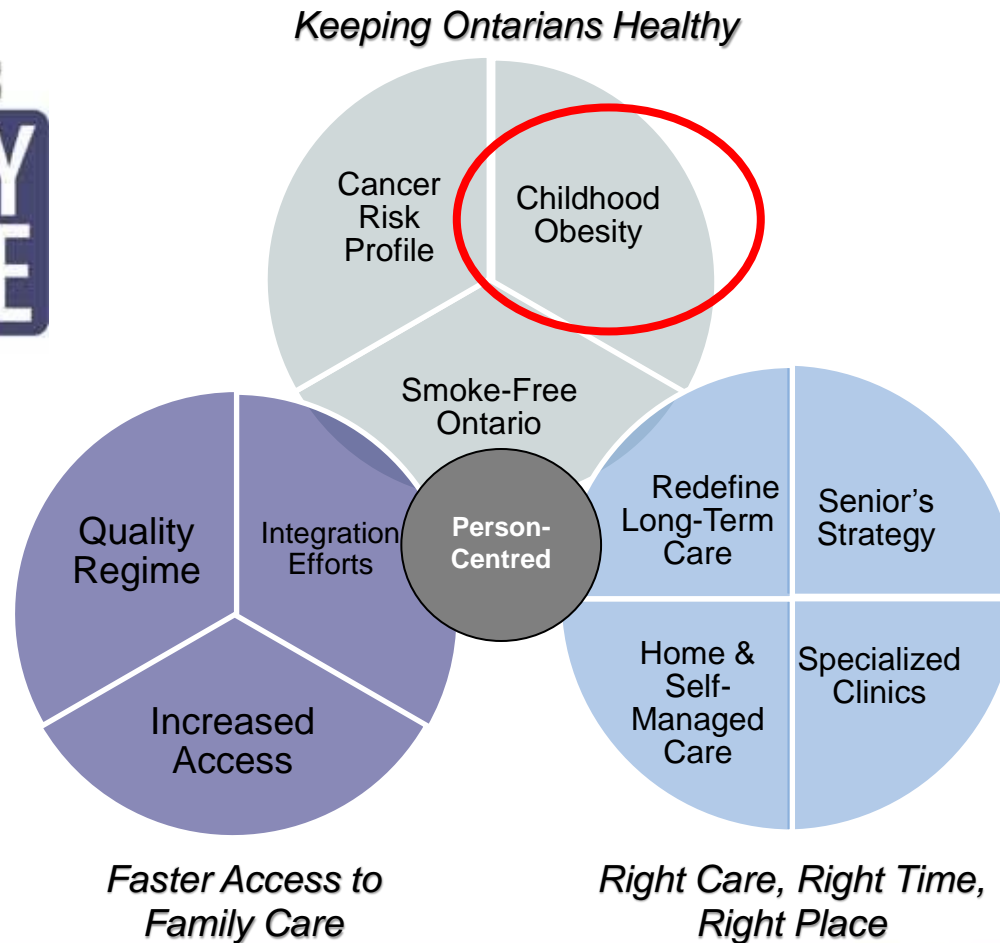




Ministry of Health and Long-Term Care
**Ontario's Healthy Kids Strategy: Moving Forward to Address
Childhood Obesity in Ontario**

Presentation at OPHA/NRC Conference – Health in All Policies
March 6, 2014

THE HEALTHY KIDS STRATEGY AND TRANSFORMATION



THE HEALTHY KIDS PANEL



- Focus on healthy kids
- Call on all sectors to play a role
- Consensus-based report

THE HEALTHY KIDS STRATEGY

- The Healthy Kids Strategy has three pillars:
 - Healthy Start
 - Healthy Food
 - Healthy Active Communities



GOVERNMENT APPROACH

- Focus on healthy kids, not just healthy weights
- Focus on positive health messages
- Recognize that healthy kids live in healthy families, schools and communities
- Support health equity
- Align with and leverage other government strategies.



ACTIONS TO DATE

- Breastfeeding Supports
- Student Nutrition Program
- Expansion of Northern Fruit and Vegetable Program
- Consultations on menu labelling and restricting marketing to children
- After School Program



- Pan/Parapan Am Legacy Initiatives
- Healthy Kids Community Challenge
- Introduction of the Making Healthier Choices Act
- Standardized content for prenatal education

BREASTFEEDING SUPPORTS



Telephone Supports:

- Telehealth Ontario's telephone advisory service

Baby-Friendly Initiative (BFI)

- Provincial supports to hospitals and community health organizations

Targeted Community Support

NORTHERN FRUIT AND VEGETABLE PROGRAM EXPANSION

- Fruit and vegetable snacks for elementary and intermediate school-aged children: 18,000 students reached
- \$2.2M expansion: all schools in the Algoma region, James Bay Coast in the Porcupine region, over 75 schools in the Sudbury region
- Will double the reach to over 37,000 children and over 6,600 Aboriginal children



HEALTHY KIDS COMMUNITY CHALLENGE

- Four year, community-led initiative to promote healthy weights for kids
- Focus: healthy kids, not just healthy weights
- Up to 30 communities to be selected



- Theme based programming
- Emphasis on multi-sectoral partnerships

HEALTHY KIDS COMMUNITY CHALLENGE

Outcomes:

- Improved healthy behaviours among children and youth
- Community collaboration and coordination
- Advanced research and evidence



Public Health:

- Leaders and partners in the application process, planning and implementation of initiatives in selected communities.



MAKING HEALTHIER CHOICES ACT, 2014



PUBLIC HEALTH STANDARDS

- The public health sector is a key partner for success
- Ontario Public Health Standards
 - Chronic Disease Prevention
 - Reproductive Health
 - Child Health
- Linkages to Accountability Agreement Performance Indicators including:
 - Baby-Friendly Initiative
 - NutriStep® (new in 2014)
- Healthy Active Living Table



MOVING FORWARD

- Remaining recommendations of the Healthy Kids Panel
- Surveillance system for healthy weights
- Monitoring the implementation and impact of the Healthy Kids Strategy



