

# Abbotsford Community Action Plan

*Taking Lasting Steps to Tackle Childhood Obesity*

July 2012



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## SCOPE: A PILOT PROJECT

It is no secret that childhood obesity is a problem. In BC, over 200,000 children aged 2 to 17 years are obese or overweight. The consequences of obesity such as diabetes, depression and even cancer are affecting the lives of our children and youth. Researchers, health professionals, government officials, parents and many others are asking why? The short answer is: “its complex.” There are many things that lead to the development of unhealthy weights – some we can’t control (i.e. our genetic makeup) and others we can control (i.e. the environment in which we live, work and play). Childhood obesity prevention efforts should not be limited to one area or be the responsibility of a single individual. Rather, a ‘whole community’ approach is needed to make a lasting impact.

The SCOPE pilot project was developed in response to this clear need for collective and coordinated action within community settings. A team of pediatricians and researchers at the University of British Columbia, BC Children’s Hospital and the University of Victoria were inspired by the success of community-based childhood obesity prevention programs in France (EPODE) and the United States (Shape Up Somerville and Healthy Living Cambridge Kids). The result was the development of a pilot project called SCOPE – *Sustainable Childhood Obesity Prevention through Community Engagement*. SCOPE is a community-based and community-led project that aims to bring together people from all sectors of BC communities to change policy and alter social and physical environments to make the healthy choice the easy choice for children.

SCOPE involved many stakeholders and individuals from Abbotsford using a *participatory approach* to ensure that the project focused on actions that are important and relevant to the community. In this light, SCOPE’s approach addressed the uniqueness of Abbotsford in order to bridge the gap between the issue of childhood obesity and the potential solutions that were most relevant to and appropriate for the City of Abbotsford. This, in turn, will result in long lasting impact of childhood obesity prevention activities.

**SCOPE’s Vision:** A future where children eat healthy and are physically active, supported by a healthy community environment.

**SCOPE’s Mission:** To bring people together from all sectors of BC communities to make the healthy choice the easy choice for children.

**SCOPE’s Objectives:**

- To develop and maintain effective community partnerships resulting in collaborative and collective action.
- To work with the community to identify successful programs and areas of need, and define priorities for local action.
- To implement sustainable and effective local action that builds upon existing successes and addresses areas of need.
- To help community members measure the impact of their efforts over time.

## Why a Participatory Approach?

A participatory approach requires equal partnerships between researchers/project managers and people in the community. This approach requires community members to participate in all aspects of the decision-making processes. This active participation makes sure that the activities/programs/policies related to SCOPE truly meet the needs, concerns, and priorities of the community. A participatory approach involves community members, uses local knowledge in the understanding of health problems and the design of the project, and continuously collects community feedback on the processes and outcomes of the project.

Childhood obesity prevention programs from the United States (US) and Europe have clearly shown that a community-based participatory approach to childhood obesity prevention works. These programs (EPODE<sup>1</sup>, Shape Up Somerville (SUS)<sup>2</sup> and Healthy Living Cambridge Kids (HLCK<sup>3</sup>) worked with their communities to put into place long term solutions that address childhood obesity, including developing a shared common guideline, implementing school policies and programs, increasing opportunities for after-school recreation, implementing family outreach activities, creating new community programs and strengthening community support. SCOPE's approach is modeled after these successful community-based programs.

## Why Abbotsford?

The community of Abbotsford expressed a keen interest in participating in the SCOPE project as a pilot city. Abbotsford was ready for action because of the existence of 'Healthy Abbotsford' - a city wide initiative that supports community members in promoting, fostering, and adopting healthy lifestyles with the overall goal of improving the health and well being of Abbotsford residents. The Healthy Abbotsford partners include the City of Abbotsford, the Abbotsford School District, Fraser Health Authority, the University of the Fraser Valley and the Abbotsford News. Abbotsford was chosen to be a SCOPE pilot community because of the enthusiasm amongst community leaders and the existence of Healthy Abbotsford, an organization that was already viewed as a leader in health promotion in the community. SCOPE's success relied on the willingness and involvement of the community to put into action the mission and vision of SCOPE.

## Why focus on children?

Childhood obesity increases the risk of life-long diseases such as type 2 diabetes, high blood pressure, high cholesterol, heart disease, and even cancer. As rates of childhood obesity increase, these debilitating diseases may develop in adolescence or young adulthood, rather than later in life. There is a real risk that

<sup>1</sup> Borys JM, Le Bodo Y, Jebb SA, Seidell JC, Summerbell C, Richard D, De Henauw S, Moreno LA, Romon M, Visscher TLS,

<sup>2</sup> Economos CD, Hyatt RR, Goldberg JP, Must A, Naumova EN, Collins JJ et al. A community intervention reduces BMI z-score in children: Shape Up Somerville first year results. *Obesity (Silver Spring)* 2007; 15(5):1325-36

<sup>3</sup> Chomitz VR, McGowan RJ, Wendel JM, Williams SA, Cabral HJ, King SE, Olcott DB, Cappello M, Breen S and Hacker KA. Healthy Living Cambridge Kids: A Community- based Participatory Effort to Promote Healthy Weight and Fitness. *Obesity*.2010;18(1)

children and youth today will live shorter lives than their parents and grandparents. Therefore, focusing health promotion and disease prevention efforts on children and youth is important in order to ensure the future health and vitality of our society.

Information from across Canada shows that 1 in every 4 children are overweight or obese<sup>4</sup>. In BC, there are over 200,000 children who are overweight or obese. Statistics on rates of childhood overweight and obesity in Abbotsford are not readily available however; community leaders in the City of Abbotsford who work with children and youth agree that the size of the problem in Abbotsford is similar to that of BC and Canada. In fact, in Fraser East which includes the City of Abbotsford, 74% of youth are not active enough and 23% of youth are overweight or obese<sup>5</sup>. Compared to provincial statistics, Fraser East residents (children and adults) are more likely to be overweight or obese (50% versus the BC average of 45%), tend to eat fewer than the five recommended servings of fruits and vegetables (39% versus the BC average of 43%) and are less physically active (56% compared to the BC average of 58%)<sup>6</sup>.

## THE PARTNERSHIP: SCOPE, THE CITY OF ABBOTSFORD AND HEALTHY ABBOTSFORD

Dr. Shazhan Amed, the lead of the SCOPE project and a pediatric endocrinologist at BC Children's Hospital, approached Abbotsford's Mayor and Council with the idea and philosophy of SCOPE. Almost immediately, a partnership was formed between SCOPE and the City of Abbotsford as part of the City's partnership with Healthy Abbotsford. Council approved the hiring of a local SCOPE project coordinator in Abbotsford and offered to match SCOPE's contribution to his/her hours and provide in kind office space and equipment, further solidifying an equal partnership and establishing the City's commitment to childhood obesity prevention.

The City's support to ensure a joint partnership between SCOPE and Healthy Abbotsford was critical in SCOPE gaining a strong foothold in the community and developing meaningful and productive partnerships with community members. Aligning priorities across SCOPE and Healthy Abbotsford increased the likelihood that successes achieved through the participatory approach could be sustained by Healthy Abbotsford partners. Healthy Abbotsford accepted the role as SCOPE's local advisory committee. Overall, the City was supportive of a community-based participatory approach to address the issue of childhood obesity in Abbotsford and worked with the SCOPE team early on to ensure the success of the project.

<sup>4</sup> Shield M. Overweight and obesity among children and youth. Health Rep. 2006; 17(3):27-42.

<sup>5</sup> Fraser East Canadian Community Health Survey 2005

<sup>6</sup> Population Health Profile 2010 Abbotsford LHA

## BARRIERS AND OPPORTUNITIES TO HEALTHY LIFESTYLES IN ABBOTSFORD

In the first year of the project, SCOPE and Healthy Abbotsford organized a series of meetings with members of the community who work and interact with children and families in Abbotsford. The goals for these meetings were to:

- I. Better understand what is currently happening in Abbotsford with the promotion of healthy lifestyles among children and youth;
- II. Identify barriers and opportunities to eating healthy and participating in physical activity in Abbotsford; and
- III. Provide key community leaders an opportunity to offer feedback on SCOPE's approach and directly participate in and advise the project's development, processes, and next steps.

Community members suggested other community members who should also be a part of the process and as a result there was a "snowball" recruitment effect. SCOPE continued to interact with community members through individual and group meetings and through invitations to participate in various committee meetings and community events. Some of the key topics that came out of these initial community meetings and interactions with the public are summarized below:

### What makes it difficult for children to eat healthy and be active in Abbotsford?

#### **Built Environment**

- Not enough opportunities for active transportation like walking and cycling to work/school in everyday life.
- Using public transportation to participate in organized activities.
- Perceived level of neighborhood safety prevents parents from allowing their children to play outside or walk / bike to school without an adult.
- Not enough sports fields to meet the need of organized sport.

#### **Programming**

- Lack of culturally appropriate health, sport and recreation programming.
- Lack of age appropriate sport and recreation programming for middle school aged children.
- Children prefer to play video games or use computers and other technology during leisure time instead of being active.

#### **Other challenges**

- No "one stop" source for information and programs on healthy living in Abbotsford.
- Lack of knowledge on specific behaviors that increase risk of childhood obesity.
- Financial cost of activity programs and healthy food choice.
- Time crunch felt by families makes it a challenge to get kids physically active and to cook healthy meals.
- Parents have little control over what children eat outside the home.
- Difficult for businesses to offer healthy food options and still make money.

## What makes it easy? Opportunities and Strengths:

### **Built Environment**

- Large network of trails, open spaces, parks and playgrounds
- Mild climate year round
- Availability of in-season locally grown produce
- Neighborhood safety and diversity / inclusion are important to the City and are being targeted through community development projects.
- Things which contribute to walkability, such as mixed use zoning, are being incorporated to some degree in City planning for future developments

### **Programming**

- City commitment to make Abbotsford a Child and Youth friendly community
- Variety of programming available through Parks, Recreation and Culture
- Faith-based organizations offer youth programming such as sports and camps
- Youth involvement being nurtured by several community organizations

### **Other opportunities**

- Financial assistance for low-income families available for sport and recreation activities through Parks, Recreation & Culture, Kidsport and Canadian Tire Jump Start programs.
- Existing Healthy Community Partnership involving the City, Health, Schools, Media and higher education

## EXAMPLES OF EARLY COMMUNITY ACTION

At the end of its 3 years, the main goal of SCOPE was to develop, in direct partnership with the community, a childhood obesity prevention action plan that would address specific community needs and priorities and therefore would create long lasting change. As with most community-based programs, there was a strong desire from community leaders to see early action. To meet this need and, at the same time, continue to elicit and apply community feedback and guidance, SCOPE and Healthy Abbotsford took early action on opportunities that were important to the community and achievable in the short term. These early actions strengthened the partnerships and proved that a participatory approach could result in early successes. Below are some examples of community action that addressed specific community-identified priorities relating to childhood obesity prevention:

**PRIORITY 1: Communicate to Raise Awareness: A solution-oriented health message that incorporated best practice and could be used collectively across all sectors of the community**

**ACTION:** The “5-2-1-0 guideline” is a health message that is based on evidence and used all over the world to promote physical activity and healthier food choices among children and their families. After speaking to community leaders and local families, SCOPE and Healthy Abbotsford customized the 5-2-1-0 guideline to provide community members with a health message that was easy to understand and solution-oriented (see appendix A). The message is simple: *‘enjoy at least 5 fruits and vegetables per day; power down, no more than 2 hours of screen time a day; play actively at least 1 hour each day; and choose healthy – zero sugar sweetened beverages.’* A 5-2-1-0 fact sheet was created to provide children and their families with practical tips on how to live 5-2-1-0 everyday. SCOPE had further discussions with the South Asian community in Abbotsford to make sure that the message was relevant and sensitive to their cultural practices. This led to the development of a Punjabi version of the SCOPE 5-2-1-0 fact sheet that incorporated the South Asian community’s recommendations.

The 5-2-1-0 guideline has been a focal point when working with many community organizations in Abbotsford so far, including sharing the message through their own networks and partnerships, and designing educational materials that help these organizations in teaching the message to the children and families they work with.

**PRIORITY 2: Educate to foster empowerment and responsibility: Educate new and soon to be parents**

**ACTION:** An important action identified by health professionals in Abbotsford was to involve new or soon to be parents in health promotion activities. Unique to the community of Abbotsford is that nearly all infants and children receive routine immunizations by public health nurses. SCOPE and Fraser Health saw this as an important strength of the community and worked together to find ways to integrate childhood obesity prevention education into the current work of the public health nurses. In partnership with Fraser Health, the Abbotsford SCOPE coordinator worked with public health to include education of the live 5-2-1-0 health message into routine child health visits. A teaching script and a supporting resource package was developed specifically for the public health nurses and included the SCOPE Fact Sheet and a series existing pamphlets on toddler health. These packages were made available in both English and Punjabi. The script and resources are now being used as part of the public health nurses’ regular conversations with parents at all one-year child health visit.



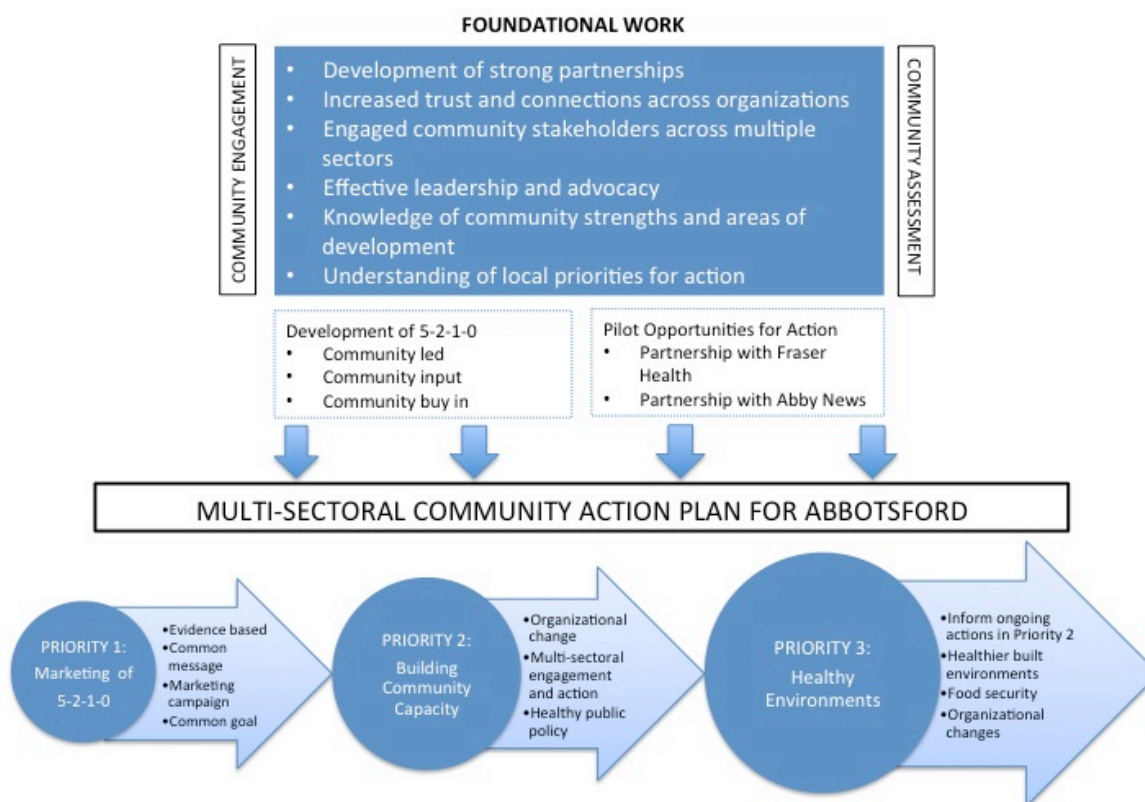
**PRIORITY 3: Develop Policies to Encourage Healthy Living: Engage Political leaders and decision makers to develop policies and activities that support healthy living**

**ACTION:** In partnership with Healthy Abbotsford, SCOPE focused on working with City leaders and management. This was done through presentations to Mayor and Council, Senior Management, Parks, Recreation and Culture Commission as well as various City departments. The goals of these presentations were to increase awareness of the issue of childhood obesity, to emphasize the importance of a leadership role by the City of Abbotsford in order to create healthier environments for children and families, and to request support for Healthy Abbotsford and SCOPE activities.

As a result of these efforts, the City showed leadership in health promotion through a variety of activities including: (i) starting an employee wellness committee and employee wellness program; (ii) the adoption of a healthy meeting policy based on the Eat Smart, Meet Smart Guidelines; (iii) additional funding to redesign the Healthy Abbotsford website that would house local, provincial and national health resources, (iv) and the development of a new call to action sub brand “Abbotsford, Let’s Make it Healthy.” Actions specific to healthy living and childhood obesity prevention were also put into the 2011 City Strategic Plan. This was considered a significant win for both Healthy Abbotsford and SCOPE because the City Strategic Plan sets the mission, vision, goals and direction for the City of Abbotsford, thus making community health and childhood obesity prevention a responsibility for all City Departments and adding to the sustainability of healthy initiatives in Abbotsford.

## ABBOTSFORD COMMUNITY ACTION PLAN

Through the SCOPE’s participatory approach to community involvement and partnership development, various opportunities for action have been identified to be included in the Abbotsford Community Action Plan. These actions have been developed in response to community feedback relating to areas of need such as lack of awareness among the general public of behaviours that are critical to the health of children and specific cultural beliefs and barriers to achieving healthy lifestyles. Three high level priorities became clear from these discussions. It is important to note that these priorities are not mutually exclusive but rather build upon one another to: (i) develop a strong foundation for health prevention strategies by disseminating the evidence-based live 5-2-1-0 health message; (ii) build community capacity for health promotion; and (iii) understand barriers to living healthy and use this information to impact environments so that they encourage and support healthy behaviours among children and their families.



**Figure 1: Process for the Development of Community Action Plan Priorities**

**Priority 1:** To educate the broad community and targeted populations on healthy living by promoting a simple, solution-oriented, consistent health message that is specific to children and youth.

There is strong evidence that there are four key unhealthy behaviours that significantly increase a child's risk of developing an unhealthy weight: poor intake of fruits and vegetables, too much time in front of screens (i.e. televisions, computers, video games), not enough daily physical activity, and too many sugar sweetened beverages (i.e. soda, fruit juices, sports drinks). However, with the amount of information and misinformation available in our society, knowing what to do to raise a healthy child can be confusing and overwhelming. The live 5-2-1-0 guideline simplifies this information into 4 key healthy behaviours that can be achieved on a daily basis. The guideline gives a consistent message that can be shared with parents, caregivers and children in their daily lives. The message becomes reinforced when the same message is heard at school, in the community and at home. The mission of the SCOPE project is to make the healthy choice the easy choice for children. A clear and consistent message shared by all sectors of the community is one step towards achieving this goal. An informed choice can be made when the healthy choice is clear.

In the first 3 years of SCOPE's partnership with Abbotsford, activities have focused on building awareness around the 5-2-1-0 guideline and developing strong relationships with community members who play an important role in building the community's ability to share the message, particularly to specific high-risk populations. Promotion of the guideline so far has included distributing the 5-2-1-0 guideline through

school challenges, community events, in-kind media advertising, and partnerships with the health sector and other community-based organizations. The next steps will include a thorough marketing plan, led by community partners, that will promote the use of the 5-2-1-0 guideline in order to build an even stronger foundation for action across multiple community sectors.

**Priority 2:** Work with community members so that the 5-2-1-0 guideline is accepted, adopted and shared within their programs.

In order to ensure longevity and to involve specific populations, the 5-2-1-0 guideline must be accepted, adopted and shared by community members. In the first phase of the SCOPE project, the guideline was developed through discussion with community leaders. Through broader community involvement, many opportunities have presented themselves to incorporate the guideline into the regular activities of community leaders who work directly with parents and children, such as the partnership with Fraser Health public health nurses described above. By building more partnerships such as this, Abbotsford will build its capacity to sustain the delivery and education of the 5-2-1-0 message and will open the door for creative opportunities to develop new programs and initiatives that increase opportunities for children to be physically active and eat healthy. As detailed in this Community Action Plan, SCOPE will continue to work with the community members in Abbotsford to further include the live 5-2-1-0 message into existing programs and determine opportunities for new initiatives.

**Priority 3:** Increase opportunities for health promoting behaviours by addressing upstream determinants of health.

With a stable foundation anchored by a clear and consistent community-wide health message for children and strong community partnerships, Abbotsford will have greater ability to positively alter the environments in which children and families work, live and play. The City will be equipped with the tools, knowledge and resources to address some of the more challenging barriers to leading a healthy lifestyle such as access to healthy foods, neighborhood safety, financial barriers to sport and recreation, and access to places that encourage healthy living.

In partnership with the Fraser Health Authority and Healthy Abbotsford, a comprehensive assessment of the Municipality is taking place to see how the City is doing in relation to activities that are known to create healthy and livable communities. Part of this assessment includes parts of the healthy built environment such as parks, trails, playgrounds, mixed use zoning, walkability etc. Well positioned within City Hall, SCOPE will continue to work closely with Fraser Health, Healthy Abbotsford and City departments, such as Planning and Parks, Recreation & Culture, to contribute knowledge, guidance and leadership in the assessment and the choice of priorities and actions with a focus on “Healthy Children”.

## ACTION PLAN

<b>Priority 1:</b> To educate the community on healthy living by promoting a simple, solution-oriented, consistent health message that is specific to children and youth.		
<b>Recommendation I</b>	<b>Actions</b>	<b>Partners</b>
Develop and implement a comprehensive community wide marketing strategy that will promote the use of the live 5-2-1-0 guideline across multiple community sectors.	<ul style="list-style-type: none"> <li>• Create a 5-2-1-0 marketing plan in partnership with various community organizations (i.e. Healthy Abbotsford partners). Include community-wide contests to engage children and their families</li> <li>• Develop promotional materials and messaging for various marketing opportunities in the City of Abbotsford including gateway signs, street banners and electronic signs.</li> <li>• Develop a comprehensive marketing tool-kit for use by community leaders from various community sectors (i.e. schools, recreation centers, private businesses, etc) to share the message through their networks and programs using online tools, customizable print materials, and social media.</li> </ul>	<p><b>City of Abbotsford (COA):</b> In-kind support from the COA to utilize marketing assets to disseminate the 5-2-1-0 message.</p> <p><b>Abbotsford News:</b> Assist in development of overall marketing campaign and provide some in-kind advertising and editorial space.</p> <p><b>Abbotsford School District:</b> Dissemination of 5-2-1-0 marketing resources into Schools. Assist in the administration of Healthy Living Contests for Students (i.e. Power Down Challenge).</p> <p><b>Fraser Health:</b> Provide support for this recommendation through the FH Community Health Specialist. (As part of the FH Healthy Community Strategies). Dissemination of 5-2-1-0 resources throughout FH facilities.</p> <p><b>University of the Fraser Valley:</b> Dissemination of 5-2-1-0 marketing resources through UFV campus and to Kinesiology and Nursing Students.</p> <p><b>Abbotsford Community Services (ACS):</b> Dissemination of 5-2-1-0 marketing resources through ACS facilities and programs.</p> <p><b>Abbotsford Parks, Recreation and Culture:</b> Dissemination of 5-2-1-0 marketing resources throughout recreation facilities and through programs.</p>

<b>Priority 2:</b> Enhance the community's capacity to <u>take action</u> across multiple community sectors through the creation of accessible and innovative opportunities that support children and their families in achieving the health goals outlined in the 5-2-1-0 message.		
<b>Recommendation I-a</b>	<b>Actions</b>	<b>Partners (I-a and I-b)</b>
Develop an educational resource kit for use across multiple community sectors to integrate educational materials on live 5-2-1-0 into existing community programs which target parents, caregivers or children.	<ul style="list-style-type: none"> <li>• Consult with facilitators and/or educators from various sectors on the key components of the resource kit (i.e. fact sheets, group discussion questions, teaching scripts, resource lists, online resource portal).</li> <li>• Identify existing programs and their related resources that already support the 5-2-1-0 message so that they can be incorporated into the resource kit. Work with agencies responsible for these programs for permissions and assistance to integrate (i.e Childhood Obesity Foundation, Screen Smart Program).</li> <li>• Consult with individual facilitators and/or educators to create additional resource kit materials that meet the specific needs of their target populations (i.e. culturally appropriate materials for Abbotsford Community Services, Multicultural and Immigrant Services, Life Skills workshops).</li> <li>• Create a partner sign-in page on the SCOPE website for partner access to all educational resource-kit materials and an online resource portal.</li> </ul>	<p><b>Fraser Health:</b> Public Health Nurses already using 5-2-1-0 resources during the 1-yr child vaccination clinics. SCOPE to continue follow-up and provide support where needed. Make these resources available online to other health care professionals.</p> <p><b>Abbotsford Heat:</b> Develop a resource -kit for Heat Players and the Heat Street Team to educate students and families on the 5-2-1-0 in schools and at community events.</p> <p><b>Abbotsford School District:</b> Develop an early years (0-5 yrs) resource-kit with Early Childhood Educators (Preschool, Before and After School Care). Provide training during Professional Development Days.</p> <p><b>Abbotsford Community Services (ACS):</b> Develop culturally appropriate resources to be used by facilitators to incorporate 5-2-1-0 education into new immigrant life skills workshops and South Asian Best for Babies Program. Develop a resource-kit for facilitators of pre and post natal classes offered through ACS.</p> <p><b>Abbotsford Parks, Recreation and Culture:</b> Develop a resource-kit for Community Recreation Leaders to incorporate 5-2-1-0 education into existing and new recreation programs.</p> <p><b>Pacific Sport Fraser Valley:</b> Provide expertise in Physical Literacy for incorporation into various resource-kits and to provide hands-on training to program facilitators from various organizations.</p> <p><b>University of the Fraser Valley:</b> Provide resource-kit materials for students in Kinesiology and Physical Education to educate clients and students</p>
<b>Recommendation I-b</b>	<b>Actions</b>	
Engage and partner with agencies who already provide education to and interact with children and families to incorporate the Educational Resource-kit into their existing programs.	<ul style="list-style-type: none"> <li>• Meet with individual agencies to discuss how to implement the resource-kit within their existing programs, taking into consideration their current capacity and needs.</li> <li>• Arrange facilitator staff training to incorporate the educational resource-kit</li> <li>• Provide partners with online access to resource-kit materials.</li> <li>• Follow-up up with agencies at 3, 6 and 12</li> </ul>	

	months after implementation of the resource-kit to ensure it continues to meet the needs of their target populations.	through practicum placements and upon entering the workforce. <b>Provincial and National Organizations:</b> Provide resources and guidance on existing healthy living programs that will be incorporated into resource-kit materials. (i.e. LEAP BC resources)
Recommendation II	Actions	Partners
Provide schools with curriculum support to enhance capacity for educating students on healthy behaviours inline with the live 5-2-1-0 message.	<ul style="list-style-type: none"> <li>• Work with the School District and UFV Kinesiology and Physical Education program to create an inventory of Healthy Living programs, activities and curriculums currently being used in the School District.</li> <li>• Identify existing provincial healthy living curriculums which support the learning outcomes from the BC Ministry of Education's Health and Physical Activity Curriculum.</li> <li>• Build partnerships with organizations responsible for disseminating and training teachers on their curriculums.</li> <li>• Develop strategies to assist provincial organizations in disseminating their programs to teachers through the Healthy Abbotsford Partnership with the School District (e.g. Pro-D Day workshops, online resource portal).</li> </ul>	<p><b>Abbotsford School District:</b> Complete an inventory of healthy living programs and resources being utilized in the schools. Review and provide approval for Healthy Living Curriculums that are appropriate and in-line with learning outcomes. Disseminate healthy resources from Healthy Abbotsford / SCOPE to teachers. Assist in the organization of Pro-D Day workshops related to the 5-2-1-0 message.</p> <p><b>Fraser Health:</b> Provide support for this recommendation through the FH Community Health Specialist.</p> <p><b>University of the Fraser Valley:</b> Provide expertise and practicum students to assist in inventory of Healthy Living programs within the schools.</p> <p><b>Pacific Sport Fraser Valley:</b> Training and education on various Physical Literacy programs (i.e. Kids can Move, Run Jump Throw, Fundamental Movement Skills).</p> <p><b>Abbotsford Heat:</b> Incorporate Healthy Living lesson plans into the Abbotsford Heat School Game Day workbook (March 2012, and yearly thereafter).</p> <p><b>60 Minute Kids Club (Innovative Fitness):</b> Training and engaging teachers on how to involve schools in the 60 Min Kids Club during Pro-D Day workshops. 5-2-1-0 message has been integrated</p>

		<p>into the 60 Min Kids Club Program.</p> <p><b>Childhood Obesity Foundation:</b> Provide local training and education on Screen Smart and Sip Smart Curriculums during Pro-D Day workshops.</p> <p><b>Other Organizations:</b> Engage additional organizations who offer healthy living program and resources to schools (i.e. Action Schools BC).</p> <p><b>Healthy Families BC:</b> Incorporate upcoming HFBC Healthy School initiatives into communication with and engagement of schools, principals, and teachers.</p>
Recommendation III	Actions	Partners
Motivate and support teachers in becoming health champions in their school.	<ul style="list-style-type: none"> <li>• Engage teachers through Pro-D day workshops and through school district communication channels.</li> <li>• Establish a distribution list comprising of teachers interested in regular updates on new or existing healthy living teaching resources and upcoming school-based challenges.</li> <li>• Develop a regular communication plan for the teachers on the distribution list.</li> <li>• Support teachers in implementing health challenges and innovative school-based health programs (i.e. 60 Min Kids Club).</li> </ul>	<p><b>Abbotsford School District:</b> Provide review and approval for communications to be sent out through the distribution list. Contribute support and expertise via the Curriculum Department.</p> <p><b>University of the Fraser Valley:</b> Provide support and expertise in the area of health and physical education. Contribute to developing communication pieces for teachers. Provide student support to develop and implement school-based health challenges (new and/or existing).</p> <p><b>Fraser Health:</b> Provide support for this recommendation through the FH Community Health Specialist.</p>

Priority 3: Increase opportunities for health promoting behaviours by addressing upstream determinants of health.		
Recommendation I	Actions	Partners
In partnership with Fraser Health, Healthy Abbotsford and City departments determine Healthy Community Strategies that create healthier environments for children and families which can be incorporated into departmental work plans.	<ul style="list-style-type: none"> <li>• Review drafts of the City of Abbotsford Healthy Community Scorecard (developed in consultation with Fraser Health) with relevant City Departments (i.e. Healthy Built Environment Section with Planning). Determine that the information contained in the Scorecard</li> </ul>	<p><b>Fraser Health:</b> Provide facilitation for the process.</p> <p><b>Healthy Abbotsford:</b> Steering committee for assessment and review of score card and prioritization of strategies.</p> <p><b>COA Planning:</b> Provide review and feedback on recommendations to ensure alignment with</p>

	<p>accurately reflects the work being done by each department.</p> <ul style="list-style-type: none"> <li>• In consultation with City Departments discuss the Scorecard results to determine suitable recommendations for action under each healthy community strategy. Determine which recommendations can be incorporated into departmental work plans in the short and long term.</li> <li>• Review the results of the Healthy Communities Scorecard and Recommendation for Action with the Healthy Abbotsford Committee.</li> <li>• Present Scorecard and Final Recommendations to Mayor and Council for approval to proceed with investigating feasibility of recommendations.</li> <li>• With permission from Mayor and Council, and in consultation with Partners determine priority actions and determine the resources required to incorporate the actions into work plans.</li> <li>• Present final recommendations and budget / resource implications to Mayor and Council for Approval to incorporate into work plans.</li> </ul>	<p>departmental goals and assess feasibility. Determine recommendations that can be incorporated into departmental work plan.</p> <p><b>COA Parks, Recreation and Culture:</b> Provide review and feedback on recommendations to ensure alignment with departmental goals and assess feasibility. Determine recommendations which can be incorporated into departmental work plan.</p>
<b>Recommendation II</b>	<b>Actions</b>	<b>Partners</b>
Incorporate Healthy Built Environment Objectives and Key Initiatives into the City of Abbotsford's Sustainability Plan	<ul style="list-style-type: none"> <li>• Planning department to assign representatives from Fraser Health, Healthy Abbotsford and SCOPE to the Sustainability Plan Working Group (January 2012).</li> <li>• FH, HA and SCOPE representatives to contribute to working group by providing expertise on Healthy Built Environment Principals as it relates to Sustainable Communities and Healthy Families.</li> </ul>	<p><b>Fraser Health:</b> Provide expertise on Healthy Built Environment through involvement in the Sustainability plan working group.</p> <p><b>Healthy Abbotsford:</b> Provide expertise on Healthy Living through involvement in the Sustainability plan working group.</p> <p><b>City of Abbotsford Planning Department:</b> Facilitate the development of the Sustainability Plan and working group.</p>



## ABBOTSFORD ACTION EVALUATION USING THE RE-AIM FRAMEWORK

	RE-AIM Dimension and Definition <sup>1</sup>				
	<b>Reach (R)</b> <i>The individual-level measure of participation.</i>	<b>Effectiveness (E)</b> <i>The impact of the objective, including potential negative outcomes.</i>	<b>Adoption (A)</b> <i>The measure of representativeness of settings that implement the objective.</i>	<b>Implementation (I)</b> <i>The extent to which an objective was delivered as it was intended.</i>	<b>Maintenance (M)</b> <i>The extent to which a program is sustained over time.</i>
<b>Priority 1:</b> To educate the broad community and targeted populations on healthy living by promoting a simple, solution-oriented, consistent health message that is specific to children and youth.	<b>Questions to Ask:</b>		<b>Indicators of Success:</b>		
	<ul style="list-style-type: none"> <li>• What proportion of partners invited to use the Live 5-2-1-0 marketing resources have accepted? (R)</li> <li>• How are the marketing resources being used? (R)</li> <li>• In the pilot city, what organizations, sectors, programs, etc. have adopted 5-2-1-0 messages, resources, and processes? (A)</li> <li>• Do the users find this to be an effective means of communication? (I)</li> </ul>		<ul style="list-style-type: none"> <li>• # of partners using 5-2-1-0 messaging/total # of partners that know about 5-2-1-0 (users and non-users) (R)</li> <li>• Measure will be tailored to specific city partner and action. For example: # of after school programs using Live 5-2-1-0 message/total # of afterschool programs in the pilot city (A) and how the adopters assess the utility/usability of the messaging (I)</li> </ul>		
<b>Priority 2:</b> To enhance the community capacity to take action across multiple community sectors through the creation of accessible and innovative opportunities that support children and their families in achieving the health goals outlined in the 5-2-1-0 message.	<b>Questions to Ask:</b>		<b>Indicators of Success:</b>		
	<ul style="list-style-type: none"> <li>• What proportion of partners are using the Live 5-2-1-0 educational resource kit? (R)</li> <li>• Does the tool kit resource work well in schools? (A/I)</li> <li>• How many community stakeholders are using the health goals outlined in the tool kit? (A/I)</li> <li>• Do stakeholders in Abbotsford find the tool kit useful and accessible? (A/I)</li> </ul>		<ul style="list-style-type: none"> <li>• # of partners using the tool kit/# of partners invited to use the tool kit (R)</li> <li>• # of sectors using the toolkit/# of sectors invited (R)</li> <li>• # of schools participating in the 5-2-1-0 training course/total # of schools (A)</li> <li>• # of teacher health champions identified (A/I)</li> <li>• # of community stakeholder health champions identified (A/I)</li> <li>• how is the tool kit being used in schools (A)</li> <li>• how is the educational tool being used by stakeholders/partners and how often (A)</li> </ul>		

<sup>1</sup> Reach, Effectiveness, Adoption, Implementation and Maintenance are the variable components of the RE-AIM framework. This model is defined in the following article: Glasgow, R. E., Vogt, T. M., & Boles, S. M. (1999). Evaluating the Public Health Impact of Health Promotion Interventions: The RE-AIM Framework. *American Journal of Public Health*, 89 (9), 1322-1327.

	RE-AIM Dimension and Definition <sup>2</sup>				
	<b>Reach (R)</b> <i>The individual-level measure of participation.</i>	<b>Effectiveness (E)</b> <i>The impact of the objective, including potential negative outcomes.</i>	<b>Adoption (A)</b> <i>The measure of representativeness of settings that implement the objective.</i>	<b>Implementation (I)</b> <i>The extent to which an objective was delivered as it was intended.</i>	<b>Maintenance (M)</b> <i>The extent to which a program is sustained over time.</i>
<b>Priority 3:</b> To increase opportunities for health promoting behaviours by addressing the upstream determinants of health.	<b>Questions to Ask:</b>		<b>Indicators of Success:</b>		
	<ul style="list-style-type: none"> <li>• How many work plans have municipal repercussions? (A)</li> <li>• Are there a greater number of city objectives that focus on the upstream determinants of health? (A)</li> <li>• Is there a greater shift in pilot city's focus on the healthy built environment? (I)</li> <li>• How many practices, policies and processes were developed? (I)</li> </ul>		<ul style="list-style-type: none"> <li>• # of relevant departmental work-plans that reflect healthy built environment priorities/total # of relevant departmental work plans (A)</li> <li>• # of healthy departmental work-plans that translate into action at the level of the community (i.e. healthy public policy) (I)</li> </ul>		

<sup>2</sup> Reach, Effectiveness, Adoption, Implementation and Maintenance are the variable components of the RE-AIM framework. This model is defined in the following article: Glasgow, R. E., Vogt, T. M., & Boles, S. M. (1999). Evaluating the Public Health Impact of Health Promotion Interventions: The RE-AIM Framework. *American Journal of Public Health*, 89 (9), 1322-1327.