Obesity Prevention Key Actions Document

July 2005

This Key Actions Document is the result of input requested on the Sudbury and District Obesity Action Plan at a 'Report Back Session' held at the Howard Johnson on May 31, 2005. Input was provided by individuals from a variety of sectors as well as members from the community at large.

This document was prepared by the Sudbury and District Obesity Prevention Coalition.

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A.P. = Action Priority

A.P.#1: The Boards of Education, along with the assistance of the Sudbury & District Health Unit, put into practice the Call to Action: Creating Healthy School Nutrition Environment in all schools.

Key Actions	Working Group/Committee	Key Stakeholders	Timeline (short-term, intermediate, long-term)
Advocate to provincial government for re-instatement of physical education and life skills (Home Economics) course. ▪ Physical education based on participation not skill. ▪ Could be clubs, intramurals, access to equipment, etc.	School/Education Policy/Advocacy		Long Term
Pilot nutrition toolkit to 5 schools in different school boards. ▪ School team with support of Obesity Steering group & large parent councils. ▪ Document needs translation & pilot in French school.	School/Education Research		Short Term
Promote healthy eating messaging to school boards with a filter to principals and parent councils (i.e. vending machines, "Fruity Fridays", newsletters). ▪ Yearly & Ongoing	School/Education		Short and Long Term

A.P. #2: The Boards of Education develop goals and philosophy around creating a healthy school environment.

Key Actions	Working Group/Committee	Key Stakeholders	Timeline (short-term, intermediate, long-term)
Support education and information sharing with decision-makers. ▪ Goal: To develop internal action plans for nutrition, physical activity and self-esteem through I.D. of school board priorities & philosophies.	School/Education		Short Term & Ongoing
Engage community partners to support the evolution of the healthy school environment. (SDHU, trustees, parents, service clubs, physicians, media, post-secondary, private sector)	Policy/Advocacy		Short Term & Ongoing
Recruit schools to participate in HSHK and YES Programs.	School/Education		Ongoing
Promotion of key health messages.	School/Education & Media/Marketing		Short Term & Ongoing
Support and encourage school-based activities. (QDPA, challenges)	School/Education		Short Term & Ongoing

A.P. #3: Advocate to the Ministry of Education, with the support of each School Board, for a commitment to a minimum of 20 minutes of daily instructional physical activity.

Key Actions	Working Group/Committee	Key Stakeholders	Timeline (short-term, intermediate, long-term)
Create an award challenge of excellence for schools that meet a pre-set criteria (i.e. Eat Smart).	School/Education		
Conduct an inventory of existing physical activity programming. ▪ See what's out there being done already. ▪ What can be adopted in other schools-figure out why PA programming is not being done.	Research Link: School/Education		
Advocate for change in school policies relating to increasing physical activity during school and after school hours.	Policy Advocacy Link: School/Education		
Identify and share best practices relating to non-competitive physical activity strategies (i.e. games, movement to music, activ8 your moga)	Research Link: School/Education		
Conduct an inventory of existing physical activity programming in schools & their policies for equipment use regarding outdoor activities ▪ what are the gaps ▪ establish baseline for quantification	Research Link: School/Education		
Develop partnerships in community with post-secondary institutions and secondary schools to use placement students to enhance physical activity opportunities in schools and with other community groups to support schools-school councils, administration/Boards	School/Education & Research		
Work with and involve local community partners-school councils/admin-parent/school councils to support donation/purchase of physical equipment and encourage creativity and development of skills.	Policy/Advocacy School/Education		

Don't always need equipment to be active-not just inside. Advocate at the provincial level for mandatory physical education classes every year at the secondary level. Classes should include elements of physical activity, nutrition and self-esteem and reconsider evaluation methods-alternative methods to evaluation. Policies to increase green space in school yards	 Policy Advocacy Link: School/Education Policy/Advocacy Link: School/Education		

A.P. #4: Develop a social marketing/media campaign promoting "healthy lifestyles" and deliver to the community.

Key Actions	Working Group/Committee	Key Stakeholders	Timeline (short-term, intermediate, long-term)
Promote community spaces that encourage engagement in physical activity (e.g. through festivals, organized small or large-scale events) in particular in outlying areas of the region.	Media/Marketing		
Media messages on real life people and their individual or family successes around adopting physical activity and healthy eating and positive self-esteem. Also, invite people to make small changes toward a healthier lifestyle.	Media/Marketing		
Work with schools and parent councils to encourage fun, easy, non-competitive activities, in the regular school day, and healthy eating habits through fun activities and supportive environments. This would be the focus of the campaign.	Media/Marketing Link: School/Education		

A.P #5: Encourage local MPP's and municipal government to lobby for better dialogue between the provincial Ministries (i.e. Health, Education, and Children & Youth Services).

Key Actions	Working Group/Committee	Key Stakeholders	Timeline (short-term, intermediate, long-term)
Seek endorsement for Dr. Basur's Healthy Weights, Healthy Lives Report from Mayor and Council Children's First Roundtable, City Council, and SDHU including all municipalities in Sudbury, Manitoulin Districts ▪ Municipal governments should incorporate recommendations into their planning.	Policy/Advocacy		Short Term-6 months
Develop a two-district, multi-sectoral strategic planning group, facilitated and lead by SDHU with representatives from all related ministries, municipalities and non-governmental organizations that have an influence on healthy weights/healthy lives	Policy/Advocacy		Short Term-6 months
Present a plan to the Province as a model for Ontario and implement in Sudbury-Manitoulin. ▪ Request that the Mayor and Council's Children First Roundtable request that City of Greater Sudbury Council assist with achieving action priority #5	Policy/Advocacy		Short Term-Immediate

A.P. #6: Enhance basic nutrition and physical activity education to people of all ages and income levels in our community.

Key Action Priorities	Working Group/Committee	Key Stakeholders	Timeline (short-term, intermediate, long-term)
Conduct an inventory ▪ Build on existing research, stats, programs, facilities, key players-leaders, champions-identify gaps.	Research		Short Term
Behaviour Change ▪ Champions, youth, non-public figures (every day people) ▪ Modeling-home, work, community, sports teams, churches, special interest groups. ▪ Needs assessments.	Community Link: Research for assessment piece		Long Term
School Kit ▪ Education for lunch room monitors (students & teachers) ▪ Allergy Information comprehensive-dangers, alternatives, etc.) ▪ Healthy food choices for lunches ▪ "Special days" i.e. hot dogs, pizza, alternatives for balancing). ▪ Curriculum for the class-body image, choices. ▪ Poster contest ▪ PA promotion –20 minutes/day	School/Education Link: Research		Short Term
Healthy food choices for lunches "Special days" (i.e. hot dogs, pizza, alternatives for balancing).	School/Education Link with Media/Marketing & Community		
Curriculum for the class-body image, choices.	School/Education & Community		
Poster contest PA promotion –20 minutes/day	Media/Marketing Link: School/Education		

A.P. #7: Create opportunities for community members (i.e. volunteers, partners, experts) to contribute to physical activity and healthy eating programs in the schools (that match the curriculum) and in community settings/events.

Key Action Priorities	Working Group/Committee	Key Stakeholders	Timeline (short-term, intermediate, long-term)
Support the implementation of alternative physical activities into the schools' physical health and education curriculum (i.e. community partners, PA Carousel)	Community Link: School/Education		Short Term
Work with high school/ post-secondary students and retired individuals to teach the skills/p.a. / self-esteem through vetted activities for students, daycares, before/after school programs.	Community Link: School/Education		Short Term
Build partnerships with community members and other committees/ organizations agencies/businesses (i.e. Active 2010, events, and excursions, retired scout leader for trail hike)	Community School/Education Family		Short Term

A.P. #8: Encourage parents and adults (i.e. coaches, teachers, etc.) to be effective positive role models concerning healthy eating, physical activity, and positive self-esteem/body image.

Key Action Priorities	Working Group/Committee	Key Stakeholders	Timeline (short-term, intermediate, long-term)
Community mobilization: contact key stakeholders to get more people involved- increase volunteer base, decrease burnout, increase awareness of initiatives at national, provincial and local levels. Community mapping	Community Research (for mapping piece)		Short Term
Create supportive environments: Need all levels of governments to be involved (from the top down) Health Canada, Provincial Ministries- Education, Health, Sports, Boards of Education, and City of Greater Sudbury.	Policy/Advocacy		
Parents as role models for healthy eating, physical activity, positive self-esteem/body image	Family Link: Community		
Greater access & availability-rinks, pools, soccer fields, sidewalks.	Policy/Advocacy		
Policy development re: physical activity in schools, food pricing, and low-income support. flex time	Policy/Advocacy		
Skill development (i.e. home economics in schools, health knowledge in breakfast feeding programs and professional development days)	School/Education Link: Community & Family		Long Term
Consistent message and common voice: (from the top to the bottom). All levels of government. Repeat, repeat, repeat the same message and eventually, there will be change and adoption of the health behaviour our message is promoting. (opinion leaders)	Policy/Advocacy		Ongoing

A.P. #9: Raise awareness about and support for the achievement of family/work-life balance.

Key Action Priorities	Working Group/Committee	Key Stakeholders	Timeline (short-term, intermediate, long-term)
Introduce/implement the Summer Active program in workplaces and communities.	Community		
Media messages highlighting organizations that have implemented successful workplace wellness programs, while at the same time encouraging others to engage in similar initiatives.	Media/Marketing		
Access volunteers from the community with expertise on work/life balance.	Community		
Approach key stakeholders (i.e. SDHU, CMHA, Older Adult Centre) regarding existing opportunities for work/life balance.	Community		
Media campaign to encourage workplace health and sponsor family events-"healthy worker, happy worker"	Media/Marketing Link: Family		
Encourage work life balance (flex time, more flexible hours of work, etc.).	Family		

A.P. #10: Develop and advocate for policies to promote increased access to healthy food choices and physical activity opportunities.

Key Action Priorities	Working Group/Committee	Key Stakeholders	Timeline (short-term, intermediate, long-term)
Build partnerships with other committees/ organizations/ agencies to develop policies to increase physical activity opportunities in the community.	Policy/Advocacy		
Promote the purchase of locally and provincially grown produce (work with Food Security Network).	Media/Marketing Link: Policy/Advocacy		
Advocate for low cost/ no cost physical activity opportunities to include but not limited to sports and fitness programming for families to get active together.	Policy/Advocacy		
Ensure that healthy choices are available at all City facilities and all City programs.	Policy/Advocacy		