



Healthy Kids Community Challenge Leeds & Grenville

Rural Recreation Association
Annual Recreation Summit 2017
November 2, 2017

Healthy Kids Community Challenge



- Unites communities with a common goal of promoting children's health through physical activity and healthy eating (target age 0-12 years).
- Communities rally around the theme and work with partners across sectors to implement evidenced based policies and programs that:
 - ✓ Promote healthy behaviours
 - ✓ Reduce inequities
 - ✓ Create safe places to play

Run. Jump. Play. Every Day. Theme I



Encouraged kids to move through a mix of:

- Active play
- Active Transportation
- Sports and Structured Physical Activity



Community Project Fund



Movin' and Groovin' Dance Challenge



<https://www.youtube.com/watch?v=RCMYeYlOf6I>

Water Does Wonders

Theme II

Encouraged kids to drink more water and less sugar-sweetened beverages:



Water Bottle Filling Stations



Fuelling Recreation in Your Community



Choose to Boost Veggies and Fruit

Theme III



Encouraged kids to make vegetables and fruit a part of every meal and snack:



Veggies n' Fruit Community Boost Initiative



**VEGGIES n' FRUIT
COMMUNITY BOOST**

**RECEIVE FUNDING UP TO
\$5000!**

Application Deadline: May 19, 2017

Veggies n' Fruit Community Boost Highlights



Veggies n' Fruit Community Boost Highlights



Veggie Roundup Roadshow



- 17 Roadshows
- 1100 children and Families
- Smoothie Bike
- Veggie/Fruit Jenga
- Facebook Contest



Theme 4: Power off and Play!



- Limiting children's *recreational* and *sedentary* screen time
 - **Screen Time**: time spent using a screen-based device (e.g. smartphone, tablet, computer, TV)
 - **Recreational Screen Time**: using screens for recreational purposes (e.g. watching movies, playing games)
 - **Sedentary Screen Time**: sitting, reclining or lying down while using screens

Why Screen Time Matters



- Early Development
 - Poor brain development, language development, attention skills in early years
- Physical Health
 - Lower levels of physical fitness, higher cardio-metabolic disease (e.g. BP, cholesterol, insulin)
- Psychosocial Health
 - Behavioural issues, lower self esteem, lower psychological well-being

Theme 4: Power off and Play!



- Three ways to address screen time:
 - Stay within recommended screen time limits
 - Put screens away during important times of day (e.g. sleep time, meal/snack time)
 - Replace screen time with other activities (e.g. physical activity, social interactions, fun/educational activities)

Healthy Kids Community Challenge Social Media



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Questions

