



*Community*  
**FOOD ADVISOR**

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Community Food Advisor Program,  
Nutrition Resource Centre,  
Ontario Public Health Association

**2006 Annual Summary Report**

April 2007,  
(For the period Jan 1-Dec 31, 2006)

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## **CFA Program Annual Report 2006 – Executive Summary**

The Community Food Advisor (CFA) Program has been available in communities throughout Ontario for 15 years. It was first piloted in 1992 in three communities and since then 23 communities in Ontario have participated in the CFA program. One thousand, one hundred and thirty four (1,134) volunteers have been trained. In 2006, there were 15 active CFA Programs.

The communities that have submitted program details for 2006 are:

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

The CFA Program relies on trained volunteer peer nutrition educators to conduct health promotion work of the program. CFAs are required to participate in annual educational activities to remain certified. In 2006 there were 303 active CFAs who completed 884 health promotion activities reaching over 40,900 people.

### **CFA Volunteers**

- 284 volunteers re-certified this year compared to 267 last year, a 6% increase.
- 44 volunteers resigned (15 after recertification) (mostly due to “life changes” as reason given.
- 23 CFAs on Leave of Absence
- 55 new volunteers trained at two sites this year .

### **CFA Placements (Health Promotion Activities)**

- This year CFAs completed a total of 884 placements (86% of 1,029 requests for service) reaching 40,900 people. Compared to 2005, this is a 2% increase in the number of placements last year (870) and a 3% increase in the number of people reached last year (39,671). Programs report that they were unable to fill all requests because volunteers not available for time requested, not enough volunteers, request cancelled and request outside program mandate.
- Placements were requested by a total of 843 organizations, 40% of which were classified as Community Groups. CFAs were involved with many different organizations including, but not limited to, Schools (18%); Health

## Executive Summary (continued)

Units (11%); Food Banks (11% – up from 7% in 2005) and Youth Organizations (7% up from 5% in 2005).

- As in previous years, the most popular placement topic was Healthy Eating (51% – down from 56% in 2005). Food Preparation has been trending upwards since 2004. This year it represented 21% of the placement topics (up from 18% in 2005 and 15% in 2004). Shopping/Budgeting was in third place with 13% of the topics requested, replacing last year's Safe Food Handling/Food Safety which was in fourth place this year with 11%.
- The most popular type of services provided were Presentations (43% up from 41% in 2005), with Food Demos/Cooking Classes again in second place with 21% (unchanged since 2004) and Displays in third place with 20% (unchanged since 2005).

## CFA Program Activity

- CFAs reported contributing 13,486 volunteer hours in 2006, almost identical to 2005's number of 13,489 volunteer hours. Of these 6528 hours (48%) were spent in preparing and delivering placement programs. The rest of the volunteer hours are accounted for as meeting time, education, traveling to presentations and resource development.
- In 2006, CFAs reported reaching 3% more people (40,900 in 2006, compared to 39,671 in 2005). Reviewing available data for those **seven** sites that have **consistently** filed reports since 1999, total reach has approximately tripled over the 7 years growing from 7,629 in 1999 to 21,204 in 2006.
- In those same sites over the past 7 years, approximately 3 times more children and youth have been involved with a CFA program (1492 in 1999 to 4360 in 2006), 18 times more teens (191 to 3452) and twice the number of adults (2214 to 4237).
- Volunteer Recognition is an essential component of a successful and sustainable CFA Program. In 2006, 14 of the 15 sites responding (93%) held a total of 45 Volunteer Recognition Activities. This is the same number and percentage of sites conducting Volunteer Recognition Activities as 2005, but represents a 25% increase in the actual number of activities (45 compared to 36 in 2005). Some of the Recognition activities included Recognition Dinners and certification ceremonies at the local level as well as a Program wide gift (ball cap with CFA logo) and acknowledgement.
- CFA sites plan and conduct their own promotional activities in support of their programs. The CFA Promotional Brochure was revised by the NRC in support of these activities. Seven of the 15 sites (47%) reported a total of 13 promotional activities in 2006. This was down from nine of the 15 sites (60%) reporting 25 promotional activities in 2005. This is a significant change since 2004 when 14 of the 17 sites (82%) reported 36 promotional activities and 2003 when 15 sites (93%) reported 48 promotional activities.

## Executive Summary (continued)

- Six sites (40%) developed at least 8 new partnerships in 2006. Please note that some sites did not quantify the new partnerships formed, but referred to them non-specifically, thereby understating the actual number for 2006.
- Four sites (27%) reported 13 fundraising activities this year compared to three sites (20%) conducting five activities in 2005. Fundraising activities included applying for funds from Good For Life, fundraising suppers, donation opportunities on the Request For Service form and asking requesting organizations to cover CFA mileage costs.
- Thirteen sites (87%) reported developing new activities or resources in 2006 compared to seven sites (47%) in 2005.
- Thirteen sites (87%) conducted a total of 43 educational activities in 2006 compared to 2005, when 13 sites (87%) conducted 59 educational activities.

## Objectives and Challenges

Each CFA Group develops objectives for the year. In 2006, the focus was on continuing education for active CFAs -- 9 (60%) of 15 CFA sites planned to maintain or provide regular meetings and educational sessions for their CFAs.

The top four objectives for the sites this year were:

- Maintain regular meetings/education sessions (60%, up from 33% last year)
- Retain, train and motivate existing CFAs (53%, down from 56% last year)
- Increase volunteer recognition (33%, unchanged from last year)
- The following tied for 4<sup>th</sup> place with 20% each:
  - Deploy CFAs effectively in the community
  - Program expansion and promotion
  - Provide strong support to CFAs

The sites ranked their four main challenges this year as follows:

- Challenges specific to the CFAs <sup>1</sup> (40% of responses)
- Placement issues <sup>2</sup> (27%)
- Management/administrative issues <sup>3</sup> (20%)
- Funding (13%)

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<sup>1</sup> Loss of CFAs, increased CFA workload, etc.

<sup>2</sup> Problems with placements due to bad weather, large geographic area to be covered, bilingual issues, etc.

<sup>3</sup> Paperwork and administrative issues.

## **Executive Summary (continued)**

### **Resources Needed**

Resources that the sites identified as needed were:

- Funding (18%, down from 27% in 2005) -- 27% of groups held fundraising events during the year including:
  - Barrie which applied for and received Good for Life (Heart Health) funding to cover the costs associated with the Good Food Box demos in Barrie, Orillia, Collingwood, etc;
  - Durham Region asks about the ability to provide a donation on their Request for Service form and received \$165.00 in donations;
  - Niagara Region held a fundraiser supper, making \$659.00 used to cover the raw food cost of cooking demonstrations for families and children's presentations;
  - Wellington - Dufferin – Guelph asks groups for a donation of \$10.00 to cover mileage. Some groups donate more in appreciation of the CFAs.
  
- Statistical tracking tools (18%, up from 13% in 2005)
- Access to training (12%)
- Policy/administrative support (12%)
- Presentation kits (12%)
- Simplified paperwork (12%)
- Bilingual support (6%)
- CFA promotional materials (6%)
- Paid coordinator (6%)

### **In-Kind Support received by the sites:**

Eleven of the 14 sites that responded (79%) received management or administrative support (up from 71% last year), nine of the 14 (64%) received access to office facilities (up from 59% last year) and 8 of the 14 (57%) received space for meetings. The 14 sites posted an accumulated total of 11.4 FTE days, up slightly from 11 FTE days in 2005.

The results in this report under-represent the activities and services provided in 2006. This is because:

## **Executive Summary (continued)**

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

## **Changes Requested by Sites from Provincial Program Coordination**

1. Provincial data base / record keeping system for volunteer hours, placement details, other statistics (3 sites).
2. Linking of local sites to provincial CFA website (in progress)
3. Continued / increased provincial funding for education updates (5 sites)
4. Revised process to access CE funds (completed)
5. Logic model (provincial one is available, to be revised as part of provincial evaluation 2007-2008; sites also have logic models available on website)
6. Updating of CFA resource materials (Resource Binder, training manuals and presentation kits – underway)
7. Creating a list of the educational updates provided at other CFA sites that have been useful and beneficial to the CFA members to help other sites determine the most appropriate educational updates (list of suggested topics is available on website; will be updated and revised for usage and relevance data).
8. Public awareness event to promote program tied into local fundraising opportunities.
9. Develop a system to integrate updates/revisions to program resources at a local level with the NRC provincial resources.
10. An honorarium annually if the CFAs meet the provincial requirements for recertification. Suggested amount \$500 (1 site).

The results of the CFA Annual Summary Report as well as details of challenges and changes requested by the sites are used to inform work plans for the following fiscal year(s) at both the provincial and local levels. Thank you to all who have contributed to this summary and especially to the dedicated group of coordinators and Community Food Advisors who make it all possible.

## 2006 CFA Annual Report Details

### CFA Volunteers

#### New volunteers trained

The following sites graduated new CFAs in 2006:

Peel Region	48
Renfrew County	<u>7</u>
<b>Total new CFAs</b>	<b>55</b>

#### Volunteers transferred to a different CFA program

Barrie <sup>4</sup>	1
Huron <sup>5</sup>	<u>1</u>
<b>Total CFAs transferred out</b>	<b>2</b>

#### Volunteers on Leave of Absence

Durham Region	5
Hamilton	4
Kingston, Frontenac and Lennox & Addington (KFL&A)	4
Niagara Region	2
Ottawa	2
Peel Region	4
Wellington – Dufferin – Guelph	<u>2</u>
<b>Total CFAs on LOA</b>	<b>23</b>

#### Volunteers recertified this year

Barrie	29
Brant County	3
Durham Region	23
Elgin - St. Thomas	23
Hamilton	22
Huron	9
Kingston, Frontenac and Lennox & Addington (KFL&A)	27
Middlesex – London	24
Niagara Region	34
Ottawa	23
Peel Region	27
Renfrew County	3
Sudbury & District	9
Thunder Bay District	10
Wellington – Dufferin – Guelph	<u>18</u>
<b>Total CFAs re-certified</b>	<b>284</b>

<sup>4</sup> Volunteer began dietetic internship program in another city.

<sup>5</sup> Volunteer transferred to another CFA group.

**CFA Volunteers (continued)**

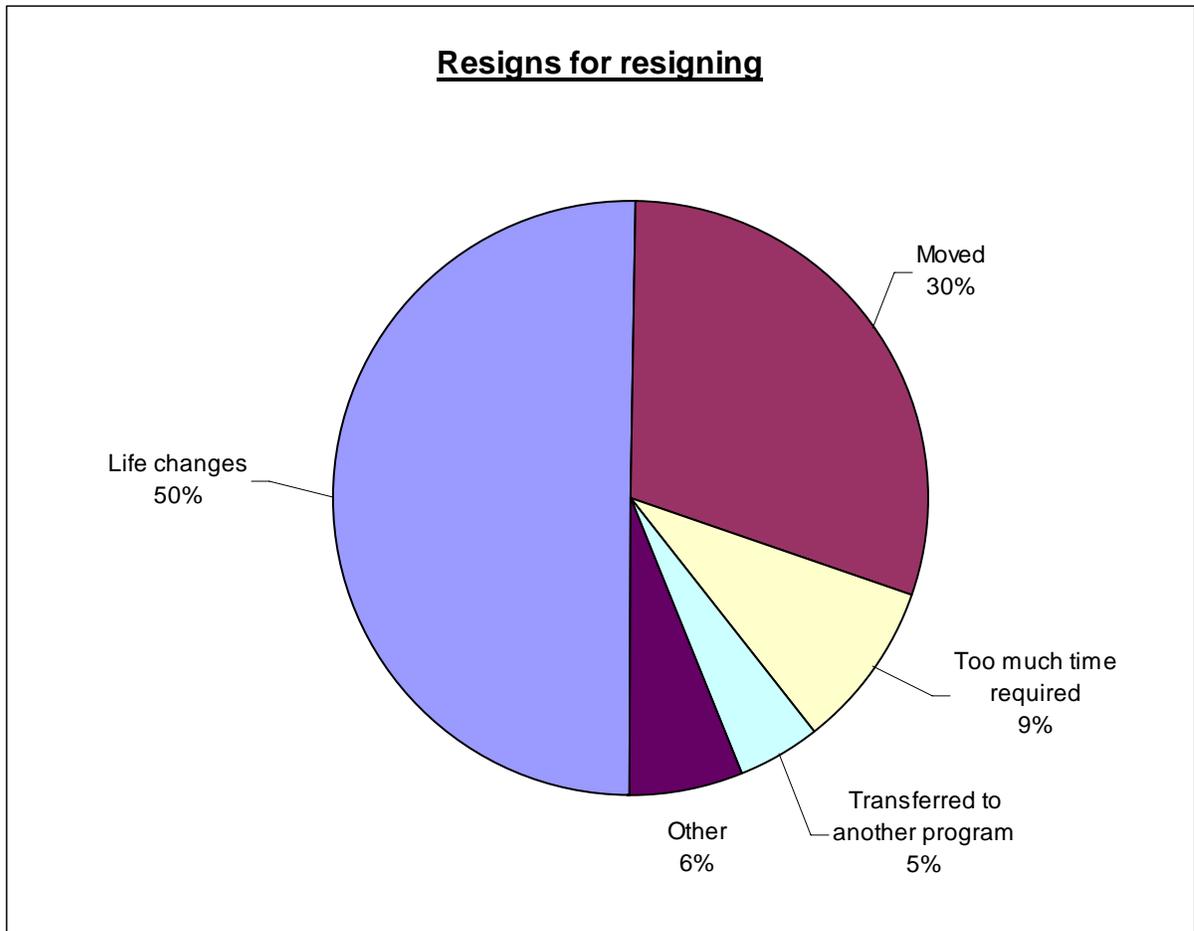
**Volunteer resignations**

**Volunteers resigning this year**                      **44**

Volunteers resigning after re-certification      15

**Reasons for resigning**

Life changes	22
Moved	13
Too much time required	4
Other	3
Transferred to another CFA group	<u>2</u>
<b>Total</b>	<b>44</b>



## CFA Volunteers (continued)

### Number of active CFAs

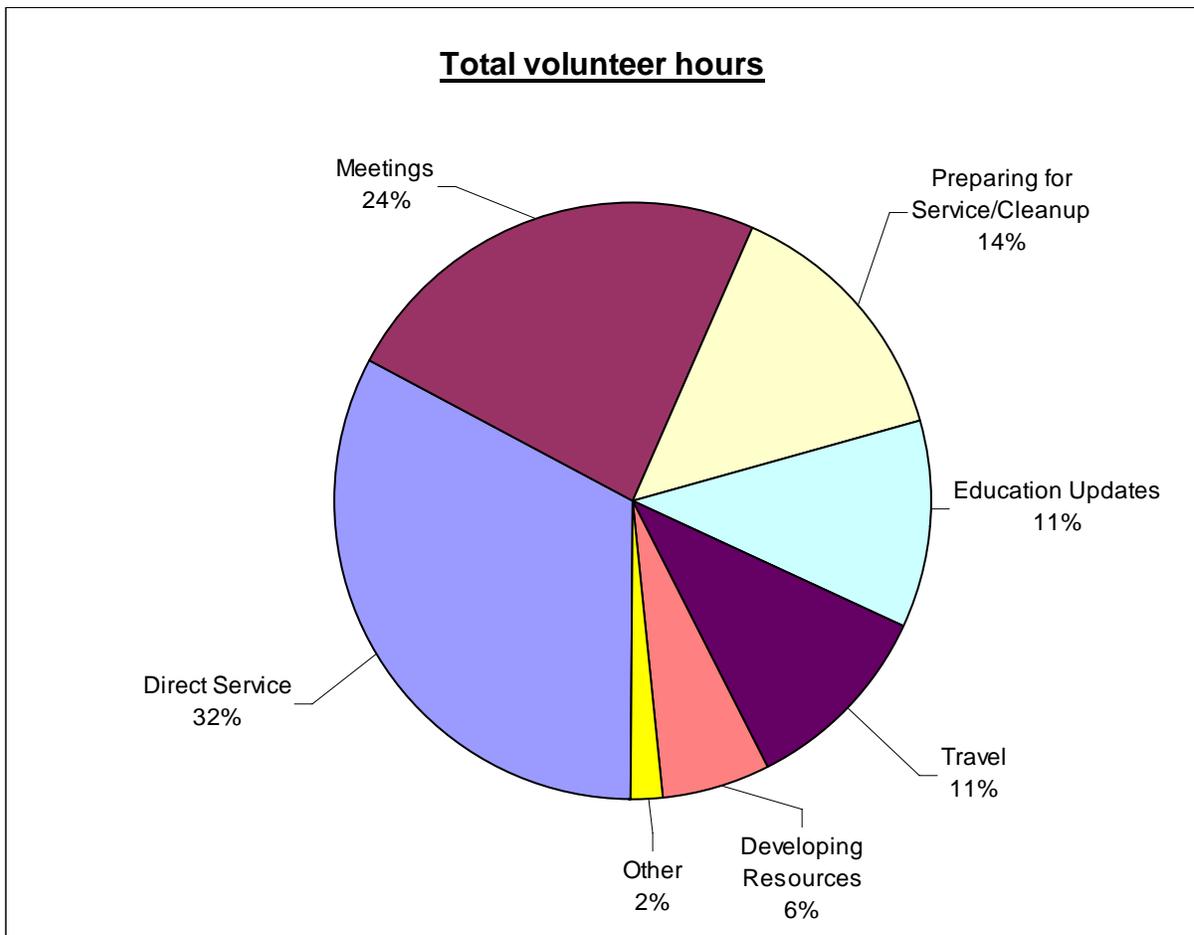
*As of December 31, 2006*

Barrie	24
Brant County	3
Durham Region	21
Elgin - St. Thomas	22
Hamilton	22
Huron	9
Kingston, Frontenac and Lennox & Addington (KFL&A)	20
Middlesex - London	24
Niagara Region	28
Ottawa	19
Peel Region	72
Renfrew County	2
Sudbury & District	9
Thunder Bay District	10
Wellington - Dufferin - Guelph	18
<b>2006 active CFAs</b>	<b>303</b>

**CFA Volunteers (continued)**

**Total volunteer hours**

Hours in direct service	4,546
Hours in meetings	3,296
Hours preparing for service/cleanup	1,982
Hours spent in education updates	1,511
Hours spent traveling	1,476
Hours spent developing resources	810
Other hours	<u>225</u>
<b>Total</b>	<b>13,846</b>

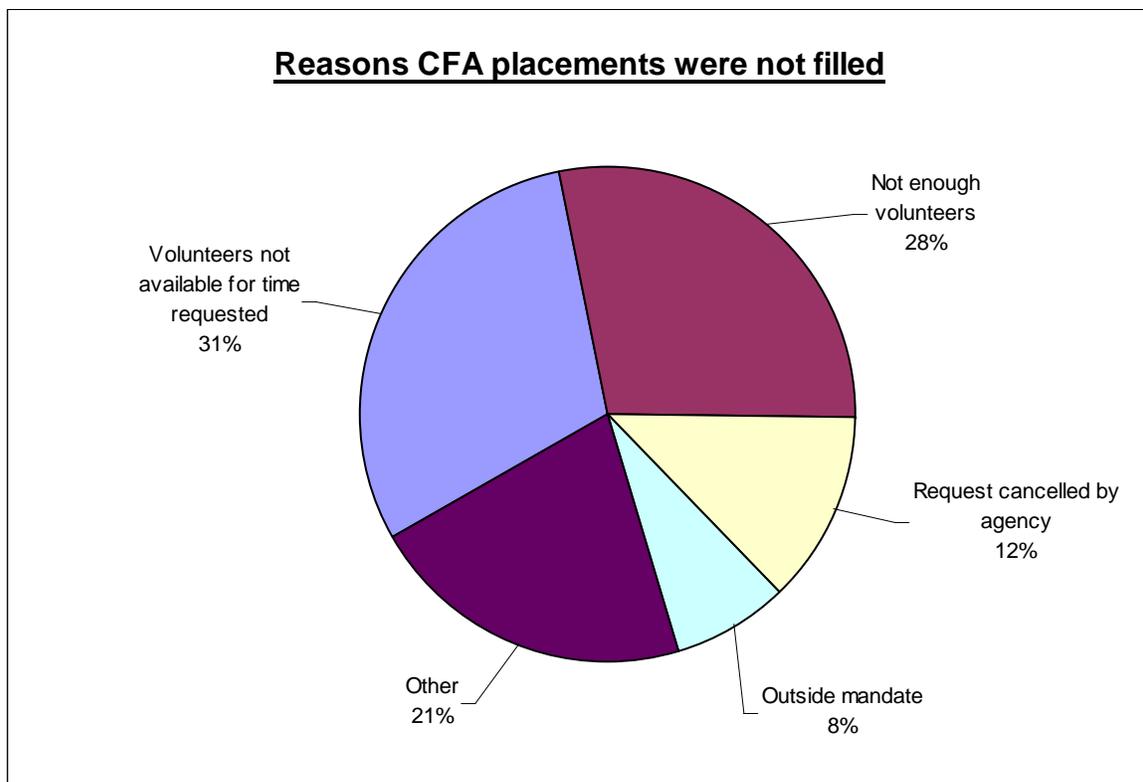


## CFA Placements

Total number of requests for CFAs	1,029
Total number of placements completed (not including training placements)	884
Total number of training placements completed	11
Total number of placements not filled	145
Percentage of placements filled	86%

## Reasons CFA placements were not filled

Volunteers were not available for the time requested	44
Not enough volunteers	41
Request cancelled by agency	18
Requests outside the mandate of the CFA program	11
Other <sup>6</sup>	<u>31</u>
<b>Total</b>	<b>145</b>

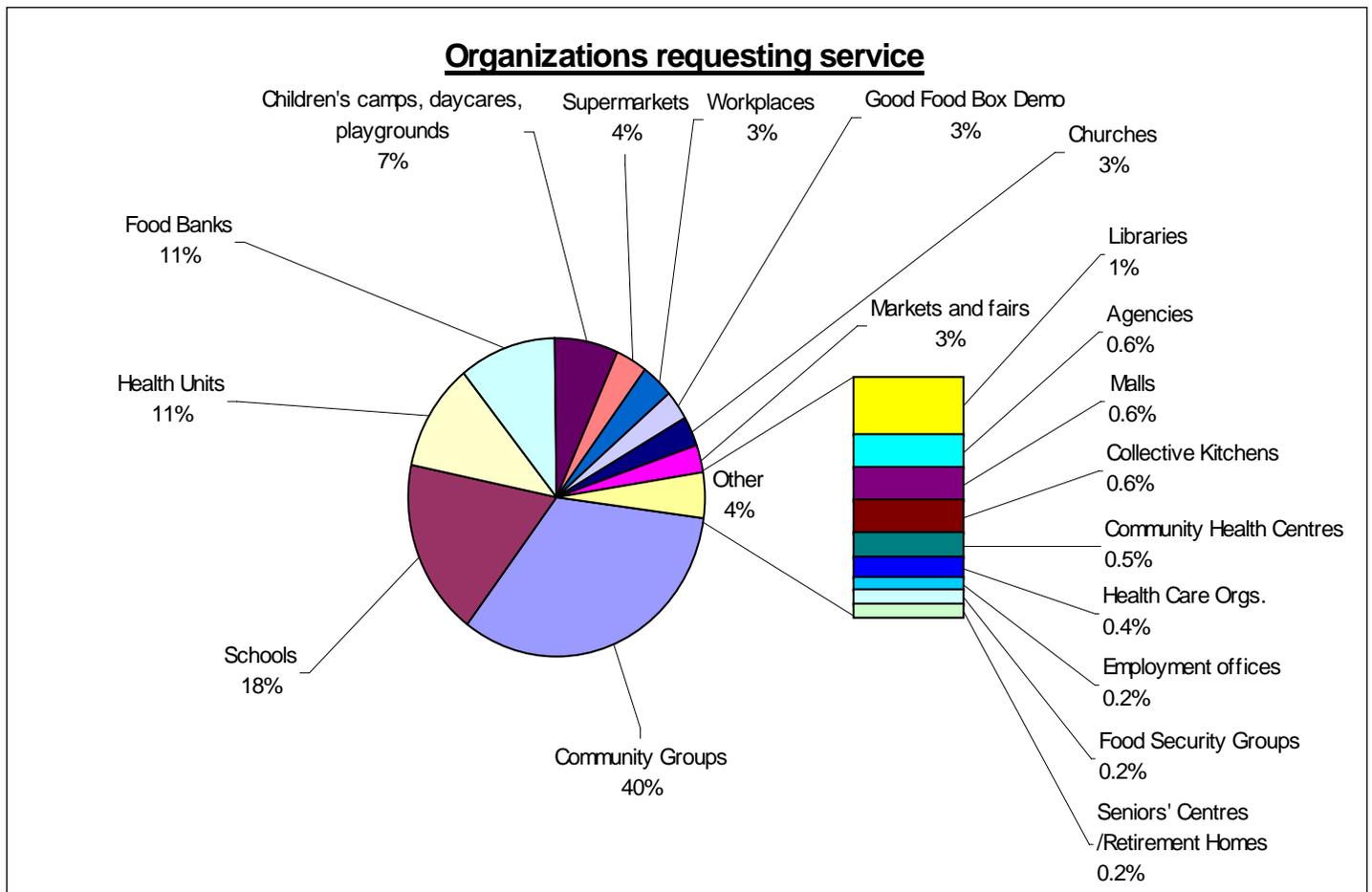


<sup>6</sup> Included sessions that were cancelled because: Session rescheduled to 2007 (13); Not enough notice given (6); Used as practice placement (6); No French speaking CFAs available (2); Requesting group did not respond to CFA follow-up (2); Kit under revision (1); Inclement weather (1).

## CFA Placements (continued)

### Organizations requesting service

Community Groups	277
Schools	151
Health Units	94
Food banks	92
Children's Camps, Daycares and Playgroups	58
Supermarkets	30
Workplace	29
Good Food Box Demos	26
Churches	25
Markets and Fairs	24
Libraries	9
Agencies	5
Malls	5
Collective Kitchens	5
Other <sup>7</sup>	13
<b>Total</b>	<b>843</b>

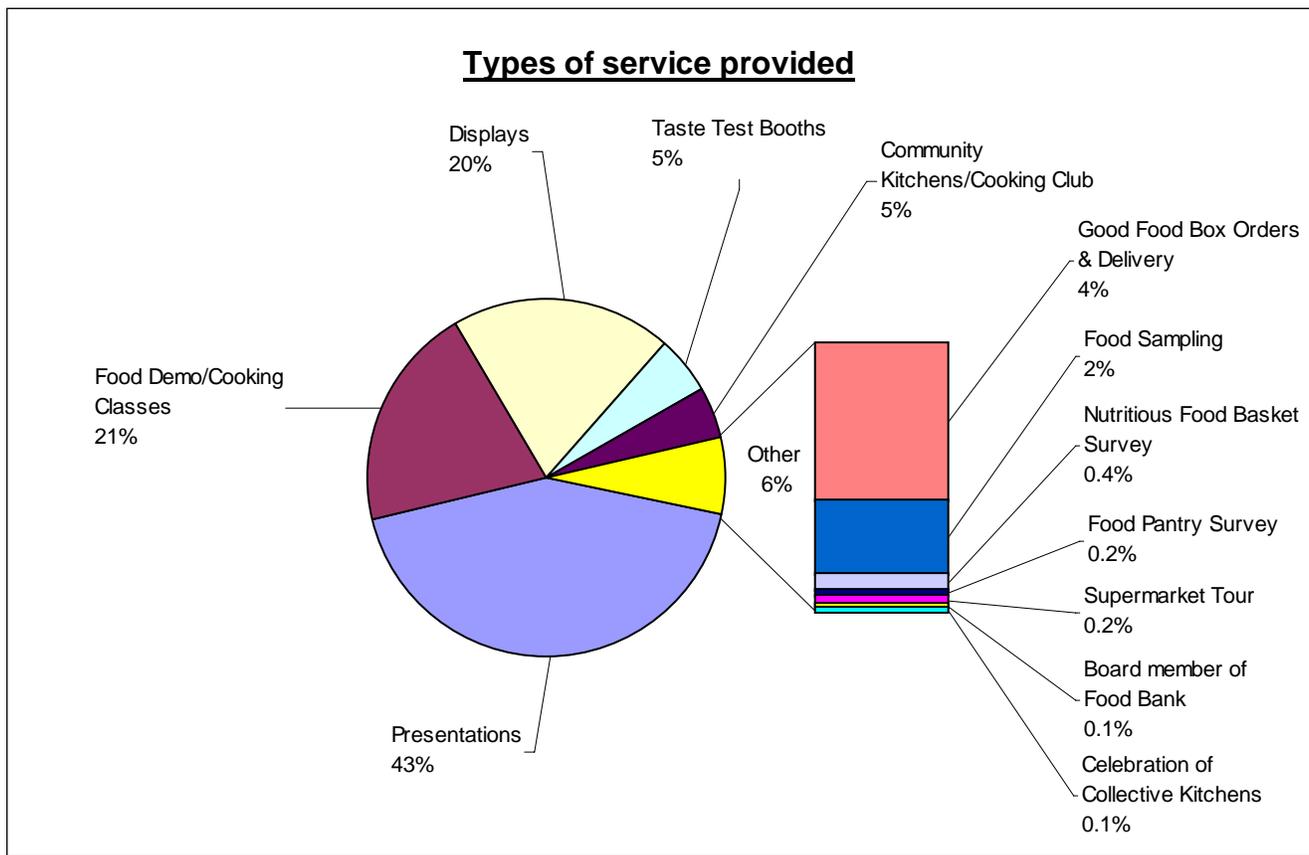


<sup>7</sup> Community Health Centres (4); Health Care Agencies (3); Employment Offices (2); Food Security Groups (2); Seniors' Centres/Retirement Homes (2).

**CFA Placements (continued)**

**Types of service provided**

Presentations	464
Food Demo/Cooking Classes	223
Displays	214
Taste Test Booths	59
Community Kitchens/Cooking Club	50
Good Food Box Orders & Delivery	43
Food sampling	20
Other <sup>8</sup>	10
<b>Total</b>	<b>1,083</b>

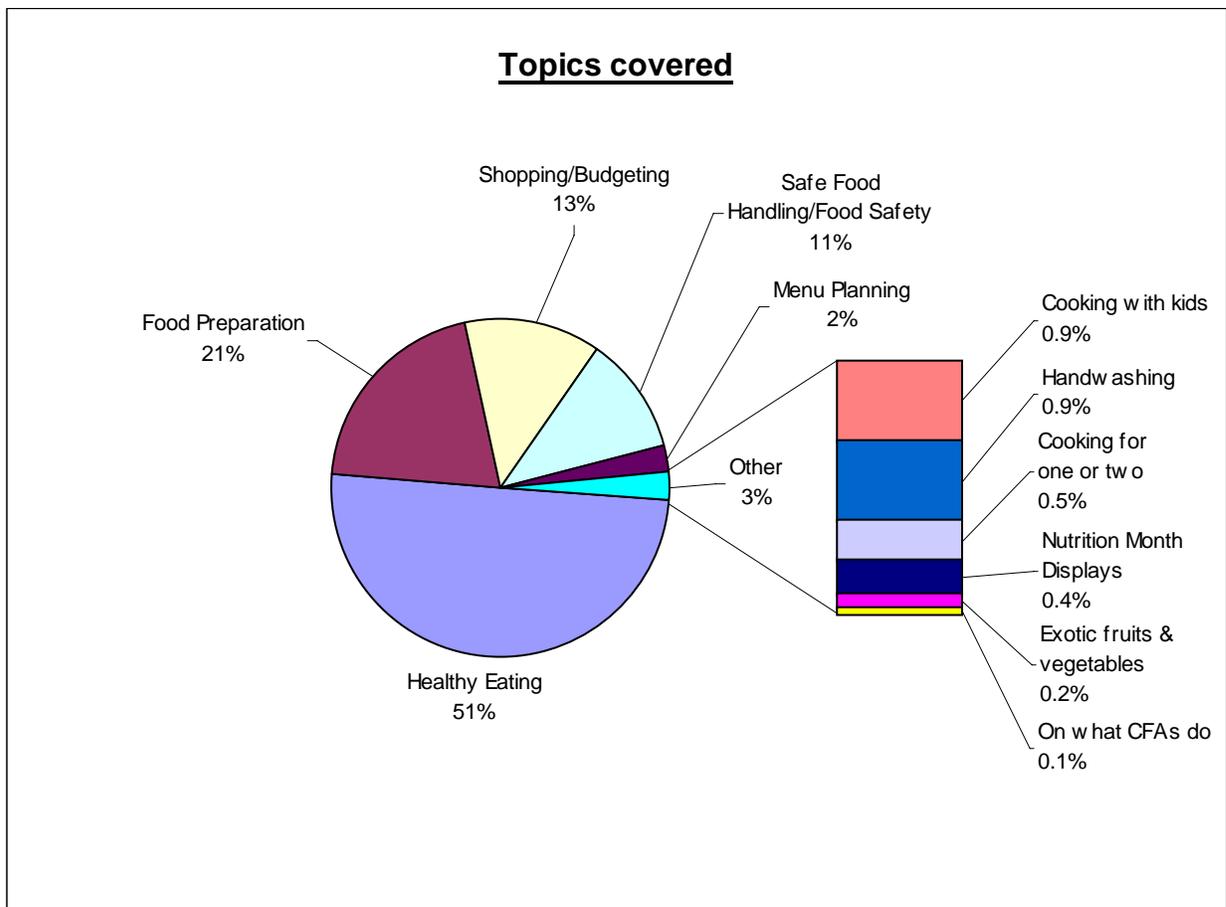


<sup>8</sup> Nutritious Food Basket Survey (4); Food Pantry Survey (2); Supermarket Tour (2); Board member of Food Bank, representing CFAs and Health Unit (1); Celebration of Collective Kitchens (1).

**CFA Placements (continued)**

**Topics covered**

Healthy Eating	656
Food Preparation	275
Shopping/Budgeting	176
Safe Food Handling/Food Safety	145
Menu Planning	33
Cooking with kids	12
Handwashing	12
Other	14
<b>Total</b>	<b>1,323</b>



**Details of volunteer recognition activities (continued)**

**CFA Program Reach**

**Total Reach**

**40,900**

	<u>Placements</u>	<u>Total reached</u>	<u>Percent</u>
Children under 13	191	7,491	18%
Teens (13-19)	47	3,790	9%
Adults (19-65)	356	7,495	18%
Older Adults (over 65)	59	1,983	5%
Mixed Age Groups	<u>226</u>	<u>20,141</u>	<u>50%</u>
<b>Totals</b>	<b>831</b>	<b>40,900</b>	<b>100%</b>

## **CFA Program Activities**

### **Volunteer recognition activities**

Total recognition activities reported: 45

	<u># of Sites</u>	<u>% of Sites</u>
Sites that provided volunteer recognition activities	14	93%
Sites that provided no volunteer recognition activities	1	7%

### **Details of volunteer recognition activities**

#### **Barrie**

- Hat from NRC given to CFAs in April.
- June dinner where CFAs received a gift certificate towards the cost of their meal.
- Christmas party where CFAs received an orange slicer with an inspirational quote.

#### **Brant County**

- CFAs attended the Brant Community Healthcare System's Annual Volunteer Recognition Dinner.

#### **Durham Region**

- Recertification event in February.
- Mail-out of card and flower seeds for National Volunteer Appreciation Week Theme of "Volunteers Grow Community" (in addition to ball cap provided by NRC).
- Volunteer appreciation dinner at an Indian restaurant in September to re-energize after summer break.
- Gift cards mailed in December for use at local restaurant.
- Cards mailed to those who were ill or had had babies.

#### **Elgin - St. Thomas**

- The Health Unit teams up with 13 other agencies in Elgin County to offer a big recognition event for Volunteers during Volunteer Week. The event included entertainment, free family skating and refreshments. Over 500 volunteers from across Elgin County and St. Thomas attended the event.
- We held a Christmas dinner and social at a local restaurant in December 2006.

#### **Hamilton**

- April - Tickets to Volunteer Hamilton event.
- June - CFA celebration dinner.
- October - Healthy Living Hamilton Celebration dinner.
- December - Pot luck, recertification and a small gift of appreciation from PHS.

#### **Huron**

- Dinner and guest speaker from the "Screaming Avocado".
- Re-certification gifts.
- Annual Christmas celebration with gifts.

## **Details of volunteer recognition activities (continued)**

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

- National Volunteer Week Activities – Breakfast & Social Evening.
- Public Health Annual Meeting.
- CFA Recertification Event.

### **Middlesex – London**

- Our meeting in April was held with a short social following. Refreshments, stories and reconnecting with fellow CFAs took place. We had planned to distribute the CFA Caps provided by the NRC, but they arrived a few days later.

### **Niagara Region**

- Volunteer Appreciation Supper - April 2006. Everyone received flowers.
- Mailed Christmas Card to each volunteer with a special bookmark about volunteers.
- Christmas Celebration – Volunteers received Christmas Ornament.
- All steering committee meetings' meals supplied.
- All General Meetings' refreshments supplied.

### **Ottawa**

- There was a 10th Anniversary celebration and an Annual Volunteer Recognition Day in April.

### **Peel Region**

- January – Recertification Events for AM and PM groups (provided light snacks, presented all CFA Volunteers with a small gift and letter).
- April – Presented NRC gift and letter; emailed all CFAs during National Volunteer week; Peel Region Recognition Dinner.
- June – Small gift presented during potluck.
- December – Small gift and 2007 calendar.

### **Sudbury & District**

- Seasonal Luncheon.
- Volunteer gift.
- Volunteer Christmas Supper.

### **Thunder Bay District**

- Health Unit wide volunteer event.
- Cooking Demo/Dinner at the Good News Café.
- Spring BBQ.

### **Wellington - Dufferin – Guelph**

- Volunteer Week certificates, thank you cards and apple pins.
- Recertification celebration with refreshments and gifts.
- Summer BBQ.
- Christmas celebration with gifts.

## **Educational updates**

Number of educational update activities reported: 43

	<u># of Sites</u>	<u>% of Sites</u>
Sites that provided educational update activities	13	87%
Sites that provided no educational update activities	2	13%

## **Details of educational updates**

### **Barrie**

- March – former CFA who was working for a food company came and explained how Nutrition Facts tables are created (i.e. how food is analyzed).
- May – Annual CFA Conference.
- November – Nutrition Label reading in service.

### **Durham Region**

- Event Planning
- Food Safety Update
- Food Demonstration Techniques facilitated by Susan Begg, PHEc.

### **Elgin – St. Thomas**

- At each meeting, we have a mini educational update called "Food for Thought," when a dietitian introduces the group to a new product or discusses a hot issue that the group has asked about.
- Special update: April – All About Teas of The World.
- Special update: September – Sushi Making.

### **Hamilton**

We had three education update activities last year.

- May – Aimee Hayes talking about the "Influence of Advertising on Children" (nutrition).
- June – Aline Chan demonstrating and instructing her fellow CFAs and the two coordinators on the art of Sushi Making.
- September – CFA Scope of Activity discussed by Ruby Samra, one of the coordinators of the program.

### **Huron**

- Update on obesity issues and programs addressing the problem
- Super Market tour

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

- Revised Basic Shelf Training
- Glycemic Index Information
- Trans-Fatty Acids Information

## **Details of educational updates (continued)**

### **Niagara Region**

- "The Food Premises Regulation – How does it apply to CFAs?" – Speaker: Kym Morris, Public Health Inspector.
- "The Importance of Bone Strength" – Speaker: Fran Hubley, R.N.
- "Eating for Bone Health" – Speaker: Jennifer Hopkins, R.D.
- "Healthy Weights Key Messages" – Speaker: Marty Mako, Health Promoter.

### **Ottawa**

Several educational updates were planned. They were

- Attendance at the food handler course offered at the City of Ottawa.
- A seminar on allergies.
- Information on food security from Just Food.
- A Jamaican Cooking night.
- An update on the two new NRC modules.

### **Peel Region**

- March – Nutrition Month training (Make Wise Food Choices).
- April – Food Safety Update.
- May – Introduction to Peel Health CFA Meal Planning Kit.
- June – Fall Fair Training (Make Wise Food Choices + Logistics).
- September – Introduction to Peel CFA Vegetable + Fruits the Healthy Route kit.
- November – Body Image.

### **Renfrew County**

- Vegetarian Cooking.
- Food Safety Course.

### **Sudbury & District**

- Baby Food Making Workshop.
- Food Security Workshop.
- Cooking Demo.
- Conference.

### **Thunder Bay District**

- Mercury/Fish and Food Allergies.
- Cooking Demo at Good News Café.
- Organic Food.

### **Wellington – Dufferin – Guelph**

- Cooking Demonstration with Emily Richards.
- Trip to Good Food Festival in Toronto.
- Some CFAs attended the conference in Barrie.

## **Promotional activities**

Number of promotional activities: 13

	<u># of Sites</u>	<u>% of Sites</u>
Sites that conducted promotional activities	7	47%
Sites that did not conduct promotional activities	8	53%

## **Details of promotional activities**

### **Barrie**

- Program advertised at local fairs where the Barrie CHC is promoted (e.g. Diabetes Fair, Volunteer Opportunities Fair at Young Peoples' Centre).
- Barrie Good Food Box grand opening event. Local politicians and media attended (television and newspaper).

### **Durham Region**

- Quarter page colour ad placed in local newspaper when CFAs were at the local fair promoting their services.
- Developed promotional items including a bag clip, large paperclips to hold Foodland Ontario recipe cards and a magnetic shopping pad. Items are used as audience incentives for filling out evaluation forms and as promotional items at large community events.

### **Huron**

- Created a new tear-off program description handout.

### **Niagara Region**

- Mail-out of brochures to workplaces.

### **Ottawa**

- Through Ottawa Public Health Website and Byward Market.

### **Peel Region**

- Letters sent out to past agency contacts and 'blind' calls made to agencies to market/set up practice presentation and display shifts for the CFAs in training.

### **Sudbury & District**

- Distribution of flyers that included information on
  - Directories.
  - Website.
  - Calendar of Life

## **Fundraising activities**

Number of fundraising activities: 13

	<u># of Sites</u>	<u>% of Sites</u>
Sites that conducted fundraising activities	4	27%
Sites that did not conduct fundraising activities	11	73%

## **Details of fundraising activities**

### **Barrie**

- Applied for and received Good for Life (Heart Health) funding to cover the costs associated with the Good Food Box demos in Barrie, Orillia, Collingwood, etc.

### **Durham Region**

- The question of ability to provide a donation is on our Request For Service form. In 2006 we received \$165.00 in donations.

### **Niagara Region**

- We held a fundraiser supper, making \$659.00 which will be used to cover the raw food cost of cooking demonstrations for families and children's presentations.

### **Wellington - Dufferin – Guelph**

- We ask groups for a donation of \$10.00 to cover mileage. Some groups donate more in appreciation of the CFAs.

## **Partnerships developed**

Number of new partnerships developed: 8

	<u># of Sites</u>	<u>% of Sites</u>
Sites that developed new partnerships	6	40%
Sites that did not develop new partnerships	9	60%

## **Details of partnerships developed**

### **Elgin - St. Thomas**

- The Health Unit and the CFA program partnered with 13 other Volunteer agencies in Elgin County to offer a big recognition event at the local arena in April.
- One of our CFAs serves on the board of the Caring Cupboard and volunteers with the agency as a representative of the CFA program.

### **Hamilton**

- For the first time some funding was received from Healthy Living Hamilton Program (HLH) - Heart Health program.

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

- Amherstview Community Service Staff Member agreed to join our CFA Coordinating Team.

### **Niagara Region**

- The CFA volunteers are partnering with the Physical Activity Advisor Volunteers doing joint presentations at schools, community groups and workplaces.

### **Peel Region**

- Presentation/Cookshop done with Peel Youth Village. Plan to provide this service throughout the coming years (Healthy Eating on a Budget).
- New partnerships with the five Peel Region LTC facilities to be used as kit/resource drop-off/pick-up sites. Bramalea United Church (Brampton) for AM training group and T.L. Kennedy Secondary School (Mississauga) for PM training group.

### **Wellington - Dufferin – Guelph**

- Regular CFA involvement with Chalmers Fair Share Food Shelf to promote healthy eating among food shelf clients. CFA coordinator is working with the board to revise the food shelf shopping list and CFAs are developing recipes for the clients.

## **Activities/resources developed**

Number of activities/resources developed: 18

	<u># of sites</u>	<u>% of sites</u>
Sites that developed new activities/resources	13	87%
Sites that did not develop new activities/resources	2	13%

## **Details of activities/resources developed**

### **Durham Region**

- Developed a Health Education reference for use at the Durham Health Connection Line.
- Developed a LOA policy and procedure for our DRCFAs.
- Adapted from the Elgin St. Thomas Health Unit, we developed a Slow Cooker Food Safety factsheet.

### **Elgin - St. Thomas**

- We developed a safe food handling policy for the CFA program that was adopted by Health Unit management in 2006.

### **Hamilton**

- The CFAs developed a new Vegetables and Fruit display for the Ancaster Fair.

### **Huron**

- Dietitian student organized existing resources and created new resource around budgeting.
- Tear-off handout.

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

- Various handouts were developed, including 'Portion Distortion' to complement our PD display, 'A Guide To Storing Vegetables & Fruit', 'Fast Food Comparison' and an update to 'Try Legumes - You'll love them!'.
- The Basic Shelf Experience - A Facilitator's Manual. This manual provides CFAs with the information to effectively deliver Basic Shelf programs to our partnering community organizations.

### **Niagara Region**

- Developed a new crossword board game with questions.

### **Ottawa**

- A four-page flyer developed for distribution by CFAs at "A Taste of the Byward". Recipes featured during the five weeks at the Market, plus information about energy balance and the Energy In, Energy Out campaign at Ottawa Public Health.

## **Details of activities/resources developed (continued)**

### **Peel Region**

- Adapted NRC Meal Planning Kit to meet Peel Health needs.
- Adapted NRC Vegetable and Fruit Kit to meet Peel Health needs.
- Developed Peel Health Food Label Kit (still in review/test stage).
- Developed and published Peel Health CFA Program Recipe for Success Manual (Policy/procedure manual for CFAs).
- Developed new Make Wise Food Choices display and collaborated with Peel Health re Healthy Living display

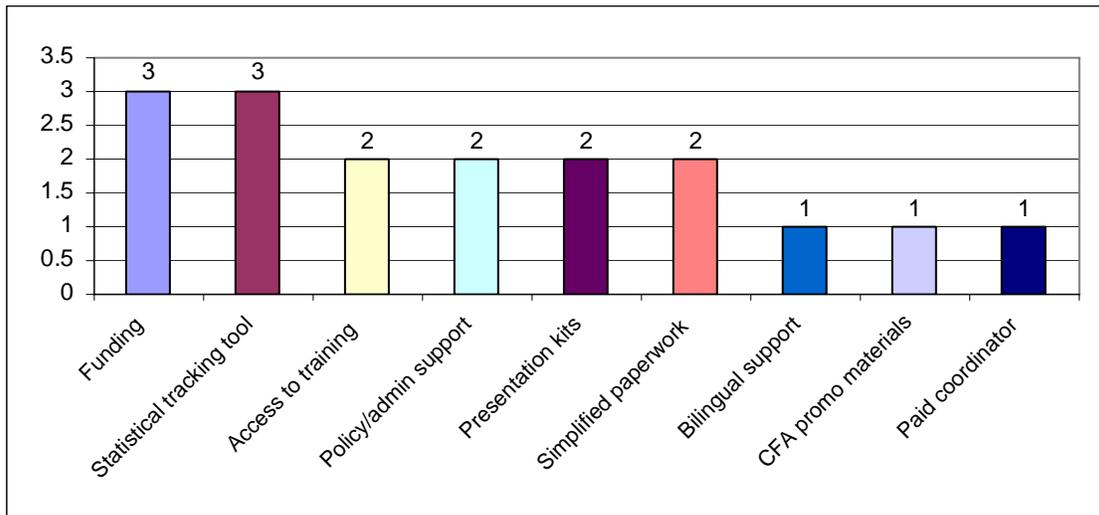
### **Wellington - Dufferin – Guelph**

- A "Spinner" game with healthy eating questions.
- Extending Your Shelf Life". A PowerPoint presentation on Smart Shopping and Label Reading.

**Resources Identified As Needed**

*5 sites responding.*

	<u># of Responses</u>	<u>% of Responses</u>
Funding	3	18%
Statistical tracking tool	3	18%
Access to training	2	12%
Policy/administrative support	2	12%
Presentation kits	2	12%
Simplified paperwork	2	12%
Bilingual support	1	6%
CFA promotional materials	1	6%
Paid coordinator	<u>1</u>	6%
Total responses	17	



## **Summary of In-Kind Support**

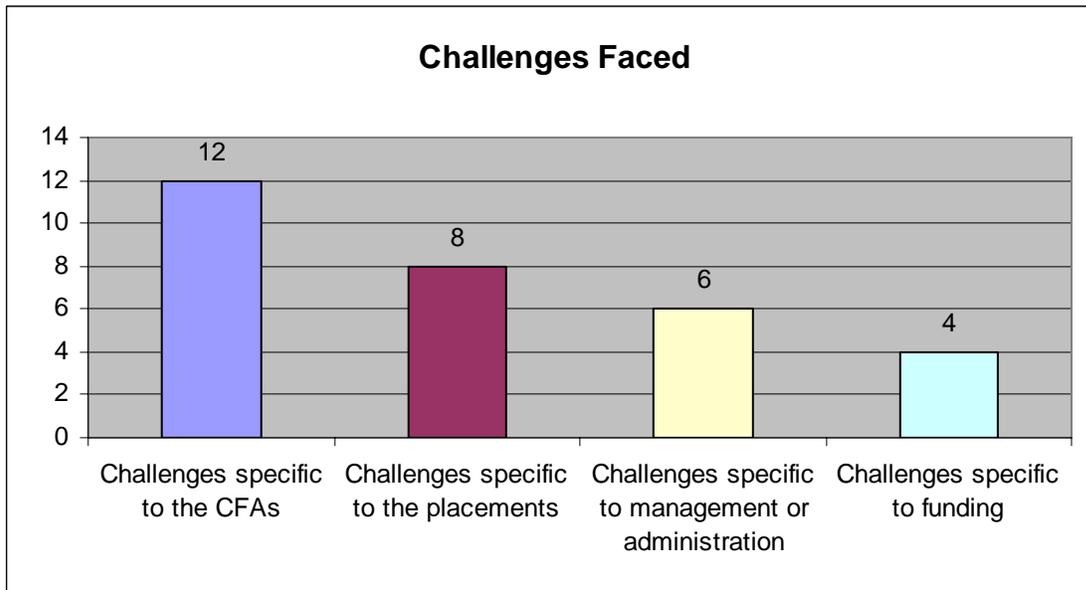
*14 sites responding.*

	<u># of Sites</u>	<u>% of Sites</u>
Management/administrative support (Includes PHU staff time, PHI time, HH staff time, Hospital staff time)	11	79%
Office facilities & supplies (Photocopying, fax, postage, courier services, call centre services)	9	64%
Space for meetings	8	57%
Educational updates/program resources, library services (Resource development, printing, plus access to A/V resources)	6	43%
Donations (Food for meetings and cooking classes, gifts for draws, etc.)	6	43%
Space for materials or display storage	5	36%
Computer use, internet access and/or web site assistance	5	36%
Parking/mileage cost reimbursement (Includes parking costs reimbursed or parking provided free of charge)	3	21%
Community partners (Staff provided for steering committee, or who attend regular meetings to provide direction and guidance)	2	14%
Other agency support (e.g. Police) (Free police checks)	1	7%

## **Challenges Faced – Summary**

*13 sites responding.*

	<u># of Responses</u>	<u>% of Responses</u>
Challenges specific to the CFAs (Loss of CFAs, increased workloads, providing educational updates, etc.)	12	40%
Challenges specific to placements (Bilingual, daytime, covering large geographic area, covering remote areas, etc.)	8	27%
Challenges specific to management or program administration (Change of co-ordinator, increased paperwork, increased administration etc.)	6	20%
Challenges specific to funding	<u>4</u>	13%
<b>Total responses</b>	<b><u>30</u></b>	



## **Objectives, Strategies and Accomplishments – Summary**

*15 sites responding.*

	<u># of Sites</u>	<u>% of Sites</u>
Maintain regular meetings/educational sessions	9	60%
Retain, train and motivate existing CFAs	8	53%
Increase volunteer recognition	5	33%
Deploy CFAs effectively in the community	3	20%
Program expansion/promotion	3	20%
Provide strong support to CFAs from partners	3	20%
Fill all requests	2	13%
Update/improve training format	2	13%
Host the CFA conference	1	7%
Identify new opportunities for service	1	7%
Increase resources available to CFAs	1	7%
Maintain or increase support to CFAs	1	7%
Recruit CFAs	1	7%

## **Objectives, Strategies and Accomplishments – Details**

*15 sites responding.*

### **Barrie**

*Host the 2006 CFA Conference*

- Steering committee worked to plan and organize the conference.
- CFAs volunteered time to help with activities closer to date of conference and on conference days (e.g. registration, etc.).

*To recognize the work done by the volunteers*

- June social dinner.
- Christmas party and gift.

*To support the activities of existing CFA volunteers*

- Held ten monthly meetings for volunteers.
- Held two educational updates plus speakers at the Annual CFA Conference
- Funded Food Hotline.
- Provided administrative support to match volunteers to placements and supplied resources for placements.

### **Brant County**

*Continue to be available to do presentations for any of the Community Well-Being Teams*

- One of the CFAs sits on one team's planning committee, and all teams know that CFAs are available.

*Continue to provide the cooking skills instruction for the Men Making Meals program*

- Monthly planning meetings, two sessions with six participants twice a year (eight cooking classes).

*Continue to support the three volunteers who are in their ninth year as CFAs*

- Determine the feasibility of training new volunteers.

### **Durham Region**

*100% plan to promote CFA program in Durham Region*

- Display at "Feed the Need" community forum.
- Development of CFA web page.
- New promotional items.
- Quarter-page ad for Port Perry fair.
- Submission of budget-wise recipe twice a year to local "Food Wellness Newsletter".
- Attendance at community fairs with resources, recipes and draws for cookbooks.

## Objectives, Strategies and Accomplishments – Details (continued)

### Durham Region (continued)

*80% of participants who receive peer support from DRCFAs will indicate an increase in knowledge about safe and nutritious food selection, preparation and handling*

- 80% of group sessions were evaluated by CFAs with 89% of participants indicating they had an increase in knowledge.

*Implement 100% of 2006 rewards and recognition program*

- Cards mailed out for life events.
- Mail-out of gift cards during holiday season.
- Recognition dinner in fall at local Indian restaurant.
- Thank you card and flower seeds, ball cap during National Volunteers' Appreciation Week.

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

- Food demonstration techniques.
- Food safety update.
- Financial support for ten volunteers to attend provincial conference.
- Event planning.

*Support CFA volunteers in implementing 40 service delivery activities*

- Use of scope of practice document as standing agenda item at monthly meetings.
- Approval of four new recipes from Canadian Living and four new resources.
- Slow cooker fact sheet developed.
- CFAs were supported in implementing 42 requests.
- Provide CFAs with quarterly update status in terms of recertification.

### Elgin – St. Thomas

*To encourage CFAs to attend CFA educational event in May*

- Offer opportunity to CFAs and help arrange transportation and accommodation.

*To give special recognition to the CFA's who have been with the program for five years*

- Provided gift as stated in Health Unit policies and procedures.

*To interest CFAs in participating in CFA Council Meeting Teleconferences*

- New CFA trained in 2006 has participated in these calls as her work schedule permits.

*To maintain an active group of volunteers*

- Provide educational updates requested by the group.
- Encourage CFA's to provide feedback about the program.
- Follow up on all suggestions made by the volunteers.

## Objectives, Strategies and Accomplishments – Details (continued)

### Hamilton

*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 through the year.
- Public Health also provides the funding to make the program sustainable.

*To retain the present CFA Volunteers*

- We had four recognition events for the CFAs to acknowledge their contributions to the CFA program, Public Health and the community.

### Huron

*CFA must complete minimum of two presentations per year as well as two education update sessions per year*

- Held monthly meetings with CFAs to assign presentations and plan educational updates.

*Hold an annual re-certification event*

- Planned and held a celebration and re-certification ceremony.

*Support CFAs with volunteer recognition*

- Held Christmas celebration with gifts.

*Keep Community Food Advisors updated with most recent information, resource kits and other nutrition resources*

- Maintained contact with Nutrition Resource Centre. Participated in Provincial CFA council meeting.

*Link to Huron Good Food Box*

- Food demo and recipes/produce from Good Food box at Cancer prevention forum.

*Support the distribution of Canada's Food Guide*

- Hosted a minimum of two "What's for Supper Tonight" demonstrations in Huron County grocery stores.

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

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

*Educational updates*

Three different opportunities for educational updates were provided and completed.

- Basic Shelf training.
- Basic update on the Glycemic Index.
- An update on Trans Fats and the work of the Trans Fat Task Force.

## Objectives, Strategies and Accomplishments – Details (continued)

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

*Provide excellence in the management of the volunteer program.*

Volunteer Recognition and Retention as listed previously and always seriously considered a top priority for the appreciation and retention of all volunteers:

- National Volunteer Week Activities.
- Breakfast & Social Evening.
- Public Health Annual Meeting.
- CFA Recertification Event.

*Resource review*

- Updates completed as needed to current resources.
- New resources created.

### Middlesex – London

*Community capacity building*

- Displays at schools and children's centers.

*Provide skill building*

- Cooking classes.
- Collective Kitchen.

### Niagara Region

*CFAs requested more opportunities for educational updates*

- Planned more general meeting/educational update sessions for CFAs.
- Jennifer Hopkins R.D. links all CFAs through e-mail with information on healthy eating, community workshops and events that would be of value.

*Continue Education*

- Looking at workshops and events in the community that would be an asset to the CFAs; have started to cover costs for volunteers to attend these opportunities.

*Prioritize requests while trying to meet community needs*

- We had to look at all requests and prioritize groups/organizations.
- If we couldn't supply direct service we supplied them with information/handouts.

## Objectives, Strategies and Accomplishments – Details (continued)

### Ottawa

*Handle and adjust to several staff changes over the last several months*

- Concerted effort to make transition smooth. Responded to problems and issues in as timely a manner as possible.

*Maintain an active and enthusiastic group of volunteers.*

- Provided educational updates and "15 minute nutrition updates" at meetings to keep the volunteers' interest.

*Volunteer recognition and retention. Several recognition events were planned.*

- 10th Anniversary event.
- Annual volunteer week.
- Christmas potluck event.

### Peel Region

*To increase access to effective resources and education*

- Provided educational updates at many of our monthly meetings.
- Encouraged participation in annual CFA Provincial Conference that was held in Barrie.
- Continual update and awareness to CFAs of Peel Health resources and knowledge.
- Increased resource pick up/drop off sites throughout Region of Peel.

*To increase confidence, knowledge and skills in safe and nutritious food selection, preparation and storage*

- Continued to provide presentations throughout Community as requested.
- Participated in various displays sharing healthy eating information.
- Recruited and provided training to 55 new CFA recruits.
- Developed/collaborated two new displays that will be used in Community.
- Developed three new kits (as mentioned previously).

*To increase leadership skills*

- Continued to offer opportunity to CFA volunteers to participate on CFA committees.
- Encouraged CFA volunteers to take leadership approach as they use peer education to share healthy eating message.
- CFAs encouraged to share knowledge at monthly meetings.
- Existing CFAs participated in training of new.

### Renfrew County

*To train a new group of CFAs*

- Started training a new group of volunteers in the spring of 2006. Training finished in June 2006. Volunteers are completing their required community placements. Graduation will take place in early spring of 2007.

## Objectives, Strategies and Accomplishments – Details (continued)

### Sudbury & District

*To provide new training in the spring of 2007*

- To work closely with the Health Unit to recruit and retain volunteers who would like to become CFA volunteers.

*To provide educational update opportunities*

*To continue to work with the Health Unit to ensure that the CFAs are involved in various training.*

- Will ensure that the volunteers are given up-to-date information regarding the Canada Food Guide.

### Thunder Bay District

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

- Both a health unit wide and summer BBQ will be held in spring 2007 to recognize their contributions.

*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.

*To provide at least 2 technical updates based on CFA needs and current issues*

Two technical updates are planned for March 2007.

- A public nutrition month event "Supertime Survival" with Lynn Roblin.
- An in-service on the new food guide.
- A topic for the fall to be decided by CFAs.

*To respond to community requests in a timely manner*

- Health unit dietitians receive requests and CFAs are either called directly, requests are brought to monthly meetings, or a mail-out is sent requesting volunteers for specific placements.

### Wellington – Dufferin – Guelph

*Greater involvement in food security projects*

- Partnership formed with Chalmers Fair Share Food Shelf to improve the service provided to food pantry clients.

*Increase participation in Nutrition Month activities*

- Planned and implemented a series of displays and activities in malls, supermarkets and other venues.

*Increase volunteer recognition*

- Certificates and pins handed out in April for volunteer month (in addition to re-certification and Christmas events that were already in place).

## **2006 Highlights**

*14 sites responding.*

### **Barrie**

- Hosting the Annual CFA Conference.
- Good Food Box demos are partnerships that are continuing to develop and reach numerous community members.

### **Brant County**

- It continues to be the success of the Men Making Meals program.

### **Durham Region**

- Good volunteer retention again (81%).
- Some movement towards more population based initiatives; fairs, large school events.
- Education update on event planning – peaks interest for potentially hosting 2008 CFA conference.
- Participating at local 150<sup>th</sup> anniversary of the Port Perry Fair – contact with 600 Fair patrons.
- Participation in recipe corner section of food wellness newsletter – 10,000 distribution.
- Link with local food bank to provide recipe sampling each month on food box pick-up day.

### **Elgin – St. Thomas**

- Excellent educational updates.
- Partnership with Caring Cupboard Food Bank.
- Health Unit upgraded kitchen so that we have an approved kitchen to prepare food in.
- Fantastic group of volunteers!

### **Hamilton**

- The Hamilton CFAs once again have put in a tremendous effort and had a very successful year. They filled a total of 128 placements, put in 1545 hours and reached 4824 people in Hamilton.
- The monthly food demos at the Farmer's Market, Food Sampling at the Food Banks and the Ancaster Fair continues to be very successful.
- The Ancaster Fair is a three-day event and the CFAs were once again asked to return the following year by the Ancaster Fair Organizing Committee.

### **Huron**

- Provincial convention in Barrie.
- Re-certification in June – Stratford with guest speaker from the "Screaming Avocado".
- Super Market tour with Maya Clarke.
- Community Kitchens Training.

## **2006 Highlights (continued)**

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

- We provided Basic Shelf training/update to new and seasoned CFAs. The training consisted of some seasoned CFAs, who have worked with the Basic Shelf program, discussing their role as a facilitator, the barriers, challenges and benefits of working with this type of program. The training is difficult to implement as the needs of each requesting agency is very different. Those that were new to the program were thrilled to hear what was involved and how to work with these diverse groups.

### **Middlesex – London**

- One highlight was the development of 4 collective kitchens in our community.
- We conducted a pilot project at a Children's Centre where single mothers took part in cooking classes over a five-week period.
- We also had two social activities to strengthen the group. We held a potluck picnic in July and a Christmas Dinner at the Shriners' Temple, which is a location that is beautifully decorated, and a "show piece" for London during the Christmas season.

### **Niagara Region**

- The volunteers have developed excellent presentation skills and the quality of their presentations/displays and cooking demonstrations have been outstanding.

### **Ottawa**

- Another successful year of "A Taste of the Byward".
- Informative and delicious Jamaican Cooking Night.
- 10th Anniversary event in the summer.

### **Peel Region**

- January Recertification events.
- CFA Participation in Good Food Festival
- Attendance/participation in the Provincial Conference in Barrie.
- Make Wise Food Choices displays during Nutrition Month and Fall Fairs.
- June potlucks.
- June pool party.
- April Peel Region volunteer recognition event.
- Selection and training of 55 new CFA recruits, leading to January 2007 graduation.

### **Sudbury & District**

- Our group continues to have a presence in the community by offering presentations at different agencies and group as well as at community events. The group continues to meet on a monthly basis to discuss past and future presentation.
- We are proud to have been selected as an expansion group to be able to train more volunteers.

### **Thunder Bay District**

- The various recognition events.

### **Wellington – Dufferin – Guelph**

- Retention of 18 experienced volunteers, serving between 4 and 13 years as CFAs.
- Production of the new CFA brochure featuring our Guelph CFAs.
- Support from our sponsoring agency to implement new CFA training in 2007.

## **Summary of Changes Requested by Sites of Provincial Program Coordination**

11. Provincial data base / record keeping system for volunteer hours, placement details, other statistics (3 sites).
12. Linking of local sites to provincial CFA website (in progress)
13. Continued / increased provincial funding for education updates (5 sites)
14. Revised process to access CE funds (completed)
15. Logic model (provincial one is available, to be revised as part of provincial evaluation 2007-2008; sites also have logic models available on website)
16. Updating of CFA resource materials (Resource Binder, training manuals and presentation kits – underway)
17. Creating a list of the educational updates provided at other CFA sites that have been useful and beneficial to the CFA members to help other sites determine the most appropriate educational updates (list of suggested topics is available on website; will be updated and revised for usage and relevance data).
18. Public awareness event to promote program tied into local fundraising opportunities.
19. Develop a system to integrate updates/revisions to program resources at a local level with the NRC provincial resources.
20. An honorarium annually if the CFAs meet the provincial requirements for recertification. Suggested amount \$500 (1 site).

The results of the CFA Annual Summary Report as well as details of success, challenges and changes requested by the sites are used to inform work plans for the following fiscal year(s) at both the provincial and local levels. Thank you to all who have contributed to this summary and especially to the dedicated group of coordinators and Community Food Advisors who make it all possible.