



**Community Food Advisor Program
Ontario
2008 Annual Summary Report**

Executive Summary for the CFA Program 2008.....	2
CFA Volunteers	8
New volunteers in training in 2008.....	8
New volunteers trained in 2008	8
Volunteers transferred to a different CFA program.....	8
Volunteers on Leave of Absence in 2008	8
Volunteers recertified in 2008	9
Volunteer resignations	9
Total volunteer hours contributed in 2008.....	10
CFA Requests for Service and Placements.....	11
Requests for Service	11
Placements	11
Reasons Requests for Service were not filled.....	11
Organizations requesting service	12
Types of service provided.....	12
Topics covered.....	13
CFA Program Reach.....	13
CFA Program Activities	16
Details of volunteer recognition activities	16
Educational updates	18
Details of educational updates	18
Promotional activities	20
Details of promotional activities.....	20
Fundraising activities	21
Details of fundraising activities	21
Partnerships developed	21
Details of partnerships developed.....	21
Activities/resources developed	22
Details of activities/resources developed.....	22
Objectives, strategies and accomplishments – Summary	23
Objectives, strategies and accomplishments – Details	24
Requested additional resources – Summary	35
Requested additional resources – Details	35
Challenges faced in implementing the CFA program – Summary	37
Challenges faced in implementing the CFA Program – Details	37
In-Kind Support Received	43
Suggested changes to the CFA Program.....	46

Executive Summary for the CFA Program 2008

The Community Food Advisor (CFA) Program was first piloted in 1992 in three communities across Ontario. Since then, 24 communities in the province have participated in the CFA program and 1,262 volunteers have been trained.

In 2008, Halton Region started up with 25 CFAs in training and Barrie closed its program.

The communities that have submitted program details for 2008 are:

- 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
- Thunder Bay District
- Wellington – Dufferin – Guelph

In 2008, there were 285 active CFAs. They completed 1,216 health promotion activities, (involving 1,909 placements) reached 47,841 people and contributed 20,172 volunteer hours.

CFA Volunteers

- There were 262 volunteers re-certified this year compared to 295 last year, but last year's figures included the CFA numbers for Barrie/Simcoe, which folded its program in 2008. Volunteer retention levels are very high, and the absolute figures will return to normal when Halton (which just started its program in 2008) finishes training its CFAs.
- There were 45 volunteer resignations in 2008, roughly 70% of which were due to changes in the volunteers' lives. Fifteen CFAs were on Leave of Absence.
- At the end of 2008 there were 52 new volunteers in training at four sites and three sites had graduated 31 new CFAs. Overall, 83 new CFAs joined the program.

CFA Placements

- In 2008, CFAs completed 768 Requests for Service (85.0% of 904 RFS) and a total of 1,909 placements.
- Of the 136 requests that were not filled, 35.3% (48) were due to not enough volunteers, 22.8% (31) were because volunteers were not available for the time requested and 18.4% (25) were cancelled by the requesting agency. In 12.5% (17) of the cases, the requests were outside the mandate of the CFA program (such as preparing 1,200 smoothies for an entire school with no educational component involved).
- A total of 683 organizations requested placements. As usual, community groups (40.0% [273] requests) and schools (19.9% [136]) placed the most requests. Requests from public health units were up (14.8% of the requests up from 8.1% last year) as were requests from worksites, which have been steadily increasing since 2006 (6.3% in 2008, 4.3% in 2007, 3.4% in 2006). There were fewer requests from markets and fairs this year (5.3% vs 7.8% in 2007) but perhaps this is a correction towards 2006 levels (2.8% of the requests).
- As in previous years, the most popular placement topic was Healthy Eating (50.7% – down from 55% in 2007). In second place was Food Preparation (18.7% of the placement topics – up from 17.9% in 2007). Safe Food Handling/Food Safety and Shopping/Budgeting tied for third place with 14.0% of the topics requested (up from 11.6% and 11.5% last year, respectively)
- The most popular type of services provided were Presentations (38.5% – down from 43.2% in 2007), Food Demos/Cooking Classes again in second place (24.8% – up for the third year in a row from 24.2% in 2007 and 20.6% in 2006) and Displays in third place (22.8% up from 18.6% last year).

CFA Program Activities

- CFAs contributed a total of 20,172 hours in 2008. In-class training of 80 hours for each of the 83 new CFAs recruited in 2008 made up 32.9% (6,640) of these hours, with time spent in direct service in second place (17.7% - 3,573 hours) and time spent in meetings (which also included hours devoted to volunteer recognition activities) in third place (15.7% - 3,173 hours).
- Program reach has increased steadily since 1999. Reviewing available data for those **six** sites ¹ that have **consistently** filed reports since 1999, there has been a 231% increase in the Total Reach numbers (23,027 in 2008 compared to 6,957 in 1999); a 1,311% increase in the reach to Teens (2,032 in 2008 compared to 144 in 1999); a 417% increase in the reach to Adults (10,346 in 2008 compared to 2,002 in 1999), a 76% increase in the reach to Seniors (1,468 in 2008 compared to 836 in 1999) and a 113% increase in the reach to Mixed Groups (6,122 in 2008 compared to 2,876 in 1999).
- All 14 of the reporting sites conducted Volunteer Recognition Activities. Special Recertification Lunches and Dinners, often including entertainment, giveaways and service pins, acknowledged the contributions of the volunteers. In addition to hosting events during National Volunteer Week in April, many coordinators organized seasonal celebrations, such as summer barbecues, ‘Sneaky Santa’ gift exchanges at Christmas and year-end Potluck Dinners. Through-out the year tokens of appreciation included gift cards for Tim Horton’s, \$25 gas cards, calendars, and cookbooks. Many sites sent ‘Care and Concern’ cards acknowledging life events. One site purchased space in local newspapers to thank the CFAs for their contributions and also to inform the community in general about the work they do.
- Six of the 14 sites (43%) ran promotional activities. In addition to the distribution of promotional items (apple-shaped pencils, mini highlighters, pamphlets, etc.), sites developed articles and recruitment ads for their local and regional newspapers, promoted the program through CBC radio and arranged feature spots on local cable TV. One site developed business cards for their CFAs and their own posters advertising the program. Another promoted the CFA program through the database of FoodNet Ontario. Sites also advertised the program through supermarket displays, promotional flyers and fact sheets sent to agency contacts and community events, and newsletters intended for specific demographic groups such as older adults.

¹ Hamilton, Huron, KFL&A, Middlesex - London, Niagara, Ottawa

CFA Program Activities (continued)

- Four sites (29%) developed new partnerships in 2008. These included collaborations with local farmers' markets, social service organizations, youth groups (teen clubs, Early Years Centres, schools), seniors' centres, and partnerships with Family Health Team dietitians to address the needs of participants with special dietary concerns. One site established programs with the local HU's dietitians and an Addictions Coordinator for Ontario to run basic cooking classes for recovering addicts.
- All the sites conducted educational updates throughout the year. These included presentations from guest speakers (Jeff Suddaby of 'Who's Coming for Dinner?', Deb Campbell from the Ontario Pork Producers Marketing Board), peer training events about current issues or products (The 100 Mile Diet, Food Safety, Cooking with Grains, Vegetarian Eating, Picky Eaters, First Nations, Inuit and Métis Food Guides, Gluten-free Diets, etc.), screening film series (Genetic Takeover, Beef Inc.) running workshops (worm composting, seed saving, etc.) and many sponsored the participation of their CFAs in the Annual Conference

Objectives and Challenges

The primary objective, as identified by 43.0% of the sites this year, was to maintain or increase their volunteer recognition efforts. In second place (36.0%) was the retention, training and motivation of current CFAs. The sites worked hard to acknowledge the valuable contributions of their CFAs and to understand their needs. As stated earlier, many sites organized special Recertification events which included gifts and awards and the recognition of major life events (birthdays, holidays etc.)

To address the needs of the CFAs, sites also:

- established regular feedback systems to measure CFA satisfaction levels and to ensure the equitable distribution of placements
- set-up problem solving mechanisms to deal with CFA concerns and complaints and involved HR specialists as needed
- upgraded and reviewed their materials to make CFA training as comprehensive and accessible as possible
- established mentoring programs and provided many educational opportunities
- kept in touch regularly with their volunteers via email, telephone and monthly meetings
- sponsored the attendance of their CFAs at professional events such as the Annual CFA Conference
- involved the CFAs in as many aspects of the program as possible, from planning social events to playing more active roles at meetings (taking minutes, writing updates, etc.)

Objectives and Challenges (continued)

Program expansion and promotion tied for second place (36%). To meet this objective, sites:

- conducted needs assessment surveys in various sectors of the community (rural, multicultural, senior, Francophone)
- identified community groups that would benefit from the services of a CFA
- initiated partnerships and focus groups to work with other Public Health stakeholders
- developed incentives to encourage post-placement audience feedback

Some sites expressed concerns that there was a trend towards greater emphasis on nutrition information as opposed to safe food handling in the home and stretching food dollars. Useful new CFA modules would be Cooking on a Budget (intended for people on social assistance) and Healthy Lunches (possibly created by children themselves)

The sites ranked their main challenges this year as follows:

- Administrative issues (cited by 38.5% of reporting sites) included completion of paperwork (especially after finishing the placement) and establishing fair systems to reflect the CFAs' time.
- Placements (38.5%) Some sites had problems with filling daytime requests, others had difficulties with evening placements or accommodating CFAs who worked full-time or shift work. The cost of gas was also a factor in the willingness of CFAs to accept placements, particularly those serving large rural areas and sites routinely encourage requesting agencies to cover the cost of CFA mileage and parking.
- HR issues (30.8%) included dealing with perceived racism, CFA concerns of unfair work distribution and the absence of a CFA coordinator for a large part of the year. Some sites found it useful to review the requirements with their CFAs (minimum of three per year) and to use a lottery system to assign popular placements.
- Recruiting CFAs, particularly from specific areas or communities to meet requests (30.8%). Several sites aggressively recruited this year via public-information sessions, newspaper ads, region-wide information sessions etc.

Resources Requested

Eighty percent (80%) of the sites requested the development or updating of CFA program materials; 50% specifically requested CFA banners and displays for use at health fairs and markets, and 30% mentioned CFA recipe cards. Also identified as needed were CFA tablecloths, 'Thank You' cards to acknowledge organizations that have used or helped the program, laminated Food Guide posters and updated and more comprehensive presentation kits (also needed in French).

In-Kind Support and Donations

All sites receive support from the NRC to fund educational updates. Eight of the 11 sites responding (72.7%) also received in-kind support of management and administrative services, (Bookkeeping services; Public Health Nurses or Registered Dietitians acting as Volunteer Coordinators, etc.). Five (54.5%) sites reported that local food banks, markets, and grocery stores donated food supplies to support the placements; that they were provided with office facilities and supplies (access to courier, photocopying and telephone services) and that they also received financial support to cover the costs of parking and mileage.

Due to inconsistencies in the documentation of CFA activity, the results in this report under-represent the activities and services provided in 2008. 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 in 2008

Health Units	Number of CFAs
Durham Region	23
Halton	25
Hamilton, City of	2
KFL&A	2
Total	52

New volunteers trained in 2008

Health Unit	Number of CFAs
Hamilton, City of	15
Huron County	5
KFL&A	11
Total	31

Volunteers transferred to a different CFA program

No volunteers transferred to a different CFA program in 2008.

Volunteers on Leave of Absence in 2008

Health Units	Number of CFAs
Durham Region	1
Hamilton, City of	2
KFL&A	1
Peel Region	7
Renfrew County	2
Sudbury & District	1
Wellington – Dufferin – Guelph	1
Total	15

Volunteers recertified in 2008

Health Units	Number of CFAs
Brant County	3
Durham Region	21
Elgin – St. Thomas	18
Halton	0
Hamilton, City of	17
Huron County	9
KFL&A	15
Middlesex – London	22
Niagara	39
Ottawa	20
Peel Region	55
Renfrew County	8
Sudbury & District	11
Thunder Bay District	8
Wellington – Dufferin – Guelph	16
Total	262

Volunteer resignations

Number of volunteers resigning in 2008 45

Reasons for resigning

(In some cases more than one reason was given)

Health Units	Number of Reasons
Life Changes	36
Concern over how program is run	2
Did not enjoy volunteering for program	1
Volunteer moved	4
Too much time required	4
Other ²	4
Total	51

² Other included: Students not able to commit to program (2); Death (1); Poor health (1)

Number of active CFAs

As of December 31, 2008

Health Units	Number of CFAs
Brant County	3
Durham Region	19
Elgin – St. Thomas	17
Hamilton, City of	34
Huron County	13
KFL&A	26
Middlesex – London	15
Niagara	39
Ottawa	17
Peel Region	46
Renfrew County	5
Sudbury & District ³	11
Thunder Bay District	8
Wellington – Dufferin – Guelph	32
Total	285

Total volunteer hours contributed in 2008

Hours	Number	Percent
In-class training new CFAs ⁴	6,640.00	32.9%
In direct service	3,572.75	17.7%
In meetings ⁵	3,173.00	15.7%
Preparing for service/cleanup	2,022.25	10.0%
Spent in education updates	1,925.00	9.5%
Spent travelling	1,822.25	9.0%
Spent developing resources	680.00	3.4%
Other hours ⁶	336.50	1.7%
Total	20,171.75	100.00%

³ Manitoulin is operating under a different format this year.

⁴ Represents an average of 80 hours of training for each of 83 CFAs in 2008 (52 in training, 31 trained)

⁵ Includes recording minutes for meetings.

⁶ Included CFA Placement Coordination (203.50); Planning for Annual Conference (100); Miscellaneous (27); Involvement on Local Coordinating Committee (4); Banking, planning meeting for Market Project (2).

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	904
Total number of requests completed (not including training placements)	768
Total number of requests not filled	136
Percentage of requests filled	85.0%

Placements

Total number of placements completed	1,909
Total number of training placements completed	134

Reasons Requests for Service were not filled

Reasons	Number	Percent
Not enough volunteers	48	35.3%
Volunteers were not available for the time requested	31	22.8%
Request cancelled by agency	25	18.4%
Requests outside the mandate of the CFA program ⁷	17	12.5%
Postponed to 2009	8	5.9%
Cancelled due to bad weather/snow storms	4	2.9%
Other ⁸	3	2.2%
Total	136	100.0%

⁷ Included two inappropriate Requests (preparing smoothies for an entire school of 1200 without an educational component; catering a Christmas party for a workplace)

⁸ Other includes: By the time the request was picked up by the volunteers, the requesting agency had finished their planning - no dates available for CFAs to come (1); Last minute cancellation by CFA due to family emergency (1); Short lead time (1)

Organizations requesting service⁹

Organizations	Number	Percent
Community groups	273	40.0%
Schools ¹⁰	136	19.9%
Public health units	101	14.8%
Worksites	43	6.3%
Markets or fairs	36	5.3%
Food banks	30	4.4%
Children's camps, daycares or play groups	29	4.2%
Supermarkets	12	1.8%
Other organizations ¹¹	23	3.4%
Total	683	100.0%

Types of service provided

Type of Service	Number	Percent
Presentations	349	38.5%
Food Demonstrations/Cooking Classes	225	24.8%
Displays	207	22.8%
Taste Test Booths	34	3.7%
Community Kitchens/Cooking Club	19	2.1%
Food Hotline	0	0.0%
Other services ¹²	73	8.0%
Total	907	100.0%

⁹ From Wellington – Dufferin – Guelph: Numbers reflect the placement sites that completed a request form. Often there was more than one event per site request, which is not reflected in the numbers.

¹⁰ Schools include six Adult High Schools where ESL courses were offered.

¹¹ 'Other' category included: Nutritious Food Basket Pricing (5), Malls and Community Centres (4); Churches (3); Events organized by CFAs (2); Libraries (3); Local TV stations (2); Resource Centres (2); Good Food Box in partnership with Kingston Community Health Centre (1); YMCA (1).

¹² Includes: Good Food Box Ordering (36); Resource Development (14); Supermarket Tour (7); Handwashing (5); Food Basket Pricing (5); CFA Advisory Article Submission (3); Forum/focus test group (2); CFA presentation to television media (1).

Topics covered

Topics	Number	Percent
Healthy eating	617	50.7%
Food preparation/basic cooking	227	18.7%
Safe food handling/food safety	170	14.0%
Food shopping/budgeting	170	14.0%
Other ¹³	32	2.6%
Total	1,216	100.0%

CFA Program Reach

Total Reach

47,841

Age Range	Number	Percent	Number	Percent
Children 12 and under	106	13.9%	6,011	12.6%
Teens (13-19)	41	5.4%	2,736	5.7%
Adults (19 – 65)	389	51.0%	16,531	34.6%
Older Adults (over 65)	77	10.1%	2,939	6.1%
Mixed Age Groups	150	19.7%	19,624	41.0%
Total	763	100.0%	47,841	100.0%

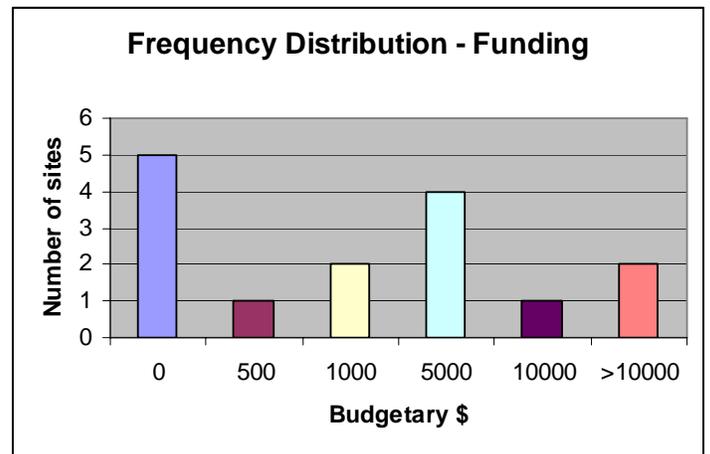
¹³ Includes: Handwashing (20); Food Basket |Pricing (5); Label reading (4); Smoking Cessation (2); Menu planning (1).

Reported Budgets/FTEs¹⁴

Sites	Funding	FTEs
Brant County	\$800.00	0.10
Durham Region	\$15,000.00	1.40
Elgin – St. Thomas	\$1,500.00	0.60
Halton	\$0.00	0.00
Hamilton, City of	\$4,100.00	0.80
Huron County	\$0.00	0.00
KFL&A	\$7,000.00	2.50
Middlesex – London	\$0.00	0.00
Niagara	\$0.00	0.00
Ottawa	\$600.00	0.30
Peel Region	\$40,000.00	2.00
Renfrew County	\$0.00	0.20
Sudbury & District	\$2,500.00	0.50
Thunder Bay District	\$300.00	0.10
Wellington – Dufferin – Guelph	\$3,000.00	0.60

Budgets

Annual Funding Level	Number of Sites at This Level
\$0	5
\$1 - \$500	1
\$501 - \$1000	2
\$1001 - \$5000	4
\$5001 - \$10,000	1
>\$10,000	2

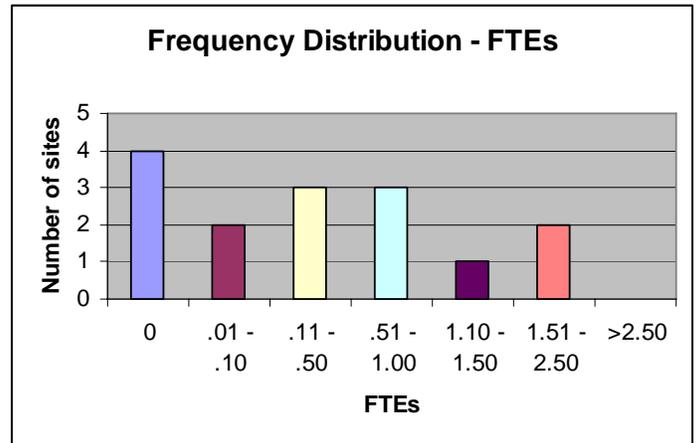


¹⁴ Budget does not include staff salaries.

Reported Budgets/FTEs (continued)

FTEs

Annual FTE Equivalent	Number of Sites at This Level
0	4
.01 - .10	2
.11 - .50	3
.51 - 1.00	3
1.10 - 1.50	1
1.51 - 2.50	2
>2.50	0



CFA Program Activities

Details of volunteer recognition activities

Brant County

- Two CFAs attended the Volunteer Recognition Dinner for volunteers of the Brant Community Healthcare System.

Durham Region

- Recertification celebration consisting of dinner, gift and certificate
- Thank You card and NRC gift on National Volunteer Appreciation Week
- Recognition Dinner in fall to re-energize after summer break
- Gift card and holiday season greeting mailed out in December
- Two cards mailed out for CFA life events

Elgin – St. Thomas

- Elgin – St. Thomas Public Health partnered with 15 other agencies in Elgin County to offer a big recognition event during Volunteer Week. 2008 was the 3rd annual event. We provided entertainment, social time, giveaways and refreshments. Over 500 volunteers attended the event.
- At Christmas, we hosted a dinner at a local restaurant for the CFAs.
- Our CFAs also appreciate the gifts that NRC provides. Thank you.

Hamilton, City of

- Healthy Living Hamilton's Member Celebration, October 2008
- CFA Graduation/Recertification Dinner, December 2008

Huron County

- Lunch, Gifts for re-certification and Christmas.
- Summer social and Christmas dinner

KFL&A

- National Volunteer Week Breakfast April 30, 2008
- International Day of the Volunteer Event December 5, 2008 (Gift)
- Recertification and Graduation Dinner December 5, 2008

Middlesex – London

- We met for dinner and gave out the volunteer recognition gifts, Thank You cards and service pins.

Niagara

- Volunteers participated in a CFA graduation and recertification event April 30, 2008.
- They were also invited to participate in a Public Health Recognition luncheon held June 19, 2008.
- \$25 gas cards were mailed out with seasonal greeting cards in December 2008.

Details of volunteer recognition activities (continued)

Ottawa

- Recertification Ceremony (February)
- National Volunteer Week event (April)
- End of year potluck organized but cancelled due to snowstorm (December)

Peel Region

- January: Recertification Celebration for AM & PM groups – light snacks, punch, cake, small gift and letter provided.
- April: Region of Peel Volunteer Recognition dinner with a gift from Volunteer Services and from the NRC.
- April: National Volunteer Week Delegations – Regional Council with three CFAs in attendance.
- June: CFA Potluck.
- December: Potluck- small gift and 2009 calendar provided, ‘Sneaky Santa’ gift exchange.

Renfrew County

- We held a dinner to recognize our CFAs and presented them with a cookbook.

Sudbury & District

- Volunteer dinner
- Cards at Christmas
- Invited to health unit volunteer dinner
- Tim's Gift cards, cookbooks

Thunder Bay District

- Health unit volunteer event.
- June appreciation dinner.

Wellington – Dufferin – Guelph

- Thank you at recertification in the spring; presented gifts from NRC and special thank you at April meeting
- Summer BBQ at coordinator's house
- Christmas celebration and thank you gift.
- A newspaper thank you in two local newspaper was also bought to thank the CFAs for their contributions and to let the community know of their work in April.

Educational updates

Details of educational updates

Brant County

- Two CFAs participated in the CFA annual conference in the spring in Oshawa.

Durham Region

- Jeff Suddaby, chef and cooking show host of "Who's Coming for Dinner?" did a cooking session on lifestyle cuisine which consisted of quick and easy healthy meal ideas
- Food safety refresher of Safe Food Handlers certificate

Elgin – St. Thomas

- At each meeting we have a 20 minutes educational session called "Food For Thought" when a dietitian introduces the group to new products, ideas or discusses a hot issue.
- We also had special presentations on food safety, 100 Mile Diet and local foods.
- Four CFAs attended the CFA conference in Oshawa, and four participated in the on-line training for Menu Choices.

Hamilton, City of

- Cooking with Unusual Grains, March 10
- Sprouts with David Ramsey, April 25
- Cooking with Pork with Deb Campbell, Ontario Pork, May 12
- City of Hamilton Orientation, Human Resources, October 6
- Cooking with Local Ingredients, Chef Brian Gibson, Old Mill, November 10

Huron County

- Food Safety Matters
- Picky Eaters update

KFL&A

- All CFAs were welcome to attend 2008 Training Sessions as a form of an update or refresher for the topic on the training agenda
- Also Every Networking Meeting hosted an Educational Update as part of the Networking Agenda: Topics Included: Overview of the KFL&A Public Health Motiv8 program, Vegetarian Eating, Motiv8 in the Workplace CFA module.
- In addition we had other educational opportunities such as: June's CFA Annual Conference, presentation by author Janette Haase on 'Organic Vegetable growing for Small Home Gardens' , WHMIS training and Safe Food Handler Training (recertification).

Details of educational updates - continued

Middlesex – London

- We held a canning workshop which we also opened up to our Community Gardens. The event was a demonstration of the canning process from start to finish with an emphasis on peer education and safe food handling

Niagara

- February - CFA Resource Fair
- September - Ontario Pork
- November - Food Safety Network

Ottawa

- "Go for Grains" presentation by Ellie Topp (April)
- "Go for Grains" follow-up presentation by dietetic intern (April)
- CFA Conference (June)
- Public Health Inspector update (November)

Peel Region

- January: New "Eating with the Rainbow" kit presentation
- February: Vegetarian Eating
- March: Indian Spices
- April: Sharing of healthy eating tips-group discussion
- May: "Are You In? Region of Peel Common Purpose"
- November: Facilitation Tips and Dealing with Difficult People

Renfrew County

- One educational update was held and the topic was on obesity.

Sudbury & District

- Vegetarian cooking demonstration
- First Nations, Inuit and Métis Food Guide presentation
- Presentation on growing vegetables and fruit in Sudbury (local gardening centre)

Thunder Bay District

- Wolfman Drum Up Dinner Event
- Food Charter update
- Film series: Genetic Takeover, Beef Inc.,
- Workshop Series: Worm Composting, Seed Saving, Storing the Harvest, Dandelions, Storing the Harvest, Canning 101, Food Drying

Details of educational updates - continued

Wellington – Dufferin – Guelph

Six update opportunities:

- Beef Info Nutricast - Food safety: from farm to fork
- CFA conference in Oshawa
- Update on Pork
- Gluten free cooking
- Canning sessions
- Trans-fat school policy update

Promotional activities

Details of promotional activities

Durham Region

- Two newspaper ads were run in region wide newspapers promoting our recruitment of new volunteers
- Media releases were also picked up by local newspapers during recruitment
- Promotional items of apple-shaped pencils and mini highlighters were also developed

Huron County

- Sent out promotional pamphlet to many community events.
- CFAs were highlighted in volunteer article

Middlesex – London

- Two TV spots to promote program and two displays at supermarket

Peel Region

- Letters sent out to agency contacts.
- Joined FoodNet Ontario and program information posted on database for their website.
- Developed flyers for each presentation and sent out to requesting agencies as needed.
- Developed CFA Program fact sheet and distributed internally and to requesting agencies as needed. One CFA and the CFA Program Coordinator participated in a interview called "Local Heroes" with Rogers Television.

Sudbury & District

- Advertisement in Leisure Guide (Sudbury wide document)
- Advertisement in various newsletters including an Older Adult newsletter and Community Connections
- Promoted in media during Nutrition Month (one media request CBC Radio)

Wellington – Dufferin – Guelph

- Developed a poster and business cards for the CFAs. The poster was distributed to various places in Dufferin County to promote the CFAs and request placements.

Fundraising activities

Details of fundraising activities

Durham Region

- A question on the Request For Service form is always there asking about an agency's ability to donate to the CFA program.

Wellington – Dufferin – Guelph

- We ask requesting organizations to pay \$10.00 towards the cost of gas for the CFAs.

Partnerships developed

Details of partnerships developed

Brant County

- The CFAs collaborated with one of the Brant County Health Unit dietitians and an Addictions Coordinator for Ontario Works Brant to conduct basic cooking classes for clients who were recovering from addiction.

Ottawa

- With two local farmers' markets to expand the "A Taste of Your Local Market" program.

Peel Region

- Presentation and cookshops with Peel Youth Village and Peel Teen Super Club.
- Presentation series to Peel Healthy Start Program (new moms).
- Several presentations for Intercultural Neighbourhood Social Services.

Wellington – Dufferin – Guelph

- Mostly in the Dufferin area (due to the new program) - Early Years Centre, Orangeville fall fair, variety of schools and senior centres.
- In Guelph the CFA program has partnered with the Family Health Team dietitians and the CFAs conduct supermarket tours for clients with metabolic syndrome and assist the dietitian with cooking demos.

Activities/resources developed

Details of activities/resources developed

Huron County

- Healthy Lunch workplace display to compliment our health school lunch display. The workplace display is aimed at adults packing a lunch for work and those working shifts.

KFL&A

- Two new KFL&A CFA modules and kits were developed: Motiv8 at the Workplace and Introduction to Solids. Both of these modules involve demonstrations by the CFA and are co-facilitated with a public health dietitian.
- We purchased a DVD series "Healthy Lifestyle Changes" which has some DVDs that might be of interest to the CFAs like Healthy Shopping and Cook Healthy.
- We also continued to create new resources for the KFL&A public health program that promotes eight key health messages called Motiv8 such as Rethink Snacks, Making Meals at Home etc.
- We also revised and updated our CFA participant evaluation form that is filled out after each CFA experience.

Peel Region

- Developed new "Eating with the Rainbow" kit.

Sudbury & District

- CFA "Bins" - they are portable filing boxes (on wheels with handles) containing Food Guides, recipes, pens, markers, ERO materials, and "bean game" (identify beans).
- Kitchen Kits - contain all cooking materials needed for demos or workshops.

Wellington – Dufferin – Guelph

- Power Food display (seniors love it)
- Healthy lunch display for adults.

Objectives, strategies and accomplishments – Summary

14 sites responding

Objectives Identified - 2008	Number of sites	Percent of sites
Maintain/increase volunteer recognition	6	43.0%
Program expansion and promotion	5	36.0%
Retain, train and motivate existing CFAs	5	36.0%
Maintain regular meetings/education sessions	4	28.5%
Provide quality management of volunteers	4	28.5%
Recruit and train new CFA volunteers	4	28.5%
Deploy CFAs effectively in the community	3	21.4%
Compensate CFAs for mileage	2	14.3%
Effective evaluation of the program	2	14.3%
Increase outreach to specific audiences	2	14.3%
Provide strong support to CFAs	2	14.3%
Resource development	2	14.3%
Send CFAs to the Provincial Conference	2	14.3%
Continue with proven and established programs	1	7.0%

Objectives, strategies and accomplishments – Details

Brant County

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

- These classes were not held this year due to lack of participants.

Continue to keep the three volunteers active.

- We continued to meet monthly and in the fall, the CFAs got involved with meetings about the Addictions Program cooking classes and conducted three cooking classes in November.

Durham Region

Evaluate 75% of Group Sessions

- Four cookbooks purchased as draw prizes for CFAs to encourage collection of feedback forms.
- Audience incentives purchased to encourage participants to fill out feedback forms. As CFAs are participating in fewer small group sessions but more large events, there are fewer audience feedback forms completed.
- 62% of CFA group sessions were evaluated.
- The goal is to continue to emphasize the importance of evaluation to the volunteers and provide support to ensure evaluations are implemented at as many events as possible

Support CFA volunteers in implementing 30 service delivery activities

- Bi-weekly e-mails to CFAs outlining current requests
- CFA coordinator facilitating ten monthly meetings where requests are discussed
- Quarterly updates regarding the status of service requests completed are e-mailed to volunteers
- CFA volunteers were supported in implementing 58 service delivery activities

100 CFAs from across Ontario will attend the provincial conference hosted by Durham Region CFAs

- 136 CFAs from across Ontario attended the provincial conference
- Four CFAs and Program Coordinator met monthly to plan for the conference with larger CFA group also completing tasks.

Objectives, strategies and accomplishments – Details (continued)

Durham Region

Implement a plan to recruit 25 new CFAs

- 28 volunteers were recruited to the program
- Two 1/4 page coloured ads were placed in newspapers
- Region-wide media releases were sent out
- 150 posters were placed throughout the region
- Seven information sessions were held region-wide

Implement 100% of the DRCFA training program (May 2009)

- Training manual was reviewed, a schedule developed and trainers were identified and secured
- Training sessions began on November 20th and will run until April 2, 2009. Graduation event will be held in June 2009
- Week 1: Introduction (scope and reliable nutrition information)
- Weeks 2 & 3: Safe Food Handlers certificate
- Week 4: Canada's Food Guide and Active Living
- Group size did surpass expectations and therefore was divided into two to accommodate for cooking component of the training

Elgin – St. Thomas

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

- Provided gift as per Health Unit policy and nominated for Provincial Volunteer Award.

To offer the CFAs the opportunity to attend the Provincial CFA conference in Oshawa

- Four CFAs attended the event

To maintain an active CFA group

- Provide informal and formal recognition through gifts and feedback. Encourage open line of communications at all times.

Objectives, strategies and accomplishments – Details (continued)

Hamilton, City of

Volunteer Retention through recognition of effort, determining concerns, and planning ways to address concerns

- Conducted anonymous satisfaction survey via third party, completed June 2008
- Offered recognition events x 2, both involving a sit down dinner in a seasonally decorated setting
- Recognition gifts from NRC, April 2008
- Provided graduation/recertification gift (food demonstration toolkit + \$20.00 gas card)
- Obtained expertise from an organizational development specialist with Hamilton's Human Resource department to address the major issues identified in June satisfaction survey

Co-ordination and support of CFA program and placement requests

- Two Public Health Dietitians completed training, observed/provided placement feedback for the new volunteers
- Offered problem solving for CFA complaints
- Shared ideas for resources, displays, and group activities
- Actively participated in the planning of Ancaster Fair; supplied prizes and handout materials
- Assisted with the provision of a monthly Food Bank sampling program at a local food bank

KFL&A

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

- Educational updates and workshops were offered throughout the year
- CFA modules continue to be updated for current CFG information.
- New KFL&A CFA modules were written by public health dietitians with clear scripts, background and resources for the CFAs.

Resource Review

- Developed and revised resources

Provide excellence in the management of the volunteer program. Volunteer recognition and retention.

- We established a Terms of Reference for the CFA Coordinating Committee
- We established a new structure for the CFA Networking meetings
- We began to revise the operational objectives for the CFA program for 2009-2011.

Objectives, strategies and accomplishments – Details (continued)

KFL&A

Target, recruit, select and train new volunteers.

- Successfully trained 13 new CFAs from January to May 2008. Provided comprehensive approach to the training and used a variety of facilitators. Began to draft a new brochure and banner for the KFL&A public health CFA program.

Middlesex – London

To increase awareness of program

- Promotion on TV and display at supermarket

To increase outreach to children

- Include children in the audience of young moms when appropriate

To ensure volunteers are recognized for their contributions

- Volunteers assisted in the plans for the volunteer social

Niagara

To recruit and train new volunteers

- CFA training was completed in January 2008 followed by a three month mentorship of new CFA's under seasoned CFAs. This resulted in the addition of 19 new CFAs to the program.

To seek out funding opportunities to be able to offer compensation for mileage to all volunteers.

- Recognition of mileage was given to volunteers at the end of the year through \$25 gas cards.
- Another opportunity being explored is a tax receipt equivalent to the monetary value of the mileage incurred by the volunteers.

Ottawa

Maintain an active and motivated group of volunteers

- Provide as many learning opportunities as possible for education updates
- Discussions at monthly meetings
- Ongoing support from Nutrition Team

To prepare for expansion of CFA program

- Small survey of ten community groups who would benefit from the services of a CFA
- Analyze results and present to management in the form of a "Business Case"

Objectives, strategies and accomplishments – Details (continued)

Ottawa

Recruit and select new CFA volunteers

- Development of a recruitment campaign. Information session held on October 15th; 75 attendees; 50+ applications received; 44 interviews conducted; 23 volunteers selected

Peel Region

Direct Service: To provide 300 placements (based on 60 active CFAs) reaching 12,000 people through 150 Requests for Service by the end of Dec. 2008.

- Placements Numbers: Goals for 2008- number of placements
- Placement status reviewed in April and October
- Placement values set in order to reflect CFA request for fairness.
- Cancer/Heart Health Team Collaboration: Worked with Cancer Heart Health team to service the needs of the community; CHH to provided more technical, nutrition information
- CFAs to provided practical information on food selection, preparation, and storage.
- Event Planning: attendance at festivals, fairs and farmer's markets.

Marketing and Outreach: To promote CFA program to community agencies.

- Developed CFA Presentation Posters to be used by agencies and a CFA Information Flyer to be sent out to agencies and handed out at displays.

Administration: To ensure efficient and effective program administration (given the increase in CFAs).

- Year time line on a calendar with posting of upcoming displays, presentations, fairs, festivals CFA meeting dates.
- Systems review by meeting with administrative support on a monthly and as-needed basis.
- Revised Peel CFA Recipe for Success which included QA program and strategic direction. NRC Annual Report.

Quality Assurance: To adhere to a comprehensive quality assurance approach for the CFA program.

- Completed all QA tasks.
- Evaluated process and participant impact.
- Arranged for Volunteer Services to conduct exit interviews and satisfaction survey.

Objectives, strategies and accomplishments – Details (continued)

Peel Region

*CFA Volunteer Development:
To retain volunteers.*

- Held monthly CFA meetings which included program updates, education topics and information sharing.
- CFA recognition events held – December potluck with gift; January recertification celebration with gift; April volunteer recognition dinner (with Volunteer Resources) with gifts; June potluck and June BBQ and pool party at a CFA's home.
- Provided monetary support to attend the Provincial CFA Conference.
- Maintained good communication with CFAs on an ongoing basis.

Sudbury & District

To continue to ensure a smooth transition of program from Our Children Our Future to the SDHU

- Working with the volunteers to understand their needs
- Working with Volunteer Resources at the SDHU to better understand Health Unit policy procedures and to gain further insight on volunteer management
- Developed a Volunteer Handbook specifically for the CFA program
- Initiated CFA Focus Groups with Northern Ontario Dietetic Internship Program (to be completed 2009).

To promote the program

- Advertisements, presentations at team meetings at the SDHU

To ensure CFAs trained

- Shared updates provided by NRC
- Organized various training sessions
- Food demonstration was important for increasing the CFA comfort level with food demonstrations

To pay mileage to CFAs

- SDHU now covers mileage for CFAs

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 mail out is sent requesting volunteers for specific placements.

Objectives, strategies and accomplishments – Details (continued)

Thunder Bay District

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

- A workshop series of ten workshops on eating locally will be open to the public but will allow CFAs to get their updates done as well.

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 as a Spring event to recognize their contributions.

Wellington – Dufferin – Guelph

Establish a system for placements with the new program (Dufferin)

- Have revised our placement tracking system/process and forms.

Coordinate CFA meetings and recertification with the new program (Dufferin)

- In 2009 when the new CFAs will be ready for recertification, our two sites will combine recertification and it will be in March.
- Still hope to provide education updates at both sites (Wellington and Dufferin) due to distance between counties.

To update CFA policies and procedures and catalogue of resources

- Behind on this...plan for 2009.

Have CFAs more involved in administration of the program.

- Have three CFAs doing more - two CFAs take meeting minutes (one in Guelph, one in Dufferin) and another CFA writes updates for the Advisor.

2008 Highlights

Brant County

- The continuing enthusiasm of the three volunteers who have been CFAs for over ten years!

Durham Region

- Hosting the CFA conference was a team-building experience for the Durham Region CFAs.
- Recruiting 27 new volunteers was a highlight for the program. The recruitment was the major focus for the second part of 2008.
- Retaining 88% of the volunteers met our goal of volunteer retention (80% goal).

Elgin – St. Thomas

- Offered fantastic educational updates that exceeded both staff and CFA expectations.
- Continually amazed how dedicated our CFAs are to enhancing the programs of Elgin – St. Thomas Public Health, including helping at public workshops, delivering cooking clubs, talking to groups and staffing displays.

Hamilton, City of

- Relatively low (i.e. 25%) dropout rate of CFA trainees.
- Process changes: much more structure incorporated into CFA meetings to make efficient use of time; increased opportunities for CFAs to provide feedback to placements and overall program; incorporation of ongoing team building exercises and volunteer recognition.
- Ancaster Fair — reached 1,500 children plus 600 adults over three days

Huron County

- The conference is always a highlight for the CFAs.
- We had the opportunity to visit many schools with our healthy lunch displays. These displays offer an interactive presentation format that can be adapted to suit the needs and the size of the school. Feedback from these presentations has been very favourable.
- With Heart Health Opportunity funding we were able to create a tool kit of resources to address workplace health including a health lunch display, crock pots, tables and cookbooks for demonstrating.

2008 Highlights (continued)

KFL&A

- KFL&A Public Health invested funds to remodel parts of its kitchen which will enhance its utilization for cooking programs. As well, the health unit purchased a rotating camera and 50" LCD screen to project the cooking demonstrations and activities in the kitchen.
- Greater utilization of the CFA volunteers in programs facilitated by the public health's dietitians. The CFAs enjoy meeting and working with the dietitians and are enriched by the various knowledge specialities.
- The MOH and Boards' of Education recognition of the CFA volunteers and their role in the school teams programs during a breakfast meeting they participated in.
- Largest attendance of KFL&A CFAs at the Annual Conference in Oshawa in 2008. The CFAs returned inspired to apply for KFL&A to host the conference in 2010.
- One of the Good Food Boxes host sites is KFL&A Public Health in Kingston. The CFAs play a major role in supporting the efforts of this host site operations. Over the year there has been increased support from new CFAs and they are committed to growing this site's orders.

Middlesex – London

- Several presentations were given to Community groups. These presentations were a part of a series of presentations with our focus being Healthy Eating on a Budget. The evaluations indicated that the CFA presentation was the most popular and that the information provided was the most useful. Of all the presentations, the CFA presentation evaluation included comments from participants. These remarks and the overall evaluation were very rewarding and provided the CFAs with a sense of pride and accomplishment for the time they invested.

Niagara

- Graduation of 19 new CFAs which essentially doubled our volunteer complement.
- The purchase of an oven and teaching mirror for our CFA teaching kitchen.
- The Niagara CFAs were able to fill every requested placement for 2008.
- Formal recognition given through events and gas cards and feedback forms from requesting agencies.
- A new Continuing Education Coordinator began his term on our Steering Committee and is doing a great job of securing valuable speakers for our general meetings.
- We have seen positive growth in our program in terms of numbers of volunteer presentations and volunteer hours.

2008 Highlights (continued)

Ottawa

- Success of the recruitment. Very good turn out to our Information Session evening and much interest in the program based on the number of applications received. Group interviews were successful and excellent candidates recruited.
- Continued commitment of certified CFAs. All current certified CFAs have been with the program in Ottawa since at least 1998. They are an extremely dedicated group of volunteers who not only reach out to the community, but also to each other.
- Recertification of 17 Community Food Advisors. Excellent retention rate of volunteers over 13 years of CFA program in Ottawa.
- High participation in CFA conference. Clear evidence of unwavering interest and willingness to pursue educational update opportunities even out of town.

Peel Region

- January Recertification Event: light snacks, cake and punch with small gift. April CFA Volunteer Recognition dinner at the Rotary Glen.
- CFA Participation in the Good Food Festival with the *Grown in Peel – Buy Fresh* display: The *Grown in Peel – Buy Fresh* initiative was highlighted. The display included the *Grown in Peel – Buy Fresh* display as well as the *Feel Good Together* display with the wheel. *Grown in Peel* specific questions were developed for the wheel game — topics were Vegetable and Fruit Storage, Vegetable and Fruit types, Vegetable and Fruit selection, and Vegetable and Fruit Preparation.
- Give aways included *Grown in Peel* maps, recipes, scrub brushes, corn magnets, and Healthy Eating Peel postcards.
- Overall reach was very good: 4471 people. The public was very receptive and many specifically asked for the 2008 *Grown in Peel* map. However, the big draw was the give-aways.
- People really enjoyed the wheel game, loved the scrub brushes. They did learn a skill by answering a question.
- The Good Food Festival draws a very large crowd (just under 30,000 in 2008) from throughout the province.
- Attendance and participation in the Provincial Conference in Oshawa by approximately 20 CFAs and Peel Health staff.
- June potluck and BBQ at a CFA's home.
- April Peel Region Volunteer Recognition dinner and gifts. The event included long term service presentations, a PowerPoint presentation of pictures of CFAs and a volunteer poem.
- Nutrition month "Lunch and Learns" for Region of Peel employees, attendance at the Good Food Festival, and the Brampton and Bolton fall fairs.

Sudbury & District

- Sending CFAs to the Annual CFA conference
- Vegetarian cooking demonstration

2008 Highlights (continued)

Thunder Bay District

- Drum Up Dinner Nutrition Month Event — guest speaker Wolfman of APTN hosted a public workshop and did food demonstrations using local wild foods.
- Spring social at the Waterfront in June — got together and enjoyed an evening at a restaurant down at the Waterfront.
- “Eat Local” workshop series organized by the Get Fresh Campaign promoting local food and facilitated by local topic experts. Topics included: Edible Dandelions, Aboriginal Teas, Storing the Harvest, Worm Composting, Canning, Fermentation, Food Drying, Bread Making.

Wellington – Dufferin – Guelph

- CFAs loved the conference in Oshawa.
- Supermarket tours — many of the CFAs are really enjoying this placement. Lot of autonomy.

Requested additional resources – Summary

10 sites responding

Requested resources	Number of Sites	Percent of Sites
More/improved CFA program materials	8	80.0%
Funding	2	20.0%
Provincial program development	2	20.0%
Training/training materials (DVDs)	2	20.0%
Multicultural materials	1	10.0%
Policy/administrative support	1	10.0%
Statistical Tracking Tool	1	10.0%

Requested additional resources – Details

Durham Region

- It would be great if all of the CFA recipes were also available in a recipe card format that the sites could print of on a cardstock type paper. We felt it would be more easily stored, and kept by people in the community as well as easier to take out and more attractive. We have thought about doing it but wasn't sure if that was something that other sites would also be interested in or something we could partner with the NRC on??

Elgin – St. Thomas Health

- NRC is very supportive and dedicated to the program. Special thanks to Elizabeth for her outstanding support.

Hamilton, City of

- Additional Funding (although recognize that this is not going to happen)
- Assistance with Placement Coordination (pipe dream, I know :)

Huron County

- Printed recipe cards?

KFL&A

- Continued updating of the other CFA modules.
- Training on kitchen safety, like knife handling and working with microwaves etc.

Middlesex – London

- We are unique in so much as we are the only sponsor left that is not a part of the local health unit. Funding, even if in a small amount, would assist in offsetting the cost of coordinating and administrating the program.

Requested additional resources - Details (continued)

Niagara

- Would like to see displays created for each module that could be purchased through the NRC.

Ottawa

- Continued translation of presentation kits into French (or other languages?)
- Community Food Advisor banner for use at health fairs, markets, etc.

Peel Region

- Review and revision of presentation kits to ensure that they are up-to-date and relevant.
- CFA Banner to use at displays.

Sudbury & District

- Grocery Store tour for CFAs (we are developing in house but a provincial one would be nice)
- A more comprehensive food preservation workshop that CFAs could deliver . Comprehensive food skills program - link with Foodland Ontario to ensure a local flavour is included. Updated Basic Shelf program. Sudbury asked for the Foodland Link last year, hoping it could be established at the provincial level.
- Resources to support local Good Food Box program e.g. recipes and ideas for cooking demonstrations that are simple and incorporate local vegetables and fruit — another link with Foodland Ontario. DVDs for CFA training sessions.
- CFA banner, laminated Food Guide poster, Thank You cards with CFA logo that could be sent to organizations that have used the CFA program or helped the program, Access or Excel database to use in collecting all CFA stats in one location, CFA table cloth.
- Provincial evaluation of the program.

Wellington – Dufferin – Guelph

We have developed a mini poster and business cards, but would really like something light weight that can be brought to places and displayed, i.e. vinyl banner with CFA pictures/info in it and also something on Canada's Food Guide.

Challenges faced in implementing the CFA program – Summary

13 sites responding

Challenges Reported	Number of Sites	Percent of Sites
Administrative issues	5	38.5%
Placements ¹⁵	5	38.5%
HR issues ¹⁶	4	30.8%
Not enough CFAs	4	30.8%
Teambuilding issues	3	23.1%
Declining requests	2	15.4%
Funding/resources	2	15.4%
Education/meetings	1	7.7%
Increased CFA workloads	1	7.7%
Retention of CFAs	1	7.7%

Challenges faced in implementing the CFA Program – Details

Brant County

We were not able to attract enough participants to hold any Men Making Meals sessions in 2008.

We continued to advertise and are now ready to start a new session in April 2009.

Durham Region

Balancing workload with hosting the conference

Distribution of tasks assisted us with this challenge. We were also aware that it was a time limited challenge that was overall positive for our group. CFAs underestimated the work involved with hosting a conference.

Not having enough CFAs to fulfill all CFA requests

Recruitment of a new group of volunteers will assist with this challenge

Completion of Evaluation Forms remains a challenge

Incentives for volunteers (cookbook draws) and audience (pens, highlighters...)

Support of coordinator to follow up and ensure CFAs take feedback forms with them to events

Encourage the importance of evaluation

¹⁵ 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.

¹⁶ Including change of coordinator/dietitian, team-building , etc.

Challenges faced in implementing the CFA Program - Details (continued)

Durham Region

Recruitment of Volunteers from the North of the Region remains a challenge.

with the volunteers.

Is future training possible in the North?

Elgin – St. Thomas Health

Planning events that the majority of CFAs can attend.

Shift work is a definite challenge in Elgin County. We tried to send out information far in advance and always provide follow up calls/emails to those who could not attend.

Finding CFAs available for day-time placements

Hope to offer new training in 2009-2010

Hamilton, City of

Merging the existing CFAs with our new CFAs

New, larger meeting location
Having new CFA mentored by "seasoned" CFA, especially during practice placements
Feedback/satisfaction survey, June 2008
Icebreaking activities
Group work
Involving human resources organizational development specialist

Perception of harassment (racism??) by one of the new CFAs toward visible minorities

Consulting with HR
Meeting with CFA to discuss behaviours
Giving CFA opportunity to resign
Involving management and informing higher levels (MOH, local councillor) of possible fallout from this disgruntled volunteer

Complaints of other CFAs not doing their fair share of placements

Reinforced expectations i.e. minimum provincial requirement of three placements per year with a local requirement of five placements per year (as per group decision) — not reasonable to expect people to exceed this number, just because some CFAs have difficulty.

Challenges faced in implementing the CFA Program - Details (continued)

Huron County

Staffing for coordination has been a challenge as we have been without a dietitian for part of the year.

A new dietitian is starting April 20 2009

It is sometimes hard to match CFAs with requests as some are working full time as well as volunteering

We attempt to negotiate the placements and ask our requesting agencies for as much lead time as possible.

The cost of mileage can be a barrier to CFAs meeting requests. We live in a large rural county and the CFAs and placement opportunities are spread over great distances.

We have some limited support from the County, but really need funding for this program.

KFL&A

To support the newly graduated CFA volunteers, there has been a concerted effort to ensure they have up to date presentation scripts and resources. Some of the seasoned CFAs find this effort too rigid and feel they are losing the flexibility they enjoyed. 2008 saw a lot of new people join KFL&A Public Health; thirteen new CFA volunteers and five new dietitians. There has been a period of adjustment for all the new volunteers, staff and the seasoned CFAs. The experienced CFAs felt challenged by the youth and inexperience of some of the new people.

The scripts and structure help to guide the new graduates, and they appreciate this. The seasoned CFAs are encouraged to read and familiarize themselves with the script but they don't need to 'read' it during a session.

We offered the dietitians opportunities to meet with the CFAs during the networking meetings. The volunteer supervisor met with each dietitian and orientated her to the program and the ins and outs of working with volunteers. She even attended a quarterly KFL&A dietitians' meeting to discuss the program and strategies of working with volunteers.

Middlesex – London

Evening placements

We have not come up with a solution for this challenge. Our volunteers understand the limitations and get involved when possible. This does make it almost impossible for them to meet the provincial guidelines of three placements per year.

Challenges faced in implementing the CFA Program - Details (continued)

Niagara

Filling requests in rural areas of Niagara and Fort Erie due to a lack of volunteer capacity in these municipalities.

Expressed the importance of disseminating information to all areas. Had a fantastic group of volunteers who stepped up and delivered the presentations. This continues to be a challenge but hopefully we will be able to recruit volunteers from all areas in this upcoming recruitment.

Ottawa

Determine the need among community groups for more CFA volunteers

Small needs assessment survey conducted at beginning of year. Community groups representing various sectors of the community (i.e. rural, multicultural, senior, Francophone) were contacted to survey. Results of this survey indicated a need and interest in the CFA program. Results of this survey were presented to Ottawa Public Health management for approval to expand the CFA program. Approval was granted.

Involved certified CFAs in the training of new volunteers

Certified CFAs are given the opportunity to sit on the Local Coordinating Committee as well as be involved in the training, in particular, the Cooking Together sessions and the Cooking Demo sessions. They are also invited to attend any of the training sessions.

Meeting community requests.

While retention rate is excellent, program has not trained a new group of volunteers in over ten years. Diminishing numbers due to life changes means many requests for presentations were not met in 2008. This posed a dilemma of whether we should promote the program versus being able to meet the demands of increased number of requests.

Challenges faced in implementing the CFA Program - Details (continued)

Peel Region

Retention of CFAs

Maintained regular communication with CFAs via email, telephone and at monthly meetings. Meetings included time for education, networking, and information sharing. Satisfaction survey by Volunteer Services was conducted in November.

CFA feedback fairness of point system.

Changed point system to more fairly reflect CFA time: Display or Advisor article 1.0; Presentation 1.5; Presentation and Food Demonstration/Cook Shop 2.0; other activities as per CFA Coordinator

More than the required number of CFAs interested in one placement.

Used a lottery system for placement assignment.

Working without a CFA Coordinator for three months.

Involved CAM team HPO and another Peel RD who had previous experience with the program.

Sudbury & District

Difficulties transitioning CFAs from OCOF to the SDHU

Initiated Focus Groups to get a better understanding of how the CFAs would like to see the program develop.

CFAs travelling far distances for activities — we have a very large service area and receive requests throughout.

CFAs now paid mileage.

Thunder Bay District

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.

We are considering phasing out the CFA program and hiring part-time community food workers instead.

Challenges faced in implementing the CFA Program - Details (continued)

Wellington – Dufferin – Guelph

Forms — CFAs don't like them, especially after the placement is over

CFAs report back at the next meeting following a placement and particulars are recorded then (i.e. # of participants, what worked well, etc). Minutes are then used for tracking placement information in annual reporting

Lack of CFA promotional signage

.
We have developed a mini poster and business cards, but would really like something light weight that can be brought to places and displayed, i.e. vinyl banner with CFA pictures/info in it and also something on Canada's Food Guide.

In-Kind Support Received

11 sites responding

Brant County

- The Registered Dietitian's time for administrative duties. Brant Community Healthcare System provides photocopying, office supplies, meeting room and opportunities to be included in volunteer activities/ recognition.

Durham Region

- Support of CFA Advisory Committee — placing of posters for recruitment, meeting once yearly to provide guidance.
- Storage “depots” of CFA equipment housed in six locations across the region. A nominal yearly honorarium provided to the organizations.

Elgin – St. Thomas

- Elgin – St. Thomas Public Health provides a volunteer coordinator to coordinate the CFA program. It also provides part of a dietitian's time to provide program assistance.
- Elgin – St. Thomas Public Health provides office space, photocopying, email access, telephone, recognition budget, display, mileage, resource access, and book keeping for the CFA program.
- NRC provides \$350 per annum for educational updates.

Hamilton, City of

- St Peter’s Hospital — Storage Space
- Salvation Army Food Bank — food supplies for sampling program (as available)
- Hamilton Farmer’s Market — fresh produce (on occasion)
- Fortinos — Meeting Room Space
- City of Hamilton Public Health Services — nutrition resources (factsheets, *Reach And Teach* kits); printing/photocopying; 0.8 FTE in-kind to program coordination and support; ongoing access to expertise from Human Resource department.

KFL&A

- Volunteer Service Budget covers most appreciation supplies, general public health budget covers volunteer mileage reimbursements for CFAs, while the adult health budget covers incidental supplies and program materials. We generally keep the CFA program around the \$5,000.00 range but due to CFA Training costs this year we were at approximately \$7,000.00.

In-Kind Support Received (continued)

Ottawa

- Program assistant (Ottawa Public Health).
- Volunteers (Ottawa Public Health) who photocopy and distribute monthly mail out together.
- By Ward Market staff who make sure all the supplies are available for the CFA volunteers when they are in the market.

Peel Region

- Full time RD CFA Program Coordinator with clerical support. Regional Call Centre staff for service requests.
- Mileage and ingredient (for food demos) reimbursement; free police checks; budget for program maintenance and development of new resources. Provision of refreshments at Recertification meeting and CFA teleconferences and water at monthly meetings.
- Storage of resources and equipment and a courier system to deliver to various locations within the region.
- Training and back up RD support as needed. Regional staff support including set up and take down of displays as required.
- Link with Volunteer Services and Environmental Health representative.

Renfrew County

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

Sudbury & District

- Mileage for CFAs, food cost for SDHU initiated activities
- CFA cooking kits, CFA resource bins, CFA trolleys (luggage trolley)
- Police checks

Thunder Bay District

- Public Health Nutritionist coordinates volunteers as part of her job.
- Food supplies provided by agencies asking for service.
- Mileage is covered by sponsoring agency (TBDHU).
- Printing costs and supplies provided by sponsoring agency (TBDHU).
- Meeting space provided by sponsoring agency (TBDHU).
- Volunteer appreciation provided by NRC and sponsoring agency (TBDHU).

In-Kind Support Received (continued)

Wellington – Dufferin – Guelph

- Community Heart Health provided funding support for give-aways at CFA events — vegetable and fruit pens with a healthy eating slogan.
- Local food bank provides food for demos that CFAs do monthly to show clients how to use the food available to them from the food bank.
- Women's Institutes often provide donations to the program to support the work of the CFAs.
- Many placements provide \$10 after an event to support the travel costs for the CFAs.

Suggested changes to the CFA Program

Durham Region

- Continued revision of Presentation Kits is a great support to the Volunteers.

Elgin – St. Thomas

- Online training session so that we can train a few CFAs at a time.
- Provide recommended standards of practice for issues as discussed at the CFA Coordinator's Meeting e.g., re: screening etc.

Huron County

- We often receive calls from people interested in training to become a CFA, however we cannot offer a full training every year. We would like to offer training as an on-line option to increase the availability of new CFAs. The cooking portion could happen at regular CFA meetings (it would be good for the current CFAs and they would enjoy it) and we would pair any new trainees with a current CFA for an extended time for placements.

KFL&A

- The training program should have the students facilitate a pre-established NRC CFA module for their 20 minute presentation.
- There needs to be an awareness of the generational differences in motivation and learning styles to help training facilitators and the volunteers be working with each group's strengths and motivators.

Middlesex – London

- I believe that it is important to not lose sight of the program's mandate and not to lean too much towards the areas of expertise of the nutritionist and the dietitians.
- The program is peer education with a focus on public information obtained on the Canada Food Guide. Safe food handling in the home and stretching food dollars are key messages and there is a need for more emphasis on these presentations.
- Provincial promotion of the program could be useful in raising the program's awareness and take that responsibility off the shoulders of the local sponsors.

Niagara

- We seem to get a number of requests for creating healthy lunches/having kids create a healthy lunch. This might be a useful module to create.
- We delivered the Cooking on a Budget module to Community Services. They felt it didn't address the needs of the most vulnerable in our society. They wanted to see some costing activities to see if they fit within the budget of people on social assistance.

Ottawa

- Simplified report tracking forms for both volunteers and sponsoring site.

Suggested changes to the CFA Program (continued)

Peel Region

- Develop a system to integrate updates/revisions to program resources at the local level with the NRC provincial resources.
- Evaluate the groups that we service and our target audience and how we can incorporate more skill building with a greater focus on food rather than on nutrition information.

Sudbury & District

- Update the SDHU Volunteer manual — changes always occur and it is difficult to keep up to date. Improve communications with CFAs to ensure CFAs understand why policies are in place.
- Improve advertising — follow up with sites recently visited.
- More formal volunteer recognition activities e.g. a certificate at the end of the year.
- Increase number of training opportunities that will help CFAs share more of their cooking skills.
- Train and recruit CFAs from branch areas.
- Link with pre-existing programs in the community and consider offering 6 weeks series — to act as a springboard for longer term programs e.g. community kitchens.

Thunder Bay District

- Provide funding for part-time coordinator

Wellington – Dufferin – Guelph

- Outcome evaluation results