

# Healthy Eating and Healthy Physical Activity

## Action Plan (2012- 2015)

Building on the success of the previous three years, the Healthy Eating & Healthy Physical Activity Priority Group (HEHPA) aims to continue efforts enabling London to ‘lead the nation in healthy physical activity and healthy eating habits’.

Over the next three years this work will focus around the themes of:

- ✓ Promoting and Building Healthy Eating and Healthy Physical Activity Awareness
- ✓ Creating Healthy and Active Neighbourhoods
- ✓ Changing Healthy Eating and Healthy Physical Activity Habits through Product Creation and Promotion
- ✓ Building Community Connections to healthy eating/activity Opportunities for Families
- ✓ Building an Evidence Base, and measuring/tracking HEHPA Projects Impacts

### Arriving at the plan

The HEHPA priority group considered broad public input into the 2012-15 plan through:

- a community survey made available throughout the community (electronic and hard copy)
- a scan of promising practices in various local, national and international jurisdictions
- canvassing ideas on gaps and strategies from HEHPA members

An analyst helped to sift and sort the various inputs into common themes and assisted in the collection of additional information on ideas where applicable.

The strategic themes were then reviewed by the HEHPA working groups to evaluate both the content and organization of proposed new strategies.

### Arriving at the organizational structure

The resulting strategic goals and theme areas drove the design of an organizational structure to support implementation of HEHPA goals and objectives over the next three years. Consideration of the strengths and limitations of the HEHPA organization over the past three years also helped inform the following proposed structure of working groups:

### Working Group Structure (2012-2015)

**Promoting and building Healthy Eating and Healthy Physical Activity Awareness** – By promoting and building strong collaborations, this Working Group will contribute to activities aimed at building an environment that better supports and encourages healthy eating/activity through:

- policy change (e.g. working with Healthy Communities Partnership)
- social marketing (e.g. working with *Middlesex-London in motion*™)
- knowledge translation and exchange (e.g. working with London’s research communities)

**Creating Healthy and Active Neighbourhoods** – This Working Group supports HEHPA strategies related to changing unhealthy lifestyle cultures, neighbourhood by neighbourhood, including:

- Supporting resident lead initiatives in project neighbourhood(s)
- Developing and implementing plans for expanding the number of project neighbourhood(s)

**Changing Healthy Eating and Healthy Physical Activity Habits Through Product Creation and Promotion** - This Working Group will focus efforts on developing and disseminating products and tools designed to motivate and assist families in adopting healthier habits.

**Building Community Connections to Healthy Eating and Healthy Physical Activity Opportunities for Families** – This Working Group will work at improving connections to opportunities through the reduction of barriers including cultural, language, transportation, financial and physical accessibility challenges.

**Build an Evidence Base for Measurement and Tracking** – This Working Group will be responsible for reviewing all HEHPA strategies annually to evaluate efficacy. Evaluating impacts provides HEHPA assurances that activities are meeting intended objectives – allowing adjustments in strategies- and also provides an evidence base for demonstrating this success to others. This Working Group that will also connect HEHPA to broader initiatives that track and monitor (local) trends in healthy eating and healthy physical activity.

#### CYN Inter-priority Collaboration

The priorities of the Child and Youth Network will share knowledge and resources where appropriate. This will include efforts to pool human, financial and physical resources.

Furthermore, consideration toward connectivity of issues concerning Ending Poverty, Healthy Eating and Healthy Physical Activity, and Literacy will be at the forefront of planning and decision making within all CYN priorities.



[www.inmotion4life.ca](http://www.inmotion4life.ca)

## Strategy 1 – Promoting and Building Healthy Eating and Healthy Physical Activity Awareness

- ✓ Support policies that encourage/enable healthy eating and healthy physical activity
- ✓ Collaborate on local social marketing campaigns
- ✓ Improve access to information and research related to

Initiative	Year 1	Year 2	Year 3	Performance Indicators for 2012	Potential Partners
<b>Support Policy Changes</b> concerning healthy eating and healthy physical activity environments	Work collaboratively with the Healthy Communities Partnership <ul style="list-style-type: none"> <li>- E.g. Toronto Charter for Physical Activity</li> </ul> Helping implementation of London's Food Charter  Educate HEHPA members on Policy and Advocacy involvement	Support implementation of the Toronto Charter for Physical Activity  Work with partners in improving policies that may impact HEHPA goals	Continue to support advocacy concerning policy making/changes	Have international activity charter endorsed by: <ul style="list-style-type: none"> <li>• HEHPA members and CYN</li> <li>• City Council</li> </ul> Implement portions of London's Food Charter	All HEHPA members  MLHU  Healthy Communities Partnership
<b>Support Social Marketing Strategies</b> that change behaviours of healthy eating and healthy physical activity	Liaise and support <i>in motion</i> <sup>™</sup> and their strategies such as: <ul style="list-style-type: none"> <li>- <i>in motion</i><sup>™</sup> media campaign,</li> <li>- <i>in motion</i><sup>™</sup> Community Challenge planning</li> </ul> Utilize and improve resources such as <a href="http://www.inmotion4life.ca">www.inmotion4life.ca</a>	Participate in <i>in motion</i> <sup>™</sup> Community Challenge and annual media campaign as appropriate  Assess partnership around <i>in motion</i> <sup>™</sup> Community Challenge and Annual Media Campaign		Increased awareness of <i>in motion</i> <sup>™</sup> and Community Challenge  Participate in Challenge	All HEHPA members  Lashbrook Marketing  MLHU
<b>Connect Research and Practice</b> Within HEHPA network	Strategically sponsor knowledge exchange opportunities between academic/ research communities and HEHPA partners working in the community  Match academic projects to community work/opportunities  Build links to Western University and Fanshawe <ul style="list-style-type: none"> <li>- Research opportunities</li> <li>- Information sharing with practitioners</li> </ul>	Continue to evolve from external sources  Push to advance programs using obtained knowledge and seeking outside advancements  Continued awareness of learning and experience programs for HEHPA members		Strategic hosting of workshops	All HEHPA members  Researchers: Western University, Fanshawe Etc.

## Strategy 2 – Create Healthy and Active Neighbourhoods

- ✓ Continue support of the Westminster Neighbourhood Project
- ✓ Develop a sustainable strategies to ensure ongoing success of project neighbourhoods
- ✓ Identify next neighbourhood(s) to engage and increase the number of neighbourhood projects

Initiative	Year 1	Year 2	Year 3	Performance Indicators 2012	Potential Partners
<b>Support Westminster Neighbourhood</b>	<p>Collect feedback from Westminster residents</p> <p>Empower residents of Westminster</p> <p>Continue ongoing support of Westminster projects</p> <p>Support Neighbourhood Action Plan and new projects</p>	<p>Ensure residents of Westminster have resources and contacts they need for sustainability purposes</p>	<p>Support is minimal in Westminster</p> <p>Continue communication and investigate opportunities for collaboration and integration with sustainable Westminster Working Group</p>	<p>Collect sufficient feedback from Westminster residents</p> <p>Ensure sufficient support is in place to manage sustainability without HEHPA staff</p>	<p>Westminster Working Group</p> <p>NRAWP</p> <p>South London Resource Centre</p>
<b>Transition Planning to Engage New Neighbourhoods</b>	<p>Determine if results from Westminster experience can be generalized across new neighbourhoods</p> <p>Continue ongoing assessment and analysis of Westminster while investigating new neighborhoods</p> <p>Update HEHPA's neighbourhoods index determining promising neighbourhoods to engage</p> <p>Conduct asset mapping in prospective project neighbourhoods</p>	<p>Transfer evaluation of successes and learning's from Westminster neighbourhood to new neighbourhood</p> <p>Begin recruitment of new partners/ sources of funding/interested residents</p> <p>Develop a new Resident Action Plan/define priorities</p> <p>Prioritize time/resources between outgoing and incoming neighbourhoods</p>	<p>Investigate possibility of a 3<sup>rd</sup> neighbourhood</p> <p>Continue to develop new neighbourhoods Action Plan and projects</p> <p>Continue to pursue partners</p>	<p>Have Western University conduct research of best practices and decide on next neighbourhood</p> <p>Asset mapping of new neighbourhoods</p>	<p>Westminster Working Group</p> <p>NRAWP</p> <p>Western University</p>

<p><b>Develop a Long Term Sustainability Support System</b></p>	<p>Develop guidelines Westminster will require to remain sustainable (ie: contacts, tools, products, ideas)</p> <p>Support and build collaborative networks within and between project neighbourhood(s)</p>	<p>Continue to be a resource/point of contact for resident working group in Westminster</p>	<p>Continue to monitor and if need be support the sustainability of previous neighbourhoods while investigating the transition into a 3<sup>rd</sup> neighbourhood</p>	<p>Develop guidelines consisting of contacts and resources</p> <p>Develop template of collaboration methods</p>	<p>Westminster Working Group</p> <p>NRAWP</p>
<p><b>Seek Opportunities for Collaboration with Neighbourhood Child and Family Centres (NCFCs)</b></p>	<p>Investigate opportunities to use NCFCs as a vehicle for promoting and building healthy eating and healthy physical activity awareness</p> <p>Use as a focal point to create healthy and active neighbourhoods outside of designated Project Neighbourhood</p> <p>Work with NCFC visitors to build community connections to HEHPA opportunities for families</p> <p>Use NCFCs as a distribution point for HEHPA products and promotions</p>		<p>When first Neighbourhood Child and Family Centres are opened, create a HEHPA presence</p>	<p>London Systems Re-engineering</p> <p>HEHPA Members with geographically similar locations to NCFCs</p>	

## Strategy 3 – Changing Healthy Eating and Healthy Physical Activity Habits through Product Creation and Promotion

- ✓ Continued promotion and development of healthy eating and healthy physical activity tools including translating to languages of need
- ✓ Implementation of a 'For Kids, By Kids' approach to product creation and promotion

Initiative	Year 1	Year 2	Year 3	Performance Indicators for 2012	Potential Partner
<b>Development of Products</b>	<p>Distribute Educational video 'Get your 60'. (A "for peers by peers" approach to influencing children and youth to be more active up to the recommended 60 minutes a day.)</p> <p>Continued strategic distribution of products such as Menu Maker, Activity Tracker, and Reference Tools</p> <p>Assess cost/benefits of translation of products into additional languages of need and implement as appropriate</p> <p>Consider the creation of a mobile App and other social media tools</p> <p>Make products available for local trade shows and educational events</p>	<p>Review success of 1<sup>st</sup> video, consider the resources and need for 2<sup>nd</sup></p> <p>Consider additional products through investigation of existing opportunities that can be adapted to London</p> <p>Develop "By Kids, for Kids" if research suggests</p> <p>Create an mobile application if best practices determines</p>	<p>continue to evaluate the need for additional videos and products</p> <p>Continue "By Kids, for Kids"</p>	<p>Produce Video</p> <p>For Kids by Kids strategy developed</p> <p>Successful Product Distribution plans implemented:</p> <p>- activity guides distributed and documented</p> <p>-success of distribution plan evaluated</p>	<p>Web.i.sodes (Western University)</p> <p>OEYC's</p> <p>TVDSB</p> <p>Boys and Girls Club</p> <p>Junior Achievement</p>
<b>Educating and Utilizing Existing Products</b>	<p>Develop strategies to increase the effectiveness of HEHPA products (e.g. a 'Menu Maker in every family home' campaign)</p> <p>Engage children and youth in the development of products/approaches that influence children and youth to be lead healthier lifestyles. ("For Kids, By Kids")</p> <p>Sponsor learning/sharing opportunities for/amongst agencies on HEHPA tools and products</p>	<p>"Menu-Maker in every family home" using HEHPA members as distribution network</p> <p>Continue the distribution and education of current products</p> <p>Solutions to improve costs, timing, special needs, and program diversity are implemented</p> <p>All HEHPA members should be well educated on to-date tools and services</p>	<p>Continued distribution and creation of effective products</p> <p>Achieve full education and distribution to HEHPA Members</p>	<p>Continued distribution and print?</p> <p>New products?</p>	<p>Increasing Awareness Group</p>

## Strategy 4- Building Community Connections to Healthy Eating and Healthy Physical Activity Opportunities for Families

- ✓ Create Door Open Event
- ✓ Expand TRACKS program
- ✓ Create and implement Access Pass
- ✓ Address transportation barriers

Initiative	Year 1	Year 2	Year 3	Performance Indicators for 2C	Potential Partners
<b>Identify Cultures/Populations of Need</b> in which faces barriers to healthy eating and healthy physical activity	<p>“Door Open” event welcoming diversity and reducing barriers to all families</p> <p>Complete and distribute resources including a more detailed, family-friendly version of the recreation and Healthy Living Resource to better access opportunities for families having children with special needs</p>	<p>Investigate Door Open to-date success</p> <p>Investigate proper channels to expand ‘Door Open’</p>		Hold “Door Open” event	<p>CYN Ending Poverty Initiative</p> <p>Western University</p> <p>Accessibility Advisory Committee (AccAC)</p>
<b>Reduce Barriers</b> for families of children with disabilities to better access opportunities	<p>Expand support and assistance to TRACKS program through collaboration with City of London staff</p> <p>Scan promising practice research to identify new projects and strategies</p>	<p>Initiate new products and services as a result of better practice scan</p>		Expand TRACKS	<p>CYN Ending Poverty Initiative</p> <p>City of London Administration</p> <p>Accessibility Advisory Committee (AccAC)</p> <p>TVCC</p>
<b>Improve Access Financial Assistance and Financial Barriers</b>	<p>Plan and Create implementation strategy for Access Pass</p> <p>Scan better practices and identify areas of need</p>	<p>Implement Access Pass</p> <p>Address any new strategies and create implementation</p>	<p>Continued promotion of Access Card</p> <p>Continued innovation and implementation of new strategies</p>	Plan and implement Access Pass	<p>YMCA</p> <p>Boys and Girls Club</p> <p>City of London</p>
<b>Transportation Barriers</b>	<p>Develop a transportation system guide to improve access to opportunities</p> <p>Scan better practices and environmental scan to understand the needs of transportation issues</p>			<p>Guide produced and distributed</p> <p>Impact of guide evaluated</p>	<p>LTC</p> <p>Service providers serving persons with disabilities</p> <p>AccAC</p>

## Strategy 5 - Build an Evidence Base for Measurement and Tracking

- ✓ Development of simplified evaluation tools for tracking impacts of HEHPA projects and activities
- ✓ Annual review of HEHPA's evaluation strategy(ies)

Initiative	Year 1	Year 2	Year 3	Performance Indicators for 2012	Potential Partners
<b>Build a Measurement System</b>	<p>Meet with group to identify the spectrum of tracking needs and options. (establish key tracking points)</p> <p>Create a “checklist” tool reflecting the spectrum of evaluation methods and options. (Tool will document evaluation method chosen for each HEHPA project and will encourage recording of evaluation results)</p> <p>Assist other HEHPA working groups in implementing the tool for all HEHPA projects/events/products etc.</p> <p>Meet at year end to evaluate success of evaluation strategy.</p>	<p>Record and file individual project evaluations as a record of success and evidence base for lobby efforts, funding requests ect.</p> <p>Explore partnerships with researchers and other initiatives</p> <p>Year end assessment of ongoing success of HEHPA evaluation strategy and following year's tracking points.</p>	<p>Record and file individual project evaluations as a record of success and evidence base for lobby efforts, funding requests ect.</p> <p>Meet at year end to conclude if tracking points were accurate/plan next year's tracking points</p>	<p>Creation of new evaluation tracking tool.</p> <p>Effective annual summary of HEHPA project impacts.</p>	<p>All HEHPA strategy groups</p> <p>Western University</p>
<b>Monitor healthy eating and healthy physical activity trend tracking initiatives</b>	<p>For baseline monitoring of HEHPA:</p> <ul style="list-style-type: none"> <li>• Partner with/monitor work of local researchers</li> <li>• Partner with/monitor work of other initiatives</li> </ul> <p>Update HEHPA on trend tracking and measurement initiatives and opportunities</p>	<p>Explore partnerships with researchers and other initiatives</p>	<p>Explore partnerships with researchers and other initiatives</p>		<p>MLHU</p> <p>Western University</p>