● All parents may not see value in unstructured play.</li> <li>● Need to address parents' anxieties about unsafe areas, safety issues.</li> </ul>

families outdoors

- Campaign – real danger is keeping kids inside
- Partnerships to use space and facilities in elementary and high schools
- Promote use of outdoor rinks; provide skates free of charge
- Support and promote “I Love To” programs in target neighbourhoods
- Rural areas – find ways to promote active living at home (e.g. through webinars)
- Support activities where neighbours can get to know and trust each other so they will feel better about letting kids play outside
- Teens in the park are a fear. Develop program to engage them in leading positive activities in parks. Opportunity to develop mentoring skills and serve as positive role models.
- Engage police to lead some activities (e.g. hockey in Orleans led by police)
- Change by-laws re street hockey
- Partner with YM-YWCAs to reduce membership costs for families
- Create low-tech ways to promote programs in neighbourhoods e.g. notices in different languages, community newspapers (don't assume everyone has a computer or a phone!)
- Incorporate athletes into promoting active living and healthy eating
- Provide wifi in community centres

- People often don't know their neighbours, so adds to concerns.
- Change title to something more inclusive like “Move and Play” because some kids can't walk or run
- Decreasing participation of girls in programs when they reach adolescence.
- Limited support available for kids with special needs
- Difficult to engage families living in apartments in outdoor activities
- Rural areas may not have parks, facilities
- Children staying in strollers for longer than necessary
- Costs, time and travel are barriers to accessing structured recreation activities
- Avoid making parents feel guilty
- How to get more parents engaged as role models for their kids
- Communication with parents in these neighbourhoods can be an issue as many parents don't have access to computers
- Skating and other winter sports are often seen as middle-class “Canadian” passtimes; often not taken up by new Canadians.
- Equipment and ice rental can be costly
- Recognize that lack of child care and transport can also be barriers
- Much good work was done on this issue by the groups involved in Social Rec Connect (now no longer funded)
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<ul style="list-style-type: none"> <li>• Install screen in community centres with info on upcoming programs</li> <li>• Develop strategies to help get parents active while their kids are in programs</li> <li>• Engage stay-at-home or part-time parents to run rec programs</li> <li>• Skating <ul style="list-style-type: none"> <li>○ Minto Skating Club has facilities and trained instructors</li> <li>○ Does some outreach and free lessons during Winterlude</li> <li>○ Work with schools to promote skating</li> <li>○ Make eqpt available for free or low cost</li> </ul> </li> </ul> <p>Building community capacity</p> <ul style="list-style-type: none"> <li>• Training in fundamental movement skills, coaching to front line child/youth staff and volunteers</li> </ul> <p>OPH messaging to support active living</p> <ul style="list-style-type: none"> <li>• Traditional media</li> <li>• Social media</li> </ul> <p>City</p> <ul style="list-style-type: none"> <li>• Expand subsidies available for programming and eqpt. (e.g. skates, bikes)</li> </ul>	
<p>Safe and Active Routes to School</p> <ul style="list-style-type: none"> <li>• Identify community champions who can advocate for this initiative and raise its profile</li> </ul>	<ul style="list-style-type: none"> <li>• Limited financial resources</li> <li>• Limited human resources in City assigned to school safety and transportation</li> </ul>

<ul style="list-style-type: none"> <li>• Expand to more neighbourhoods</li> <li>• Promote some of the potential connections (e.g. through advertising)</li> <li>• Identify ways to expand/ strengthen existing connections (e.g., involvement in providing feedback to new City Planning Working Group on Building Better Suburbs Systems (BBSS)).</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Some current city policies (e.g. snow is not cleared from City paths and play areas if they are not lit).</li> </ul>
<p>Special needs kids</p> <ul style="list-style-type: none"> <li>• Transport kids with special needs to neighbourhoods with better facilities and programming</li> <li>• Better publicity to parents about what is available in outdoor parks/facilities for kids with special needs</li> <li>• Assign more staff with background in special needs to higher need communities – use AODA to support this</li> <li>• Train front line community workers in how to support children with special needs</li> </ul>	<ul style="list-style-type: none"> <li>• City programs are fee-based – only limited financial assistance is available where families cannot afford fees</li> <li>• Limited availability of higher level instructors for children with special needs</li> <li>• Politics in the sector</li> <li>• Being too prescriptive with solutions</li> </ul>
<p>Jumpstart</p> <ul style="list-style-type: none"> <li>• Work with organizations that already have a relationship with the priority neighbourhoods</li> <li>• Look at this as an opportunity to build longer-term relationships with the neighbourhoods</li> <li>• Invest in building capacity within the neighbourhoods e.g. through supporting mentorship programs; building relationship through schools and other “anchor” organizations in the neighbourhoods.</li> </ul>	<ul style="list-style-type: none"> <li>• Dustin has a limited amount of time to develop these strategic relationships (his territory extends to all of Northern and Eastern Ontario).</li> <li>• In private sector partnerships, they are looking for an opportunity to align with a high quality, respected program that is within their mandate to support, and also looking for some opportunity for visibility.</li> <li>•</li> </ul>
<p>City of Ottawa</p> <ul style="list-style-type: none"> <li>• Healthy Kids should be designed from the start in a way</li> </ul>	<ul style="list-style-type: none"> <li>• For working with newcomers <ul style="list-style-type: none"> <li>○ Language (many might not speak English/French)</li> </ul> </li> </ul>

<p>that supports engagement of business partners so that dollars can be leveraged:</p> <ul style="list-style-type: none"> <li>○ Contribute staff time</li> <li>○ Supplies/eqpt</li> <li>○ Financial contribution</li> </ul> <ul style="list-style-type: none"> <li>● See this as a chance to build longer term relationship with local communities to support their engagement <ul style="list-style-type: none"> <li>○ Coaching – could find people who have experience, but not in Canadian context – could work as volunteers or paid staff. Support to acquire Canadian experience, training and qualifications.</li> <li>○ Volunteers – make it attractive for parents to be engaged as volunteers e.g. offer free First Aid/CPR Training (use paramedics to offer this)</li> <li>○ Make sure to build in community-building activities e.g. celebrations, pot lucks, etc.</li> <li>○ Be very clear about expectations, outcomes, responsibilities, resources available from the start</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Lack of Canadian experience</li> </ul> <ul style="list-style-type: none"> <li>● Challenge in dealing with City bureaucracy</li> <li>● Risk averse nature of City</li> <li>● Community members from these communities are dealing with many challenges in their own lives, so may be challenging to find ways to engage them</li> <li>● Reaching teenage girls is often challenging. They are frequently looking after younger siblings</li> <li>● Parental engagement is really important so they will understand and support the programs</li> <li>● Need to look at where we have an opportunity to really leverage our investment, rather than simply spreading it around.</li> </ul>
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*Healthy eating*

Assets	Opportunities
<ul style="list-style-type: none"> <li>• Carlington and PQ mobile markets (funding ending in Dec.)</li> <li>• Buns in the Oven program – focus on pre and post-natal mothers</li> <li>• Good Food Box</li> <li>• Food is an important part of many after school programs. Some youth programs include preparation of healthy foods, but this is often not properly funded. As a result, few programs do this. With limited budgets, some programs will resort to purchasing junk food.</li> <li>• Some youth programs working with schools that have food preparation facilities</li> <li>• Carlington – program for adults involves partnership with food bank. Participants able to bring a full meal home, which is very popular.</li> <li>• The family resource centre has a nutritionist who can answer questions around diet (free program)</li> <li>• Food banks</li> <li>• Ottawa Network for Education breakfast program</li> <li>• Market Mobile</li> <li>• School fresh produce program</li> <li>• Programs in schools and community centres</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Parent education on impact of healthy eating; easy, cost-effective meal planning, access to food</li> <li>• Make cooking classes in grocery stores more widely available, including rural areas</li> <li>• Implement provincial tax on junk food and use it to fund healthy eating programs</li> </ul>
Potential Action Plan	Challenges
<ul style="list-style-type: none"> <li>• Find out where kitchens are available for use in</li> </ul>	<ul style="list-style-type: none"> <li>• Getting parental buy-in. Parents in these communities</li> </ul>

<p>neighbourhoods</p> <ul style="list-style-type: none"> <li>• Develop I Love to Cook program</li> <li>• Initiative to get healthier food to after school programs</li> </ul>	<p>often very stressed</p> <ul style="list-style-type: none"> <li>• Access to healthy food is an issue in many of these communities because only stores are often fast food stores</li> </ul>
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*Reducing screen time*

Assets	Opportunities
<ul style="list-style-type: none"> <li>• Sports, outdoor activities</li> <li>• Use places like homework clubs and after school programs to work on this issue</li> <li>•</li> </ul>	
Potential Action Plan	Challenges
<ul style="list-style-type: none"> <li>• Look at possibility of using technology to reduce screen time e.g. apps to stimulate scavenger hunts, interacting with nature. Also consider fostering healthier use of technology (e.g. reducing use of addictive games, modeling healthier behavior).</li> <li>• Support technology that promotes active living e.g. “Just Dance”.</li> <li>• Alternate social activities e.g. board games</li> <li>• Engage role models to model alternatives</li> <li>• Create “screen-free” zones</li> <li>• Provide more support to parents who often resort to their own devices when they are tired</li> </ul>	<ul style="list-style-type: none"> <li>• Increased screen time and decreased time outside are related</li> </ul>

## Appendix II: List of Interviewees/Focus Groups

Dustin Bursey  
Regional Manager for Eastern and Northern Ontario  
Jumpstart Program (Canadian Tire Corp.)

Frempon Bafi-Yeboa  
Community Recreation Liaison Officer  
Parks and Recreation, City of Ottawa

Focus group with Ottawa Child and Youth initiative

Focus group with Boys and Girls Club – Britannia Club House

Green Communities – Unitarian Church Group

Best Start Leadership Focus Group

Donna Quiggin  
Special Needs Children  
Parks and Recreation, City of Ottawa

Kathryn Watcham  
Manager in Carlington,  
Parks and Recreation, City of Ottawa

Erich Forler and Darryl Van Luven  
Minto Skating Club

Sharon Jollimore  
Program Manager, Health Promoting Schools  
PHE Canada