

Introduction:

Two speakers Lisa Forster-Coull, Provincial Nutritionist with the Ministry of Healthy Living and Sport, and Lindsay Babineau, School Fruit and Vegetable Nutrition Program with Agriculture in the Classroom (see Lindsay's presentation on the attached Power Point document)

Lisa Forster-Coull

There is going to be a ActNowBC Post 2010 Strategy – planning is underway now

- Planning until 2015 with continued focus on the healthy living pillars – physical activity, healthy eating, smoking cessation and healthy pregnancy
- Continue with whole of government approach with external partnerships (ngos and private sector)
- WHO Report – <http://www.phac-aspc.gc.ca/publicat/2009/ActNowBC/index-eng.php> – ActNow BC is an emerging practice for the whole world to consider
- ActNowBC – engagement, marketing, communications
- Policy, programming, regulation, plus economic levers – staged over the 5 years – budget freeze strategy and post budget freeze strategy.
- Build on strong foundation from past 5 years
- Healthy eating – keeping focus on increasing vegetables and fruits but also potentially adding decreasing sugar sweetened beverages, decreasing salt
- Obesity and Chronic Disease reduction still strong mandates of government

We have a tremendous legacy from the past 5 years of ActNowBC – celebrate

- Good match to two recent reviews of what works and what's promising in fighting obesity (Centre for Disease Control -Atlanta and Institute of Medicine)
- Promoting the availability and affordability of healthy foods/beverages
- Supporting healthy food/beverage choices
- According to the reviews - there are some gaps
 - Improving food in restaurants
 - Restrictions on marketing to children
 - Implementing subsidies/taxes
 - Focussing on built environments – food sources/cooking facilities

Need to continue doing what we do best

- Based on our success with policy for food in schools and regulation covering trans fat food in restaurants – the Ministry will continue to look at policy/regulation levers
- Need to leverage possibilities through health impediments regulation under new BC Public Health Act

- Ministry will continue to advocate to Federal government for what they do best
- Health authorities – how best can the Ministry support you to work with local government

Nongovernment Organizations – continue to work closely – regardless of the economic climate– partnerships will continue.

Lindsay Babineau

Please refer to accompanying pdf version of her presentation. “Working Together...Making it Work”

What’s Working

The morning’s first activity involved a roundtable discussion of ‘what’s working’ in the Healthy Eating community and a long list of successes was generated by the group the group itemizing successes:

- Food is on the agenda
- What has made people switch
- Providing product has had impact. BC has had global recognition
- Local food is more in vogue. i.e. 42 states have Farm to School programs
- Increased interest in Farming.
- Partnerships working, ie. Industry
- Examples which are real and meaningful to the target group.
- Dietitians and Nutritionist are leaders for a more holistic view of healthy eating. The scope includes communities, then the impact for the planet’s health as well.
- Recognition of Dietitians and Nutritionist work.
- The ability of Community Organizations to build their own capacity
- Flexible standards
- Popular media increased awareness of the importance of food, healthy eating, food production, i.e. Food Inc, Omnivores dilemma
- Community Food Networks connecting to other Networks, regionally and provincially,
- Reaching into remote areas
- School system incorporating other outcomes, such as healthy eating, within curriculum. Need to maintain this momentum. Reminder that the reach in schools is up to 600,000 students.
- Greater appreciation for qualitative data, ie. stories
- Communication has improved ability to connect.
- New policies, ie. Health Authorities’ CORE programs has helped Health sector. Need more policies.
- Provision of opportunities to try healthy, local and Canadian options. For eg within the refugee and immigrant populations.
- Rediscovery of Traditional Foods, Local Foods
- Increased popularity of Community Gardens.

- More Gardeners, a skill to pass on and recognition of other benefits, such as recreation.
- Partnerships with local gov't i.e. Recreation
- Paid Human resources focused on healthy eating.
- Partnerships between nontraditional partners, i.e. Min of Ed and Min of Ag.
- Access to nutrition tours. Long history of operation.
- Political will. Especially having good champions within gov't to move initiatives forward.
- Research evidence to show benefits.
- Interpreting the research and good dissemination if the research.
- Other drivers, such as, Obesity, climate change, peak oil, rising health care costs.
- Recession can be a positive because people are eating simpler foods.
- Culinary industry promoting more cooking skills and family meals.
- Strong Link between recreation – healthy eating – physical activity
- Messaging of healthy eating is different today, versus focus on Canada's Food Guide. The forms may be reaching different targets , and larger reach than traditional methods of health promotion.
- Key principle has been addressing target's needs and culture. i.e. fast and healthy, easy and healthy
- Engaging groups in practical activities.
- Our organizations are more skilled in rolling out programs. Especially, in rural communities.
- Quality of Communications.
- Distribution network to new areas increased interest by the distributors (i.e. Saputo for fruit veg program) to branch out to other products.
- Public appears to be ahead of organizations. Healthy eating has gained momentum.
- The positive aspect is we are currently ahead of the curve with planning for the future.
- At the last BC Food Systems network meeting, a higher than usual sign up to work together, i.e. Co-op
- Planning cities where food matters. Eg Last "Gaining Ground Conference" had this topic
- The trend of eating together has social benefits.

Participants were then asked to think of a headline they would like to see in 5 years and write that down. For example, "Food Bank closes – no further need" or "School Fruit and Veg sales outpace demand" or "Healthy Eating Community in Solidarity."

Over lunch participants organized headlines into component categories, restructuring the categories where necessary; in some cases categories were eliminated while new categories were created. Six final categories were selected that formed the basis for the afternoon's discussion:

- Group 1: Program Delivery

- Group 2: Food Production
- Group 3: Skill Building and Behaviour Change
- Group 4: Advocacy and Policy
- Group 5: Systems Change
- Group 6: School Policy

Each group was asked to consider the particulars of their group in a World Café Discussion. Three key questions and one optional question were:

1. In order for this priority component or best practice to be successful, various partners and stakeholders need to be contacted and collaborate in the project. Who should be involved in a collaboration addressing this issue area, and what role could they play (locally, regionally or provincially)?
2. What would an initiative like this look like once implemented? Who is the primary target? Will the focus be on a specific vulnerable population like, Pregnant mothers, ages 0-6, Youth, Aboriginal, new immigrants, or low income? Are there new players?
3. What mechanisms need to be in place to support moving forward on this collaboration and how are they best used? I.e. leadership, shared infrastructure, shared administrative support, fundraising, policy initiative, advocacy, knowledge transfer and exchange, expertise and human resources.
4. What are people around this table willing to take on to ensure that this project moves forward? Are you aware of any specific opportunities?

Group 1: Program Delivery, Facilitator Meghan Day

Notes:

- As a concept this conversation was narrowed to focus on school HE/HL program delivery

Headlines:

- Fruit and Veg Program in All Schools
- School Fruit and Vegetable Sales Outpace Demand
- Cooking Programs Strong in All Schools
- Good Fresh Food At Hospitals
- School-based Approaches for Healthy Eating Successful in Aboriginal Communities
- Dial a Dietitian Expands Canada Wide

Question 1:

Stakeholders from the following sectors should be included:

- Policy makers and decision makers in gov't that can give provincial perspective (e.g. Education, Healthy Living and Sport, Agriculture)
- Community developers and capacity builders that support community infrastructure and work in at the ground level within each Health Authority; they can help identify champions and leaders within communities that could help drive initiatives forward.
- Experts – community gardens (gardeners); cooking skills programs (chefs, cooks)
- Industry – grocery stores, food industry, food producers
- School Community – School boards, teachers, PAC, students

Note: Look for existing networks rather than create new ones; ride on synergy currently existing in school HL initiatives

Question 2:

Primary target – (find) a champion in community school that will make it happen. (e.g. a teacher that will deliver the HE activities);

Secondary target: ultimately students will benefit – “Dial a Healthy School” – what’s available across BC to promote HE at School.

Question 3:

Key support mechanisms include:

- knowing how to communicate with champions on what resources/programs exist.
- entry point doesn’t matter; “Sipsmart” , “Action Schools”, Farm to School”, (All will have the health inputs on students and will eventually link to other initiatives)
- teachers may be reluctant to deliver HL programs/initiatives if not supported by curriculum. So do our HE school based initiatives need to be more curriculum based—this may be an important support mechanism

Group 2: Food Production, Facilitator Sydney Massey

Headlines:

- Domestic Fair Trade is Reality for BC Farmers
- ALR increases
- Farmers Not going Broke Growing Food
- Fruit and Vegetable Seed Supply Stock Sold Out!
- Real Farm Income Increases
- BC Local Food Supply Beats Demand
- All ALR Land 100% productive
- ALR Protection for Farmland Doubles
- Farmland Used to Produce Food
- Small Farmers are Making a Comeback
- Average Age of Farmers in BC declines for the First Time Since Records Were Kept.

Question 1:

- Farmers and farm organizations: BC Association of Farmer's Markets, commodity associations, COABC (Certified Organic Association of BC), Farmers Institute, Women's Institute
- Processors: BC Food processors, Small scale processors, mobile processing facilities, regional processors
- Environmental health officers
- K-12 and advanced education (both gov't and institutions)
- 4H chapters
- Regional agrologists
- Distribution (trucking, wholesalers, warehousing, regional distribution points, retailers)
- Farm mentoring, apprenticeship programs
- Local/regional economic development associations, commissions; regional or municipal farm advisory committees
- Min of Ag.

Question 2:

- Need to go back to original purpose of ALR. ALR is about preserving farmland, AND preserving farming.
- Need to enhance "preserving farming aspect"
- Need succession mechanisms that include ways of passing on knowledge, traditional and otherwise.
- Financial support for retiring farmers and for new young farmers to get in.
- Social supports for farmers (i.e. locum farmers)
- Links between agriculture and education
- Farm (working farm) in every urban centre, (eg. UBC Farm) to facilitate link to education.
- People value food and are willing to pay for the real cost of food
- People have enough \$ to pay for full cost of healthy foods
- Back yard gardens and policy to support backyard production, including allowing for production for commercial purposes, animal husbandry
- Community Gardens, rooftop gardens are everywhere
- Farmer markets and direct marketing are ways farmers can make a better living – need to enhance these
- Year-round public markets
- Farming is sexy

Question 3:

- 4H movement gains big profile
- Need policies on pricing for farmer inputs
- Perhaps use "impediments to health" as leverage – i.e. public health act to control cost of farm inputs.
- Need convenient permanent places for farmer markets.
- Need a regional distribution mechanism- Perhaps build on the Agriculture in the Classroom model for the F&V Nutritional Program?

- How can agriculture get the funding/policy imperative health has? Thought is to gain public support by building on the strength we already have for community gardens and the backyard gardening movement

Question 4:

- Continue and expand links between agriculture, health, and education
- Capitalize on popularity of community gardens/backyard gardens, rooftop gardens, including benefit for the environment
- When agriculture, health, and education are linked, the benefits go both ways eg. Ag to health and health to ag.
- Expand on work with farmer markets
- Connect with regional partners identified in Q1
- Increase sense of connection to food production especially by people living in rural or remote areas that really once were camp towns.

Group 3: Skill Building/Behaviour Change, Facilitator Sue Ross

Headlines:

- BC Population Beat Chronic Disease – healthy living is the norm.
- British Columbians recognize importance of healthy eating, active living, and sleep in maintaining their mental health.
- Growing local-vores
 - Noses in books
 - Hands in the soil
 - Feet on the Farm
- Fruit and Vegetable Sales outpace Junk Food Sales
- BC Kids now eat more Fruit and Veg for good health
- ActNow achieves its goals: Increased consumption of fruits and vegetables.
- Obesity rates in kids declines
- Coke isn't "it"
- After School Programs are Leaders in facilitating friendships through physical activity and healthy eating activities
- Food Matters: Families cooking together on the edge of what's new and exciting
- Aboriginal Community Health Workers trained in Traditional Food uses and healthy eating.
- Food preservation skills growing in young families
- Slow Food is the new Fast Food
- Cooking skills no longer a lost skill
- Home economics teachers recognized for teaching valuable life skills
- BC edges out Italy in frequency of family meals.
- Resurgence of use and knowledge of traditional food in all aboriginal communities.
- Family meals back in fashion linked to "Celebrate Honor Culture (Food Preservation Cooking Class).

Question 1:

Who should be involved? What role? Ultimately everyone should be represented, and representatives should have a strategic understanding of their role relative to other's roles and their role in terms of the wellbeing of their own key stakeholders, including:

- Government – all levels of gov't across the province
- NGOs, BCHLA (each member of the Alliance is key)
- Core Program, Health Authority, Public Health leadership
- Schools, educators, students and parents
- Business/Industry
- Citizen Groups, “Networks”
- UNBC and other academic institutions

In terms of getting started, skill building and behaviour change should be addressed at the “community” level and aimed for the long term – so a community development approach is important. Begin with what the community (defines broadly) identifies as important, find and support the community champions, emphasize the role of students and children as leaders.

Question 2:

What does it look like once implemented?

The population's understanding of overall wellness will lead to “decreased chronic disease, decrease in obesity/majority at healthy weights, increased fruit and vegetable intake for all); **healthy living is the norm.**

[note: participants felt other headlines above will happen as a result of achieving this vision]

- A key principle for the implementation process is the understanding that families and communities (broadly defined) are most likely to engage if they self identify their needs.
- Also key is to promote increased collaboration between schools and community, to integrate and align strategies that influence both families and communities.
- Once the community identifies their needs (perhaps this is the first steps toward building a healthy living environment), it is important to have a supportive system that can provide a coordinated response to their need, i.e. smorgasbord of ‘known to be effective’ resources at the ready
 - evidence-based/effective materials and programs, skilled dynamic people, supports including funds (*determine ways to sustain and build on gains over the past 5 years
 - identified and supported Champions
 - access to relevant success stories and lessons learned
- The “supportive system” or response network needs facilitation and coordination.
- Communication and connections will be critical to success.

Question 3:

What mechanisms need to be in place to support moving forward on these collaborations? a CAN DO infrastructure that enables and supports healthy eating and active living, reflected by

- Resources at the ready (the right people, programs, policies, products, materials, \$)
- Leadership/Champion(s) at the ready, identified and supported, ways to foster **new** champions – in particular, children and youth
- Network to connect “all essential” KTE (facilitated) (communicated/marketed)(coordinated, collaborative)
- Known infrastructure – one stop shop

Group 4: Advocacy and Policy, Facilitator Janice Macdonald

Headlines:

- Food Bank Closes – No Further Need
- Healthy Eating Community in Solidarity
- BC Joins Canada in banning junk food ads
- Families on Income assistance in BC have enough \$ to eat well
- Food subsidized to ensure equitable access across province (like spirits)
- Public health challenge results in increase to provincial minimum wage rates to reduce impediments to health
- Local govt include Food in all policy
- Premier states “Food is everyone’s Right”
- Every Family able to afford Nutritious Food
- Workplace policies mandate people leave at 5:00 pm

Notes:

Discussion centered initially on ‘how do we advocate for a food policy if we don’t know what it is.’ Such a policy needs to be broad and focus on building healthy communities together - demonstrating the link between housing, food access, built environment and social determinants of health. The current *Healthy Futures of BC Families* policy document is broad and focused on health inequities and identifies priority populations. There seemed to be support for implementation of this policy document rather than creating a new policy. Also support for expanding the *Guidelines for the Sale of Food and Beverages in BC Schools* beyond schools to include public buildings, recreation centres and local government buildings.

Question 1:

- NGOs involved in *Healthy Futures for BC Families* development
- Community members and leaders
- Local government
- Provincial government with focus on inter-ministerial action

Question 2:

- BC communities/families with a focus on vulnerable populations
- See ‘Notes’ section above for further discussion

Question 3:

- When advocating to government and decision makers we need to speak their language
- We need to train community leaders and members, staff etc. on the principles of advocacy so they can become engaged in the process
- Given that some health and food regulations (e.g. implementing community gardens in cities, roof top gardens, farmer's markets) seem to be a barrier by times to building healthy communities, mapping food, health and safety regulations and policies would help those engaged in local advocacy efforts as would describing the policy development process
- Using an existing policy (e.g. sale of food and beverages in BC schools) describe the components of implementing a policy successfully including a cost-benefit analysis of the policy itself

Question 4:

- We did not get this far in the discussion but Dietitians of Canada, BC Region noted an interest in working with the Ministries of Healthy Living and Education and others engaged in supporting the implementation of the *Guidelines for the Sale of Food and Beverages in BC Schools* (DASH, ActionSchools, BC Dairy Foundation, school related associations etc) to map out the components of successful implementation of the provincial school nutrition policy.

Group 5: Food Systems Change, Facilitator Margaret Yandel

Headlines:

- Canada is not a country of Pilots (programs)
- Bring a parent to Community Kitchen Day
- Boom in Young Families thriving in Farming
- BC leads the world in healthy eating says WHO
- BC Communities compete to have healthiest residents
- Overweight and obesity rates plummeted to almost zero
- Teens Dine Together
- Industry Changes values from profit to healthy
- Access to healthy food equal between aboriginal and non aboriginal communities
- Veggie Burgers Top Seller at McCarrots
- "McFarm" Number One Food Restaurant
- Junk Food Sales plummet
- BC leads the way in reducing sodium levels in food
- Community Gardens open in every park – parking lots out on hold
- McDonalds bankrupt
- Tim Horton's goes Whole Grain

Question 1:

- There is a need to mesh the Healthy Eating and Food Security communities to create a new and comprehensive Healthy Food System. The following stakeholders must be working together in a collaborative approach, best represented by a circle, where stakeholders can interact as required. It was agreed that the provincial government would set the health outcomes and all of the partners would work to achieve these. The government would also provide policy and legislation.
- Influencers
- Government
- Grower
- Processors
- Distributors
- Marketers
- Retailers
- Consumers

Question 2:

A shift in paradigm or transformation would be required to have this system change ensure food security and be directed towards an outcome of improved health for all. This outcome would be defined by the Province as per the goals set for chronic disease prevention and the social justice component is essential.

The Goal is a system which supports Nutritious, Sufficient, Safe, Sustainable, Local, Accessible Food with the outcome of improved health for **All**.

Question 3:

Some of the requirements to support this system change were defined.

- A shift in societal values and social systems
- Policies
- Support for Processing /Infrastructure(particularly at the local/small producer level)
- An enhanced ability to network Communities is crucial [1. Grassroots to Regional to Provincial to Federal, and 2. Creating networks and building capacity amongst communities of interest.

Group 6: School Policy, Facilitator Lisa Forster-Coull

Headlines:

- Home Ec Classes mandatory for all students (Fresh Foods Supplied)
- Min of Education Mandates cooking classes in Elementary Schools
- A garden in every school is the new goal set by Ministry of Education

- Ministry of Education sets learning outcomes for growing food and cooking; funding provided for district level curriculum experts.
- Every BC student has access to school lunch for \$0.75
- Schools only serve healthy food
- BC Ministry of Education announces capital funding for adequate kitchen and lunchroom facilities in every school
- Kitchen for schools
- Ministry of Education mandates cooking classes in Elementary School.

Question 1:

- Opportunities for new partners through expansion to band schools, private schools – which would be new partners with different networks.
- Federal government interested in schools, Could we leverage funds
- Linking Education to Agriculture to Health, a successful three-way collaboration such as the School Fruit and Vegetable Nutrition Program
- Interprovincial collaboration

Question 2:

- Need to do more of same – current work in School Food Policy not done, unevenly implemented
- **Opportunity** - out of school. – all day K. – Junior K. Identify enablers and barriers to PAC's and principals to support school food policy

Question 3:

- big financial investment
- capital for school gardens and kitchens
- meal programs

Additional Responses (Those Unable to Attend the Workshop)

Question 1:

- Aboriginal communities need to be involved in the process and decision making to identify unique priorities, which may differ from HA.
 - * Those responsible at the band level for CCP
 - * Those who have been local activists to continue the work
 - * On a provincial level, WGIF
 - * CFAI grants, eg, to support the community to initiate and sustain programs.
- Critical to have continued human resource support to improve capacity in communities to undertake this work, after funding is gone. Eg. The movement on VITFN is an example of sufficient “dose” of HR available and what has been accomplished. Will this slide back once HR support disappears?

Question 2:

- Use the Comprehensive Community Plan or Health Plan as the means to address Food Sovereignty (versus Food Security), which involves other areas. (There is a food sovereignty assessment tool developed, see WGIF or BITS and BYTES sites)
- Focus on vulnerable aboriginal population, communities with the least access to supports and geographically isolated. Even if they have some resources, often it is insufficient to meet needs, rather than the life course.

Question 3:

- Increase capacity through Train the Trainer to do community development, knowledge transfer re healthy eating and traditional foods, planning resources that are easy to understand and accessible. Use sites earlier cited or new FNT portal.
- Don't create another structure but utilize what already exists such as the Working Group on Indigenous Food (WGIF)

Suggested Next Steps

In order for all of these priority components be undertaken over the next few years, what mechanism is required to coordinate actions?

Recommendation –

Support a meeting of the stakeholders identified today to:

- Identify interest
- Develop vision for this group to continue the work collaboratively
- Structure for working in the future together
- Action Plan, such as collaborative opportunities and integration
- Identify leadership and infrastructure for support

Getting more information and priorities

- Determine if an on-line survey is needed to elicit interest in the clusters, priority for action, needs, and resources available

How would the structure operate and be sustained?

- Healthy Eating Mega Network?
- Unable to answer until next meeting of stakeholders decides, eg. Shared model used by Capacity Development Consortium

How can this healthy eating community continue these discussions into the future?

- Leadership is required to set up meetings
- Responsibility of the planning committee to send proceedings out to invitees.
- Identify potential champions and networks for information dissemination:
 - Provincial Food Security Advisory Committee, Clair and Deepthi
 - BCHLA, Janice and Sue
 - BC Food Systems Network, Abra
 - BC Agriculture Council, Lisa
 - Dash Network, Diane C.
 - Fresh Choice, Diane C
 - BC Small Scale Processors and retailers, Eva R
 - Community Nutritionists' Council (CNC) Pam K
 - Farm to School Network, Joanne
 - Dieticians of Canada, Janice M
 - And it was recognized that this was an incomplete list. More are needed such as govt, and education.
- As the face-to-face meetings have financial limitations various other methods could be used (Note: Technical training may be a precursor to make this effective):
 - Teleconference
 - Webinar
 - Webex (cost?)
 - Skype

- Web-based collaboration eg Wiki

Agenda for debrief meeting Nov 12

- Discuss and determine next steps
- Invite others to join the call

Recommended principle for HA buy-in: Alignment with Model Core Programs (Food Security, Healthy Living [which contains the Healthy Eating area])

The following lists the attendees:

1. Abra Brynne, BC Food Systems Network
2. Anthea Kennelly, Community Nutritionists' Council representative from Vancouver Island
3. Barb Leslie, Dietitian Services, HealthLinkBC
4. Bryna Kopelow, Action Schools! BC
5. Claire Gram, Healthy Communities and Community Food Security, Vancouver Coastal Health
6. Deepthi Jayatilaka, Community Food Action Initiative Provincial Health Services Authority
7. Del Nyberg, Cross Government Relations, ActNow BC!
8. Denise Weber, Public Health Agency of Canada
9. Diane Collis, Fresh Choice Kitchens
10. Estelle Dufresne, School Guidelines Support
11. Eva Robinson, BC Recreation and Parks Association
12. Flo Sheppard, Community Nutritionists' Council Representative from the Northern region
13. Gerry Kasten, Community Nutritionists' Council representative from Fraser
14. Heather Armour, CPNP and CAPC, Public Health Agency of Canada
15. Heather McColl, Overwaitea Food Group
16. Heather Pritchard, Farm Folk City Folk
17. Janice Macdonald, Dietitians of Canada, BC Region
18. Jarrod Gunn-McQuillan, Food Security, Vancouver Island Health Authority
19. Joanne Bays, Farm to School Salad Bar
20. Kerri Gregory, 2010 Legacies Now
21. Lindsay Babineau, Agriculture in the Classroom
22. Lisa Forster-Coull, Ministry of Healthy Living and Sport
23. Margaret Broughton, Community Nutritionists' Council representative from Vancouver Coastal Health
24. Margaret Yandel, Ministry of Healthy Living and Sport
25. Maureen Rowlands, Heart and Stroke Foundation
26. Mary Clifford, Food Skills for Families
27. Matt Thomson, SPARC BC
28. Meghan Day, Ministry of Healthy Living and Sport
29. Michael Barnes, Public Health Association of BC
30. Pat Zellinsky, Sip Smart! BC

31. Pam Kheong, Food Security, Fraser Health
32. Pam Morrison, First Nations Inuit Health Branch
33. Rose Soneff, Community Capacity Building Strategy, Canadian Cancer Society
34. Sydney Massey, BC Dairy Foundation
35. Susan Ross, BC Healthy Living Alliance, HE Strategy Collaborative