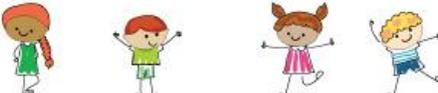


Community Needs Assessment
March 2016



HEALTHY KIDS
COMMUNITY CHALLENGE
SOUTH EAST GREY & FRIENDS



This report has been prepared based on the The Community Needs Assessment (CNA) Template provided by the Healthy Kids Community Challenge (Province of Ontario & Healthy Kids Resource Centres).

About the Community Needs Assessment (CNA):

The CNA was designed to collect background data on the community in which we live, learn, work and play. This document is intended to assist in developing partnerships, planning and delivering projects with the Theme-Based Action Plans.

This document includes demographic and health status data, current barriers, assets, initiatives and policies that have an impact on the health and wellbeing of children in our community. Much of this information already existed and was simply collected and summarized in this document.

“The CNA is designed to answer three questions:

1. To what extent are kids and families in your community experiencing healthy, active living?
2. What supports or future opportunities exist for healthy, active living for kids and families in your community, specifically in the areas of physical activity and healthy eating?
3. What are the challenges and obstacles to achieving healthy active living for kids and families in your community?”
(Community Needs Assessment Guidelines, 2015)

Locally, this document was compiled by staff of Grey Bruce Health Unit & South East Grey Community Health Centre with input from a variety of community partners and feedback from a parent advisory.

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Community Profile

Socio-Cultural Information

The Communities of focus will include the **Municipality of Grey Highlands, Township of Southgate, and the Township of Chatsworth**. These communities are lower-tier municipalities in the **County of Grey**, within the Grey Bruce Health Unit district and South West Local Health Integration Network region. Grey County remains an agricultural centre for Ontario. Nearly half (44%, 1986 km²) of the total land area of Grey County is farmland (Statistics Canada, 2012).

Table 1: Population and Age Distribution

	Total Population -Statistics Canada 2011 Census of Population	Age 0-4 -Statistics Canada 2011 Census of Population	Age 5-9 -Statistics Canada 2011 Census of Population	Age 10-14 -Statistics Canada 2011 Census of Population	Age 15 -19 -Statistics Canada 2011 Census of Population	Population Age 65+ - 2011	Median Age - 2011 Population Estimates	Live Births - 2011 Ontario Registrar General
Ontario	12,851,820	704,260 (5.5%)	712,755 (5.5%)	763,755 (5.9%)	863,635 (6.7%)		40.4	
Grey Bruce	158,670	7750 (4.9%)	7590 (4.8%)	8560 (5.6%)	10105 (6.4%)	33,416 (20.4%)		1537
Grey County	92,565	4,285 (4.6%)	4,455 (4.8%)	5,195 (5.6%)	5,905 (6.4%)	19,679 (20.4%)	47.3	848
South East Grey	23,150	1285 (5.6%)	1280 (5.5%)	1530 (6.6%)	1675 (7.2%)	3693		279
Chatsworth	6,440	335 (5.2%)	355 (5.5%)	410 (6.4%)	440 (6.8%)	1118 (16.8%)	44	68
Grey Highlands	9,520	525 (5.5%)	485 (5.1%)	580 (6.1%)	655 (6.9%)	1942 (19.7%)	45	108
Southgate	7,190	425 (5.9%)	440 (6.1%)	540 (7.5%)	580 (8.1%)	633 (14.2%)	39	103

Table 2: Education and Household Structure

	Adults 15+ without high school -2006 Census	Lone-parent Families - 2011 Census
Ontario	22.2%	
Grey Bruce	28.0%	5570 (11.7%)
Grey County	28.4%	3445 (12.5%)
South East Grey		
Chatsworth	31.0%	195 (9.9%)
Grey Highlands	29.2%	315 (11.1%)
Southgate	35.2%	220 (10.7%)

Ethnicity

Grey Bruce is less ethnically diverse than the province as a whole. Less than 2% of Grey Bruce residents are visible minorities (Statistics Canada 2006). Aboriginal population of Grey Bruce estimated at 3655 people, representing about 2.4% of the total population (Statistics Canada, 2006). There are also several Mennonite and Amish communities in Grey Bruce, however their numbers are difficult to ascertain (GBCA, 2010).

Immigrant Population

The immigration rate is relatively low at 8%, compared to Ontario at 28% (Leffley, 2010).

Languages Spoken at Home

In the partnering communities, approximately 1,685 persons report speaking a non-official language at home, primarily German (this is thought to represent, mainly, the Mennonite population). Thirty persons report speaking French at home most often (Statistics Canada, 2011).

Socio-Economic Information

Table 3: Income and Housing

	2005 Median Household Income -2006 Census	2005 Low income after tax -2006 Census	2015 Rented Dwellings – 2006 Census
Ontario	\$60,455	11.1%	28.9%
Grey Bruce	\$51,603	6.0%	19.8%
Grey County	\$49,912	6.5%	21.6%
South East Grey			
Chatsworth	\$50,647	4.9%	7.6%
Grey Highlands	\$51,771	4.8%	12.9%
Southgate	\$56,710	11.1%	11.9%

Median household income in Grey County and the three south east grey municipalities is an area of concern relative to the province.

Labour: In Grey County, sales and service occupations represent the largest occupational group at 22%. Trades, transport and equipment operators and related occupation is also substantial at 18%. (Grey County, 2014). Grey County's labour participation and employment rate are both lower than Ontario figures. The unemployment rate is also lower than the province (6.5% vs. 7.4%). The largest percentage of resident labour force by industry in Grey County is employed by the health care and social assistance industry (13%). The percentage of labour force in the agriculture, forestry and hunting industry is 6.4%, higher than Ontario.

Housing: In 2006, over 80% of Grey Bruce dwellings were owned by their resident, which is well above the provincial average of 71% (Statistics Canada, 2006). The cost of housing is a concern for a significant proportion of the Grey Bruce population with 23% of residents spending 30% or more of their total household income on shelter (Ministry of Health and Long-Term Care & Public Health Division, 2009).

Rent-Geared-to-Income (RGI) Housing assistance is designed so that a qualified household can pay rent based on their income. In Grey Bruce, the number of households who qualify for this type of assistance far exceed the number of RGI Housing Units that are available. According to the 2015 Waiting Lists Survey, conducted by Ontario Non-Profit Housing Association, as of December 31, 2014, there were 406 active households on the RGI waiting list in Grey County, with an average waiting time of 1.5 years.

Cost of Healthy Eating: The cost of food can be a barrier to health for many people on a limited income. The 2015 Nutritious Food Basket (NFB) survey found that it costs \$199.55 per week (\$864.05 per month) to feed a reference family of four (two parents, two children) in Grey and Bruce Counties. The cost of the NFB rose 10% from 2014 (Grey Bruce Health Unit, 2015). For those on social assistance, this may mean that 39% of their monthly income is necessary for food alone (One-person household, Ontario Works and Four-person household, Ontario Works). In contrast a family of four with the median income would only spend 12% of their income to eating well. (One-person household, Ontario Works).

The University of Guelph's Food Institute recently released their [Food Price Report](#). The Report recognizes that food costs for the coming year are expected to rise above inflation, between 2 to 4%. This would mean the average household could spend up to **\$345 more on food** in 2016.

In 2013, the average number of Ontario Works cases in Grey County was 1514 per month (Grey County Social Services, 2014). Between 2008 and 2013 the caseloads have increased by over 30%.

Unfortunately, in Ontario about 8.2% of households are "food insecure". "Since 1989, there has been a steady increase in the number of Canadians using food banks. 60% of all the households served by food banks were single parents or two parent

households" (Best SRC, 2010). The Grey Bruce United Way's 2013 Hunger Report has demonstrated increased access to emergency food services through demonstrating that client visits to food banks increased 47% between 2011 and 2013 and the number of food banks increased from 14 to 20.

Environmental Characteristics

Built Environment

The Communities of focus will include the Municipality of Grey Highlands (882.44 km²), Township of Southgate (644.35 km²), and the Township of Chatsworth (596.18 km²). These communities are lower-tier municipalities in the County of Grey (4513.21 km²), within the Grey Bruce Health Unit district (8600.97 km²) and South West Local Health Integration Network region.

Transportation: Due to the rural nature of the area, transportation and accessibility are often barriers identified to achieving health and wellbeing. The 2014 Community Conversations Grey Bruce project completed by the Grey Bruce Health Unit in partnership with Tamarack Institute consistently identified transportation and employment as key concerns for the population. Grey and Bruce counties are relatively isolated geographically which makes transportation challenging. As such, motorized vehicles are essential in Grey Bruce due to the large geographic area. . Eighty-eight percent of the Grey Bruce labour force drives to work either by car, truck, van or as a passenger (Statistics Canada, 2006) and the majority of children in Grey Bruce are driven to school by either bus or car (Manske, 2008). Seventy-nine percent of youth deaths in Grey Bruce are due to motor vehicle crashes and are the number one preventable cause of injury.

Map of South East Grey:

<https://www.google.com/maps/d/edit?mid=zp8hnldVBf7Y.kIA-PpZ47HVM&usp=sharing>

Grey Bruce GIS Mapping Project:

This mapping project looked at the built environment in regards to healthy eating and physical activity opportunities. The data was compared to socio-demographic indicators.

Locally, the data presented indicates that there are 3 large geographic areas where people must travel greater than 15km to reach a grocery store. Access to healthy food can be better seasonally when additional fruit and vegetable retailers operate throughout the area. Transportation barriers and affordability compound the problem of food deserts.

It appears that the following communities are at the centre of the food deserts: Hopeville/Cedarville area, Feversham/Maxwell area, Desboro and generally Township of Chatsworth area.

In regards to proximity, access to recreational opportunities appears to be less of a challenge than access to healthy food.

https://www.publichealthgreybruce.on.ca/Portals/0/Topics/HealthyCommunities/Grey-Bruce_GIS_Report_Final.pdf

Food Environment

Recreation: Healthy Foods and Municipal Tap Water Report (GBHU, 2015) described the current municipal recreation food environment and makes recommendations for change. Public Health and other stakeholders continue to work with recreational facilities & municipalities to increase the selection of healthy foods and beverages sold.

https://www.publichealthgreybruce.on.ca/Portals/0/Topics/HealthyCommunities/HFCES_Mar27_153pm.pdf

Childcare: The Quality Assurance Child Care Committee of Grey Bruce is working on physical and food literacy opportunities for all OEYC and child care staff through annual workshops, training sessions and on line modules. Promotion of the toddler and preschooler NutriSTEP and Nutri-eSTEP in these settings is in progress, for parents to assess their own child's eating and activity habits and seek referrals where necessary.

Schools: All schools within in the South East Grey area participate in the OSNP Grey Bruce. However, implementation varies across the schools and for several schools implementation is limited due to low numbers of volunteers. All meals and snack served through this program must follow MCYS nutrition guidelines as well as PPM 150 for any foods sold.

Access to foods: The Greenbelt Foundation's report Dollars & Sense highlights the agricultural outputs of Grey County: (Greenbelt Foundation, 2015)

- Grey County accounts for 45% of acreage in apple production in Southern Ontario
- Grey County dominates Southern Ontario's production of apples and flaxseed and allocates the largest share of land to the production of canola and barley and mixed grains
- Fifty percent of all cattle and calves are located within the seven counties of Bruce, Wellington, Huron, Grey, Perth,

Waterloo and Oxford. Grey and Bruce County are tied for the number of beef cows, with these two counties accounting for 19% of all beef cows in Southern Ontario.

Affordability: The 2015 Nutritious Food Basket survey found that it costs \$199.55 per week (\$864.05 per month) to feed a reference family of four (two parents, two children) in Grey and Bruce Counties. (GBHU, 2015)

Nutrition Communication: Public Health posts nutrition information through Facebook and Twitter. These posts increase during campaigns such as Nutrition Month and World Food Day. The content varies but is often geared to family health topics. Traditional media is utilized frequently throughout the year through local magazines, cable, radio, and newspaper. Nutrition resources are made available through ERO, SEGCHC, GBHU, Schools, and Primary Care facilities. The GBHU is currently working with primary care to implement NutriSTEP. Despite these efforts, it is still difficult to compete with the marketing efforts of the food industry that can often send conflicting messages.

Food Systems and Food Security: The Food Security Action Group of the Bruce Grey Poverty Task Force recently released the Bruce Grey Food Charter (PTF, 2015) for endorsement. This document will be used as a platform for action on food systems policy. The Action Group is currently collecting data representing a variety of stakeholders within the food system in order to create a local Food Assets Map, which will inform the development of local Second Harvest projects. Multiple Groups in Grey County are involved in improving the local food system.

The Chef's Forum has been created to improve opportunities to sell and buy local foods for growers and businesses.

There are 19 Good Food Box sites throughout Grey Bruce - two of these fall within the catchment of this project.

Bringing local producers and consumers together to improve the local food system is integral to both individual and community food security. Community food security emphasizes the health of both the environment and local economies and promotes regional food self-reliance. Community engagement is a key cross-cutting strategy in reducing social inequities in health (Best SRC, 2010).

Social Environment

Sense of Belonging: Just over two thirds of the population in Grey Bruce (70%) feel a sense of belonging to the community. This rate is similar to that of the peer group, the province and the country and has not significantly changed since 2003 (GBHU, 2013)

Faith Communities: Faith Communities and Churches within the South East Grey Area may provide a means of social connection with the community.

Culture: Cultural assets, such as libraries and museums are present in the south east grey area. The built environment map provides information on location.

There is also a cultural asset map for the Municipality of Grey Highlands, visit: <http://visitgreyhighlands.ca/>

Health Status and Behaviours

Health Status

Leading Cause of Death – Grey Bruce - 2005

Cardiovascular Disease – 34.1%

Neoplasms (Cancer) – 24.8%

Injury and Poisoning – 4.2%

All Other Causes – 36.9%

The proportion of Grey Bruce deaths attributable to cardiovascular disease is higher than the provincial proportion, a difference that is statistically significant.

Mental Health:

Self rated mental health – 71% rate as very good or excellent. This rate is similar to that of the peer group, the province and the country, and has not changed significantly over time (GBHU, 2013).

About 1 in 10 Grey Bruce residents report having a mood disorder. This rate is similar to that of the peer group, the province and the country, and has not changed significantly over time (GBHU, 2013)

Overweight and Obesity - Adults:

- 59% of Grey Bruce residents are overweight or obese, which is significantly higher than the rest of Ontario and Canada. (Canadian Community Health Survey, 2011/12)

Overweight and Obesity- Children:

- 18% of children were classified as overweight (Bluewater Nutrition Project, 2004)
- 11% of children were classified as obese (Bluewater Nutrition Project, 2004)
- Therefore, 29% of children were overweight or obese
- Boys and girls were equally at risk of being overweight. (Bluewater Nutrition Project, 2004)
- Overall, boys rates of obesity (15%) were significantly higher than girls (7%) (Bluewater Nutrition Project, 2004)
- There appear to be cultural forces at work in Grey Bruce that emphasize large body size in boys. Boys tend to express a desire to be large and anxiety about being considered “underweight” or small. The result appears to be a population in which large numbers of school-age children are overweight and at risk of poor health. (Bluewater Nutrition Project, 2004)
- A low household income contributes to the risk associated with overweight and obesity. (Bluewater Nutrition Project, 2004)

Health Behaviours

Physical Activity

The Grey Bruce rate of achieving a moderate or active physical activity level is 58%, or about 3 in 5 people. The rate of physical inactivity is 42%, or just over 2 in 5. These rates are not significantly different from the Ontario, peer group and Canadian rates. Local rates have remained relatively stable since 2003. (Grey Bruce Health Unit, 2013)

Results of the School Health Action, Planning and Evaluation System (SHAPES) research show that although children in Grey Bruce understand the importance of being physically active, it is not reflected in their behavior.

- Fourteen percent (14%) of secondary school students in Grey Bruce report getting no activity either in school or outside of school.
- School opportunities for physical activity (physical education class, intramural activities, school sports) represent a significant amount of the activity that they do get.
- At least 1 in 4 students in Grey Bruce spend 3 or more hours daily in front of a television, computer screen or phone. (Manske, 2008)
- Transportation issues may affect children's levels of physical activity as they spend hours commuting to and from school by bus. (Bluewater Nutrition Project, 2004)
- Families without cars have limited access to safe, low-cost options for physical activity. (Bluewater Nutrition Project, 2004)

Healthy Eating

Fruits and Vegetables

- 63% of residents do not eat enough fruits and vegetables; this local rate has not changed over time. (CCHS 2011/12)
- "A study of Grey Bruce students in Grades 5-12 revealed that only 25% typically consume sufficient fruits and vegetables and 40% eat junk foods 4 or more times per day. Also, less than 50% of children are having breakfast each morning before school" (Grey Bruce Community Picture, 2011 [from Manske, 2008]).

Sodium

- Almost three quarters of adults in Grey Bruce (72.5%, 67.6%–77.0%) report watching their sodium intake (Grey Bruce Health Unit, 2014). However, most do so by not adding salt while cooking (34.2%) or at the table (33.6%). Very few are looking at the Nutrition Facts labels on foods to reduce their sodium intake (14.1%).

Source: Grey Bruce Health Unit. (2014). Dietary Sodium in Grey Bruce. Owen Sound, Ontario: Grey Bruce Health Unit.

Breastfeeding

- The rate of breastfeeding initiation in Grey Bruce was 89.4% ± 4.1% for the years 2002, '03, '04, '06 and '08, inclusive. More than half of mothers who initiated breastfeeding continued for at least six months (59.8% ± 7.5%).
- Only 68.9% ± 3.6% of respondents recognized the growth benefits of breastfeeding for the baby.
- Of the general population in Grey Bruce, 65% (± 2.2%) believe it is acceptable for a woman to breastfeed a baby in a restaurant.

Source: Grey Bruce Health Unit. (2011). Breastfeeding: Awareness and Behaviours—Analysis of the Breastfeeding and Breastfeeding Awareness Modules of the Rapid Risk Factor Surveillance System: Grey Bruce, 2002–2009. Owen Sound, Ontario: Grey Bruce Health Unit.

Restaurant Meals

- A mean of 0.92 ± 0.11 (95% CI) restaurant meals were eaten by respondents in the week prior to their interview.
- A mean of 0.69 ± 0.08 fast food meals were eaten by respondents in the week prior to their interview.
- A mean of 0.34 ± 0.06 ready to eat meals were eaten by respondents in the week prior to their interview. Of all respondents interviewed, 57.5% (54.1%–60.9%) said nutrition was very important when choosing meals prepared outside the home, while 35.5% (32.3%–38.9%) said it was somewhat important

Source: Grey Bruce Health Unit. (2012). Nutrition and Physical Activity in Grey Bruce. Owen Sound, Ontario: Grey Bruce Health Unit.

Priority Populations

Priority populations often carry a disproportionate burden of poor health and risk for poor health. The following individuals/groups are considered priority populations because they are at risk or are particularly vulnerable to poor health due to social determinants of health. These determinants of health may include: income, insufficient social support networks, education, working conditions, social and physical environments including housing, food insecurity, unemployment, social exclusion, early childhood development, gender, culture and age.

Priority populations within Grey Bruce include:

- Aboriginal people
- Mennonite/Amish people
- Children and youth
- Seniors
- Pregnant women and families
- People living with low income
- People with mental health issues
- People with addictions
- People with physical and intellectual disabilities
- People who are Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ)

Because these individuals and groups often have more negative health outcomes, it is important that programs and policies be designed to meet their needs. When communities are created to support the most vulnerable, health inequities will be reduced and greater gains will be made to the overall health of the community.

Income Levels:

- Income levels for the area are below the provincial average and approximately 9% of residents fall below the low income cut-off (SEGCHC, 2008 from Statistics Canada, 2007).
- 725 lone parent families in the area of which 520 (72%) are female led which is a risk for poverty (Statistics Canada, 2011).
- Children and youth low income rates, after-tax, range from 4.9% - 7.6% (Statistics Canada, 2007)

Immigration Status:

- Approximately 11% of the population are first generation Canadians (SEGCHC, 2008 from Statistics Canada, 2007)
- While there is not a large population increase, population is growing, especially in the Township of Southgate (Statistics Canada, 2011)
- While there are not currently specific population counts on the number of Mennonite families in the area, language statistics indicate a significant proportion of the community. Mennonite communities tend to double their population every 20 years (Mennonite Networking Day, 2012). There is also a population of Mennonites who go back and forth between Mexico throughout the year (reported from a variety of service providers).

Assets, Barriers and Opportunities

Assets

Our local steering committee has focussed on physical activity assets to start as that was the first theme announced. The steering committee will devote more energy to healthy eating as the project progresses.

Asset	Rationale	Location	Reach
School Electives – skating, snowshoeing, yoga, dance, skiing	PA Opportunities ↓ barriers	Schools	Schools
School based programs (jump rope for heart, terry fox run, sport teams, etc.)	PA Opportunities ↓ barriers	Schools	Schools
HPE Curriculum Daily Physical Activity	Policy	Schools	All area schools with exception of Mennonite/Amish schools
School Community Councils	Fundraising to build supportive environments such as playground equipment. Healthy food fundraising (like Fresh from the Farm) can support a comprehensive school health approach	Schools	All area schools (status of this work at Mennonite/Amish schools is unknown)
School Infrastructure – gym, playground, sports fields, fitness rooms, spin bikes, equipment, outdoor sport courts, water fountains, kitchens, and cafeterias	Schools spread throughout area – removing some transportation barriers Low cost rentals	Schools	All area schools – variety of infrastructure at each school
PLAY in Bruce Grey	Region wide promotion; has history & some recognition; aligns with 1 st theme	Municipalities	Grey Bruce
Healthy Kids and Youth – It's Time for Collaborative Action Report	Provides local context & suggested actions	Grey Bruce Healthy Communities Partnership	Grey Bruce
Child Care and Early Years Act	Encourages best practices in providing healthy food choices and creating a supportive environment for proper growth and development of children.	Licensed Day Cares	Ontario
Municipal Recreation Facilities – indoor spaces such as halls & arenas	Free skating in all arenas Potential access point for water fountains and community kitchens	Municipalities	Entire area
Municipal Recreation Facilities - skate parks, courts, parks, trails, greenspace		Municipalities	Entire area

Asset	Rationale	Location	Reach
GIS map available			
Community-based recreation programs	Variety of programs available however inconsistent across area & awareness of programs varies		
SEGCHC Recreation and Food Programs	Variety of programs available however inconsistent across area & awareness of programs varies	Chatsworth, Markdale, Flesherton, Feversham, Dundalk	
Healthy Eating and Tap Water in Recreation Settings	Environmental scan of food options available in local recreation facilities.	Recreation Facilities	Grey Bruce
Grey Bruce Food Charter	Provides a statement of values and principles to guide a community's food policy. Opportunity for endorsement by local organizations and stakeholders.	Grey Bruce	Sporadic endorsement across region at this point.
Student Nutrition Program -Daily Snack Program -Snack Room -Snack Program -Student Cafeteria -Student Cafeteria -Student servers/cooks -Snack program -Parent Volunteers		All schools, but varied. Egremont School Egremont School Highpoint School Highpoint School GHSS GHSS GHSS Elementary Schools	
Food Banks & Emergency Food cupboards	Provide emergency food to individuals and families in need.	Flesherton, Markdale, Dundalk, Chatsworth	
Food Bank toolkit	Provides information on food safety and healthy food choices.		Developed by Public Health, to be released in early 2016.
Grey County Tourism and Explore the Bruce	Encourages and promotes local recreation opportunities such as biking and hiking. Grey County provides a culinary and agricultural map to support local food opportunities.		
Community Gardens		Markdale, Dundalk	
Hope Haven Therapeutic Riding Centre	Physical Literacy Programs for Youth with disabilities	Located outside of Markdale	Serves Grey County Serves people with any type of (un)diagnosed disability
Natural Environment of the area – skiing and rail trail	Rail trail from Dundalk to Chatsworth. Other trail systems also in the area.		
Youth Groups & Interest in youth coalition			
Physical Literacy workshops held in Grey Bruce	Workshops for childcare centres offered in 2015,		

Asset	Rationale	Location	Reach
	therefore opportunities to build on this.		
Current low/no cost activities identified by parents include: playing outside, walking dogs, hiking, playing in snow, dancing at home, playing at playground.	No cost, self-directed activities have been identified by parents.		
Community Kitchens	Community Kitchens can be low cost sites for food literacy development activities or providing the infrastructure needed to supply healthy food choices	Various locations at various times of year (Dundalk & Markdale)	
Community Food Advisor Program	Trained lay-persons increase capacity of health & social service providers to delivery positive health messages and skill development	SEG area	Limited by volunteer capacity
Grocers	Opportunities to partner with local food businesses like grocery stores for healthy food promotions and creating supportive environments	Markdale & Dundalk	
Farmers Market	Opportunity for connecting the community to food producers. Enhances local producers' ability to sell locally, and for local businesses and other community partners to access locally produced foods	Dundalk, Flesherton, Singhampton, Williamsford, Keady	
Chef's Forum	Enhances local producers' ability to sell locally, and for local businesses and other community partners to access locally produced foods	Flesherton	Grey County & area
Fresh from the Farm Fundraising	Available to all school boards in Grey Bruce, a fundraising program that aligns with the Ontario Fruit and Vegetable Growers	Blue Water District School Board Bruce Grey Catholic District School Board	Grey Bruce
Good Food Box	Enhances access to affordable produce	Dundalk, Markdale	Dundalk, Markdale
Foodlink Grey Bruce	Website with listings of local food businesses	All of catchment	Grey Bruce
Community Meals	Improve access to food Builds community belonging	Offered by various community groups and churches throughout geographic area	Varies
Agricultural Events and Fairs	Promote awareness of food system within our communities	Chatsworth, Dundalk, Desboro, Feversham,	

Asset	Rationale	Location	Reach
	Builds community belonging	Markdale, Rocklyn	
Nutri-eSTEP	A validated tool to screen for nutrition issues for toddlers and preschoolers	All of catchment	Grey Bruce

Barriers:

Our local steering committee has focussed on physical activity barriers to start as that was the first theme announced. The steering committee will devote more energy to healthy eating as the project progresses.

Barriers to Participation:

Barrier	Impact	Location	Reach
Human Resources	Local municipalities don't have recreation program staff	SEG	
Budgets	Municipalities don't have programming budgets	SEG	
No access to recreation policies in municipalities			
Transportation to services, programs and activities.	Creates health inequities Parent time constraints amplified	SEG	Identified as a barrier by parents.
Location & Amenities of Playgrounds	Examples – no baby swings so whole family can't participate; may not be within walking distance; may lack picnic areas Decreases usage	Markdale specifically, although further review of other communities is needed.	Identified as a barrier by parents.
Lack of time in families	Reduced physical activity Healthy meal preparation can be replaced for less healthy, quicker options.		
Safety Concerns			
Choice of activities is limited in rural communities			
Limited knowledge of the variety of programs that are available	Possible under-utilization of existing assets, unsure if bike trail exists, knowing more about walking trails,		
Cost of available programs & equipment	Example: not able to afford soccer fees for all children, can't afford snowshoes, no skates or helmets for skating		
Lack of facilities/opportunities	Example: only 1 town has a		

Barrier	Impact	Location	Reach
	pool. Some towns have pond/lake, however some towns have nothing.		
Lack of skills – physical literacy, food literacy	Families have difficulty preparing healthy, affordable meals. Children & Youth without basic movement skills don't feel confidence in physical activity throughout the lifespan.		
Weather			
Competing activities – screen times, other sedentary activities			
Lack of places to locally purchase equipment			
Access to safe and &/or active transportation	Impacts both physical activity & healthy eating		
Only shelf stable food available at food banks in Markdale and Dundalk. Flesherton provides more variety as it is available.	Potentially the most vulnerable families lack access to fresh (healthier) foods.		
Cost of Healthy Food	Which leads to limited budget for recreation & other daily necessities	SEG	
"Food Desert" areas	Several pockets exist where it is greater than 15km to nearest grocery store. Not easily accessible + transportation barriers + affordability of closest store can all be compounding factors	From GIS mapping, looks like: Feversham/Maxwell area Twp Chatsworth (especially Desboro area) Hopeville/Cedarville area	
Certain populations experience more barriers than others. (e.g. children and youth, rural families, and families with economic disadvantage).	Stigma Understanding of affordability & accessibility		

Opportunities –

Our local steering committee has focussed on physical activity opportunities to start as that was the first theme announced. The steering committee will devote more energy to healthy eating as the project progresses.

Opportunity (based on best practices)	Project(s)	Assets Leveraged	Barriers Addressed	Potential Outcomes
Create and encourage availability of no cost physical activity (free admission, equipment, access to equipment, transportation to program) Ensure inclusiveness	Recreation & Leisure Guide – develop & distribute Include list of subsidies.	Recreation facilities and current programs available	Make it easier to access program information & subsidies (Supportive environment)	↑ physical activity ↑ usage of facilities ↓ barriers to participation in physical act. ↑ awareness of existing opportunities ↑ coordination of opportunities
	Promote 1 # to call for subsidies (211 & thehealthline.ca) or system navigator locally	211 Existing Subsidies	Cost of organized sports and recreation	↓ barriers to participation in physical act. ↓ stigma associated with subsidies
	Gap analysis on subsidies Plan to address gaps		Income/ User Fees	↓ barriers to participation in physical act.
	Free Public Skating Promotion	Free skating in all area arenas	Income/ User Fees	↑ physical activity ↑ usage of facilities ↑ awareness of existing opportunities
	Equipment for youth & families – exchange /donations	Family/Community Resources	Lack of equipment, Income, Underutilization of existing exchanges	↑ physical activity ↓ barriers to participation in physical act.
	School & Community Group Skating	Low usage of arenas School Electives	Review of times; awareness; Skills development	↑ usage of facilities ↑ physical activity
	Swimming – pilot subsidy program	Facility	Cost of participation	↑ usage of facilities ↑ physical activity ↓ barriers to participation in physical act.
	Trails Promotion - Orientation days	Local Trails Walking Village	Awareness & Access Safety No cost	↑ usage of facilities ↑ physical activity ↑ awareness of existing opportunities ↓ barriers to participation in physical act.
	Parks Promotion - E.g. Summer Days of Play	Parks & Playgrounds GIS Mapping Project	Access No Cost	↑ usage of facilities ↑ physical activity ↑ awareness of

Opportunity (based on best practices)	Project(s)	Assets Leveraged	Barriers Addressed	Potential Outcomes
				existing opportunities
	Family Day of PLAY Longest Day of PLAY	PLAY in Bruce Grey – existing event w/ local partnerships	No cost	↑ physical activity
After school & school based programs – Using school facilities ***Need to address transportation and challenges to getting /using the space process (and time it takes)	Turn off the Screens Week / Turn off Tuesdays/ Unplug & PLAY	Promote existing & new physical activities Stakeholders working together to send coordinate message	Lack of Time (awareness) Competing Sedentary Activities	↑ physical activity ↑ awareness of existing opportunities
	After-school programs incorporating physical activity & healthy eating (including skills for both & body image) e.g. Girls on the Move e.g. Library Physical Activity Program e.g. running clubs	Past successful programs -Try new programs to reach new audiences -School & Municipal Facilities -Community Hub movement	Children already at school - transportation School has equipment & facilities.	↑ physical activity ↑ Physical Literacy skills among children ↑ food literacy ↑ opportunities to access healthy foods
	School based programs & initiatives incorporating physical activity & healthy eating (including skills for both & body image) TBD by schools - E.g. Four Square Tournament - E.g. School Electives - E.g. start yoga & running clubs, 200km club - E.g. Jump Rope for Heart - E.g. Terry Fox Run	Role Modelling within school Health Physical Education Daily Physical Activity	Children already at school - transportation School has equipment & facilities.	↑ physical activity ↑ Physical Literacy skills among children ↓ barriers to participation in physical act. ↑ food literacy ↑ opportunities to access healthy foods
	Big Crunch (Sept/Oct 2016)	OSNP and School Board partnerships Role Modelling within school Nutrition Education Daily Fruit and Vegetable Consumption		↑ familiarity to healthy food choices ↑ Peer-to-Peer learning
	OSNP volunteer education, training and recruitment & for volunteers of other healthy kids programming	OSNP	Inconsistency of program implementation due to limited # of volunteers	↑ # of volunteers ↑ knowledge of protective & risk factors for healthy

Opportunity (based on best practices)	Project(s)	Assets Leveraged	Barriers Addressed	Potential Outcomes
				kids ↑capacity of volunteers ↑quality of OSNP
	Promote the availability of fruit & vegetable fundraising at schools	School Community Schools	Affordability Accessibility	↑ familiarity to healthy food choices ↑ opportunities to access healthy foods
PA and sedentary guidelines awareness and education for parents.	Feedback from Parent Advisory Committee -schools newsletter -parent education groups w/incentives -posters -etc. Feedback from schools – is there any staff training needed? Mass media – connect with other organizations (e.g. PLAY in Bruce Grey & ParticipAction) Ask Service Providers to promote events PA prescriptions w/ local primary care providers – youth focus & parents High School – video on physical activity guidelines to share locally (e.g. 23 & ½ hours) - Promote to local businesses, organization, etc.	Leverage peer champions? Parent group? Power of word of mouth.	General Lack of knowledge of the physical activity guidelines and the sedentary guidelines.	↑ awareness of guidelines ↑ knowledge of physical activity requirements for health benefits ↑ knowledge of health benefits associated with physical activity ↑ physical activity
Healthy Eating and Beverage Consumption Awareness & Education - Water consumption - Sugar sweetened beverages	Collect feedback from Parent Advisory Committee Collect feedback from service providers including schools and OSNP volunteers	Community Food Advisors Private partners	Lack of understanding or clarity on healthy eating/beverages. Competing food industry marketing	↑ awareness of guidelines ↑ knowledge of healthy eating requirements for health benefits

Opportunity (based on best practices)	Project(s)	Assets Leveraged	Barriers Addressed	Potential Outcomes
<ul style="list-style-type: none"> - Importance of breakfast - Behaviour change tools (e.g. mindful eating) - Body image - Eating as a family - ↓ eating in front of TV - Etc. 	<p>Media – radio, facebook, twitter, cultural & community TV channels, electronic signs in communities,</p> <p>Community Signage – banners for municipal and school locations</p> <p>Engage local grocery stores</p> <p>Education to parents, educators, service providers</p> <ul style="list-style-type: none"> - Community kitchens - Family Grocery Store Tours 			<p>↑ knowledge of health benefits associated with healthy eating & beverage choice</p> <p>↑ healthy eating & beverage choice</p> <p>↓ less healthy beverage and food choices</p>
Engage youth	<p>Have youth advise on & plan / implement physical activity and healthy eating opportunities.</p> <p>Outreach to youth at each school</p> <p>Water Festival in Chesley to reach all Grade 4 Students (?)</p>	<p>Youth ideas & capacity</p> <p>Future leaders</p> <p>Target Audience</p>	<p>Include various types of kids, different backgrounds and some not currently in physical activity.</p>	<p>↑ participation in planning</p> <p>↑ effectiveness of programming</p> <p>↑ healthy behaviours</p> <p>↓ barriers to participation in physical act. & healthy eating</p> <p>↑ youth leadership opportunities</p>
Engage Parents	<p>Parent Advisory Group</p> <p>Outreach to Mennonite & Amish Communities</p>	<p>Parent Voice</p> <p>Families not traditionally participating</p>	<p>Transportation</p> <p>Childcare</p>	<p>↑ engagement of families w/ barriers</p> <p>↑ participation in PA & HE</p> <p>↓ barriers to participation in physical act. & HE</p>
Advocate for active transportation opportunities & safer routes	<p>Policy Review Project – consultant to establish baseline of existing policies and recommend specific policies appropriate for small rural communities with limited budgets.</p>	<p>Complete Streets</p> <p>Policy Guide</p>	<p>Budgets & staffing limitations of rural partnering municipalities</p>	<p>↑ physical activity</p> <p>↑ safety for youth & adults (incl. Mennonite /Amish community)</p> <p>Can also ↑ tourism opportunities</p>
Shared use of space agreements (school – municipal)	<p>Explore need & potential outcomes with key partners</p> <p>Policy Review Project (as described above)</p>			<p>↑ usage of facilities</p> <p>↑ access for schools</p> <p>↑ opportunities for youth</p>
Engage community	OPP Positive Ticketing	Enhance Community	Food industry marketing	Consistent

Opportunity (based on best practices)	Project(s)	Assets Leveraged	Barriers Addressed	Potential Outcomes
Partners in developing a supportive environment and delivering positive health messaging	<p>Program alignment for healthier rewards</p> <p>Work with community groups hosting special events with children to provide healthier food/beverage options and healthier prizes</p> <p>Identify status of food industry marketing locally, and engage the community/private sector in developing creative solutions.</p>	<p>Partnership Established Program in OPP</p> <p>Engage private partners in supporting healthy & safe communities.</p>		messaging and behaviours from community leaders
Advocate for Healthy Municipal Policy & supportive environments	<p>Policy Review Project (as described above)</p> <p>Offer healthy food/beverage choices in recreation facilities</p>	<p>Bruce Grey Food Charter</p> <p>Healthy Food Choices and Municipal Water in Recreation Facilities Report</p>	Food Industry Marketing	<p>↑ access to nourishing foods</p> <p>↑ access to inexpensive municipal water</p>
National/ International Campaigns	Promote Nutrition month and International Year of the Pulse through schools and other community partners. Including youth engagement strategies	Dietitians of Canada campaign resources Social Media following Schools		<p>↑ awareness of healthy food choices</p> <p>↑ youth engagement</p>
Improve, promote, and maintain tap water access & promote drinking water	<p>Engage private business and community organizations to identify and promote water refill stations</p> <p>Education on benefits of water consumption rather than sugar sweetened beverages</p>	Private Sector partners Recreation Facilities	Food Industry Marketing Lack of access to water re-fill stations	<p>↑access & affordability to drinking water</p> <p>↓ reduce barriers accessing healthy beverages</p> <p>↓reduce sugar sweetened beverages</p>
Increase availability of affordable healthy foods in underserved areas & populations	<p>Expand access to The Good Food Box (look at Food Desert areas)</p> <ul style="list-style-type: none"> - Explore new locations - Promote existing locations - Remove barriers to participation - Explore increased frequency <p>Work with food bank to improve</p>	<p>Good Food Box Program</p> <p>Food Banks Food Bank Toolkit</p>	Food Deserts	↑ access to healthy foods

Opportunity (based on best practices)	Project(s)	Assets Leveraged	Barriers Addressed	Potential Outcomes
	<p>access to healthy, fresh foods</p> <p>Explore policies, options, & locations for community access fruit trees.</p>			

Community Capacity and Resources

Partnership Building

- Continue to strengthen relationships and work together with community partners
- Continue to strengthen and build partnerships with the private sector

Content Expertise

- Graphic design support is an area of need.
-

Planning

- Continue to work to engage local parents and children to gather their input for planning and evaluation.
- Support community partners in policy development by identifying specific and feasible policy actions to support healthy children living in healthy communities

Connecting the CNA to Your Theme-Based Action Plans

Summary of Community Needs and Opportunities

Community Profile

- South East Grey - Communities of focus will include Township of Chatsworth, Municipality of Grey Highlands, and Township of Southgate
- An estimated 4095 children aged 0-14 reside in the South East Grey area (GBHU, 2012)
- Only 15% of the Grey Bruce population was under 15 years old, compared to 17% of the Ontario population. Southgate has one of the highest percentages of children (0-14) in Grey Bruce with 19.6%. (GBHU, 2012)
- In Grey County, sales and service occupations are the largest group at 22%. (Grey County, 2014) With respect to industry, the percentage of labour force in the agriculture, forestry and hunting industry is 6.4%, higher than Ontario (Grey County, 2014)
- The cost of housing is a concern for a significant proportion of the Grey Bruce population with 23% of residents spending 30% or more of their total household income on shelter (Ministry of Health and Long-Term Care & Public Health Division, 2009).
- The cost of food can be a barrier to health for many people on a limited income. The 2015 Nutritious Food Basket (NFB) survey found that it costs \$199.55 per week (\$864.05 per month) to feed a reference family of four (two parents, two children) in Grey and Bruce Counties. The cost of the NFB rose 10% from 2014 (GBHU, 2015).
- Just over two thirds of the population in Grey Bruce (70%) feel a sense of belonging to the community. This rate is similar to that of the peer group, the province and the country and has not significantly changed since 2003. (GBHU, 2013a)
- Rates of overweight and obesity are higher in Grey and Bruce Counties than the province as a whole (58.6% vs. 52.6%) (GBHU, 2013b)
- Across Canada, children and youth are not active enough. In Grey Bruce, 58% or 3 in 5 adults are achieving a moderate or active physical activity level, which is similar to Ontario (GBHU, 2013c).
- 63% of Grey Bruce residents do not eat enough fruits and vegetables (GBHU, 2013d)
- Potential Priority Populations : Children and Youth, Aboriginal People, People living with low income, People living with mental health issues, Pregnant women and families, Mennonite/ Amish People, People with addictions, People with physical and intellectual disabilities, People who are LGBTQ. These individuals and groups often have more

negative health outcomes.

Assets, Barriers and Opportunities

Barriers related to Physical Activity:

- *Human Resources and Capacity*
- *Budgets, Cost and Sustainability*
- *Transportation*
- *Access to & Opportunities for Recreational Activities*
- *Cost of Organized Sports and Recreational Activities*
- *Access to safe and active transportation*
- *Limited public knowledge of Physical Activity Guidelines and Sedentary Behaviour Guidelines*

Assets related to Physical Activity:

- *Recreational Facilities and Public Spaces (Arenas, Parks, Trails, Playgrounds)*
- *Free Public Skating in all area arenas*
- *211 – directory of health and social services programs*
- *Existing Recreation Subsidy Programs*
- *PLAY in Bruce Grey – existing local partnership and event*
- *Existing school Healthy Physical Education, Daily Physical Activity, equipment and facilities*
- *Community Members and Champions (Youth, Parents, Community Leaders)*

Opportunities for Increasing Physical Activity:

- *Create & encourage availability of no cost physical activity (free admission, equipment, access to equipment, transportation to programs). Ensure inclusiveness*
- *After school & school based programs (addressing transportation home for students & and barriers accessing school space)*
- *Physical Activity & Sedentary Guideline awareness and education for parents*
- *Engage Youth*
- *Engage Parents – especially parents have difficulty making ends meet financially & Mennonite and Amish families*
- *Advocate for active transportation opportunities & safe routes*
- *Explore needs & potential outcomes of developing reciprocal agreements between schools & municipalities for facilities.*

Barriers related to Healthy Eating:

- *Cost of Healthy Food*
- *Transportation to access affordable, healthy food or food programs & Food Deserts (>15km to grocery store)*
- *Competing priorities for family's time, lack of food literacy skills, lack of resources to store fresh/frozen*
- *Food Industry Marketing*
- *Human Resources & Capacity within Municipalities & Schools*
- *Budgets limit some possibilities for change*

Assets related to Healthy Eating:

- *Community Food Advisors providing basic healthy eating education and skills within the community*
- *Community Kitchens, Community Gardens, Individuals'/Family's Gardens*
- *Ontario Student Nutrition Program, Community Meals, Food Banks, Emergency Food Cupboards*
- *Good Food Box*
- *Strong Food Industry – Grocery Stores, Farmers Markets, seasonal Farmgate Sales, Chef's Forum, etc.*
- *School & Municipal Facilities with clean water access and kitchens or cafeterias*
- *Grey Bruce Food Charter, Food Mapping Tools (GIS Project, Foodlink Grey Bruce, Food Security Action Group Food Mapping)*

Opportunities for Improving Healthy Eating:

- *Engage youth & parents, especially families who face more barriers than others*
- *Improve Awareness & Education on healthy eating/beverages through media, service providers, schools, and other community partners*
- *Create & encourage participation in food skills programs for children & their families (in combination with physical activity programming)*
- *Create a supportive environment where healthy eating/beverage options are the norm and are easily accessible (e.g., recreation centres, community events, school fundraising, availability of tap water or refill stations)*
- *Build capacity for, promote, and remove barriers to participating in affordable food programs such as Good Food Box*
- *Endorsement & implementation of the Grey Bruce Food Charter*

Community Capacity and Resources

- *Continue to strengthen relationships and work together with community partners*
- *Continue to strengthen and build partnerships with the private sector*
- *Continue to work to engage local parents and children to gather their input for planning and evaluation.*
- *Support community partners in policy development by identifying specific and feasible policy actions to support healthy children living in healthy communities*

Communication

How do you plan on sharing this information with your community stakeholders?

- Infographics to share electronically & in community spaces
- Presentations – share results & further engage community organizations & businesses
 - Share with councils, businesses, recreation & sport groups, service clubs, etc.
- Use opportunity of recreation guide development to engage local groups and share information

Signature

Please note the Ministry may use the information contained herein for the purposes of planning and evaluation.

<u>Crystal Ferguson</u>	<u>South East Grey Community Health Centre</u>	<u>March 30/16</u>	
Name	Title and Organization	Date	Signature