Lead the Change
Award & Incentive Program
Initiatives for Creating Supportive Healthy Eating Environments

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• Middlesex County (MC) one of 45 communities selected to participate in the Healthy Kids Community Challenge (HKCC)

• Communities tasked to implement effective strategies to influence water and vegetable and fruit consumption e.g., *Water Does Wonders, Choose to Boost Veggies & Fruit*
Effective public health interventions target the individual (attitudes, knowledge, self-efficacy) as well as environmental level modifications (Glanz & Bishop, 2010).

Evidence also suggests interventions most effective when multiple changes are implemented at various levels of influence.
What are innovative ways to engage community partners across sectors to consider making environmental-level change?
Policy Readiness Tool: Understanding Readiness for Policy Change and Strategies for Taking Action

Report highlighted the following recommendations:

• Connect environmental change to a larger community effort (e.g., “group mentality "approach)

• Illustrate how organizations with similar characteristics have successfully implemented the environmental-level change

• Educate and motivate decision makers across sectors to lead the change in their respective environments

• Use incentives to encourage policy adoption and implementation
Healthy Kids
Community Challenge
County of Middlesex
Lead the Change
One
Lead the Change
Community Leaders Forum

Lead the Change
Collectively we can make change happen

We invite you to a collaborative community forum
Thursday June 23rd 9:00 a.m. to 1:30 p.m.
Conrad Community Centre, 220 Lions Park Drive, Mount Brydges, ON

There is no registration fee. Light breakfast and lunch will be provided.

The first 50 registrants will receive a complimentary tool box for water filters.
All participants will be entered into a draw to win one of our Water Does Matter Kits.

Dr. Anita Cramp
Dr. David Hammond
Dr. Yoni Freedhoff

Strategy

Over 100 leaders across 10 sectors attended, including 10 elected officials.
Strategy
Two

Developed a “Lead the Change” Video

Healthy Kids
Community Challenge
County of Middlesex

Lead the Change
We encourage you to Lead the Change & Choose to Boost Veggies & Fruit in your School!

Please note all applications will be reviewed and successful sites will be notified in a timely fashion. We hope to support all applicants, but depending on school and community interest in the award packages, we may have to decline some applications. The information contained within your application regarding your school’s commitment to creating a more supportive nutrition environment and in advancing the promotion of water, vegetables and fruit will be very helpful to our selection committee.

The following items are included in the Choose to Boost Veggies & Fruit Award Package:

1) A Garden Tower, supporting accessories (dolly with wheels, grow lights, cage) & one year supply of material. Valued at approximately $1200. As well, we will support your school with training on implementation and maintenance as well as curriculum connections.

2) $150.00 in funding to subsidize veggie & fruit taste testing for your Meet the Teacher Night in the fall of 2017 & other school taste testing opportunities.

3) Marketing & educational tools to support implementing activities in your school between Sept to Dec 2017. As well, we will provide training for 3 to 4 student ambassadors in Sept 2017.

Deadline for your submission is April 28th, 2017. We thank you for your application and your commitment to supporting Healthy Kids!
• Outlined **sector-specific environmental actions** that could be implemented to support healthier environments

• Focused on:
  ◦ **Availability** of vegetables and fruit in relation to sugary snacks
  ◦ **Awareness** of importance of veggies and fruit
  ◦ **Acceptability** of veggies and fruit
Commit to implementing a minimum of 1 of the 5 proposed actions

SCHOOL PACKAGE
Lead the Change Recognition Award

The Award
Step 1: Apply for the Award
School Specific Environmental Actions

• Adopt a school-level policy around healthy classroom celebrations
• Adopt a school-level policy around classroom rewards
• Adopt a school-level policy around healthy fundraising
• Increase food literacy opportunities by providing gardening opportunities
• Increase food literacy opportunities by offering regularly food skill programs using vegetables and fruit
Promoting Water, Vegetables and Fruit Toolkit
The Award Package

- A Garden Tower
- Garden Tower Training
- Funding to subsidize veggie & fruit taste testing
- Marketing & educational tools
- Train Student Leaders

Step 2: Receive the Award Package
Creating Healthier School Environments

**Results**

- **Adopt a policy around healthy classroom celebrations.**
  - 20% had completely implemented this practice with 80% reporting some to considerable progress made.

- **Adopt a policy around healthy fundraising.**
  - 80% reported some to considerable progress made in implementing.

- **Adopt a policy around classroom rewards.**
  - 20% had completely implemented this practice with 70% reporting some to considerable progress made. 10% indicated intention to change.

- **Increase gardening-based food literacy opportunities for students.**
  - 50% reported some to considerable progress made. 10% indicated intention to change.

- **Increase food literacy opportunities for students through food skill programs.**
  - 20% had completely implemented this practice with 80% reporting some to considerable progress made.
• Bringing community groups together can help to facilitate momentum

• Organizations are willing to make change and incentives may help to facilitate

• The ‘group’ mentality approach can provide comfort that individual stakeholders are taking action as part of a larger cause

• This strategy was innovative in that it facilitated cross-sectorial engagement with coordinated consistent messaging and significant environmental-level change