

Nutrition Resource Centre

Ontario Public Health Association, Toronto

Community Food Advisor Program

2007 Annual Provincial Summary Report



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Executive Summary for the CFA Program 2007

The Community Food Advisor (CFA) Program was first piloted in 1992 in three communities across Ontario. Since then, 23 communities in the province have participated in the CFA program and 1,231 volunteers have been trained. In 2007, there were 16 active CFA Programs.

The communities that have submitted program details for 2007 are:

- Barrie
- Brant County
- Durham Region
- Elgin – St. Thomas
- Hamilton, City of
- Huron County
- Kingston, Frontenac and Lennox & Addington (KFL&A)
- Middlesex – London
- Niagara, Regional Municipality of (Niagara)
- Ottawa
- Peel Region
- Renfrew County
- Sudbury & District
- Sudbury - Manitoulin
- Thunder Bay District
- Wellington – Dufferin – Guelph

In 2007, there were 354 active CFAs. They completed 1,307 health promotion activities, reached 52,606 people and contributed 16,881 volunteer hours.

CFA Volunteers

- There were 295 volunteers re-certified this year compared to 284 last year, a 3.8% increase. There were 37 volunteer resignations in 2007, down from 44 in 2006, and 21 CFAs on Leave of Absence compared to 23 in 2006. Consistent with previous years, the most common reason CFAs gave for leaving was 'Life Changes' with 46.2% or 18 out of 39 reasons given.
- At the end of 2007, there were 89 new volunteers in training at five sites and one site had graduated eight new CFAs.

Overall, 97 new CFAs joined the program (a 76% increase over last year).

CFA Placements

- This year CFAs completed a total of 963 Requests For Service (84.2% of 1,144 RFS) reaching 52,606 people. Compared to 2006 this is an 8.9% increase in the number of placements last year (884) and a 28.6% increase over the number of people reached last year (40,900).
- As last year, the most common reason for a program failing to fill a request in 2007 was because volunteers were not available for the time requested (42.0% of total reasons given – up from 30.3% in 2006)
- Another 18.2% of requests were not filled due to requests cancelled by agency or insufficient registration (compared to 12.4% last year), 9.9% were unfilled as there were not enough volunteers (compared to 28.3% of requests not filled for the same reason in 2006) and 8.8% fell outside the program's mandate (compared to 7.6% in 2006).
- This year the CFAs were more involved with organizations that deal with young people (Children's camps, daycare centres, play groups, Scouts, Guides, etc) and fewer Food Bank placements were delivered. A total of 894 organizations requested placements, 40.3% of which were classified as Community Groups. CFAs were involved with many different organizations including, but not limited to, Schools (19.6% – up from 17.9% in 2006); Health Units (8.1% – down from 11.2%); Markets and Fairs (7.8% – up from 2.8% in 2006), Youth Organizations (5% – down from 7% in 2006), Worksites (4.3% – up from 3.4% in 2006) and Food Banks (3.4% – down from 11% in 2006).
- As in previous years, the most popular placement topic was Healthy Eating (55.0% – up from 49.6% in 2006). Food Preparation 17.9% of the placement topics (down from 20.8% in 2006). Safe Food Handling/Food Safety and Shopping/Budgeting were very close third and fourth place with 11.6% and 11.5% of the topics requested respectively.

Executive Summary for the CFA Program 2007 (continued)

- The most popular type of services provided were Presentations (43.2% – up from 42.8% in 2006), Food Demos/Cooking Classes again in second place (24.2% – up from 20.6% in 2006) and Displays in third place (18.6% – down from 19.8% last year).

CFA Program Activities

- CFAs contributed significantly more time to the program – 16,881 volunteer hours in 2007, up 25% over last year total of 13,486 hours.
- CFAs spent less time in meetings (1,716 hours or 10.2% compared to 3,296 or 23.8% in 2006 and service clean-up and preparation (665 hours [3.9%] versus 1,982 [14.3%] in 2006 and considerably more time in education updates (5,824 hours [34.5%] compared to 1,511 hours [10.9%]) in 2006) and developing resources (2,085 hours [12.4%] vs 810 hours [5.9%] in 2006). They spent more time traveling this year reporting 2776 hours (16.4%) as compared to 2006 when they spent 1,476 hours (10.7%) in travel.
- Program reach has increased steadily since 1999. Reviewing available data for those **seven** sites that have **consistently** filed reports since 1999, there has been a 250% increase in the Total Reach numbers (26,703 in 2007 compared to 7,629 in 1999); a 1,973% increase in the reach to Teens (3,769 in 2007 compared to 191 in 1999); a 229% increase in the reach to Adults (5,075 compared to 2,214), an 181% increase in the reach to Seniors (1,517 compared to 836 and a 315% increase in the reach to Mixed Groups (9,127 compared to 2,896).
- In 2007, 14 of the 16 sites (88%) conducted more than 82 Volunteer Recognition Activities. These included giveaways (kitchen tools, apple timers, calendars, cookbooks, aprons, shirts, mugs), special event breakfasts, barbecues and dinners, remembering important life events with 'Care and Concern' cards, gift cards to local department stores, and for CFAs celebrating milestone anniversaries (10 years of service), theatre tickets.
- Ten of the 15 sites (62.5%) reported conducting promotional events ranging from radio and local cable TV interviews,

articles in the local media, marketing via FAX, promoting to local Scouts and Guide troupes, use of interactive displays and the distribution of giveaways such as spaghetti measurers, vegetable brushes, magnets and flyers.

- Seven sites (44%) developed new partnerships in 2007. These included affiliations with local churches, grocery stores, tenants' associations, farmers' markets, schools, day cares and the Salvation Army.
- Four sites reported fundraising activities that included requesting 'gas money' from organizations requesting placements, draws at meetings for baskets, and requesting funding from Good for Life.
- All the sites conducted educational updates through the year, including presentations from guest speakers (Ontario Pork, the Egg Marketing Board), local chefs and Public Health Inspectors, peer training events and focusing on cultural topics of interest to the local population.

Objectives and Challenges

In 2007 the sites made concerted efforts to acknowledge the vital efforts of the CFAs. Many HUs organized special recertification events; team breakfasts, luncheons and dinners; the distribution of gifts and awards to their volunteers and recognized major events (birthdays, holidays etc.) in a meaningful manner (cards, gift cards etc.) A number of sites reported that they encouraged their CFAs to attend professional events such as the Provincial CFA Conference.

The top four objectives for the sites this year were:

- Retain, train and motivate existing CFAs (67% – up from 53% last year)
- Increase volunteer recognition (40% – up from 33% last year)
- Program expansion and promotion (40% – up substantially from 20% last year)
- Recruit and train new CFA volunteers (40% – up substantially from 7% last year)

- The following tied for third place with 33% each:
Deploy CFAs effectively in the community (up from 20% last year)
Maintain regular meetings/education sessions (unchanged from 33% last year)
Program expansion and promotion (up from 20% last year)

The sites ranked their main challenges this year as follows:

- Placement issues (47%, up from 27% last year). Specific challenges mentioned were the shortage of CFAs for daytime placements, especially towards the end of the year, fully utilizing CFAs who were available only for evening placements and adequately meeting placement needs for Francophone and rural communities.
- Management/administrative and human resource issues ¹ (40% up from 20% last year). The challenges of integrating new CFAs with seasoned volunteers, coping with management changes and motivating disengaged volunteers were identified.
- Funding (27% up from 13% last year). Funding is always an issue, but the problems of funding big events (three day fairs, for example) were particularly identified, as well as the impact of increasing gas prices on the willingness of CFAs to travel frequently and/or long distances.

Resources

Forty percent (40%) of the sites requested more CFA program materials, with particular emphasis on updated resources. Multicultural Food Guides, presentation displays to supplement the teaching kits, and resources with a specific focus (skill development in food selection, preparation and storage, for example) were identified. More funding, especially in the form of mileage allowances, was requested by 27% of the sites. Improved delivery of training, such as access to on-line courses (allowing smaller groups of CFAs to be trained at a time), was mentioned by 13% of the sites.

¹ Paperwork and administrative issues.

In-Kind Support

Donations (food, appreciation gifts, etc.) and office facilities and supplies (photocopying, courier services, assistance from clerical staff, etc.) topped the list of In-Kind Support received (53% of sites reporting). Next came management and administrative assistance (from health professionals such as Public Health Inspectors, Registered Dietitians, and Volunteer Coordinators) and the donation of meeting space (46% of sites reporting) Because of high gas prices, more units reported asking for parking and/or mileage costs (27%).

The results in this report under-represent the activities and services provided in 2007.

Some sites reported generalities rather than specifics; some had difficulties ensuring that volunteers were always using and submitting the forms; not all information was consistently recorded; and some sites weren't able to supply all the relevant statistics.

CFA Volunteers

New volunteers in training

Health Units	# of CFAs
Hamilton	23
Huron	6
Niagara	25
Sudbury – Manitoulin	11
Wellington – Dufferin – Guelph	24
Total CFAs in training in 2007	89

New volunteers trained

Health Unit	# of CFAs
Sudbury & District	8
Total CFAs trained in 2007	8

Volunteers transferred to a different CFA program

Health Unit	# of CFAs
Peel	1
Total CFAs transferred out in 2007	1

Volunteers on Leave of Absence

Health Units	# of CFAs
Barrie/Simcoe	1
Durham	5
Hamilton	2
Huron	1
Peel	5
Ottawa	2
Sudbury & District	2
Sudbury - Manitoulin	1
Thunder Bay	1
Wellington – Dufferin – Guelph	1
Total CFAs on LOA in 2007	21

CFA Volunteers (continued)

Volunteers recertified

Health Units	# of CFAs
Barrie/Simcoe	21
Brant	3
Durham	20
Elgin St Thomas	22
Hamilton	19
Huron	9
KFL&A	20
MLHU	23
Peel	71
Ottawa	19
Niagara	29
Renfrew	8
Sudbury & District	7
Sudbury - Manitoulin	0
Thunder Bay	9
Wellington – Dufferin – Guelph	15
Total volunteers recertified in 2007	296

Volunteer resignations

Number of volunteers resigning in 2007³⁷

Reasons for resigning

(In certain cases, more than one reason was given)

Health Units	# of Reasons
Life Changes	18
Too much time required	4
Did not enjoy volunteering for program	1
Volunteer moved	1
Volunteer transferred	1
Other ²	12
Reason unknown	2
Total reasons for resigning	39

² Other included: CFA consistently went beyond scope of program, despite counselling; Volunteers were aligned with the coordinator. When the coordinator left, they resigned; CFA moved to position of managing CFA program.

CFA Volunteers (continued)

Number of active CFAs

As of December 31, 2007

Health Unit / Sponsor Agencies	# of CFAs
Barrie/Simcoe	15
Brant	3
Durham	20
Elgin St Thomas	18
Hamilton	42
Huron	8
KFL&A	17
London Community	24
Peel	61
Ottawa	20
Niagara	44
Renfrew	8
Sudbury & District	17
Sudbury - Manitoulin	10
Thunder Bay	8
Wellington – Dufferin – Guelph	39
Total active CFAs as of December 31, 2007	353

Total volunteer hours contributed

Hours	Number	Percent
Hours spent in education updates	5,824.25	34.5%
Hours in direct service	3,379.00	20.0%
Hours spent traveling	2,775.75	16.4%
Hours spent developing resources ³	2,085.25	12.4%
Hours in meetings ⁴	1,716.00	10.2%
Hours preparing for service/cleanup ⁵	664.75	3.9%
Other hours	435.50	2.6%
Total volunteer hours contributed in 2007	16,880.50	100.0%

³ Including developing new presentation and evaluation handouts.

⁴ Including work assignment, scope of activity and risk management discussions.

⁵ Including food purchases, pre-class preparation of foods, obtaining and organizing handouts, room and projector set-up etc.

CFA Requests for Service and Placements

NB: This year the HUs provided details for both Total Requests for Service and Placements (which often require the services of more than one CFA.)

Requests for Service

Total number of requests for CFAs	1,144
Total number of requests completed (not including training placements)	963
Total number of requests not filled	181
Percentage of requests filled	84.2%

Placements

Total number of placements completed	1,262
Total number of training placements completed	136

Reasons Requests for Service were not filled

Reasons	Number	Percent
Volunteers were not available for the time requested	76	42.0%
Request cancelled by agency	33	18.2%
Not enough volunteers	18	9.9%
Requests outside the mandate of the CFA program	16	8.8%
Other	38	21.0%
Total reasons RFS were not filled in 2007	181	100.0%

Organizations requesting service

Organizations	Number	Percent
Community groups	360	40.3%
Schools	175	19.6%
Public Health Units	72	8.1%
Markets or fairs	70	7.8%
Children's camps, daycares or play groups	44	4.9%
Worksites	38	4.3%
Food banks	30	3.4%
Supermarkets	3	0.3%

CFA Placements (continued)

Other ⁶	102	11.4%
Total organizations requesting service in 2007	894	100.0%

Types of service provided

Type of Service	Number	Percent
Presentations	564	43.2%
Food Demonstrations/Cooking Classes	316	24.2%
Displays	243	18.6%
Taste Test Booths	90	6.9%
Community Kitchens/Cooking Club	21	1.6%
Food Hotline	12	0.9%
Other	61	4.7%
Total services provided in 2007	1,307	100.0%

Topics covered

Topics	Number	Percent
Healthy eating	895	55.0%
Food preparation/basic cooking	292	17.9%
Safe food handling/food safety	189	11.6%
Food shopping/budgeting	188	11.5%
Other	64	3.9%
Total topics covered in 2007	1,628	100.0%

⁶ 'Other' category included, but not limited to, Adult High Schools, Community Centres, Good Food Box Programs, Hospital Day Programs, Libraries, Malls, Museums, Radio Stations, Social Housing Complexes.

CFA Program Reach

Total Reach

52,606

Demographic	Placements		Total Reached	
	Number	Percent	Number	Percent
Children under 12	152	15.7%	6,491	12.3%
Teens	60	6.2%	4,580	8.7%
Adults	319	32.9%	12,246	23.3%
Older Adults	111	11.4%	4,054	7.7%
Mixed Age Groups	328	33.8%	25,235	48.0%
Totals for 2007	970	100.0%	52,606	100.0%

Details of volunteer recognition activities (continued)

CFA Program Activities

Details of volunteer recognition activities

Barrie

- ◆ **April** – Recertification, National Volunteer Recognition Certificate, read a poem to recognize volunteers at meeting, gave "Apple" timer from NRC.
- ◆ **June** – Group Potluck, distributed kitchen tools (volunteers were able to pick).
- ◆ **December** – Group Potluck, Foodland Ontario Calendar distributed with a "*Recipe for a great holiday season*".

Brant County

- ◆ CFAs attended the annual Volunteer Recognition dinner for volunteers of the Brant Community Healthcare System.

Durham Region

- ◆ Postcards sent out during National Volunteer Appreciation Week – "Volunteers Grow Community" along with NRC apple shaped kitchen timer.
- ◆ "Care and concern" cards sent to recognize life events of volunteers.
- ◆ Fall recognition dinner at local Winery to re-energize CFAs after the summer break.
- ◆ HBC gift cards mailed out to active CFAs during the holiday season.
- ◆ Recertification dinner and gift (DC cookbook – Simply Great Food and pen recognizing 5 years with the program).

Elgin - St. Thomas

- ◆ Elgin St. Thomas Public Health teamed up with 14 other agencies in Elgin County to offer a big recognition event during Volunteer Week in April. The event included entertainment, give aways and refreshments. Over 500 volunteers from across the County and St. Thomas attended the event.
- ◆ We held a Christmas dinner and social at a local restaurant in November 2007.

Hamilton

- ◆ Celebration dinner in June.
- ◆ Healthy Living Hamilton celebration dinner in October.
- ◆ Potluck dinner and Recertification celebration- with a small gift of appreciation.

Huron

- ◆ Re-certification ceremony with gift.

Details of volunteer recognition activities (continued)

- ◆ Christmas celebration with "True Colours" training.

Kingston, Frontenac and Lennox & Addington (KFL&A)

- ◆ National Volunteer Week Events, Kick-Off Breakfast.
- ◆ Public Health Annual Review Meeting.
- ◆ CFA Recertification Dinner.
- ◆ National Day of the Volunteer Guest Speaker Dec 5.
- ◆ Invite volunteers to monthly RED Hot Topic, Public Health events, lunch hour.

Middlesex – London

- ◆ We had a Christmas Dinner at the Shriners' Club. We gathered before dinner to socialize and I presented the aprons as a gift for the contribution that the CFAs have made in the community. We took pictures, laughed and really enjoyed coming together as a group. It is something that we plan to do on an annual basis.

Niagara Region

- ◆ CFA Recertification Dinner.
- ◆ Public Health Volunteer Recognition Luncheon

Ottawa

- ◆ February – Recertification Ceremony
- ◆ April – National Volunteer Week event
- ◆ June – Summer potluck
- ◆ December – End of year potluck

Peel Region

- ◆ **January** – Graduation of new CFA volunteers and recertification of existing CFA volunteers. The CFA volunteers were presented with a shirt, mug and name tag. The three 10-year CFA volunteers were presented with a plaque and theatre tickets.
- ◆ **March** – The three CFA volunteers who have participated in the program for 10 years were recognized at Regional Council
- ◆ **April** – Region of Peel Public Health hosted a Peel CFA Volunteer Recognition dinner. All CFA volunteers were presented with a commemorative keychain.
- ◆ **December** – The CFA volunteers celebrated with their annual potluck/party. All CFAs were given a CFA apron and a pocket calendar.

Sudbury & District

- ◆ Combined CFA Graduation and recognition dinner.

Sudbury – Manitoulin

- ◆ Post training party with gifts, Christmas party with gifts, graduation dinner with gifts.

Details of volunteer recognition activities (continued)

Thunder Bay District

- ◆ Health Unit event for volunteers.
- ◆ Combined a technical update with recognition - local Chef demo/dinner.

Wellington - Dufferin – Guelph

- ◆ Volunteer week in April.
- ◆ Gifts and thank you at Christmas time.
- ◆ Spring graduation – thanks, gifts and certificate stickers.
- ◆ Summer social BBQ.

Educational updates:

Sites are required to provide at least 2 opportunities for educational updates for all CFAs each year

Barrie

- ◆ **January** – Dietetic intern presentation on “Nutrition & Cancer Prevention” for CFA personal interest + linked role of CFA in promoting Canada’s Food Guide
- ◆ **February** – Dietetic intern in-service on new Canada’s Food Guide
- ◆ **April** – Public health inspector provided update on food safety
- ◆ **May** – 2 CFAs provided peer training on how to do a food demo
- ◆ **October** – Food demo/presentation by Ontario Pork
- ◆ **November** – CFA provided peer training on Salt – History, different types, uses

Brant County

- ◆ All three CFAs attended the CFA conference in London in May. Also, they attended a cooking school class at a health food store in Hamilton (theme was Italian cooking).

Durham Region

- ◆ April – First education update session held to introduce the new Canada’s Food Guide – facilitated by Program Coordinator and PHNt
- ◆ June – Second education update session focused on *Cooking with Herbs*
- ◆ November – Third session was on *The Basic Shelf* and was facilitated by PHNt April Chang along with a CFA who uses *The Basic Shelf* program in her employment.

Elgin – St. Thomas

- ◆ At each meeting, we have a 20 minute educational update called "Food for Thought," when a dietitian introduces the group to a new product, idea or discusses a hot issue.
- ◆ In October, we had an educational session about the Low German culture. This is a population to which our CFAs are frequently asked to make presentations. Low German is a spoken language - it is not written.

Hamilton

We had 4 education updates last year:

- ◆ February – Update on the new Canada’s Food Guide by Ruby Samra
- ◆ May – Egg Marketing Rep. Wendy Hebert

Details of educational updates (continued)

- ◆ November – Update on “Ancient Grains” by Diane Mills, CFA
- ◆ December – “Food Styling” by Kimmy Hoang

Huron

- ◆ Canning
- ◆ Food Safety

Kingston, Frontenac and Lennox & Addington (KFL&A)

- ◆ *Interesting Facts About Fish*
- ◆ *Cooking Basics for Kids*- Day /Evening Session
- ◆ Advanced Presentation Skills
- ◆ Eating Well with Canada's Food Guide-Day/Evening Session

Middlesex - London

- ◆ We did a canning workshop that was not only for the CFAs but our community gardeners. It was facilitated by the owner of a Home Hardware store at one of his locations in the west end of London. A second workshop was facilitated in the core area in a Church.
- ◆ The annual conference was held in London and we counted this as an update session.
- ◆ We held a turkey safe food handling workshop and gave out information to Christmas Hamper recipients to ensure that this information reached a wide audience.

Niagara

- ◆ Spices and Herbs
- ◆ Vitality
- ◆ Bone Health
- ◆ Stepping Out Safely
- ◆ Local Chef creating healthy, inexpensive items

Ottawa

- ◆ February – Update on new Canada's Food Guide
- ◆ April – Viewing of video “Big Sugar” at monthly meeting
- ◆ August – Opportunity to attend “Food for Health” exhibit at Agricultural Museum
- ◆ September – “Tips for presenting to school aged children” at monthly meeting
- ◆ November – Opportunity to attend “Volunteer Connexions” volunteer conference
- ◆ November – Presentation on “Pro and Pre Biotics” at monthly meeting

Peel Region

- ◆ January – Teambuilding activities with a Peel Public Health Community Development Officer

Details of educational updates (continued)

- ◆ March – Nutrition Month (Canada's Food Guide) presentation by a Peel Public Health Dietitian
- ◆ April – “Grown in Peel – Buy Fresh” presentation by a Peel Public Health Nutritionist
- ◆ June – Canada's Food Guide presentation by Peel CFA Program Coordinator/Dietitian
- ◆ September – Peel Fall Fair Display messaging and logistics presentation by Peel CFA Program Coordinator/Dietitian
- ◆ November – Peel Public Health “Supermarket Savvy” video

Renfrew County

- ◆ Introduction to *Eating Well with Canada's Food Guide*
- ◆ Trans Fat

Sudbury & District

- ◆ Canada's Food Guide Update
- ◆ Current CFAs had the opportunity to attend CFA Training sessions e.g. Food Handler Training, “Cooking with Grains” session.

Sudbury – Manitoulin

- ◆ During meeting with CFA - Wellness Conference 1 Day.

Thunder Bay District

- ◆ "Suppertime Survival" workshop with Lynn Roblin
- ◆ New Canada's Food Guide
- ◆ "Cooking with Grains" workshop with local Chef
- ◆ "Healthy Weights" training workshops
- ◆ Presentation on Organic Foods

Wellington – Dufferin – Guelph

- ◆ Update on Canada's Food Guide and many of the CFAs went to Toronto to hear Mary Bush and other Health Canada staff present on the food guide in November.
- ◆ “Ancient Grains” presentation, in combination with Hamilton CFAs.

Promotional activities

Barrie

- ◆ Advertised in *Healthwise* (BCHC) and Barrie *Good Food Box* newsletters.
- ◆ CFA program info included in BCHC display at fairs throughout Barrie.
- ◆ "Good for Life| (Heart Health) symposium – overview of program & food demo.
- ◆ Program info updated in Information Barrie database.
- ◆ Coordinator participated in interview on Rogers Television.
- ◆ The local health unit provides ongoing promotion & refers community members to CFA program for presentation requests.

Durham Region

- ◆ Promotional items developed: Apple-shaped Post-it notes, a spaghetti measurer and a vegetable/nail brush.
- ◆ Development of a new interactive display targeting children and healthy eating.

Hamilton

- ◆ Promotional activities were aimed at recruiting new CFA volunteers. The Hamilton Spectator did a 1/2 page (free) story about what the CFAs do in the community with a picture of two of our "seasoned" CFAs with a lovely display of fresh vegetables and fruit at the Farmer's Market. We also advertised in other smaller papers and used a fax service for recruiting.

Huron

- ◆ New brochure and magnets

Niagara Region

- ◆ Volunteer recruitment in each municipality
- ◆ Resource Development, ie. pamphlet and orientation display

Peel Region

- ◆ The Peel Public Health Community Food Advisor Program was highlighted at Regional Council on March 22. A Council report was done and our 3 CFA volunteers who have been active for 10 years were presented with plaques by our Regional Chair and a Councillor.
- ◆ The CFA Program Coordinator networked with Community Agencies at various meetings through-out Peel Region
- ◆ Peel CFA Program promotional flyers were distributed at displays.

Promotional activities (continued)

- ◆ The CFA Program Coordinator promoted the Peel CFA Program within the Chronic Disease and Injury Division of Peel Public Health.
- ◆ The dietitian and nurses at the Peel Public Health CDIP Call Centre promoted and advertised the CFA Program to members of the public calling in for service.

Sudbury & District

- ◆ Advertisement in the Leisure Guide (available throughout the City)
- ◆ Advertisement in local papers
- ◆ Local media interviews e.g. local CBC and local CIGM (radio)

Sudbury – Manitoulin

- ◆ Wellness Conference
- ◆ Community Advertising
- ◆ Radio interview
- ◆ Newspaper ads

Thunder Bay

- ◆ "Community Matters" television spot
- ◆ Cold calls to Guides and Scouts associations

Wellington – Dufferin – Guelph

- ◆ CFAs often bring CFA promotional pamphlets and the CFA table top display to their presentations to promote the program. No formal presentation took place.

Fundraising activities

Barrie

- ◆ We applied for and received funding from *Good for Life* to support our *Good Food Box* taste test booths/food demos, volunteer recognition and continuing education.

Durham Region

- ◆ We once again had a question on our Request For Service form asking requesting agencies if they are able to provide a donation to the program.

Niagara Region

- ◆ Draws at general meetings for baskets, etc
- ◆ Dinner at Kent Farms

Wellington - Dufferin – Guelph

- ◆ We ask placements for \$10 to support travel for CFAs. Occasionally, sites donate more.

New Partnerships developed

Hamilton

- ◆ We have two new partners, they were Ryerson Church and Fortinos - Main West store. Both of these agencies provided rooms for training free of charge.

Kingston, Frontenac and Lennox & Addington (KFL&A)

- ◆ Public Health *Motiv8* Initiative will be inclusive of CFA Program and will promote healthy eating and physical activity with various community partners and work places.

Middlesex – London

- ◆ We worked closely with Middlesex London Housing Corporation to engage their tenants in presentations about *Healthy Eating on a Budget*.
- ◆ We also collaborated with the Salvation Army *Tenant Education* program. Five other organizations were part of the effort. Each organization gave presentations on their topic of expertise.

Ottawa

- ◆ Partnered with *Youth Heart Beat* under the umbrella of *Partners in Healthy Living* to involve CFA volunteers in the *1 □ 2 Cook* program.

Peel Region

- ◆ Entered into a partnership with the *Grown in Peel – Buy Fresh* group. We highlighted the Grown in Peel guide at the *2007 Good Food Festival* plus various other events throughout Peel Region. CFA volunteers were also involved in on-site surveys to evaluate the effectiveness of the “Grown in Peel – Buy Fresh” initiative.

Sudbury & District

- ◆ Yes – with Noojmowin Teg Health Centre, Manitoulin Island. This program is primarily operated on its own with training and educational update support from the health unit. A separate Annual Program summary will be submitted for this program.

Wellington - Dufferin – Guelph

- ◆ Many new partnerships established in the Dufferin area with the training of new CFAs. Key partnerships included schools, farmers market and daycares.

Activities/resources developed

Durham Region

- ◆ Wheel game with questions adapted from KFLA Health Unit.
- ◆ *Health for Life* Display (modified from original display)

Hamilton

- ◆ A brand new *Eating Well with Canada's Food Guide* display was developed.

Huron

- ◆ *Healthy Lunch Challenge* displays. Six interactive display boards and tables covering the four food groups, convenience foods and beverages.

Kingston, Frontenac and Lennox & Addington (KFL&A)

- ◆ *Knocking Out the Salt* new resource developed.
- ◆ Adapted *Eat Well for Less* from Peel Public Health Unit .

Middlesex – London

- ◆ We hosted the annual conference this year. This enabled us to come together as a group and work collectively on a project. As a result of this successful initiative, we are planning a fundraising and public awareness event in June 2008.

Niagara Region

- ◆ New pamphlet
- ◆ Orient display

Peel Region

- ◆ Display for revised Canada's Food Guide
- ◆ New info resources on vegetables and fruit to distribute at *Grown in Peel – Buy Fresh* displays
- ◆ New *Eating with the Rainbow* presentation kit (practical tips of how to eat according to Canada's Food Guide)
- ◆ Interactive *One of These Foods is Not Like the Other* game for Canada's Food Guide display
- ◆ Interactive spinning wheel question game to use with *Grown in Peel – Buy Fresh* display

Sudbury & District

- ◆ Canada's Food Guide Teaching kits
- ◆ Cooking kits (tools for cooking)
- ◆ Resource Binders (includes all resources available to CFAs)

Wellington - Dufferin – Guelph

Details of activities/resources developed (continued)

- ◆ Canada's Food Guide display board and *A Healthy Lunch* display board

Objectives, Strategies and Accomplishments – Summary

15 sites responding

Objectives Identified	Number of sites	Percent of sites
Retain, train and motivate existing CFAs	10	66.7%
Maintain/Increase volunteer recognition	6	40.0%
Program expansion and promotion	6	40.0%
Recruit & train new CFA volunteers	6	40.0%
Maintain regular meetings/education sessions	5	33.3%
Deploy CFAs effectively in the community	5	33.3%
Continue with proven and established programs	5	33.3%
Provide strong support to CFAs	4	26.7%
Establish new community partnerships	3	20.0%
Provide quality management of volunteers	3	20.0%
Resource development	2	13.3%
Obtain continued/increased media coverage of CFA program	1	6.7%

Objectives, Strategies and Accomplishments – Details (continued)

Objectives, Strategies and Accomplishments – Details

Barrie

To support the activities of the existing CFA volunteers

- Held 8 monthly meetings for volunteers
- Coordinated six+ education updates
- Funded Food Hotline
- Provided coordination and administrative support for volunteer placements
- Supplied resources for placements

To retain & recognize the work done by the volunteers

- **April** – Recertification, National Volunteer Recognition Certificate, read a poem to recognize volunteers at meeting, gave apple timer from NRC
- **June** – Group Potluck, CFAs got to pick out a kitchen tool
- **December** – Group Potluck, Foodland Ontario Calendar distributed with a *Recipe For A Great Holiday Season*

Recruit & train new CFA volunteers

- Planning process was initiated but training had to be cancelled due to organizational change and inadequate funding available

Brant County

Continue to provide the Men Making Meals cooking classes for senior men.

- Monthly planning meetings, one session in fall 2007

Continue to keep the three volunteers active.

Objectives, Strategies and Accomplishments – Details (continued)

Durham Region

Media will provide coverage of CFA Program: 1 local newspaper, 1 local TV, 1 local radio

- Media release promoting CFA involvement in the Brooklin fair generated a radio interview with Durham Radio and was printed in a local paper
- Brock Citizen provided coverage of the CFA programs participation in the launch of the new healthy menu at the Beaverton-Thorah Community Centre
- Video Durham interviewed CFAs during involvement at a school health event which was shown by Rogers TV and picked up by Metroland newspapers.

5500 Durham Region residents will have received service from DRCFAs

- CFAs were supported in providing 69 service requests to the community meeting a total of 6,551 DR residents
- Quarterly updates of recertification status provided to CFAs

Provide continuing education opportunities for CFA volunteers on a minimum of three different topics

- April session planned updated on new Canada's Food Guide.
- June session on *Cooking with Herbs*
- November education update session on *The Basic Shelf*.

Implement rewards and recognition program

- "Volunteers Grow Community" postcard sent to volunteers along with NRC gift.
- Recertification event honouring 5-year service.
- "Care and concern" cards mailed for life events.
- HBC gift cards mailed to volunteers during the holiday season.
- Fall recognition event at local orchard.

Develop a recruitment plan to recruit new CFAs in 2008

- Recruitment poster, newspaper ad, and media release developed with plans for 2008 recruitment.
- Application package also revised.

Objectives, Strategies and Accomplishments – Details (continued)

Elgin – St. Thomas

To give special recognition to those CFAs who have been with the program for 5 years

- Provided gift as per Elgin St. Thomas Public Health policy and nominated CFAs for Provincial Volunteer Award.

To offer CFAs opportunity to attend Provincial CFA Conference in London

- Seven Elgin St. Thomas CFAs were able to attend the conference .

To maintain an active CFA group of volunteers

- Distributed questionnaire to all volunteers at Elgin St. Thomas Public Health that asked about satisfaction and sought feedback about the volunteer program (85% - excellent response rate).

Recruit potential CFAs for a Fall training

- Not enough response so we are planning a training for Spring 2008.

Hamilton

To retain the "seasoned" CFAs and to recruit new CFAs.

- We had three recognition events for the CFAs to acknowledge their contributions to the CFA program, Public Health Services (PHS) and the community. We also recruited and are in the process of training 23 new CFAs in order to retain our "seasoned" CFAs.

Public Health Services (PHS) to provide strong support to the CFAs and the CFA program.

- PHS provides two dietitians to coordinate the program and support the CFAs and CFA program through the year. PHS also provides funding to make the program sustainable. The dietitians also did the recruiting and training of the new CFAs this year.

Objectives, Strategies and Accomplishments – Details (continued)

Huron

Increase the number of CFA placements by 30% in 2008

- Display at health unit
- Schools to receive materials
- Early Years Centres, Huron libraries, *Good Food Box* to distribute materials/fact sheets and distribute via the GFB newsletter
- School Nutrition Program coordinator to promote theme in participating schools.

Kingston, Frontenac and Lennox & Addington (KFL&A)

Deliver a high quality program that provides accurate and reliable information.

- Four educational updates were offered to the CFAs: *Interesting Facts About Fish; Cooking Basics for Kids; Advanced Presentation Skills; Eating Well with Canada's Food Guide.*

Educational Updates

Resource Review

- *Knocking Out the Salt* new resource developed. Adapted *Eat Well for Less* from Peel Public Health Unit.

Provide excellence in the management of the volunteer program. Volunteer Recognition and Retention (always considered a top priority for the appreciation and retention of all volunteers)

- National Volunteer Week Events
- Kick-Off Breakfast
- Public Health Annual Review Meeting
- CFA Recertification Dinner
- National Day of the Volunteer Guest Speaker Dec 5
- Invite volunteers to monthly RED Hot Topic-Public Health events-lunch hour

Target Recruitment, Selection and Training

- Developed a successful PR recruitment plan. A comprehensive and coordinated plan was established for a 17-week training program employing staff throughout the health unit. The training to commence in Jan. 2008.

Middlesex – London

Build community capacity

- Establishing new partnerships with
- Middlesex London Housing
 - Salvation Army Centre of Hope

Objectives, Strategies and Accomplishments – Details (continued)

Increase self esteem and life skills to homeless or at risk of homelessness individuals and families

- Presentations on healthy eating on a budget were provided. Incentives were used to increase attendance. Food was offered and presentations were given at social housing and shelters common areas to breakdown transportation barriers.
- Collective Kitchens were started at Social housing locations and CFAs took on the leadership role. Nutrition students also took part and the CFAs used their skills to coordinate the activities and help with recipe selection.

Niagara Region

To recruit new Community Food Advisors

- Marketing and promotion to create awareness of CFA program
- Screening of potential volunteers

To adequately train and educate volunteers to prepare them for their role

- Implemented the CFA training program

Ottawa

Maintain an active and motivated group of volunteers

- Provide as many opportunities as possible for education updates
- Discussions at monthly meetings
- Ongoing support from Nutrition Team and Volunteer Team to provide a supportive environment

To provide quality management of volunteer program

- Volunteer Services provides excellent support and service throughout the year (to the volunteers, but also to the requesting organizations)

Begin discussions on expanding program

- Survey developed to determine if there is a need in the community for services the CFA volunteers provide.

Objectives, Strategies and Accomplishments – Details (continued)

Peel Region

To help residents of Peel Region make healthier food choices to improve their overall health and decrease their risk for many chronic diseases.

- Continued to provide presentations throughout the Community.
- Participated in various displays sharing healthy eating information.
- Developed/collaborated on new Canada's Food Guide display.
- Developed new *Eating with the Rainbow* presentation kit.
- Partnered with the *Grown in Peel – Buy Fresh* group to encourage Peel residents to increase fruit and vegetable consumption by buying locally.
- Targeted adult population – the people who are usually responsible for buying and preparing the food in the household.

To help residents of Peel Region make healthier food choices to improve their overall health and decrease their risk for many chronic diseases.

- Developed educational resources and presentations to increase confidence, knowledge and skills in safe and nutritious food selection, preparation and storage.

To increase the leadership skills of the Peel Community Food Advisor volunteers.

- Continued to offer opportunities to CFA volunteers to participate on CFA committees (i.e. Peel Coordinating Committee, Provincial Council).
- Encouraged CFA volunteers to take a leadership approach as they use peer education to share healthy eating message.
- CFAs were encouraged to share their own personal knowledge on food and healthy eating at monthly meetings
- "Seasoned" CFAs participated in the training of newly graduated CFA volunteers.
- CFA volunteers participated on a committee to develop the new *Eating with the Rainbow* presentation and

Objectives, Strategies and Accomplishments – Details (continued)

To increase Peel CFA volunteers' access to effective and accurate resources and education.

trialed same in the community.

- Provided educational updates at many of our monthly meetings (see above).
- Encouraged CFA participation and attendance at Annual Conference (approximately 20 volunteers attended the London Conference).
- Continued to update and make CFA volunteers aware of Peel Health resources and knowledge.
- Increased resource pick up/drop off sites throughout Peel Region.

Sudbury & District

To train more CFAs

- Offered a 12 week training program in the spring.
- Organized training placements.
- Held a graduation ceremony.

To ensure CFAs educated on new Food Guide

- Provided training sessions on the new Canada's Food Guide.

*To ensure a smooth transition of the CFA program from **Our Children Our Future** to the Health Unit.*

- Worked with individuals at both organizations to share resources.
- Worked with Volunteer Services at the Health Unit to ensure procedures followed.
- Worked with Volunteer Services at the Health Unit to ensure CFAs could be "transitioned" in.

To promote the program in the community

- Purchased advertising in local publications.

Sudbury – Manitoulin

Aboriginal Community Awareness of HEAL aims and goals.

- Met with leadership to introduce program and foster their agreement to having it run their communities.

Approval of a variety of age groups.

- Selected the following: youth (14-20-), young adults, young moms, adults, seniors.

Objectives, Strategies and Accomplishments – Details (continued)

Monthly CFA meetings in alternate communities.

- To exchange ideas and support one another, learn new methods of teaching and sharing.

Wellness Conference

- Invite all participants to attend, learn and share their views, display booths, interactive demos, variety of food, foodfood, great giveaways (cooking utensils etc.)

Graduation Feast for each session

- Encourages positive feedback/reinforcement to eating healthier, being more active.

Thunder Bay District

To respond to community requests in a timely manner

- Requests are received by health unit dietitians and CFAs are either called directly, requests are brought to monthly meetings, or a mailout is sent requesting volunteers for specific placements.

To maintain the current CFAs by providing a supportive environment

- The dietitians ensure that placements are coordinated. We have a plan to promote the CFA program to elicit more requests.

Plan to provide at least 2 technical updates based on CFA needs and current issues

- Two technical updates are planned for February 2008 – a public nutrition month event “Drumming up Dinner” with Chef David Wolfman and an in-service on the Thunder Bay Food Charter. A topic for the fall to be decided by the CFAs

To continue to recognize the time and effort volunteers devote to the program

- A health unit wide volunteer recognition event is held annually. We also took CFAs out for dinner and a Spring event will be held to recognize their contributions.

Wellington – Dufferin – Guelph

Recognize volunteers

Provide events that recognize volunteers:

Objectives, Strategies and Accomplishments – Details (continued)

- Certificates and gifts handed out in April for Volunteer Month
- Recertification gifts and sticker
- Christmas Pot Luck with gifts
- Summer BBQ

Greater involvement in school nutrition

Support good eating habits in children – partner with school health team at the health unit to provide displays/presentations at schools on Healthy Eating/Healthy Lunches and Snacks.

Develop more partnerships in Dufferin

Word of mouth, advertisements and website signage used to alert Dufferin community of new CFA program and to seek out new placements

2007 Highlights

2007 Highlights

Barrie

- ◆ Continued success with *Good Food Box* taste test/food demos.
- ◆ Variety of continuing education opportunities provided to the CFA volunteers.

Brant County

- ◆ The enthusiasm of the volunteers who are all 10-year volunteers.

Durham Region

- ◆ Five year recognition of our original group of volunteers was a highlight.
- ◆ Developing a plan to recruit a new group of volunteers in 2008.
- ◆ Developing a plan to host the 2008 conference.
- ◆ Increased number of large community events CFAs attended reaching over 5500 Durham Region residents.
- ◆ New wheel game and interactive healthy eating display.

Elgin – St. Thomas

- ◆ Fantastic group of volunteers.
- ◆ Worked with VON to develop educational sessions for VON volunteers.
- ◆ Offered two, very successful cooking clubs to young mothers with HBHC program.

Hamilton

- ◆ The Hamilton CFAs once again have put in a tremendous effort and had a very successful year. They filled a total of 134 placements, put in 1,561 hours and reached 9,805 people. The monthly food demos at the Farmers' Market, Food Sampling at the Food Bank, Ancaster Fair and health fairs at various worksites continue to be very successful.

Huron

- ◆ Training six new CFAs
- ◆ Attending the conference in London
- ◆ We continue to have very dedicated volunteers who have been in the CFA program for many years

Kingston, Frontenac and Lennox & Addington (KFL&A)

- ◆ The inclusion of 'corporate volunteers' into the recruitment plan for CFA Training. These are volunteers who come from a specific agency and who will implement various CFA modules and programs in their agency. Receiving the financial support to do the new Training Program for 2008 was a highlight of the year.

2007 Highlights

Middlesex – London

- ◆ Our Christmas social was also a highlight. Many times at meetings not everyone will attend and this type of activity provides an opportunity for everyone to meet and reconnect.

Niagara Region

- ◆ Positive attitude of volunteers who aligned with the program.
- ◆ Program became stronger as a result of new recruits and their knowledge, skills and abilities.
- ◆ Staff who took over the program in the interim between coordinators worked diligently and not only kept the program going, they kept it going well! They operated under the same goals and objectives and delivered common messaging.

Ottawa

- ◆ Good retention rate; two CFAs on Leave of Absence returned to group. We have a wonderful group of individuals who work very well together to meet a common goal.
- ◆ Recertification event in February.
- ◆ June and December potlucks were well attended and enjoyed.

Peel Region

- ◆ The January graduation of new CFA volunteers and the recertification of existing CFA volunteers.
- ◆ The March report and presentation at Regional Council.
- ◆ The Peel CFA Volunteer Program Recognition Evening that was held in April.
- ◆ Peel CFA participation at the 2007 Good Food Festival.
- ◆ The successful teambuilding of new and seasoned CFA volunteers.
- ◆ The June pool party and BBQ.
- ◆ Attendance by many Peel CFA volunteers at the CFA Conference in London (approx. 20 volunteers from Peel attended).
- ◆ CFA volunteer participation in brainstorming for Peel CFA Program strategic planning.

Sudbury & District

- ◆ Training new CFAs
- ◆ The graduation and recognition ceremony
- ◆ Sharing new resources with the CFAs

Sudbury – Manitoulin

- ◆ Wellness Conference - 130 attended - intergenerational classes - new groups exposed to healthy choices - much laughter - dinner was superb.

2007 Highlights

Thunder Bay District

- ◆ *Cooking with Grains* event with local chef
- ◆ Nutrition Month event with Lynn Roblin
- ◆ Pizza Project - annual event for all grade 3 students in the city
- ◆ Annual University Health Fair

Wellington – Dufferin – Guelph

- ◆ New training program in Dufferin
- ◆ *Ancient Grain* continuing education session

Requested additional resources – Summary

15 sites responding

Requested resources	# of Sites	% of Sites
More/improved CFA program materials	6	40.0%
Funding	4	26.7%
Access to training (on-line, DVD)	2	13.3%
Funding - mileage allowances	2	13.3%
Statistical Tracking Tool	1	6.7%
Policy/administrative support	1	6.7%
Multicultural materials	1	6.7%
Office or storage space	1	6.7%
Provincial program development	1	6.7%

Requested additional resources – Details

Barrie

- ◆ Increased funding for recruitment & training

Brant

- ◆ The support of the Brant County Health Unit is totally missing. They have absolutely no interest in the use of "volunteers", unfortunately

Durham

- ◆ Having the resource binders and presentation kits are a huge support to the program. Updating these resources is very helpful.

Elgin St. Thomas

- ◆ An online home-study training program so that we can train smaller numbers and not have to turn away potential recruits.

Hamilton

- ◆ More funds and a computer program (Excel or some other program) be developed to calculate the data needed to complete the annual report so that it does not take the sites days to calculate data for the annual report. The work is long and tedious.

Huron

- ◆ Funding
- ◆ More *Reach And Teach* binders

Middlesex - London

Requested Additional Resources – Details (continued)

- ◆ Any financial support is always welcomed and deeply appreciated. The gifts that are purchased in bulk and provided to the groups to reward volunteers for their commitment are priceless.

Niagara

- ◆ DVD's (or alternative forms of A/V) to be used in training.
- ◆ Budget for mileage compensation
- ◆ New displays for loan or purchase based on curriculum

Peel

- ◆ As above, more resources focussing on skill development (food selection, preparation, and storage).
- ◆ Multicultural Canada's Food Guides. Peel is a very diverse community and many residents cannot read or utilize the English Canada's Food Guide (the present internet resource *My Food Guide* is not helpful in meeting this need, since you need to read/understand English to design it.)

Sudbury

- ◆ Space for resources
- ◆ Mileage coverage for CFAs travelling further distances
- ◆ \$\$ for travelling out to communities to do training if there is interest
- ◆ Link with Foodland Ontario to do food demonstrations linking local food (I know this can happen but it would be great if it was done at the provincial level e.g. have the recipes and guidelines for cooking demonstrations that all CFA programs could easily access – CFAs would be a great link to promote their “new” campaign).

Sudbury – Manitoulin

- ◆ Complete cooking kits for each CFA rather than having to share and transport
- ◆ Pre-printed (bulk) materials

Wellington – Dufferin – Guelph

- ◆ A very light, 2x3 inch, sign promoting CFAs that can be taken to placements and either attached to a wall, chalk board or table top display. The ones previously provided by OMAFRA for each program are out of date.
- ◆ Presentation displays to supplement teaching kits would also be great...i.e. laminated posters (2x3 inches) that can be taken to placements. For example, a poster on healthy lunches, or poster on CFG, or healthy vegetables and fruit.

Challenges faced in implementing the CFA program – Summary

15 sites responding

Challenges Reported	# of Sites	% of Sites
Placements ⁷	7	46.7%
HR issues ⁸	6	40.0%
Funding	4	26.7%
Education/training	3	20.0%
Not enough CFAs	2	13.3%
Increased CFA workloads	2	13.3%
Administrative issues	2	13.3%
Not enough requests	2	13.3%

Challenges faced in implementing the CFA Program – Details

Barrie

- ◆ The recruitment and training planned for March – June 2008 was cancelled due to numerous barriers, the most significant being lack of funding. The sponsoring organization will be reviewing solutions & strategies to address this issue.
- ◆ The sponsoring organization has undergone a great deal of organizational change and the CFA program has been operating under the status quo. There have been some operational and communication challenges but now a plan in place to work towards resolving these issues.

Brant County

- ◆ We were not successful in recruiting enough men who are widowers or caregivers for two sessions of *Men Making Meals* in 2007, so held just one session.

Durham

Obtaining our desired evaluation rate was a challenge in 2007.

⁷ Including problems with timing (day/evening, during bad weather), physical locations of the placements (remote areas), language support (bilingual/multilingual CFA required), late cancellations, too short notice given, etc.

⁸ Including change of coordinator/dietitian, team-building , etc.

Challenges Faced in Implementing the CFA Program - Details (continued)

- ◆ In 2007 only 54% of group sessions were evaluated by CFAs. Given the increase in large scale events, we noted a decrease in the number of agency feedback forms submitted. For 2008 we are encouraging CFAs to try to wait for evaluations rather than having the agency send them in after the event. CFA coordinator will ensure agency feedback forms go to all events now that resources will be ordered through coordinator rather than picked up at the depot.
- ◆ Increased number of requests and finding volunteers to fulfill all requests was a challenge especially during the later months of the year when CFAs had fulfilled their number of requests in addition to many others.

Elgin St Thomas

- ◆ Biggest challenge is shortage of CFAs to do daytime placements. Planning to offer daytime training in 2008 to train new CFAs.

Hamilton

- ◆ Training the new CFAs was a challenge as the training manual had references to the old Canada's Food Guide (over 56 references).
- ◆ Funding for big events also continues to be a challenge. Ancaster Fair is a three day event that requires funding for food, prizes and other activities. One of the local grocery stores donated a small amount of food for the fair but the rest of the much required funds were provided by City of Hamilton Public Health Services.

Huron

- ◆ We are often challenged by weather in our rural area.
- ◆ It is hard to meet all of the daytime placements when many of our CFAs work as well.

KFL&A

- ◆ There was further decline in the availability and participation of CFA volunteers. This made filling requests especially *The Basic Shelf* program difficult. Even though the CFA requested an educational update on the Glycemic Index, it seemed the concept was too complex for many of the volunteers.

Middlesex – London

- ◆ It was also difficult to get enough placements to meet the needs of those who are only available in the evening. We met and discussed how to increase these opportunities. It was decided that the CFAs would identify groups that could be approached. By engaging the CFAs with this task, it provided them with an activity and being an important part of our group.

Ottawa

Challenges Faced in Implementing the CFA Program - Details (continued)

- ◆ Adjustment of group to a new dietitian for an eight-month period.
- ◆ Inability to fill all placement requests, in particular from Francophone community and from rural communities.

Niagara

- ◆ Many requests were filled by the coordinator herself, therefore unsure of the true capacity of the program.
- ◆ Some volunteers became disgruntled and disengaged.
- ◆ Steering committee was divided in two due to conflicting personalities
- ◆ Lack of CFA representation in some parts of the Region means that certain areas (such as Fort Erie and Port Colborne) are under serviced.
- ◆ High gas prices means some volunteers are reluctant/refusing to drive to more distant sites.

Challenges Faced in Implementing the CFA Program - Details (continued)

Peel

- ◆ Integrating new CFA volunteers and teambuilding with the seasoned volunteers.
How challenge was met: Offered multiple teambuilding activities and time for CFAs to develop bonds.
- ◆ Peel Health staff resource challenges. *How challenge was met:* The CFA Program Coordinator prioritized tasks to ensure the program continued to operate smoothly and effectively. Additional staff hours were dedicated to the program utilizing casual staff (clerical and an RD).
- ◆ Coordinating large group of volunteers while also providing and developing resources. *How challenge was met:* Utilized contract RDS for resource development.
- ◆ National launch of the revised Canada's Food Guide
How challenge was met: Educated the CFA volunteers and developed resources with assistance from Peel Health staff.

Sudbury

- ◆ The change in the organizational lead (*Our Children, Our Future* to the Health Unit) was a big challenge.
- ◆ We continue to work to transition the program slowly and to maintain links with *Our Children, Our Future*.

Sudbury - Manitoulin

- ◆ Photocopying materials (Take 5) while waiting for *Colour It Up* Binder
- ◆ Travel to each First Nation
- ◆ Cancellations by First Nations after food bought
- ◆ Decrease in participation for 2nd session.

Thunder Bay

- ◆ Decreased support in principle for the CFA program from host agency has made it more difficult for the assigned dietitian to prioritize the program. This is leading to dwindling placement requests and active volunteers.
- ◆ Also, only three volunteers are available for daytime placements and most requests are for daytime.

Wellington – Dufferin – Guelph

- ◆ It was a time-crunched year with a new CFA coordinator in Guelph and Dufferin along with training new CFAs in Dufferin. This in itself brought challenges, which were resolved with experience and time.

In-Kind Support Received

Barrie

- ◆ The Barrie CHC provides meeting space, use of the kitchen, photocopying, resource room space/storage, internet access, postage.
- ◆ The 0.3 CFA Program Coordinator (an RD) provides all of the administrative support for the program, volunteer coordination, chairs the monthly CFA meetings as well as the CFA Steering Committee meetings.
- ◆ A Public Health Inspector, Public Health Dietitian and County Coordinator of nutrition program for school-aged children sit on our steering committee.
- ◆ The health unit has made their courier service accessible in order to send large packages to CFAs in outlying geographic areas.

Brant County

- ◆ Registered Dietitian's time, photocopying, office supplies, meeting room, opportunities to be included in volunteer activities.

Durham

- ◆ Food supply costs are covered by requesting agencies
- ◆ Mileage is covered by Durham Region Health Dept (.25 per km)
- ◆ Advisory committee of community agencies meets once per year to provide guidance and support to the program
- ◆ Durham Lives! (Heart Health Coalition) provided 2 cookbooks as a draw prize at 2 community events throughout the year

Elgin St Thomas

- ◆ Elgin St. Thomas Public Health provides Volunteer Coordinator (0.3 FTE) and Public Health Dietitian (0.2 FTE) for professional and administrative support
- ◆ EST Public Health supplies computer, supplies and photocopying, office space for CFAs

Hamilton

- ◆ Public Health Services provides the time of 2 dietitians to coordinate, support, and implement the program. In 2007 the dietitians also recruited and trained 23 new CFAs. St. Peter's and the City of Hamilton (the Volunteer Coordinator from the City) provide a staff member to sit on the coordinating committee. St. Peter's provides space for monthly meetings and storage space for resources.

In-Kind Support Received (continued)

Huron County

- ◆ Huron County Health Unit covers mileage for CFAs on placements, meeting rooms, photocopying, some support staff, resources (food guides, pamphlets)
- ◆ Grocery stores supply food for “What’s for Supper” displays
- ◆ Local school for space during training

KFL&A

- ◆ Volunteer Service Budget covers most appreciation supplies, general public health budget covers volunteer reimbursements, adult health budget covers incidental supplies

Niagara

- ◆ Fundraising activities - \$600
- ◆ Meeting sites
- ◆ Materials
- ◆ Banners/displays (\$500)
- ◆ Participating Site-donations to the program

Ottawa

- ◆ In-kind and financial support from the Market’s Management for delivery of presentations at the ByWard Market
- ◆ Ottawa Public Health in-kind support from program assistant and volunteers who photocopy and distribute monthly newsletter.

Peel

- ◆ CFA Program Coordinator who is a Registered Dietitian
- ◆ Clerical support
- ◆ Peel Public Health Call Centre for service requests
- ◆ Free police checks
- ◆ Budget for program maintenance and development of new resources
- ◆ Storage of resources
- ◆ Courier system
- ◆ CDIP staff expertise (health promotion officers, nutritionist, community development officers)
- ◆ Access to other Peel services such as Volunteer Resources, Environmental Health and Communications
- ◆ Multiple pickup sites for resources
- ◆ Web access for kits

Renfrew

- ◆ Community partners make up part of the steering committee, and meet several times a year to provide support and direction to the CFA Program.

In-Kind Support Received (continued)

- ◆ The sponsoring organization is the Renfrew County & District Health Unit. Several staff members and a coordinator meet regularly to plan and implement the CFA Program.

Sudbury – Manitoulin

- ◆ Provide kitchen areas
- ◆ Publicity

Sudbury & District

- ◆ Donations of food supplies
- ◆ Bus tickets
- ◆ Volunteer coordination services
- ◆ Resource coordination services
- ◆ Resource development services
- ◆ Program development services (e.g. working on program transition, developing new policies and procedures)
- ◆ Mileage
- ◆ Meeting coordination services

Thunder Bay

- ◆ The Health Unit provides dietitian for coordination, meeting space, printing, equipment and other resources. Food supplies are always provided by the agency or group requesting the service.

Wellington – Dufferin – Guelph

- ◆ Some mileage money
- ◆ Appreciation gifts and meals

Suggested Changes to the CFA Program

Elgin St Thomas

- ◆ An on-line home-study training program so that we can train smaller numbers and not have to turn away potential recruits.

Hamilton

- ◆ We would like to suggest that someone with experience in training CFAs look at the Training Manual. The recipes in the manual are not appropriate and everything in the manual takes a lot longer than the time allotted for each activity. It is very hard and nearly impossible to cover everything in each lesson in the 3 hours. We actually had to eliminate some things in order to keep the training session to maximum of 3 hrs a week for the 12 weeks. The Training Manual needs a major overhaul.

Huron

- ◆ Funding from any source

KFL&A

- ◆ To update the CFA modules at the provincial level as soon as possible, especially now that there will be new volunteers looking to them as sources of current information. We also recognize that increased cultural sensitivity training would be helpful, particularly for volunteers who facilitate the Basic Shelf program.

Middlesex – London

- ◆ I would like to see the program become more visible through promotion at the provincial level. If it were promoted and became better known as host agency we would be sought out and our efforts to promote the program at the local level would be made easier. Advertising campaigns are very expensive but do make a difference. Healthy Eating and Healthy Lifestyles are the hot topic. For this provincial program to be really well known would help not only by increasing public awareness of the program but would make it easier to get approval for funds at the local level.

Niagara

- ◆ To update the CFA modules at the provincial level.
- ◆ To provide standardized evaluation tools/reporting forms.

Peel

- ◆ We would suggest the Provincial CFA program focus more on skill development to improve the nutritional status of people living in Ontario. By teaching people the basic skills of food selection, preparation, and storage we can give them tools to make healthy

Suggested Changes to the CFA Program (continued)

choices to improve their overall health and decrease their risk for many chronic diseases.

Sudbury – Manitoulin

- ◆ Combining some of the data
- ◆ Offering 4 hour sessions vs 2 hour sessions
- ◆ More relevant Canadian dishes

Sudbury

- ◆ Carry out an evaluation to assess the effectiveness of the program and work from there

Thunder Bay

- ◆ More support from host agency. We are considering phasing out the CFA program and hiring part-time community food workers instead.