

STRATEGIES

COMPREHENSIVE WORKPLACE HEALTH PROMOTION INITIATIVES

INTENDED POPULATION

Workplace Wellness Champions (e.g. occupational health staff)
HLN Partner Agencies

Food Service Providers supplying workplace cafeterias
Employees/Visitors eating in award winning cafeterias

Workplace Wellness Champions (e.g. occupational health staff)
Parents/grandparents of school-aged children (4-18 years)

Parents/grandparents of school-aged children (4-18 years)
Children (4-18 years) of employees in Niagara's Workforce

PROGRAMS

HLN Healthy Workplace Award

Eat Smart! Healthy Workplace Cafeteria Award Program

Healthy Living Communications/Workplace Resources

Family Physical Activity Challenge

ACTIVITIES

??Recruit workplace committee members with communication and marketing expertise to assist with the development and implementation of a diversified communications/ marketing plan
??Establish workplace mentor contacts and make links to mentors for workplaces interested in applying for awards
??Evaluate feedback received from 2003 award applicants and make appropriate program modifications
??Market the awards to Niagara workplaces (direct mail, phone, electronic, events)
??Develop criteria for the new workplace stress component of the award (introduced for the 2004 awards)
??Establish a committee to oversee the selection of workplace

??Link with food service providers to assist with program promotion
??Create and print point of purchase materials with healthy eating messaging (e.g. placemats, tent cards, etc) to use as a support for the participating workplace cafeterias
??Establish a committee to promote, select and make presentations to award winners

?.Collaborate with HLN partners to develop/disseminate a resource guide that identifies the resources, services and information on workplace wellness and healthy living activities available through partners
?.Establish email distribution list for workplace wellness champions as one channel for wellness information updates
?.Modify/adapt existing resources to address wellness issues for families and disseminate through workplaces
?.Update/expand resources available on HLN web site
?.Undertake needs assessment around stress in the workplace
?.Host a community forum to identify local solutions to family stress in the workplace

?.Link with HLN partners and community venues with an interest in promoting physical activity to design, promote and implement a family physical activity challenge that builds on Summer & Winter Active programs
?.Develop/disseminate supporting materials (log sheets, instruction pages, registration forms, promotional flyers, etc)
?.Determine recognition levels and awards for each level

PROGRAMMING OBJECTIVES (21 MONTHS)

??To develop and pilot an informal mentorship process linking current award winning workplaces with new applicants
??To update/diversify the marketing process associated with promoting the award program
??To establish an on-line registration process for award

??To market the program through a food service provider(s) in order that they promote the Eat Smart! Workplace Cafeteria Program to the workplaces they service
??To develop an award of merit for food service providers promoting the Eat Smart! Workplace Cafeteria Program
??To hold an annual event to recognize workplaces receiving the Eat Smart! Workplace Cafeteria Award of Excellence

?.To develop/distribute a workplace resource guide that identifies the resources, services and information on workplace wellness and healthy living activities available through partners
?.Undertake needs assessment around stress for families in the workplace and identify local solutions for addressing those needs

?.To design, promote and implement a family physical activity challenge that builds on Summer & Winter Active programs

ENVIRONMENTAL OBJECTIVES

??To increase the number of Niagara workplaces who apply for the awards to 10 (in 2004) and to 15 (by 2005)
??To increase the number of Niagara workplaces that utilize resources, programs and supports to create a healthy workplace environment.
??To have 3 workplaces apply for the new platinum award category (introduced for the 2004 awards) by 2005

??To increase the number of workplaces with cafeterias (and vending machines) that offer healthy food choices to 10 by 2005.

?.To increase the awareness/utilization of workplace wellness resources and services available through HLN partners by Niagara employers and employees

?.To increase the number of families involved in daily physical activity
?.To increase the awareness of parents/families about the importance of daily physical activity and the resulting benefits to quality of life (at home and at work)

ORGANIZATIONAL CAPACITY OBJECTIVES

Recruit award recipients to share knowledge, skills and experiences through a mentoring process with other Niagara workplaces

Recruit food service providers willing to promote the program to other suppliers for Niagara workplaces

?.To expand the knowledge and understanding amongst HLN partners of the various ways partners support workplace wellness so partners can better promote, refer and support one another in their work with Niagara employers

OHHP-TAFHL POPULATION OBJECTIVES

?? Increasing the percentage of Ontarians who consume five or more servings of vegetables and fruits daily.
?? Increasing the percentage of Ontarians who participate in moderate to vigorous activity on most days of the week.
?? Decreasing the percentage of Ontarians who are obese, as measured by a Body Mass Index greater to or over 30.
?? Decreasing the percentage of teens who are current cigarette smokers.
?? Decreasing the percentage of adults who are current cigarette smokers (ages 18 and over).
?? Increasing the percentage of daily smokers who will make at least one attempt to quit smoking per year.

HLN MISSION STATEMENT

To generate a commitment to healthy eating, physical activity and smoke-free living among the people of Niagara to enhance cardiovascular health and improve health status. This mission will be pursued in collaboration with community partners by supporting, initiating and influencing policies and local activities.

HLN VISION STATEMENT

Community partners working together for a healthy Niagara.

OHHP – TAFHL GOAL

To prevent cardiovascular disease (CVD) and other chronic diseases such as Type-II diabetes, stroke and some forms of cancer.

STRATEGIES

COMMUNITY-BASED HEALTHY EATING INITIATIVES

INTENDED POPULATION

Restaurant Owners/Operators
Families with school-aged children (4-18 yrs).

Adults (19-64+ years)
Parents of school-aged children (4-18 yrs.)

Parents of children (2-13 yrs).
School-aged children (4-13 yrs).
HLN partners, volunteers and educators

Adults (19-64+ years)
Parents of school-aged children (4-18 yrs.)

PROGRAMS

Eat Smart! Ontario's Healthy Restaurant Program

Savoury Sampling Food Bank Program

Community Food Advisor Program

Help Yourself to Niagara's Harvest

ACTIVITIES

?? Recruit "family friendly" restaurants to increase program participation.
?? Survey current Eat Smart! Award winning restaurants to determine the best methods of communicating healthy eating messages to staff and families.
?? Create/produce consumer focused promotional items with healthy eating messages to use as support for participating restaurants (point of purchase)
?? Develop quarterly local advertisements/promotions of restaurants for use in local media, internet, school newsletters etc.
?? Develop local dining guide and distribute through areas schools, recreation facilities, workplaces etc.
?? Plan and implement the annual awards ceremony.
?? Partner with Niagara College to certify food handlers

?? Continue program weekly/bi-weekly at current locations
?? Mobilize new partners and entrench program into lead agencies
?? Train agency volunteers to deliver canning/preserving sessions
?? Expand canning/preserves program to all 4 locations
?? Research new recipes that use vegetables/fruit

?? Promote education/sampling demonstrations to elementary school teachers
?? Produce/disseminate resources on healthy eating to teachers and parents (e.g. fact sheets, recipes, etc.)
?? Develop and promote CFA "Family Series" of food demonstrations to HLN partners and elementary schools
?? Evaluate program by tracking requests, participation, satisfaction, etc.

?? Produce seasonal activity packets/promotional items with a 5 to 10 a day vegetable/fruit theme for use in schools and community locations serving parents with children
?? Promote campaign and provide support to schools
?? Include special participation awards at Heart Healthy School Award event
?? Evaluate outcomes of activity packets (use,

PROGRAMMING OBJECTIVES (21 MONTHS)

?? To produce and disseminate consumer point of purchase materials to 100% of Eat Smart! Restaurants to encourage healthy meal choices.
?? To develop a multi media communication campaign promoting local Eat Smart Restaurants.
?? To increase awareness and understanding of the program in the food service industry (e.g. Educational facilities providing food service training, restaurants, kitchen staff and servers).

?? To profile recipes that utilize vegetables/fruits.
?? To increase the number of food bank clients that request and prepare nutritious, heart-healthy meals.

?? Increase utilization of CFA program within HLN partner agencies serving families with school-aged children.
?? Conduct a minimum of 40 food demonstrations for target population (approx 400 participants)

?? To produce and pilot test seasonal activity packets/promotional items with a 5 to 10 a day vegetable/fruit

ENVIRONMENTAL OBJECTIVES

?? To increase the number of Eat Smart! Award winning restaurants in the Niagara Region to 40 by 2005.
?? To increase the number of Eat Smart! Restaurants who provide point of purchase information to their patrons regarding healthy eating choices.
?? To increase the number of certified food handlers in Niagara's restaurants

?? Expand canning program to one additional site in 2004
?? Expand canning program to two additional sites in 2005
?? To expand the number of partners that contribute to the program.

?? Increase percentage of families consuming vegetables and fruit daily
?? Increase awareness amongst parents and students about the benefits of eating vegetables/fruits and strategies for incorporating vegetables/fruit into meals
?? Increase awareness of resources/services available in French

?? To provide schools with resources that support their efforts to create "heart healthy" school environments
?? To increase the number of children and their parents who consume 5-10 servings of vegetables/fruit daily

ORGANIZATIONAL CAPACITY OBJECTIVES

Recruit 1-2 food industry representatives to the Eat Smart! Committee.

Savoury Sampling program is fully sustained by lead agencies by December 2005.

?? Encourage utilization of CFA program with HLN partners

OHHP-TAFHL POPULATION OBJECTIVES

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PROGRAMS

ACTIVITIES

PROGRAMMING OBJECTIVES (21 MONTHS)

ENVIRONMENTAL OBJECTIVES

ORGANIZATIONAL CAPACITY OBJECTIVES

OHHP-TAFHL POPULATION OBJECTIVES

HLN MISSION STATEMENT

HLN VISION STATEMENT

OHHP – TAFHL GOAL

COMMUNITY & PARTNERSHIP MOBILIZATION

EVALUATION

HLN Community Partners & Volunteers

OHHP Provincial Evaluators
HLN Community Partners & Volunteers

Planning & Organizational Development

Professional Development

Community Contributions Program

Reporting & Program Evaluation

- ?? Update partners information package/orientation manual
- ?? Undertake recruitment/orientation of new partners and volunteers as required for committees & initiatives
- ?? Hold minimum of 2 planning days for all partnership members; support program committees based on needs arising
- ?? Hold minimum of 2 networking events for all partners
- ?? Develop terms of reference for all standing committees
- ?? Evaluate volunteer utilization and need for volunteer management committee – explore alternate models

- ?? Undertake needs assessment to better understand HLN needs with respect to identified training issues
- ?? Host or access relevant professional development opportunities
- ?? Utilize resources available through HHRC & OHPRS for training, coaching and community development needs
- ?? Access locally available PD opportunities to enhance community capacity

- ?? Draft/tender Requests for Proposals to develop new initiatives promoting healthy living principals e.g. healthy homes initiatives, physical activity initiatives, etc.
- ?? Review submissions and ensure initiatives meet submission guidelines for OHHP – Taking Action for Healthy Living

- ?? Collaborate with OHHP evaluators to select program(s) for in-depth evaluation
- ?? Ensure standing committees/program teams are tracking relevant program data and outcomes
- ?? Consult/collaborate with standing committees/program teams regarding evaluation tools/forms as needed
- ?? Develop annual report to summarize key accomplishments, success stories and local data
- ?? Establish process for the regular review of demographic/incidence data to facilitate planning

- ?? To have effective teams in place to manage each initiative
- ?? To ensure cross-sector representation on PMC and other standing committees as appropriate
- ?? To meet the OHHP requirements for 2:1 in-kind contributions from partners
- ?? To identify opportunities to address community needs/gaps pertaining to

- ?? Organize 3 professional development opportunities for partners, volunteers and broader community on the following topics: advocacy/public policy development; sustainability for programs and partnerships
- ?? Secure coaching/consultation support on issues of volunteer management models and secondary school initiatives

- ?? To have effective teams in place to manage each initiative
- ?? To identify opportunities to address community needs/gaps pertaining to OHHP population objectives and mobilize partners to meet those needs

- ?? To ensure local OHHP initiatives are monitored
- ?? To report local program outcomes/data accurately and regularly
- ?? To identify at least one local program for an in-depth impact

- ?? HLN partners participate in joint programming
- ?? Multi-sector representation/involvement on standing committees
- ?? Partners/volunteers leverage knowledge/skills within their own

- ?? Partners/volunteers leverage knowledge/skills within their own organizations/spheres of influence

- ?? Attract new partners to community partnership
- ?? HLN partners participate in joint programming
- ?? Partners/volunteers leverage knowledge/skills within their own organizations/spheres of influence

- ?? HLN partners participate in evaluation and reporting activities
- ?? Stronger linkages/utilization of expertise available through academic institutions (e.g. Brock University, Niagara College)
- ?? More effective/timely use of demographic/incidence data for

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