

EARLY CHILDHOOD DEVELOPMENT WORKING GROUP

MINUTES

WEDNESDAY APRIL 22ND, 1:30-3:30, HASTINGS AND PRINCE EDWARD PUBLIC HEALTH – 179 N PARK ST., BELLEVILLE

IN ATTENDANCE: Jen Ronan (co-chair), Jill Gardiner (co-chair), Wendy Anderson (coordinator), Kristina Smith, Denise Boos, Colleen Peairs, Andrea Brennan-Doucette, Amy Sager, Beverley Bell-Rowbotham, Brandi Lucas

REGRETS: Nikki Roy, Donna Kay, Julie London

MANDATE: The Early Childhood Development Working Group is responsible for identifying and implementing one or more actionable projects that will improve early childhood development outcomes for children in Hastings-Prince Edward.

Item	Discussions/Motions	Recommendations <i>(things to go forward to the Networks)</i>	Action <i>(including Person Responsible And Completion Date)</i>
1. Welcome and Introductions – Identify Minute-taker	Jen Ronan acted as chair and held roundtable introductions Amy Sager was identified as the minute taker		
2. Review of Agenda	Physical Literacy Consensus Statement and It Takes a Village were added as agenda items 9a & 9b.		
3. Accept Minutes from	Accepted		

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4. Business Arising from Minutes a) CYSN Advocacy/Awareness Work Plan follow-up	Wendy reported that the CYSN Advocacy Group is working on a strategy to engage local municipal councils and ensure they are aware of the work that is being done by the CYSN. The engagement plan is being taken forward to the CYSN Network meeting tomorrow. The group will be looking for individuals to deliver deputations to local councils in the future.		
5. Healthy Kids Community Challenge	Kristina reported that there is no new information at this time.		
6. Tour Break	Complete		
7. Make Room for Play Campaign	<p>Jen circulated the work plan and reviewed that many items on the plan are now complete. Jen reported that the campaign had a very strong first week. Momentum appears to be slowing.</p> <p>Kristina presented some statistics from Public Health's Facebook page. During the first week of the campaign, additional funds were spent to boost the Facebook messages. The message had over 17000 views, 839 clicks, 522 likes, 22 comments and 103 shares. She reported that traffic has slowed since the first week.</p> <p>Jen reported that posters are still available.</p>		<p>Wendy will encourage Network members to post or share at least one message a week.</p> <p>Wendy will share the page of Facebook and Twitter messages with the Network Members.</p> <p>Committee members to take posters and post.</p> <p>Wendy will take posters to CYSN Network meeting</p>

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	<p>Jen reported that the radio interview with Sean Kelly went well. Other radio strategies were discussed.</p> <p>Campaign info on Public Health and CYSN website was reviewed. It was discussed that it would be beneficial to have the campaign link easily visible on the Public Health home page, possibly on the scrolling banner.</p> <p>Strategies to engage physicians and share the campaign message with them were discussed. Jen reported that the posters, letters and one page summaries have been delivered to some Family Health Teams. The feedback was that they often would not post posters. It was discussed that it could be helpful to have 1 or 2 physicians to act as champions for the campaign and have them assist with sharing the information to physician groups. It was also discussed that it may be helpful to have the one page sheet re-formatted as brochure so that it would fit in waiting room display boards.</p> <p>Evaluation – Jen reported that she and Beverley have developed surveys for Public and Partner evaluations of the campaign. The survey questions were reviewed and edits were recommended. The link for the public survey will be live soon. The partner survey will be sent out by Wendy on June 1.</p>		<p>Jen will contact 95.5 and 99.3 in Picton to see if she can do an on air interview on their stations.</p> <p>Jen will follow-up with 97.1 to ensure the radio ads are still being played.</p> <p>Jen will follow-up to ensure the LCD screen at the mall is still showing the campaign.</p> <p>Kristina will meet with Public Health web designers to review strategies to make campaign materials easy to find.</p> <p>Jen will follow-up with Peggy at the Picton Family Health Team to get her feedback on the campaign and materials.</p> <p>Wendy will inform the CYSN Network that the public surveys will be available soon</p>

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			and that Partner surveys will be sent out on June 1 st .
8. Healthy Habits Start Early	Jen & Brandi sit on the Healthy Habits Start Early Committee. The focus is working with licensed childcare centres to increase opportunities to increase physical activity throughout the day. The committee is also working to promote the term “physical literacy”.		
9. Next Steps a) It Takes a Village b) Physical Literacy Consensus Group	<p>“It Takes a Village” webinar is taking place on April 30 at 1:00 pm. It is based on the “No Time to Wait” report. There is a room booked at the Belleville Public Health office. All committee members are welcome to attend.</p> <p>Jen reported that the Physical Literacy Consensus Group is working toward consistent definition and usage of the term “physical literacy”. There is a survey currently being done regarding the term and definition.</p>		Jen will share the link for the physical literacy survey.
10. Next Meeting	A doodle poll survey will be circulated to determine best time to schedule the next meeting		If you are attending or not, please contact: JRonan@hpechu.on.ca gardjill@alcdsb.on.ca wanderson@hpedsb.on.ca
11. Adjournment	Adjourned at 3:30		