

Be Well Community Collective: Healthy Kids for a Healthier Tomorrow

Strengthening Partnerships

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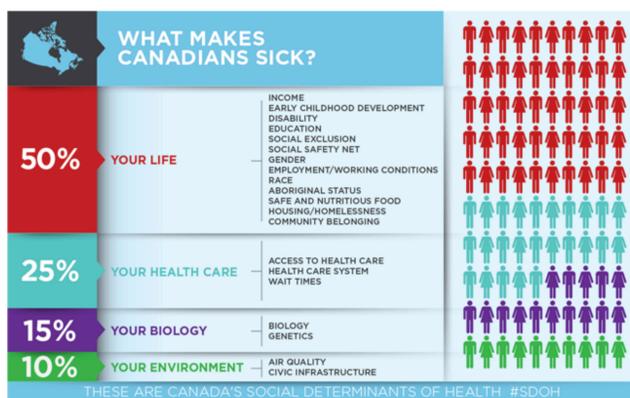
WHAT INSPIRED US?



Setting the Context

Locally, provincially and nationally many Canadian children and youth are not reaching their full health and well being potential. Poor sleep habits, insufficient vegetable and fruit consumption, sedentary behaviors, poor mental health and challenging family circumstances are all contributing to a growing number of children who are unwell.

Inspired by an interest in supporting health behaviours and addressing the social determinants of health at a systems level (individual, intrapersonal, organizational, community and policy) the Be Well Community Collective evolved.



Be Well Community Collective pilot has been informed by:

- Identified Community Need - Community needs assessment, GBFHT strategic plan & Resilient Kids Committee, SDOH community statistics
- SCOPE BC – live5210.ca
- Literature review & promising practices
- Consultation with Community Members & Partners

A COLLABORATIVE APPROACH FOR CREATIVE SOLUTIONS

Healthy resilient children require environments that work to improve not only health behaviors, such as physical activity, healthy eating, adequate sleep and limited recreational screen time, but also address the underlying social determinants of health as they play a critical role in an individual's ability to make healthy choices. This requires a community-wide approach to change.



Be Well's initiatives are guided by a collective impact model wherein we are in the collaboration phase.

The Collaboration Continuum

Trust						
Compete	Co-exist	Communicate	Cooperate	Coordinate	Collaborate	Integrate
Competition for clients, resources, partners, public attention.	No systematic connection between agencies.	Inter-agency information sharing (e.g. networking).	As needed, often informal, interaction, on discrete activities or projects.	Organizations systematically adjust and align work with each other for greater outcomes.	Longer term interaction based on shared mission, goals, shared decision makers and resources.	Fully integrated programs, planning, funding.
Turf						
Loose			Tight			

Be Well Community Collective backbone organizations:

- Georgian Bay Family Health Team
- Simcoe Muskoka District Health Unit
- Healthy Kids Community Challenge Collingwood



WHAT ARE WE UP TO?

The Be Well Community Collective is supporting the advancement of four initiatives which aim to enable families to achieve their health and well being potential.

1. Screening Patients

Enabling Physicians and Allied Health Care Providers to change processes and improve HP discussions; maximizing Primary Care providers as an intervention strategy. Current pilot focuses on ages 2-13. Next steps will include screening 14-17 year olds.



We are asking these questions because we care about you and your family.

Sleep

Do you have any concerns about your child's sleep? Yes No

Vegetables and Fruit

On most days how many servings of vegetables and fruits does your child eat per day? (1 serving = 1/2 cup or 1 piece)

Do you have trouble affording to buy veggies and fruit? Yes No

Recreational Screen Time (not school work)

On most days how many hours does your child spend in front of a screen? (TV, video games, computer, phone)

Physical Activity

How many days per week is your child physically active, for at least 60 minutes? (walking, biking, playing)

Do you have trouble being active because of the cost (programming, equipment, transportation and/or clothing)? Yes No

Beverages

On most days how many drinks such as juice, pop, ice coffees and energy drinks does your child drink? (1 drink =

Mental Health

Are you concerned about your child's mental health? Yes No

Do you have concerns about your child's behaviour? Yes No

Family Life

Family life isn't easy. Are you interested in having more tools and skills to support family life? Yes No

Money

Do you ever have difficulty making ends meet at the end of the month? Yes No

2. Improving Referral Pathways

Facilitate local connections to resources that can support families in making healthy choices and contribute to strengthening community action.

3. Disseminating Health Messaging

Consistent evidence based messaging throughout our communities reinforcing the notion that health happens everywhere, every day throughout South Georgian Bay.

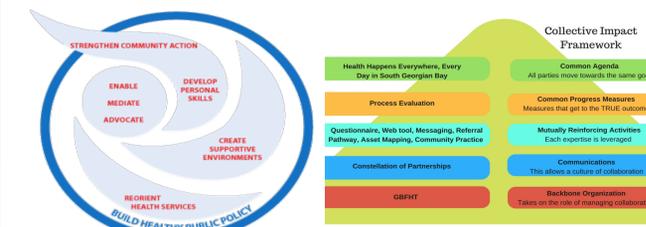
4. An interactive website

Maps benefits, provides tips and identifies local referral resources for specific social challenges.



METHODOLOGY

The theoretical frameworks which inform the Be Well Community Collective include; the Ottawa Charter for Health Promotion, the Collective Impact Framework, a social justice lens and the Collaboration Continuum Model.



The Be Well Community Collective leverages the relationships, expertise, and connections of the Healthy Kids Community Challenge steering committee, Simcoe Muskoka District Health Unit and Georgian Bay Family Health Team Resilient Kids Committee; supporting the planning, implementation and evaluation of each of the four initiatives aimed at raising healthy resilient kids.

KEY MESSAGING

BE WELL

BUILD HEALTH INTO YOUR DAY, YOUR WAY.

- 10 HOURS OF RESTFUL SLEEP**

Sleep. It's more important than we think.
- 5 VEGGIE/FRUIT SERVINGS A DAY**

Choose to boost veggies and fruit.
- 2 HOURS OR LESS OF TV/SCREEN TIME**

Take a break. Turn it off. Unplug and play.
- 1 HOUR OF PHYSICAL ACTIVITY/PLAY**

Run. Jump. Play. Everyday.
- 0 SUGAR SWEETENED BEVERAGES**

Water does wonders! Make water your first choice for thirst.
- MONEY**

Money can affect health. Talk with a doctor.
- MENTAL HEALTH**

Mental health is as important as physical health. Reach out.
- FAMILY LIFE**

Life with kids can be messy and that's ok. You are not alone. Connect.



Talk with a doctor. Reach out. Connect. Check out beWellcommunity.ca or call 211

REFERENCES

- The Hospital for Sick Children, www.aboutkidshealth.ca
- Canadian Medical Association, www.cma.ca
- Canadian Public Health Association, www.cpha.ca
- Collaboration for Impact, www.collaborationforimpact.com