



Community Health Promotion Fund

Funding provided by the Province of British Columbia

PILOT PROJECT UPDATE

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Prepared by the Union of BC Municipalities

Community Health Promotion Fund

UBCM’s Community Health Promotion Fund (CHPF) was announced in April 2005. It was created through a one-time \$5 million grant from the provincial Ministry of Health to support health promotion pilot projects that incorporate a focus on healthy living and chronic disease prevention. CHPF supports the provincial government’s ActNow BC goals of leading the way in North America in healthy living and physical fitness and building community capacity to create healthier, more sustainable and economically viable communities. The goals of the CHPF are to:

- Assist communities to build skills and abilities they need to address their own health promotion priorities.
- Strengthen the collaboration of local government, health authorities, and non-governmental health related organizations in protecting and promoting the health of their citizens.
- Support innovation, best practice development, information sharing, and networking with regards to health promotion.

In Round 2, up to \$35,000 was available to undertake a CHPF pilot project. Eligible CHPF pilot projects were required to focus on one, or a combination, of key priorities and to demonstrate partnerships or collaboration with a health authority, First Nation or community-based organization. Table 1 details the key funding priorities for Round 2 of CHPF.

Table 1: CHPF Funding Priorities	
<ul style="list-style-type: none">• Health and Social Factors• Health and Environment• Health and Economy• Health and Community Planning	<ul style="list-style-type: none">• Individual Health Promotion<ul style="list-style-type: none">○ Physical activity○ Healthy eating○ Smoking cessation

In the fall of 2006 Round 2 of CHPF was launched and local governments in BC were invited to apply with a community partner to undertake a pilot project. UBCM received a significant response to this invitation and approximately 130 eligible applications were received. Of these, 50 pilot projects were funded.

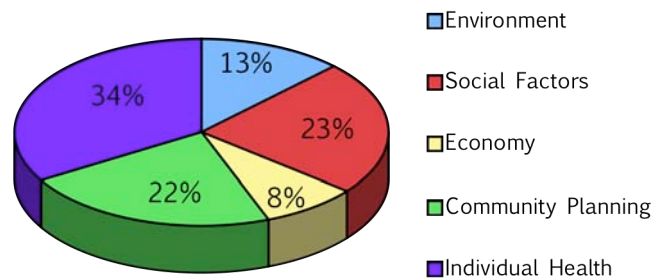
Appendix 1 provides a summary of the pilot projects.

Progress Reports

In July 2007 all local governments undertaking a pilot project were required to submit a progress report that detailed the activities and accomplishments of the project to date; next steps; plans for evaluation; and any lessons that had been learned and that could inform other local governments. Forty-five progress reports were received: two communities were not required to complete this report (the City of Vancouver pilot project is complete and the City of Merritt has just started) and 3 reports have not yet been received. This report provides a summary of the responses we have received and an overview of the pilot projects.

Chart 1 provides a summary of the focus areas of the 50 Round 2 pilot projects. It is important to note that the majority of projects address more than one funding priority and that Chart 1 details the occurrence of each funding priority area. Within Individual Health 65% of the projects include a focus on physical health, 68% are addressing healthy eating and 14% address smoking cessation as part of the overall pilot project activities.

Chart 1: Pilot Project Funding



Activities & Accomplishments

To date, most pilot projects have focused on activities that support the start-up and development of the project: hiring staff and/or consultants, developing partnerships, hosting events, developing print and web resources, and increasing community awareness of specific issues. Table 2 provides an overview of these activities.

Relationship building has been an important activity and accomplishment for many communities. For example, the Township of Langley has described their project as increasing “communications between social service agencies, local businesses, policing and other departments in municipal government.” In other communities, relationship development with First Nations, boards of education, health authorities, universities and colleges, service clubs, local businesses and numerous community and social service agencies have been reported.

As well, individual impacts are being reported. In the City of Duncan, as part of their ‘Field to Table’ project, participants reported weight loss, less dependence on mobility aids (i.e. walkers) and a growing commitment to helping others in the community – in this case by preparing meals for local homeless people.

Table 2: Activities to Date

Activity	%
Hired staff/consultant	64%
Developed partnerships	50%
Workshops/events	44%
Developed resources/website	42%
Increased awareness	36%
Formed committee	34%
Promotion/marketing	24%
Research	24%
Attend/present at events	20%
Develop plan/strategy	20%
Press releases/media launch	16%
Organize volunteers	12%
Leveraging/fundraising	10%
Meet with local government	10%

Some communities have also reported significant accomplishments in their progress reports. For example, the Town of Creston’s ‘MoneyW\$se’ and ‘Community Strides’ programs started with the goal of enlisting 100 community members and, to date, more than 400 have signed up. The Village of Kaslo has developed a food security list serve of more than 50 members.

In the Regional District of Bulkley-Nechako the response to their ‘Good Food Box’ program has been overwhelming and community interest has grown to the point that another program may be started in a neighbouring rural community.

Similarly, the District of Oak Bay’s ‘Highway to Health’ has 1,178 people registered on the website – who have now taken 217,459,208 steps.

Next Steps

For most communities the summer represents the halfway point in the pilot projects. Typically this means the planning phases have wrapped up and the pilot projects are in operation and offering products and services to the community. In 42% of communities, local governments and their community partners have identified the organization and hosting of events as the next step and 36% of the pilot projects will be producing and/or distributing resource materials. Research (18%), evaluation (14%) and continued work with the local government (14%) were described as a next step as well. Additional future activities include:

- Developing a database of community leaders
- Meeting with local government about integrating community input into planning
- Learning from participant’s journals and storytelling
- Creating a follow-up scrapbook and file including videos, stories and testimonials from participants

Evaluation

The majority of pilot projects have identified surveys as the tool they will be using to evaluate their efforts prior to developing a final report. Some communities also plan to track website hits or report on the number of partnerships that have been developed. In other cases, measurements of overall community engagement will be used or the level of synchronicity between local government planning and community goals will be analyzed.

Lessons Learned

As part of the Pilot Project Progress Report Form, local governments were asked how other local governments could learn from their projects. The following are some of the answers received:

Partnerships & Collaboration

- “When partnerships between local government and community agencies are backed by community support, there is great potential for positive accomplishments” – Regional District of Bulkley-Nechako
- “Collaborating with several local governments and other agencies develops a higher quality product” – City of Colwood
- “It is easier to form a multi-level community group than [you] might first think!” – Town of Golden
- “With partners specializing in health, activity, social assistance and multicultural groups our committee is able to see the health of our community on every level” – District of Kitimat

Sharing Tools & Resources

- “We are creating templates for each of the forums/awareness tools that we are developing specifically for the use by future community members or other communities – District of 100 Mile House
- “[We] are the only Active Community in BC that had included healthy eating in with physical activity goals. Local governments will be able to access resources and program ideas on how to incorporate both goals in their strategic plans” – City of Prince George

Documentation

- “Have someone agree to be the official historian of your project” – Town of Princeton
- “We have kept an on-going log of events that highlights the key action items, learnings from each items and recommendations for future work” – City of White Rock

Pilot Project Management

- “Promotion, publicity and public visibility is important throughout the planning stages” – Capital Regional District
- “Establish realistic timelines within the context of the current workplace environment” – City of Coquitlam
- “Clarify the purpose/scope of the project [and] understand that ... the conditions of each community are unique” – City of Nelson
- “The key to success is having a strong, well organized volunteer group to vision the project and see it through” – Village of Queen Charlotte
- “The biggest lesson is that process takes time” – Town of Smithers

Community Outcomes

- “The increase of local citizens eating healthy and abundantly makes for a more active community, a stronger economy and less vulnerability to natural or global disaster” – Village of Kaslo

Moving Forward

All CHPF pilot projects are required to be complete by November 30, 2007 and to submit final reports by the end of December. Appendix 1 provides a summary of the start date and projected end date of each pilot project. To date, 3 projects are complete. Once all pilot project final reports are received by UBCM a final report on the 2006/07 funding cycle will be forwarded to the Ministry.

In addition, UBCM is pleased to announce that we will be launching Round 3 of the Community Health Promotion Fund in the fall of 2007. Round 3 will continue to use the guiding principles and eligibility criteria of previous rounds and we expect that a high level of interest will be displayed and that a series of new, innovative projects will be funded.

By continuing to administer the Community Health Promotion Fund on behalf of the Ministry of Health, local governments in BC will have an opportunity to work with local partners to develop and deliver health promotion projects. As well, local governments will have the ability to share with and learn from each other and this knowledge will serve to strengthen the ability of all municipalities and regional districts throughout the province to support the creation and growth of healthy communities.

Appendix 1: Round 2 Pilot Project

1. **District of 100 Mile House - South Cariboo Community Service Orientation**
January 1 to November 30, 2007
Community orientation system to provide education and increase awareness of local resources and referral procedures.
2. **City of Abbotsford - Communicating Active Participation in a Multi-Cultural Community**
June 25 to October 31, 2007
Communication and awareness strategy and participation and support program focused on multicultural community.
3. **Regional District of Bulkley-Nechako - Good Food Box**
January 1 to November 30, 2007
Joint initiative between with College of New Caledonia to increase access to vegetables and fruit for families in rural and remote areas.
4. **Capital Regional District - Transportation & Health Initiative**
February 20 to November 30, 2007
Increase active living and improve health of residents in Juan de Fuca EA by addressing active transportation options (pedestrian and cycling routes, green space and public transportation
5. **District of Chetwynd - Led Down a Garden Path ... to Health**
January 1 to November 23, 2007
Feasibility study for covered walkway/track and field training facility with a community greenhouse in centre and then to develop a community garden and retreat space.
6. **Village of Clinton - Promoting Healthy Living**
January 1 to November 30, 2007
Develop and provide first aid training, fall safe workshops, walking trails, Health Needs Assessment Study update, Recreation Plan and health promotion support workshops
7. **City of Colwood - West Shore Community Walking Guide**
January 15 to October 31, 2007
Develop, publish and promote a community walking guide.
8. **Comox Strathcona Regional District - Falls Prevention Project**
April 1 to November 30, 2007
Develop community initiatives to decrease fall risk factors.
9. **City of Coquitlam - Active Coquitlam**
March 1 to November 30, 2007
Increase health/wellness by strengthening relationships, increasing community capacity, developing leadership network and website.
10. **Town of Creston - MoneyW\$se and Community Strides**
January 8 to November 29, 2007
Address need for usable and low-cost financial, health and social knowledge and will target persons in poverty, working poor and middle class, recently separated/ divorced women, low-income seniors and persons with student debt.
11. **District of Delta - Smoke Free Zones**
January 1 to October 31, 2007
Post more than 130 signs at 'Smoke Free' zones within 10 m of municipal facilities' entries, spectator areas in parks and playgrounds
12. **City of Duncan - Field to Table**
February 1 to November 30, 2007
Take participants to organic farm to grow food for group meals and community kitchens throughout the region.

- 13. Town of Golden - Drug and Alcohol Task Force**
February 26 to December 15, 2007
 Strengthen partnerships between community members, service providers, and governments to raise awareness about risk of drug use and develop harm reduction/educational strategies.
- 14. Village of Hazelton - Local Food Action Campaign**
January 15 to November 30, 2007
 Increase access to locally produced healthy foods, improve knowledge of food and food systems, improve affordability of healthy foods and develop capacity for local food planning.
- 15. District Invermere – Healthy Food Greenhouse Project**
January 1 to November 30, 2007
 Develop a community greenhouse to engage people in production, preparation and consumption of locally produced, organic food. Also career development and capacity building opportunities
- 16. Town of Kaslo - Food Security Project**
March 1 to Feb 28, 2008 (approved)
 Support, enhance and connect project partners with existing programs and create new opportunities (community dinners, public education about local farms, networking with food security organizations)
- 17. City of Kelowna - KickStart "Steps Out"**
February 1 to June 30, 2007 (Completed)
 Connect grade 7 students in Central Okanagan region to the program through a new interactive website.
- 18. City of Kimberley - Active Community Guide**
February 6 to September 29, 2007
 Develop Healthy Community Guide and website that will mobilize and support local governments and partners to work together to promote healthy lifestyle.
- 19. District of Kitimat - Kick it Up**
April 1 to October 31, 2007
 Address issues related to health promotion and prevention of chronic disease through workshops, community walking challenge, activity 'sampler' for youth and good food box.
- 20. City of Langley - On the Go**
January 2 to November 30, 2007
 Provide citizens with mapped trail system, health education, web resources, promotion of facilities and programs.
- 21. Township of Langley - 2BHealthy**
March 26 to June 15, 2007 (Completed)
 Introduce children in grades 4 and 5 to healthy lifestyles and provide them and their families with skills and resources to pursue healthy lifestyle choices.
- 22. District of MacKenzie – Girl Talk**
February 1 to November 30, 2007
 Workshops, interactive groups and weekly sessions for girls aged 12 to 18 to address bullying, self-image, eating disorders, tobacco use, sexually transmitted infections and teen pregnancies.
- 23. District of Maple Ridge - Our School Garden/From Seed to Plate**
January 1 to November 30, 2007
 School garden to address community food security, nutritional education, neighbourhood development, and school curriculum development.
- 24. City of Merritt – Youth-at-Risk Mural**
June 4 to November 30, 2007
 Assist youth make the transition into the work force or back to school while developing a sense of health and wellness in their community.
- 25. Regional District of Mount Waddington - Volunteer Transportation Network**
February 1 to October 31, 2007
 Develop volunteer transportation network to enable residents to attend medical/dental appointments, visit relatives and friends in long term care, education, health, recreation, shopping, etc.

26. **City of Nelson - Community Mapping**
June 22 to November 30, 2007
 Collaboration, research and information sharing on emerging social planning issues and create community map.
27. **City of Oak Bay - Greater Victoria Eats Well and Gets Moving**
January 1 to November 30, 2007
 Eat Well Get Moving Card Program and Highway to Health web-based activity tracker.
28. **City of Parksville - Healthy Community Network for Seniors**
January 1 to October 31, 2007
 Build human resources capacity through Oceanside Community Response Network in order to prevent deterioration of quality of life of aging population.
29. **Village of Pemberton - Drug & Alcohol Treatment Services and Facility Feasibility Study**
January 1 to November 28, 2007
 Collaboration with Mount Currie Indian Band to undertake feasibility study for a drug and alcohol treatment facility in Pemberton.
30. **City of Penticton - Get Active! Active Communities Initiative**
February 1 to November 30, 2007
 Focus on active living, healthy weights and healthy eating.
31. **City of Port Alberni - From Here to There: A Journey to Wellness**
March 1 to October 31, 2007
 To develop, deliver and evaluate a Quality of Life survey and collect baseline data.
32. **City of Prince George - Active Communities Strategic Plan**
April 24 to August 15, 2007 (Completed)
 Produce a plan to increase physical activity and health of community.
33. **Town of Princeton - Community Kitchen**
January 1 to November 30, 2007
 Build community kitchen and develop programs that promote healthy eating.
34. **Village of Queen Charlotte - Dragon Boat Program**
May 1 to November 30, 2007
 Develop several dragon boat teams in the community.
35. **City of Quesnel - Walking and Cycling Trail Guide**
January 9 to October 15, 2007
 Raise public awareness of importance of being active and about the walking, cycling and hiking opportunities that are available in the community.
36. **City of Richmond - Building Community Capacity/Walking for Health**
January 1 to October 31, 2007
 Develop community partnerships, build community awareness, target community strategies and measure success.
37. **Town of Salmon Arm - Passport to Activity**
February 1 to November 30, 2007
 Two phase project starting with school children and then moving community wide to increase fitness levels.
38. **District of Sechelt - Sunshine Coast Food Security Initiative**
April 1 to November 30, 2007
 Raise awareness about food security and create projects (community kitchens, gardens and demonstration garden) to build a healthier community.
39. **Town of Smithers - Partners in Health/Community Health Plan**
April 16 to November 30, 2007
 Create a Community Health Plan and undertake a second community Quality of Life survey.

- 40. District of Sparwood - Healthy Living in Sparwood**
January 15 to October 31, 2007
 Regular series of planning and education sessions for community leaders and development of maps/guides for walking, biking and skiing.
- 41. City of Surrey - Promoting Health Youth: Youth Participation in Social and Community Planning**
January 1 to November 30, 2007
 Involve youth in contributing to the Social Plan and planning process.
- 42. City of Terrace - FoodShare**
May 1 to November 30, 2007
 Food recovery program to move non-saleable but wholesome and edible perishable food products from grocery stores and restaurants to agencies that feed hungry community members.
- 43. Thompson-Nicola Regional District - North Thompson Food Action Plan**
February 1 to November 30, 2007
 Coordinate, plan and implement required support to carry out Food Action Plan.
- 44. City of Trail – Go 4 Your Life!**
January 1 to November 30, 2007
 Engage community members to participate in active living programs and to strengthen collaboration between local government, health sector, business sector and community based partners in promoting healthy living.
- 45. District of Ucluelet – Swimming Pool & Health Feasibility Study**
January 1 to November 30, 2007
 Determine if Ucluelet can support a pool facility, how innovation, information sharing and networking could be support by a pool facility, costs of a facility.
- 46. City of Vancouver – Active Outreach/Red Fox Waking**
January 2 to April 14, 2007 (Completed)
 Introduce Aboriginal women and children associated with Helping Spirit Lodge Society to concepts, perspectives and skills that allow them to increase activity level and to make physical activity conceivable and therefore achievable.
- 47. City of Vernon - Affordable Housing Strategy**
January 1 to November 30, 2007
 Create Affordable Housing Strategy to support the creation of additional housing units that are affordable.
- 48. City of Victoria - SOLID Peer Education for Health**
January 1 to November 30, 2007
 Train individuals with active and past history of injection drug use to become effective peer workers providing point of contact for individuals most at risk and least able to access care.
- 49. City of White Rock - Community Health Plan**
January 1 to November 30, 2007
 Work with Fraser Health Authority and community partners to develop White Rock/South Surrey Community Health Plan that provides a framework for health and wellness in the community.
- 50. Williams Lake - Take Ten**
April 1 to November 30, 2007
 Active living and healthy eating promotion project