



Spark Advocacy Grant Projects

March 2010



www.heartandstroke.ca/spark

Introduction

The Heart and Stroke Foundation of Ontario is gravely concerned about the growing rates of childhood obesity and its impact on the current and future health of Ontario's children. In Ontario, 28% of children ages 2 – 17 are overweight or obese.

The Foundation is committed to improving the health of Ontario's children through supporting an environment that encourages and enables children to be active and have access to healthy food.

Spark Advocacy Grants are awarded in a competition that helps groups of individuals begin to spark action in their communities. It provides financial support to implement advocacy initiatives that increase access to physical activity and/or healthy food for children across the province. The goal of the fund is to ignite and catalyze change within Ontario's diverse communities.

Grant Funding Categories

The Foundation recognizes that community groups may be at different stages or have different capacities to engage in the advocacy process, so the fund is designed to “spark” grassroots advocacy for active healthy living in two ways:

Advocacy Development Projects:

Funds are to aid groups in the planning and development phase to carry out specific advocacy efforts that support increased access to physical activity and/or healthy food for children in Ontario. These projects are at the beginning of the process of identifying:

1. the problem in their community
2. the change that needs to happen to address the problem
3. the necessary partners to engage
4. the decision-makers they want to influence
5. the messages and methods to raise community awareness

Community Action Projects:

Funds are for projects that have already established their partners, goals and action plans to work with decision-makers to *implement* changes in policy and practice. These projects are to engage communities in direct action to make significant policy change that will have a sustainable impact to support increased access to physical activity and/or healthy food for children in Ontario.

Table of Contents

Recreational Opportunities Grants

1. [Atikokan Youth Initiatives](#), **Atikokan**: *Healthy Choices* - Page 8
2. [Oak Park Moms & Tot Neighbourhood Centre](#), **Oakville**: *Women & Child Swim* - Page 8
3. [Flemingdon Park Parent Association](#), **Toronto**: *Educate the Residents to Advocate for Healthier Community* – Page 8
4. [Boys and Girls Club of Pembroke](#), **Pembroke**: *Staggered Bells, Healthy Kids* - Page 9
5. [Brockville Sports Organization](#), **Brockville**: *Toward Municipal Activity Policies* - Page 9
6. [Drumming Hearts to Action](#), **St. Catherine's & Six Nations Reserve**: *Drumming Hearts to Action* – Page 12
7. [Mississippi Mills Bicycle Month](#), **Almonte**: *Make Cycling Safe* – Page 12
8. [Newcomer Women's Services](#), **Toronto**: *MOSAICS: A Roundtable for Newcomer Heart-Healthy Parenting* – Page 13
9. [Mississippi Mills Mentors](#), **Almonte**: *Wicked Wellness* – Page 13
10. [Ottawa Sikh Community Services](#), **Ottawa**: *Healthy Living and Fitness for East Indian Children & Youth* – Page 14
11. [Opportunities Waterloo Region](#), **Kitchener**: *Access to Recreation for All Youth (ARAY)* – Page 14
12. [Healthy Start Coalition](#), **London**: *Preschooler Physical Activity Initiative: Opportunities in London Daycares* – Page 14
13. [Springwater Parks and Recreation](#), **Midhurst**: *Springwater Be Active Be Healthy* – Page 15
14. [Scadding Court Community Centre](#), **Toronto**: *Fusion: Newcomer Girls for Heart Healthy Policy Change* – Page 16
15. [Lanark Health and Community Services](#), **Lanark**: *Rural Recreation Advocacy Project* – Page 17
16. [Erin Mills Youth Outreach Program](#), **Mississauga**: *Get With It!* – Page 17
17. [Community Matters Toronto](#), **Toronto**: *Access to Exercise: Resident Driven Advocacy in St. James Town* – Page 17
18. [Humber Summit Advisory Group](#), **Toronto**: *Humber Summit: Taking it to the Greens!* – Page 18
19. [Play Works Youth Friendly Community Recognition Program](#), **Toronto**: *Play Works Youth Friendly Community Expansion* – Page 18
20. [Community Resource Centre \(CRC\) Weekdayz Youth Programs](#), **Killaloe Station**: *Youth Active* – Page 20
21. [Active Cambridge](#), **Cambridge**: *Cambridge Active Charter Development* – Page 20
22. [Communities A.L.I.V.E. \(Always Living in a Vibrant Environment\)](#), **Gananoque**: *ALIVE and Well: Get Active in the Islands* – Page 20
23. [Lets Make Waves](#), **Toronto**: *Lets Make Waves* – Page 21

24. [Active London 2010](#), London: *London In Motion – Children and Youth Physical Activity Advocacy Strategy* – Page 21
25. [Peterborough County-City Health Unit](#), Peterborough: *Peer Led Intramural Training Workshop* – Page 22
26. [AKWE: Go Urban Aboriginal Children's Program](#) - Katarokwi Native Friendship Centre, Kingston: *AKWE:GO Active Kids Campaign* – Page 22
27. [Bruce Grey PLAY Committee](#), Owen Sound: *PLAY Bruce Grey Policy Makers Tool-Kits* – Page 23
28. [Kingston Gets Active](#), Kingston: *Kingston Gets Active for children and youth: Every day your way campaign* – Page 23
29. [YMCA of Greater Toronto](#): *YMCA Youth Fit for Life* – Page 24
30. [Township of Johnson](#), Desbarats: *“Ready, Set, Go!” Community Action Planning Initiative* – Page 25
31. [South West Area Recreation Guild \(SWARG\)](#), Windsor: *in motion Children & Youth Targeted Strategy Education Forum* – Page 25
32. [Corporation of the City of London, Neighbourhood and Children's Services Division](#), London: *Energize* – Page 25
33. [Mohawk Gardens Public School](#), Burlington: *Supporting Kids through an Active Community* – Page 25
34. [Kingston Family YMCA](#), Kingston: *Active Kids = Active Lives* – Page 26
35. [Horn of Africa Parents Association](#), Scarborough: *Fitness for East African Girls* – Page 26
36. [Flemingdon Health Centre](#), Toronto: *Flemingdon Ravine Access Coalition* – Page 27
37. [Big Sisters of North Bay and District](#), North Bay: *Healthy Bodies, Healthy Minds* – Page 27
38. [Wellington-Dufferin-Guelph \(WDG\) in motion](#), Orangeville: *WDG in Motion* – Page 27
39. [Faith Health Initiative](#), Ghana Methodist Church /Black Youth Helpline, North York: *Faith Communities and Health: Mobilizing Healthy, Active Sunday Schools* – Page 28
40. [North of Princess Communities in Action \(NPCIA\)](#), Kingston: *“Chart Your Course” Project* – Page 28
41. [ARE-U-READY](#), Woodstock YMCA: *ARE-U-PARTICIPATING* – Page 29

Active Transportation Grants

1. [Green Communities Canada](#), Toronto: *Ottawa School Travel Planning Pilot* – Page 18
2. [Active & Safe Routes to Schools](#), Windsor: *Active & Safe Routes to Schools* – Page 21
3. [Environment Network](#), Collingwood: *Active and Safe Routes to School* – Page 24
4. [Mohawk Gardens Public School](#), Burlington: *Supporting Kids through an Active Community* – Page 25
5. [Communities in Action, U-Links Centre for Community Based Research](#), Minden: *Building Advocates through Community-Based Participatory Research* – Page 26

Built Environment Grants

1. [Green Communities Canada](#), **Ottawa**: *Ottawa School Travel Planning Pilot* – Page 18
2. [Waterfront Regeneration Trust](#), **Toronto**: *Do More on the Shore – Research and Advocacy* – Page 19
3. [Active & Safe Routes to Schools](#), **Windsor**: *Active & Safe Routes to Schools* – Page 21
4. [Environment Network](#), **Collingwood**: *Active and Safe Routes to School* – Page 24
5. [Mohawk Gardens Public School](#), **Burlington**: *Supporting Kids through an Active Community* – Page 25
6. [Communities in Action](#), [U-Links Centre for Community Based Research](#), **Minden**: *Building Advocates through Community-Based Participatory Research* – Page 26
7. [Flemingdon Health Centre](#), **Toronto**: *Flemingdon Ravine Access Coalition* – Page 27
8. [Wellington-Dufferin-Guelph \(WDG\) in motion](#), **Orangeville**: *WDG in Motion* – Page 27

School Policy Grants

1. [Boys and Girls Club of Pembroke](#), **Pembroke**: *Staggered Bells, Healthy Kids* - Page 9
2. [FoodShare Toronto](#), **Toronto**: *Recipe for Change: Improving Access to Healthy Food in Ontario's Schools* – Page 10
3. [Champlain Cardiovascular Disease Prevention Network](#), **Ottawa**: *The Champlain Declaration: Moving Towards Implementation of Recommended Actions through Advocacy Workshops* – Page 10
4. [OPHEA](#), **Toronto**: *A Provincial Advocacy Strategy to Support Health and Physical Education as a Foundational Component of Healthy Schools and Communities* – Page 11
5. [Drumming Hearts to Action](#), **St. Catherine's & Six Nations Reserve**: *Drumming Hearts to Action* – Page 12
6. [Go For Health Windsor-Essex](#), **Windsor**: *Windsor-Essex Declaration on Healthy and Active School Environments* – Page 13
7. [YMCA of Simcoe/Muskoka](#), **Barrie**: *Healthy Active Schools Initiative* – Page 16
8. [Call to Action: Healthy Weights – Healthy Lives!](#), **New Liskeard**: *Creating a Healthy School Nutrition Environment – Be Aware, Make it Easy, Be Involved, Speak Out!* – Page 19
9. [People for Education](#), **Province-wide**: *Schools at the Centre – the place to improve Physical Activity for Children and Youth* – Page 19
10. [Communities A.L.I.V.E. \(Always Living in a Vibrant Environment\)](#), **Gananoque**: *ALIVE and Well: Get Active in the Islands* – Page 20
11. [Lets Make Waves](#), **Toronto**: *Lets Make Waves* – Page 21

12. [Big Sisters of North Bay and District](#), North Bay: *Healthy Bodies, Healthy Minds* – Page 27
13. [LifeWorks School Working Group](#), Hastings & Prince Edward Counties: *Daily Physical Activity (DPA) Principal's Awareness Campaign* – Page 28
14. [Healthy Schools Healthy Kids Coalition](#), Sudbury: *Educational Field Trip/Excursion Policy* – Page 29
15. [Lambton County Student Wellness Committee](#), Sarnia: *Moving Physical Activity Towards Policy* – Page 29
16. [Durham Region Health Department](#), Whitby: *Supportive Environments in Schools* – Page 29

Food Security Grants

1. [Ontario Healthy Communities Coalition](#), Toronto: *The Future of the Good Food Box* – Page 9
2. [Middlesex-London in motion](#), London: *Middlesex County Physical Activity and Healthy Eating Advocacy Plan* – Page 11
3. [York Region Do the Math Committee](#), Newmarket: *“Do the Math”* – Page 12
4. [Community Food Security](#), Cornwall: *Healthy Food, Healthy Kids* – Page 12
5. [Huron County Health Unit](#), Clinton: *Sustainable Food Huron* – Page 14
6. [Sudbury Good Food Box Committee](#), Sudbury: *The Sudbury Good Food Box Committee* – Page 15
7. [Jane Finch Action Against Poverty](#), Toronto: *Food Right – Right Food Campaign* – Page 16

Healthy Eating Grants

1. [Flemingdon Park Parents Association](#), Toronto: *Educate the Residents to Advocate for Healthier Community* - Page 8
2. [Ontario Healthy Communities Coalition](#), Toronto: *The Future of the Good Food Box* – Page 9
3. [Northwestern Ontario Women's Centre](#), Thunder Bay: *Children and the Food Charter* – Page 10
4. [FoodShare Toronto](#), Toronto: *Recipe for Change: Improving Access to Healthy Food in Ontario's Schools* – Page 10
5. [The Village Keepers](#), Brampton: *The Village Can* – Page 11
6. [Middlesex-London in motion](#), London: *Middlesex County Physical Activity and Healthy Eating Advocacy Plan* – Page 11
7. [York Region Do the Math Committee](#), Newmarket: *“Do the Math”* – Page 12
8. [Community Food Security](#), Cornwall: *Healthy Food, Healthy Kids* – Page 12
9. [Drumming Hearts to Action](#), St. Catherine's & Six Nations Reserve: *Drumming Hearts to Action* – Page 12

10. [Huron County Health Unit](#), **Clinton**: *Sustainable Food Huron* – Page 14
11. [Sudbury Good Food Box Committee](#), **Sudbury**: *The Sudbury Good Food Box Committee* – Page 15
12. [Green Thumbs Growing Kids](#), **Toronto**: *School Food Garden Capacity-Building* – Page 15
13. [Jane Finch Action Against Poverty](#), **Toronto**: *Food Right – Right Food Campaign* – Page 16
14. [Call to Action: Healthy Weights – Healthy Lives!](#), **New Liskeard**: *Creating a Healthy School Nutrition Environment – Be Aware, Make it Easy, Be Involved, Speak Out!* – Page 19
15. [AKWE: Go Urban Aboriginal Children's Program](#) - **Katarokwi Native Friendship Centre, Kingston**: *AKWE:GO Active Kids Campaign* – Page 22
16. [Vision Youth Leadership Program](#), **North York**: *Youth Heart Health Advocate Program* – Page 23

Diversity Grants

1. [Oak Park Moms & Tots Neighbourhood Centre](#), **Oakville**: *Women & Child Swim* – Page 8
2. [Ottawa Public Health](#): *Children @ Play: Back to the Basics* – Page 9
3. [The Village Keepers](#), **Brampton**: *The Village Can* – Page 11
4. [Drumming Hearts to Action](#), **St. Catherine's & Six Nations Reserve**: *Drumming Hearts to Action* – Page 12
5. [Newcomer Women's Services](#), **Toronto**: *MOSAICS: A roundtable for Newcomer Heart-healthy Parenting* – Page 13
6. [Ottawa Sikh Community Services](#), **Ottawa**: *Healthy Living and Fitness for East Indian Children & Youth* – Page 14
7. [Scadding Court Community Centre](#), **Toronto**: *Fusion: Newcomer Girls for Heart Healthy Policy Change* – Page 16
8. [Erin Mills Youth Outreach Program](#), **Mississauga**: *Get With It!* – Page 17
9. [Community Matters Toronto](#), **Toronto**: *Access to Exercise: Resident Driven Advocacy in St. James Town* – Page 17
10. [AKWE: Go Urban Aboriginal Children's Program](#) - **Katarokwi Native Friendship Centre, Kingston**: *AKWE:GO Active Kids Campaign* – Page 22
11. [Vision Youth Leadership Program](#), **North York**: *Youth Heart Health Advocate Program* – Page 23
12. [Horn of Africa Parents Association](#), **Scarborough**: *Fitness for East African Girls* – Page 26
13. [Faith Health Initiative](#), **Ghana Methodist Church /Black Youth Helpline, North York**: *Faith Communities and Health: Mobilizing Healthy, Active Sunday Schools* – Page 28

Atikokan Youth Initiatives

Project Name: *Healthy Choices*

Advocacy Development Grant: \$3,200

Funded: November 2009

In the northern community of Atikokan, rates of overweight and obesity are high, and physical activity opportunities are limited. Atikokan Youth Initiatives wants this to change, so they are bringing community partners together to discuss solutions, and plan activities that will involve all members of the community. Through working together, they hope to see more youth involved in active community programs.

Oak Park Moms & Tots - Oakville

Project Name: *Women & Child Swim*

Community Action Grant: \$11,500

Funded: November 2009

Oak Park Moms & Tots is a community based organization that has been connecting parents and children to community resources for more than 10 years. They are well aware of the challenges that many families face in accessing these community resources. The lack of a women-only swim at community pools greatly limits the ability for Muslim women and girls to swim in public pools. Oak Park Moms & Tots will advocate to the Town of Oakville, Halton Region Public Health and the local YMCA to broaden their programming to accommodate special swim times specifically for Muslim women and children in the Halton region.

Flemingdon Park Parents Association - Toronto

Project Name: *Educate the Residents to Advocate for Healthier Community*

Advocacy Development Grant & Community Action Grant: \$15,000

Funded: November 2009 & May 2007

Access to healthy food is an on-going challenge in Toronto's Flemingdon Park area, with residents having to travel outside of their community to buy food. The Flemingdon Park Parents Association (FPPA) wants residents to become involved in finding the solution that's best for them, so FPPA is going to bring local politicians and community members together to see what they can do to improve residents' access to fresh healthy food. Uniting the community to work together will give residents a stronger voice when calling for healthier food choices.

With a previous Spark grant, the Flemingdon Park Parents Association advocated for increased access to their neighbourhood swimming pool, arena and soccer field for residents of the community. The FPPA sees these community resources as an integral part of school physical education programs, and local residents' efforts to live healthy, active lifestyles, so they worked with school councils, student councils and employees of Toronto's Parks and Recreation Department to improve access to the facilities.

They advocated not only for the access issues, but also for affordable and accessible programs. Many ordinary residents, children, youth, and adults started to become more involved, and felt that their voice was very important in order to make changes in their community. As a result, for

the first time Parks, Forestry and Recreation opened on site registration for local residents - as demanded by all residents in the forums. For the community, and for the Flemington Park Parent Association, this was a huge success.

Boys and Girls Club of Pembroke

Project Name: *Staggered Bells, Healthy Kids*

Advocacy Development Grant: \$5000

Funded: November 2009

In Renfrew County, “staggered bells”, a new system of starting the school day at different times for different age groups, is putting a strain on both healthy eating habits and after school recreation programming for school children. The Boys and Girls Club of Pembroke is going to work with their community partners to undertake a needs survey to determine just how badly families are affected and what can be done to help, then use the survey results to advocate to the Boards of Education for more support for before and after school programming.

Ontario Healthy Communities Coalition - Toronto

Project Name: *The Future of the Good Food Box*

Community Action Grant: \$20,000

Funded: November 2009

When a community has a Good Food Box (GFB) Program, residents have the opportunity to access a variety of affordable healthy fruits and vegetables. However, without sustainable funding, many GFB Programs face the threat of closure. The Ontario Healthy Communities Coalition will work with GFB Programs across Ontario to help them find funding sources to be able continue their programs, and plan for long term sustainability. They will also support the establishment of GFB Programs in communities where none exist.

Brockville Sports Organization

Project Name: *Toward Municipal Activity Policies*

Advocacy Development Grant: \$5000

Funded: November 2009

The Brockville Sports Organization wants the Municipality of Brockville to establish physical activity policies that will help increase the participation of children from low income families to be involved in physical activities. They will undertake a scan of current policies and gaps, and then develop a policy paper that will then be used to influence the City of Brockville’s policy makers.

Ottawa Public Health

Project Name: *Children @ Play: Back to the Basics*

Advocacy Development Grant: \$4375

Funded: November 2009

In a 2008 needs assessment, Ottawa Public Health identified a lack of awareness and training as key factors limiting access to physical activity and healthy food for specific multicultural groups. Various community agencies that work closely with this population are ideally positioned

to affect positive changes to programs and policies at their organizations. Ottawa Public Health will conduct a workshop to provide guidance to these organizations' front-line staff, and will then advocate to the organizations' decision makers for the long-term changes needed to ensure that multicultural groups are more involved in community-based programs.

Northwestern Ontario Women's Centre – Thunder Bay

Project Name: *Children and the Food Charter*

Advocacy Development Grant: \$5000

Funded: November 2009

When various groups are involved in providing school food services, and all are governed by different nutritional guidelines, the result can negatively impact the quality and type of food available to students. The Northwestern Ontario Women's Centre wants this to change. Using the Thunder Bay Food Charter as its guiding document, they will advocate for policy development that improves student nutrition and greater incorporation of locally-grown food.

FoodShare Toronto

Project Name: *Recipe for Change: Improving Access to Healthy Food in Ontario's Schools*

Community Action Grant: \$25,000

Funded: November 2009

FoodShare Toronto wants to see nutrition education integrated into the Ontario school curriculum, and they are going directly to the source to help get the message across. The goal of *Recipe For Change* is to mobilize policy makers, students, educators and key decision makers to sign on to the campaign to actively integrate cooking, gardening, composting, nutrition and food literacy into provincial curriculum and school practice from JK to grade 12. Working with 100 schools and 10,000 students, they will first encourage students to take their own steps toward healthier eating, and then they will take their message directly to provincial government. Engaging students directly in the solution is FoodShare's way of helping Ontario students make healthy choices with their diet.

Champlain Cardiovascular Disease Prevention Network - Ottawa

Project Name: *The Champlain Declaration: Moving Towards Implementation of Recommended Actions through Advocacy Workshops*

Community Action Grant: \$50,000

Funded: November 2009 & November 2007

With the help of a \$25,000 Spark Advocacy grant awarded in November 2007, the Champlain Cardiovascular Disease Prevention Network (CCPN) worked with leaders from across the Champlain education setting to achieve regional consensus on policy direction in several areas related to healthy weights. The result of these efforts was the Champlain Declaration: *A Call to Action for Physically Active & Healthy Eating Environments in Schools*, a commitment from all of the regional school boards to creating healthy school environments so that school-aged children (Aged 4 – 18) in the Champlain District can be physically active and make healthy food choices at school on a daily basis.

After establishing the Champlain Declaration, and gaining the support of the nine school boards in the Champlain region, CCPN is ready to take the Declaration to the next level. CCPN will work with their regional partners to develop and execute an advocacy strategy that will assist schools with implementing the goals of the Declaration, in particular, establishing a demonstrated regional commitment to ensuring healthy school environments in the Champlain district.

OPHEA - Toronto

Project Name: *A Provincial Advocacy Strategy to Support Health and Physical Education as a Foundational Component of Healthy Schools and Communities*

Community Action Grant: \$20,000

Funded: November 2009

Although the Ontario government is introducing new a Health and Physical Education (H&PE) policy in 2010, implementation of the policy can be a challenge for many schools. The Ontario Physical and Health Education Association (Ophea) will establish a provincially coordinated advocacy strategy to support the implementation of the new policy in schools and communities. Working with their provincial partners, they will develop advocacy messaging and materials, then disseminate these materials to school-based decision-makers to help them facilitate the implementation of the policy in their schools.

The Village Keepers - Brampton

Project Name: *The Village Can*

Advocacy Development Grant: \$5000

Funded: November 2009

Healthy eating choices with culturally appropriate food can be challenging for newcomers/immigrants. The incorporation of traditional foods into healthy nutrition messages and programs in Brampton is relatively non-existent or inaccessible for most newcomer/immigrants. The Village Keepers, an active group of women from various ethnic backgrounds, will seek to establish a local food policy that will improve access to culturally appropriate healthy food and healthy food messages for immigrant children in the Brampton area.

Middlesex-London *in motion* - London

Project Name: *Middlesex County Physical Activity and Healthy Eating Advocacy Plan*

Advocacy Development Grant: \$5,000

Funded: November 2009

Middlesex London in motion has identified that Middlesex County lacks affordable healthy food and they want to figure out why. They will survey the current conditions that may be contributing to this, and then develop an advocacy plan of action to address the problem. Their goal is to use this plan to advocate for changes that will increase access to healthy food and physical activity opportunities for children in Middlesex County.

York Region Do the Math Committee - Newmarket

Project Name: *“Do the Math”*

Advocacy Development Grant: \$5,000

Funded: November 2009

For residents in York Region living on social assistance, most do not have sufficient income to be able to afford a nutritious and healthy diet. As a first step in addressing the chronic food insecurity and poor health of people on social assistance in Ontario, the York Region Do the Math Committee is participating in a province-wide effort to have social assistance rates increased by \$100 per month. The Committee will conduct community consultations to increase awareness of the campaign, and encourage residents to speak to their elected officials to address the lack of access to and affordability of healthy food in York Region.

Community Food Security - Cornwall

Project Name: *Healthy Food, Healthy Kids*

Advocacy Development Grant: \$5,000

Funded: November 2009

In an effort to improve the quality of food served to children in community agencies in Cornwall, Community Food Security will work with agencies to help them develop nutritional policies and link them to existing programs, tools and resources that can help to increase healthy food purchasing. They will conduct community forums to bring agency representatives together to work out an action plan that will lead to effective changes within these agencies. The result they are looking for is an improvement in the quality of food served to children in community agencies across the Cornwall.

Drumming Hearts to Action – St. Catherine’s & Six Nations Reserve

Project Name: *Drumming Hearts to Action*

Community Action Grant & Advocacy Development Grant: \$30,000

Funded: November 2009 & November 2007

The Six Nations Reserve and Brock University will build on the progress they made with a 2007 Spark grant, and will work together once again to address the issue of inactivity and the lack of practical nutrition skills with residents of the Reserve. With the overall project modeled on the Aboriginal Medicine Wheel, they will work with parents and senior elementary students to help them build knowledge and skills regarding physical activity and nutrition, so that they can then work with younger children on the Reserve to establish similar practices. They will review policies and procedures at the Six Nations’ Child Care Centres, and offer suggestions for change, and they will advocate for programs and policy development in community venues.

Mississippi Mills Bicycle Month - Almonte

Project Name: *Make Cycling Safe*

Advocacy Development Grant: \$3,000

Funded: November 2009

With road conditions in the rural area of Mississippi Mills far from ideal for cyclists, Mississippi Mills Bicycle Month is working to improve conditions so that children and families can cycle safely. By studying what works in other rural communities, they hope to find ways to improve the conditions in their neighbourhoods. The result will be a strategy to make Mississippi Mills safer for young cyclists.

Newcomer Women's Services -Toronto

Project Name: *MOSAICS: A roundtable for Newcomer Heart-healthy Parenting*

Advocacy Development Grant: \$5,000

Funded: November 2009

Research has indicated that marginalized newcomer children experience higher risk factors for obesity due to settlement stress; however, currently there is no policy agenda in Toronto on identifying best practices to support newcomer parents in developing heart healthy lifestyles. Relatively simple changes in policy could result in more newcomer parents engaging their children in recreational programs. Newcomer Women's Services Toronto will facilitate a roundtable discussion for local service providers and newcomer parents to identify policy options and barriers for children. The outcome will be the development of a policy framework which will be used to advocate to policymakers to integrate culturally appropriate policies that will support newcomer parents.

Go For Health Windsor-Essex - Windsor

Project Name: *Windsor-Essex Declaration on Healthy and Active School Environments*

Advocacy Development Grant: \$5,000

Funded: November 2009

Go For Health Windsor-Essex will orchestrate a community summit and bring together policy makers to discuss how local school boards can be supported to develop and implement policies that will improve healthy eating and physical activity opportunities at their schools. The outcome of the summit will be a Declaration that the school boards will sign, showing their support for and commitment to making change within their school settings. Go For Health will continue to support each of the school boards by helping to develop specific policies that will best fit each respective school.

Mississippi Mills Mentors - Almonte

Project Name: *Wicked Wellness*

Advocacy Development Grant: \$3,000

Funded: May 2009

In the rural community of Almonte, all need to work together to help facilitate an active healthy lifestyle for youth ages 4 to 18. This grant will support the community of Mississippi Mills in the development of a common vision and sustainable actions to support this goal. *Wicked Wellness* will bring together partners from education, health, sport and leisure, social services and municipal council to encourage and foster networking and resource sharing, to make a joint

assessment of the needs and resources of the community, adopt a vision of development or change, and identify the priorities and strategies to develop an action plan.

Huron County Health Unit - Clinton

Project Name: *Sustainable Food Huron*

Advocacy Development Grant: \$5000

Funded: May 2009

The importance of a healthy diet for children is well-documented. The *Sustainable Food Huron* project will establish an action group, representative of all sectors of the community, which will work to develop an advocacy plan and promote food security for all Huron County children. The goal of the action group will be to work on a local food policy that will improve access to healthy food.

Ottawa Sikh Community Services - Ottawa

Project Name: *Healthy Living and Fitness for East Indian Children & Youth*

Advocacy Development Grant: \$5000

Funded: May 2009

The Ottawa Sikh community has a large new immigrant population, with many new-comer families from India whose knowledge, language and cultural barriers restrict them from access to recreational facilities and services. Ottawa Sikh Community Services will work with parents and grandparents to advocate for increased physical activity and healthy eating for their children. The project will lead to the development of a youth network that will facilitate youth involvement in the decision making with regard to recreational programming in their community.

Opportunities Waterloo Region - Kitchener

Project Name: *Access to Recreation for All Youth (ARAY)*

Advocacy Development Grant: \$5000

Funded: May 2009

With the goal of developing policies that will increase access to physical activity for local children, this project will lay the ground work for building the capacity of community members to have the skills and the tools necessary to move forward with their advocacy efforts. The *Access to Recreation for All Youth* project will build a coalition of community partners that will develop an advocacy plan of action focused on increasing access to recreation and physical activity for local children.

Healthy Start Coalition – London

Project Name: *Preschooler Physical Activity Initiative: Opportunities in London Daycares*

Advocacy Development Grant: \$5000

Funded: May 2009

With 45% of London preschoolers insufficiently active, this project will focus on working with community partners and local daycare stakeholders to develop a community advocacy plan to overcome the barriers faced by frontline childcare providers, and to facilitate improved physical

activity opportunities in daycares. Through a series of focus groups with local daycares, the *Preschooler Physical Activity Initiative* will gain insight into both the challenges faced when engaging preschoolers in physical activity at daycare, and opportunities for increasing physical activity.

Springwater Parks and Recreation - Midhurst

Project Name: *Springwater Be Active Be Healthy*

Advocacy Development Grant: \$4000

Funded: May 2009

Focused on the need for increased access to physical activity in this rural community, the *Springwater Be Active Be Healthy* project will connect community representatives from several areas to advocate for municipal policy development and support. The project will mobilize families, groups, municipal departments and key stakeholders to collectively cultivate a sustainable environment to support new policies.

Sudbury Good Food Box Committee - Sudbury

Project Name: *The Sudbury Good Food Box Committee*

Advocacy Planning & Development Grant: \$4000

Funded: May 2009

From September 2007 to September 2008, Food Bank usage in Sudbury increased by 34%. The Sudbury Good Food Box Committee, representing over 12 community organizations, will work together to advocate for a sustainable Good Food Box program that will improve access to healthy affordable food for all community participants, particularly children. The advocacy will focus on the development of internal organizational policies that will support the Good Food Box program. Recommended policies include commitments to in-kind support for the program (e.g. meeting space, printing, translation) and or monetary support (e.g. subsidies for Good Food Boxes).

Green Thumbs Growing Kids – Toronto

Project Name: *School Food Garden Capacity-Building*

Advocacy Development Grant: \$5000

Funded: May 2009

School food gardens are an excellent way to introduce children at a young age to garden-fresh foods and all the benefits they offer. However there are many institutional barriers to integrating school food gardens into the education system. The *School Food Garden Capacity-Building* project will form partnerships that can build credibility and capacity to advocate for a garden in every school, with community access and engagement. In addition to presenting to the Toronto Food Policy Council, this project will seek to have school food gardens included in the Toronto Food Strategy, currently in development.

Jane Finch Action Against Poverty - Toronto

Project Name: *Food Right – Right Food Campaign*

Advocacy Development Grant: \$5000

Funded: May 2009

The *Food Right – Right Food Campaign* will seek to address the lack of accessibility to affordable healthy food in the Jane Finch area of Toronto. This project will bring together a variety of partners to identify realistic solutions to the problem, and to then develop a concrete action plan that could serve as the basis for future community action.

Scadding Court Community Centre - Toronto

Project Name: *Fusion: Newcomer Girls for Heart Healthy Policy Change*

Advocacy Development Grant: \$5000

Funded: May 2009

City of Toronto reports have identified the need to get Asian, East African and South Asian newcomer young women more engaged in recreational activities to combat risk factors for heart disease and obesity. In the *Fusion: Newcomer Girls for Heart Healthy Policy Change* project, a group of trained female leaders will conduct a needs assessment and use their findings to collaborate with policy makers to increase access points and eliminate recreational barriers for young newcomer women in the Chinatown-Kensington area of Toronto. The project will create a policy framework for how participatory methods can address service gaps for ethno-specific communities.

YMCA of Simcoe/Muskoka – Barrie

Project Name: *Healthy Active Schools Initiative*

Community Action Grant: \$69,600

Funded: May 2009, May 2008, & November 2006

The Simcoe-Muskoka YMCA set out to partner with two elementary schools to develop and test tailored school action plans that would support health promotion, organizational change, and the development and delivery of daily physical activity programs and routines in these schools. After successfully working with eight schools in that first year, they embarked on a plan to implement the YHAS model into an additional 14 to 20 Simcoe County schools. They wanted to work with these schools to influence and advocate for increased awareness regarding the importance of physical activity and healthy eating to parents, students, school staff, and parent councils through a variety of action initiatives. This included advocating for school involvement in the Healthy Foods for Healthy Schools Initiative, advocating for Healthy Snacks in Schools with a Healthy Snacks Guidelines Booklet, and advocating for community partnerships to enhance and enable delivery capability.

With the help of a third Spark Advocacy grant, they are now advocating for individual school accountability in identifying a specific health priority and establishing goals to address that priority in the board-required School Improvement Plans of twenty-five schools. They are working toward the creation of a systemic organizational practice that provides a supported, coordinated approach to addressing the health priorities in the school board.

Lanark Health and Community Services

Project Name: *Rural Recreation Advocacy Project*

Community Action Grant & Advocacy Development Grant: \$35,000

Funded: May 2009, May 2008 & May 2007

Access to recreational services can be a challenge in rural Ontario, so the North Lanark County Community Health Centre is helping families in rural communities campaign for increased access to recreation and physical activity opportunities.

Earlier work in the project advocated for healthier choices in school and municipal recreation settings, and encouraged partnerships amongst schools, municipal and private organizations to create more opportunity for children to increase their physical activity and overall healthy habits. They also advocated to municipal, township, county and provincial governments, seeking to secure increased funding for initiatives in the community that contribute directly to enhanced physical activity among children. This development work created partnerships with several service clubs that laid the foundation for further support of physical activity initiatives for children and youth.

The current *Rural Recreation Advocacy Project* will build on this earlier work and will seek to establish and support community and parent led recreation advocacy committees throughout the County. These committees will sustain advocacy initiatives to municipal governments, and offer support and leadership to recreational programs. The project will lead to innovative, community-driven solutions to rural recreational issues, solutions which take into consideration localized needs and resources.

Erin Mills Youth Outreach Program – Mississauga

Project Name: *Get With It!*

Community Action Grant: \$20,000

Funded: May 2009

The primary goal of the *Get With It!* project is to empower ethnically diverse, low income youth who are at risk of obesity and heart disease, to achieve and maintain good health by advocating on their own behalf for community supports that will facilitate their access to nutritious food and physical activity. Members of the newly-created Youth Advisory Council will receive advocacy training, and will work with the Erin Mills Youth Outreach Program to develop and execute an advocacy campaign focused on increasing access to affordable recreation and healthy food.

Community Matters Toronto

Project Name: *Access to Exercise: Resident Driven Advocacy in St. James Town*

Community Action Grant & Advocacy Development Grant: \$27,000

Funded: May 2009 & November 2008

The St. James Town community is home to 67+ cultures, many of whom are in the process of settling and unaware of the rights and policies available to them. Access to physical activity for children in the community is a problem. Building on the advocacy work already underway with the support of a November 2008 Spark grant, the *Access to Exercise* project will mobilize a

diverse community to develop the skills and knowledge that will empower them to be the voice for change in their area. The project will focus on improving equity of access to sports and exercise at local Community Centres for local residents, and expanding the Joint Use of School Agreement for evening and weekend use of local schools for children's athletic programs. The advocacy work undertaken with a 2008 grant helped to ensure that the neighbourhood school pool was not closed.

Humber Summit Advisory Group - Toronto

Project Name: *Humber Summit: Taking it to the Greens!*

Community Action Grant: \$25,000

Funded: May 2009

The Humber Summit neighbourhood in the Jane-Finch area of Toronto has one community recreation centre, which has no gymnasium, and little youth programming. The *Taking it to the Greens!* project will advocate to municipal government to explore new facilities and improve access to existing facilities (playing fields, swimming pools, gymnasiums, ice arenas), to ensure opportunities for free year-round physical activity opportunities.

Green Communities Canada – Ottawa

Project Name: *Ottawa School Travel Planning Pilot*

Community Action Grant: \$25,000

Funded: May 2009

As the number of children being driven to/from school skyrockets, and walking and other active forms of transportation plummet, there are serious and growing concerns about the health impacts of this trend. The *Ottawa School Travel Planning Pilot* will introduce comprehensive School Travel Planning to all school boards in Ottawa through a two year pilot, utilizing a model framework that has been developed and tested in four provinces across Canada. School Travel Planning focuses on developing a local multi-stakeholder team to create policy and infrastructure changes required to facilitate active travel to school, overcoming many barriers that are beyond the scope of traditional Active & Safe Routes (ASRTS) to School programs.

Play Works Youth Friendly Community Recognition Program - Toronto

Project Name: *Play Works Youth Friendly Community Expansion*

Community Action Grant: \$25,000

Funded: May 2009

The goal of Play Works is to see more communities understand the benefits of youth play and to create policies and operational approaches that support continued and increased investments. The *Play Works Youth Friendly Community Expansion* project is directed at municipal elected officials who have the authority to invest in youth play. The project will focus on advocating to decision makers on their own turf – Play Works will utilize opportunities such as conferences and publications directed at elected officials to communicate key messages. The goal of the project is to increase the number of municipalities in Ontario that qualify as youth friendly under

the Youth Friendly Community Recognition Program, which celebrates communities that are taking steps to open their doors to youth by reinvesting in youth play.

Call to Action: Healthy Weights – Healthy Lives! – New Liskeard

Project Name: *Creating a Healthy School Nutrition Environment – Be Aware, Make it Easy, Be Involved, Speak Out!*

Community Action Grant: \$50,000

Funded: May 2009 & May 2008

Since 2008, local public health staff and other community partners have been working on making healthy food a priority for the school - what is served, what is taught, and what food is used for fundraising and celebrations. The project is seeking to increase the number of schools overall that are working toward a food and nutrition policy. The project is engaging the entire school community including school boards, councils, staff, students, parents and community partners. With the help of the Spark grant funding, the project was piloted in eight schools in the Timiskaming district. As a result of the timely and valuable community level support from this grant project, the *Creating a Healthy School Nutrition Environment* project was awarded a \$46,500 MHP Healthy Communities Grant in November 2009, allowing for the expansion of the project from an initial 8 schools to a total of 16 schools.

Waterfront Regeneration Trust – Toronto

Project Name: *Do More on the Shore – Research and Advocacy*

Community Action Grant: \$50,000

Funded: May 2009 & May 2008

The Waterfront Regeneration Trust (WRT) wants to make the most of the 680-kilometer trail they oversee, and to do that, they went straight to the source – the cyclists who participated in the first annual Great Waterfront Trail Adventure. The WRT surveyed the cyclists to determine their knowledge of the trail, their current use of the trail for both fitness and commuter purposes, and perceived barriers to its use. They then compiled the findings and developed recommendations for all three levels of government, including recommendations for infrastructure improvements, and the development of tools and resources for families to learn more about the trail.

As a result of the data collected from their first year survey, the *Do More on the Shore – Research and Advocacy* project has gained strong municipal support for 33 additional infrastructure projects on the Waterfront Trail, with a commitment of considerable municipal investment. This second year of funding will support efforts to build political support for and advocate for decisions that will bring more enhancements and connections to the Waterfront Trail.

People for Education – Province-wide

Project Name: *Schools at the Centre – the place to improve Physical Activity for Children and Youth*

Community Action Grant: \$25,000

Funded: May 2009 & May 2008

People For Education are using their experience as successful advocates for positive change to help make students, parents and teachers champions for improved physical education programming in schools. Their *Schools at the Centre* project is providing the data, tools and support needed to mobilize parents, teachers and youth, helping them influence decision makers to improve physical education policies, programs, and funding. Through collaboration with community members, this project is advocating for the use of schools as a sustainable mechanism for the promotion of healthy lifestyles, further strengthening the sustainability of the community-school partnerships. The project work includes hosting a forum on physical education in schools, working with media to ensure stories about physical education in schools are in the press, and hosting a second physical education workshop at the annual People for Education conference.

Community Resource Centre (CRC) Weekdayz Youth Programs – Killaloe Station

Project Name: *Youth Active*

Advocacy Development Grant: \$5000

Funded: November 2008

With the *Youth Active* project, the Community Resource Centre Weekdayz Youth Programs team worked with groups of parents and youth to identify gaps in available recreational opportunities. They worked together to develop proposals to increase recreational and wellness programs, and form strategies and action plans to join with other community groups in lobbying municipal governments to increase their financial and operational commitment to youth programming aimed at allowing rural children to become more active. The project acted as a catalyst for the successful development of local affordable recreation for children and youth in the area.

Active Cambridge

Project Name: *Cambridge Active Charter Development*

Advocacy Development Grant: \$5000

Funded: November 2008

The goal of the *Cambridge Active Charter Development* project was to research Community Active Charters and design a charter appropriate to the community of Cambridge. Active Cambridge then advocated for its adoption in Cambridge to ensure key decision makers are aware of their influence on activity participation and maximize opportunities for increased community capacity. As a result of their work, the Active Cambridge Physical Activity Charter philosophy has been included in the City of Cambridge master plan for recreation, and will serve as a guiding document for decision makers to use when planning recreation and developing infrastructure.

Communities A.L.I.V.E. (Always Living in a Vibrant Environment) – Gananoque

Project Name: *ALIVE and Well: Get Active in the Islands*

Community Action Grant: \$40,000

Funded: November 2008 & November 2007

The *Get Active in the Islands* project is lead by Communities ALIVE, a regional, grass-roots community health coalition. This community-driven project brought together schools and local businesses to help focus on the critical role of parents, and mobilizing them as decision makers in their children’s lifestyles. After establishing Family/School Health Councils in four elementary schools, the Councils now plan, implement, evaluate and sustain school and community-based physical activity solutions for students and their families.

In addition to other activities, Communities A.L.I.V.E. delivered a workshop on “Sustainable Community Health Indicators” helping stakeholder groups and decision makers to recognize the critical connection between health, the environment (both natural and built) and economic development. The workshop set the stage for community development and advocacy efforts related to increasing access to recreation and physical activity for children.

Active & Safe Routes to Schools – Windsor

Project Name: *Active & Safe Routes to Schools*

Community Action Grant: \$50,000

Funded: November 2008 & November 2007

Being able to walk to and from school safely is a simple goal, and one that demonstrates good health can be measured in small steps. In Windsor, the Active and Safe Routes to School (ASRTS) Coalition worked with parents in eight pilot schools to advocate to municipal and school board decision makers to put the environmental and social supports in place to ensure children’s safety when walking to school, and to ensure that activities aimed at increasing physical activity in schools are implemented. The ASRTS Coalition worked with parent committees to identify the physical barriers to walking to school, and together they conducted “walkabouts” with students and with City Planners, to experience the barriers first hand. As a result of the work of this project, there is now signage for safe school routes being developed by the city planner, and posted along school routes.

Lets Make Waves - Toronto

Project Name: *Lets Make Waves*

Advocacy Development Grant: \$5,000

Funded: May 2008

Lets Make Waves is a dedicated community group working to create a long-term, sustainable solution to keep the school pools in Toronto in operation. Lets Make Waves has been working diligently with concerned parents and community members to find a way to keep the swimming pools open, and after advocating strongly and continuously to the school board and to the City of Toronto, they were met with success. The pools will now remain open, and are as quickly becoming filled with local programming and swim classes.

Active London 2010

Project Name: *London In Motion – Children and Youth Physical Activity Advocacy Strategy*

Advocacy Development Grant: \$5,000

Funded: May 2008

Being active means you need a place to play. That's the simple yet critical message behind the Active London 2010 advocacy efforts. The Active London 2010 group worked with community partners in North West London to develop a strategy and planning document to support their advocacy efforts to enhance physical activity and health outcomes of children and youth in the Medway Planning District. The result is a comprehensive document that will help to guide the actions that need to be taken to increase decision makers' and the public's awareness of the importance of increasing physical activity opportunities for children. Through effective advocacy, the group hopes to influence key public policies in the areas of urban planning and opportunities for physical activity for children and youth.

Peterborough County-City Health Unit

Project Name: *Peer Led Intramural Training Workshop*

Advocacy Development Grant: \$4,500

Funded: May 2008

Building on the success of similar initiatives in the Peterborough area, this project sought to create more opportunities for physical activity in schools by harnessing the energy and enthusiasm of the students. The Peterborough County-City Health Unit worked with the school community to develop and carry out a training event for students to teach them how to run peer lead intramural programs. At the event, students were trained to act as both advocates and leaders in intramural physical activity programs. In addition to supporting students through this project, a blog was initiated to support the development of peer led intramural programs, and develop a community of practice among teachers.

AKWE: Go Urban Aboriginal Children's Program - Katarokwi Native Friendship Centre - Kingston

Project Name: *AKWE:GO Active Kids Campaign*

Advocacy Development Grant: \$7000

Funded: May 2008 & May 2007

Communities need to build programs that are right for their children, and the *AKWE: GO Urban Aboriginal Children's Program* in Kingston is doing just that. With the support of two Spark Advocacy Grants totaling \$7000, they are raising awareness of healthy foods and recreation and physical activity opportunities for children and youth that are consistent with traditional Aboriginal activities and teachings.

The *AKWE: GO Active Kids Campaign* reached out to parents, teachers and the local community to provide information about the importance of physical activity and proper nutrition. The education program encouraged families to get active by giving them tips and suggestions to help parents and children to be active together, and focused on increasing the use of the First Nation's, Inuit and Métis Food Guide, the *AKWE:GO Active Kids Campaign*. Through a holistic approach emphasizing physical activity and nutrition, this project engaged children and youth, parents, and community members to positively influence Aboriginal youth lifestyles.

Vision Youth Leadership Program – North York

Project Name: *Youth Heart Health Advocate Program*

Community Action Grant: \$18,300

Funded: May 2008

The Vision Youth Leadership Program is helping students speak out and be heard. The project worked with over 100 youth ages 14 – 25 to equip them with advocacy skills, and help facilitate their partnership with school councils in their efforts to make healthy foods available for snacks and lunches. Working with three elementary schools with a high concentration of Chinese-Canadian students, the youth participated in a number of interactive school events, and supported the schools in developing action plans for that supported healthy food choices and daily physical activity. The project generated significant media coverage in the region, particularly amongst the Chinese language media outlets, and many continue to track the activities of the Vision Youth Leadership Program.

Bruce Grey PLAY Committee – Owen Sound

Project Name: *PLAY Bruce Grey Policy Makers Tool-Kits*

Community Action Grant: \$20,000

Funded: May 2008

The Bruce Grey PLAY Committee wants to remove barriers to play – barriers in the form of policies that currently limit municipalities, school boards, schools and other service organizations in creating safe environments and opportunities for physical activity for children and their families. To do this, they brought together a variety of stakeholders to identify the barriers and discuss opportunities to address them, and suggest new practices that create PLAY friendly environments and opportunities. The result was the development of the PLAY Bruce Grey Advocacy Toolkit, a comprehensive resource that encourages and supports community action and collaboration in the development and implementation of policies that create equitable access to physical activity opportunities and promote healthy, active living. By engaging policy-makers from across the community, the PLAY Committee is paving the way for change.

Kingston Gets Active

Project Name: *Kingston Gets Active for children and youth: Every day your way campaign*

Community Action Grant & Advocacy Development Grant \$25,000 & \$2000

Funded: May 2008 & November 2006

Kingston Gets Active (KGA) wants kids to get active, and to do it, they're advocating to municipal government to support the Community Activity Pass programs for kids in grades five through ten. The program will give kids greater and easier access to community programs. To further promote child and youth physical activity, KGA is developing a comprehensive social marketing and advocacy campaign. Utilizing a variety of media, the campaign will increase public awareness and educate the community about physical activity.

With a Spark grant awarded in 2006, Kingston Gets Active developed the “5 x 5 Get Moving” project to reach out to parents to help them motivate their kids to try new physical activities, increase the amount of time they are active, and work towards a new healthy active attitude. Kingston Gets Active worked with teachers and community organizations to develop an activity guide that had kids try out 5 different activities, doing each 5 times. It provided the kids with an opportunity to try new activities that were fun for them, and gave parents a resource that could help facilitate their children’s involvement.

YMCA of Greater Toronto

Project Name: *YMCA Youth Fit for Life*

Community Action Grant: \$94,416

Funded: May 2008

The demands of family life today mean parents are often not home from work until the early evening. With more and more children attending after-school childcare programs, the YMCA of Greater Toronto is focusing on increasing opportunities for physical activity in these programs. The YMCA is working with 28 community after-school care provider sites in the Central Toronto and Scarborough communities, providing communication materials, training, evaluation, quality assurance and reference materials to these sites that do not offer fitness-related components in their current programs. The cornerstone of this project is that it helps to provide the appropriate training and put the necessary supports in place so the sites are equipped to carry out a program of physical activity during the after-school programs.

Environment Network – Collingwood

Project Name: *Active and Safe Routes to School*

Community Action Grant: \$25,000

Funded: November 2007

Active and Safe Routes to School is unique in its holistic approach to sound fitness, environmental, and community practices. Rather than viewing these components as separate parts, this program recognizes that advocating through this holistic approach will be the key to creating long-term, sustainable change within the community.

In Collingwood, the Environment Network worked with parents, school officials, local police, municipal councilors and traffic engineers to examine and address the school safety issues and put forward recommendations to address them. All 60 schools in Simcoe County carried out neighbourhood walkabouts, and conducted a transportation survey for each school, with results compiled and presented to parent councils.

The Active and Safe Routes to School project has helped to raise participation in active transportation methods, and many communities have adopted a walking charter of rights and community sustainability plans. The project has encouraged active modes of transportation to and from school and has shown both parents and children how to make walking or riding to school fun as well as healthy.

Township of Johnson - Desbarats

Project Name: *“Ready, Set, Go!” Community Action Planning Initiative*

Advocacy Planning Grant: \$2,000

Funded: November 2007

In the small community of Desbarats, just outside of Sault Ste. Marie, the Township of Johnson wanted to find ways to engage the local children and youth in more recreational and physical activities. They contacted the local schools, and together they organized a Recreation Celebration. The Celebration was an opportunity for community members to be active together and to celebrate the recreational opportunities that were available to them, and led to strengthened and more involved relationship between the Township and the schools.

South West Area Recreation Guild (SWARG) – Windsor

Project Name: *in motion Children & Youth Targeted Strategy Education Forum*

Advocacy Planning Grant: \$2,000

Funded: November 2007

The *in motion Children & Youth Targeted Strategy Education Forum* brought together top-level decision makers within the six regional school boards, post-secondary schools and three public health units to talk about ways to develop a health promotion strategy to promote physical activity in elementary schools in the tri-county area. The Forum resulted in the development of short and long term advocacy and policy development goals and in a strengthened relationship with the local French school boards.

Corporation of the City of London, Neighbourhood and Children's Services Division – London

Project Name: *Energize*

Advocacy Development Grant: \$1,125

Funded: May 2007

The *Energize* project called for free recreation and physical activity opportunities within the neighbourhoods, free equipment for use by the children and free transportation to allow them to participate in opportunities in other neighbourhoods. Focused on children ages 5 – 13 years of age in two city neighbourhoods, *Energize* had a specific focus on walking as low-cost method for children and youth to stay physically active.

Mohawk Gardens Public School – Burlington

Project Name: *Supporting Kids through an Active Community*

Advocacy Development Grant: \$4,000

Funded: May 2007

Parents of Mohawk Gardens Public School students want to have a more active and healthy school community. Rallying the broader community for their support resulted in increased commitment to work on the issue. It also resulted in an invitation to provide input into the recreation plan for the City of Burlington, and an invitation to sit on the committee for Halton

Region's physical activity plan. With the principal of the school firmly behind the whole project, Mohawk Gardens Public School is on their way to becoming a more active environment.

Kingston Family YMCA

Project name: *Active Kids = Active Lives*

Advocacy Development Grant: \$2,500

Funded: May 2007

The Kingston Family YMCA's *Active Kids = Active Lives* project encouraged parents to provide their children in kindergarten to grade eight with more opportunities to be physically active. Information packages and education sessions delivered through school councils and community groups included materials explaining the benefits of physical activity for children, and informed parents how to take advantage of existing programs in the community. The project provided parents with the opportunity to learn ways to help their kids be more active, and opened the door for increased collaboration with the school and school board.

Communities in Action, U-Links Centre for Community Based Research – Minden

Project Name: *Building Advocates through Community-Based Participatory Research*

Advocacy Development Grant: \$5,000

Funded: May 2007

Rural communities often struggle with making active transportation – walking, bike riding, jogging – available to children and adults alike. Minden's Communities in Action Committee worked with the community to raise awareness of the benefits of active transportation planning in rural communities, and to help persuade the government to put increased emphasis on active transportation options in its planning of transportation routes. Engaging the community proved to be an ideal way to build the advocacy skills of those involved, and provided the school kids with an opportunity to have a voice in the issue.

Horn of Africa Parents Association – Scarborough

Project Name: *Fitness for East African Girls*

Advocacy Development Grant: \$5000

Funded: May 2007

The Horn of Africa Parents Association's *Fitness for East African Girls* project combines education and advocacy initiatives supporting increased fitness opportunities for East African girls. The Horn of Africa Parents Association worked with parents to help them learn the skills to become advocates on behalf of their daughters, and to become involved with their school council. They worked with parents to convince schools and the City of Toronto's Parks and Recreation Division to adapt recreation and sports programs to make them culturally appropriate for Muslim girls. Their hard work paid off when the school board granted them a permit to run fitness activities for two days a week, and provided funds to support a girls summer camp in 2008.

Flemingdon Health Centre – Toronto

Project Name: *Flemingdon Ravine Access Coalition*

Advocacy Development Grant: \$5,000

Funded: May 2007

The Flemingdon Health Centre recognized the potential of the nearby Flemingdon Ravine as an ideal location for youth to engage in physical activity, but access to the ravine posed a significant challenge. A pathway into the ravine would greatly improve opportunities for local residents to hike, cycle and play in the ravine area. The Health Centre's Flemingdon Ravine Access Coalition rallied local youth to get involved, and taught them the advocacy skills they would need to have their voice heard. The youth team jumped at the opportunity, creating a short video and booklet about the ravine issue, and sending the video and booklet to various local decision-makers. They also arranged a meeting with the Mayor of Toronto, where the youth presented the Mayor with the video and booklet, and shared their concerns about lack of access to the ravine. The project was successful both raising awareness about the Ravine issue, and in increasing the capacity of area youth to engage in advocacy work.

Big Sisters of North Bay and District – North Bay

Project Name: *Healthy Bodies, Healthy Minds*

Advocacy Development Grant: \$4,000

Funded: May 2007

With an exciting program all set up and ready to go, and girls lined up to take the program, Big Sisters of North Bay were faced with a dilemma – they had nowhere to run the program. Through their *Healthy Bodies, Healthy Minds* campaign, they advocated to local schools and convinced them to open their doors during non-school hours to non-profit community groups. The interest in the campaign paved the way for meetings with principals, and increased the interest of more students to become involved in the program. The project represents the first step in making important programs available to kids – and that first step is finding the facilities to make them happen.

Wellington-Dufferin-Guelph (WDG) In Motion – Orangeville

Project Name: *WDG in Motion*

Community Action Grant: \$25,000

Funded: May 2007

Wellington-Dufferin-Guelph (WDG) in Motion recognized the need for strong collaborative action to address the high levels of physical inactivity in many communities in the region, and that the action needed to be led by the communities themselves. The answer was to set up municipal action teams that could advocate to local government to create new policies and bylaws that would support changes to the built environment, changes that would put pedestrian needs ahead of motorized transport concerns. Working with the communities of North Wellington and the Town of Mono, this project had a number of successes, including strengthened partnerships between the municipalities and local schools, and the creation of new relationships between

public health, family health teams, local sports groups, and schools. *WDG in Motion* continues to advocate for infrastructure changes and community planning that will promote good health.

Faith Health Initiative, Ghana Methodist Church /Black Youth Helpline – North York

Project Name: *Faith Communities and Health: Mobilizing Healthy, Active Sunday Schools*

Community Action Grant: \$15,000

Funded: May 2007

Recognizing that cultural barriers make it difficult for some mainstream health messages to reach children in faith communities, the Faith Health Initiative enlisted church members to act as advocates to increase awareness of the importance of physical activity among children. The project is increasing awareness and knowledge of the relationship between physical exercise and chronic disease prevention, while encouraging churches to make physical exercise education and activities part of their Sunday school and youth meetings. What began with 8 churches has grown to include 53 churches in just 2 years. The Faith Health Initiative has grown to become a strong and collaborative organization, establishing faith communities as key drivers in the promotion of healthy, active living among children and families.

North of Princess Communities in Action - Kingston

Project Name: *“Chart Your Course” Project*

Advocacy Planning Grant: \$2,000

Funded: November 2006

Led by North of Princess Communities in Action (NPCIA), the *“Chart Your Course”* project developed a portable physical activity framework that can be used to help build programs that incorporate everyday activities like walking and skipping into elementary school-aged children’s daily routine. The project brought together a dynamic working group that worked to disseminate the information in the framework and share it with a variety of schools in the community.

LifeWorks School Working Group - Hastings & Prince Edward Counties

Project Name: *Daily Physical Activity (DPA) Principal’s Awareness Campaign*

Advocacy Planning Grant: \$2,000

Funded: November 2006

Mobilizing for change is what the LifeWorks School Working group is all about. With the *DPA Principal’s Awareness Campaign*, they reached out to school principals to encourage them to champion Daily Physical Activity (DPA) programs within their schools. As part of their program, LifeWorks developed an awareness package, including a video and support binder to help educators better understand the benefits of DPA and of how they can make DPA an integral part of life in their schools, and distributed it to elementary school principals in the counties. Their partnership with the local school boards helped connect them with teachers who were instrumental in shaping the messaging in the binders.

Healthy Schools Healthy Kids Coalition - Sudbury

Project Name: *Educational Field Trip/Excursion Policy*

Advocacy Planning Grant: \$2000

Funded: November 2006

The Healthy Schools Healthy Kids Coalition of the Sudbury and District Health Unit recognized an opportunity for their local school boards: to incorporate physical activity into their field trips and engage them in exciting outdoor activity by providing them with opportunities to take advantage of the northern environment where they live. In addition to approaching the school boards, the Coalition also reviewed existing policies that address physical activity and field trips, and developed a community resource listing existing physical activity opportunities. The project resulted in an increased understanding of the factors involved that impact the policy process within schools, and an agreement from two schools to consider the involvement of public health staff in future health policy planning.

Lambton County Student Wellness Committee – Sarnia

Project Name: *Moving Physical Activity Towards Policy*

Advocacy Development Grant: \$5,000

Funded: November 2006

The Lambton County Student Wellness Committee saw an opportunity to engage school councils and work with parents to help increase their children's levels of physical activity. The Committee first conducted a survey with parents asking about their children's levels of physical activity. The resounding response was that parents felt that they have the greatest influence on the physical activity levels of their children, but struggled with how to keep them active. The Committee then organized a community forum inviting parents and councils, and brought in a guest speaker to tell parents how they could help to change their children's environment and help create a healthier lifestyle for them. Parents who attended the forum reported that they would use the helpful information to get their kids more involved in physical activity.

ARE-U-READY, Woodstock YMCA

Project Name: *ARE-U-PARTICIPATING*

Advocacy Development Grant: \$5,000

Funded: November 2006

The ARE-U-READY program is addressing the unique needs of students with disabilities by finding ways to increase their opportunities for physical activity and fun. By working with school councils, parents, principals and students, the ARE-U-READY group is increasing community support for students with disabilities by making adapted equipment available in special education and physical education programs. Through awareness and understanding, the project has helped to foster an environment of inclusion by meeting the physical activity needs of a special population of students.

Durham Region Health Department – Whitby

Project Name: *Supportive Environments in Schools*

Community Action Grant: \$10,000
Funded: November 2006

Schools working together with parent councils form an important partnership in creating healthy environments for children. The Durham Region Health Department worked with the district school board to conduct a forum aimed at inspiring parent councils to advocate to their school administration for physical activity policy development and implementation. Through the utilization of the existing “School Physical Activity Handbook”, concrete strategies that individual schools can implement were shared with members of school councils. The successful mobilization of parent councils has helped to greatly support the potential adoption of physical activity policies and contribute to a healthy school physical activity environment for all students.