

EARLY CHILDHOOD DEVELOPMENT WORKING GROUP

March 12, 2015

Colleen Peairs & Jen Ronan

ECD Working Group 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.

Co-chairs: Jill Gardiner & Jen Ronan

The Early Development Instrument (EDI)

- EDI is a teacher-completed instrument which measures children's readiness to learn at school in five domains:
 - **physical health and well-being;**
 - **social knowledge and competence;**
 - **emotional health/maturity;**
 - **language and cognitive development;**
 - **general knowledge and communication skills.**
- The EDI is a Population-based Measure for Communities, it measures the outcome of the early years and provides information on children's readiness to learn at school.

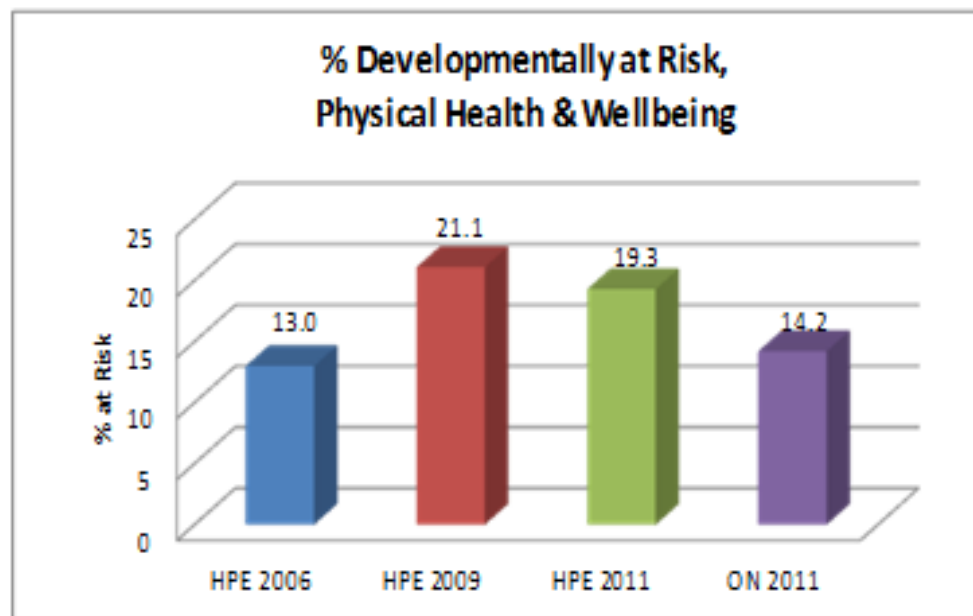
ECD Community Awareness Project

- Goal - To improve EDI scores related to physical health and well-being



Local EDI Scores

- 2009 & 2011 EDI testing suggest that about 1 in 5 children in HPE is at risk in terms of their physical health and well-being.



- greatest risk is gross and fine motor skill development, 1 in 3 children in HPE has trouble with motor skills.

ECD Community Awareness Project Objectives

- 1) to increase parents knowledge of the importance of active play and physical literacy development.
- 2) To increase awareness of the opportunities for families to be active with their children at home and in the community.
- 3) To engage key stakeholders to support our campaign and promote opportunities.

The Early years and Sedentary Behaviour



- . For children 2 years and older - limit screen time to 1 hour per day; less is better.
- . For children under 2 years of age screen time is not recommended.



- . 3 - 4 year-olds spend approximately 5.8 hours per day in sedentary behaviours.

The Early years and Physical Activity



. 84% of 3- to 4-year-olds in Canada meet the daily recommendation of at least 180 minutes of physical activity at any intensity.

By age 5, children should be progressing to 60 minutes of moderate to vigorous physical activity (active play).



. Only 11% of 3 - 4 year-olds are meeting this recommendation.



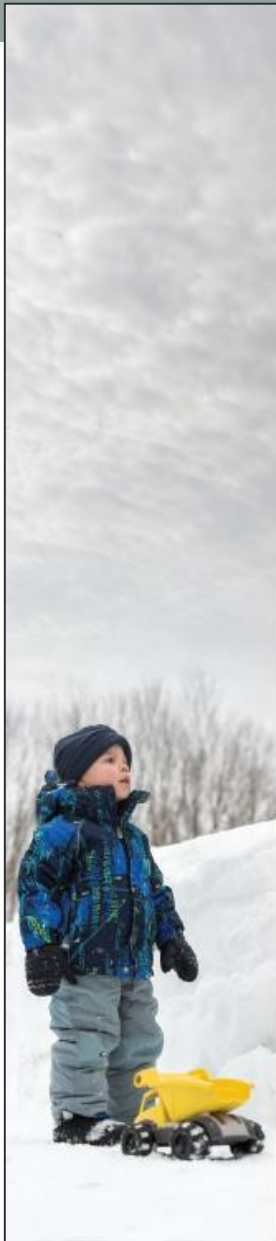
Make Room For Play campaign



Screen time is
taking away play time.
Make room for play.



PARTICIPATION



PARTICIPACTION

Canadian kids are spending too much time in front of screens – an average of 7 hours a day. Let's unplug and play so kids get the 60 minutes of heart-pumping activity they need each day.

Screen time is taking away play time.
Make room for play.

For more information about play
visit www.yourhealthunit.ca



Contact Jen Ronan at the
Health Unit for copies of
the poster,
jronan@hpechu.on.ca

Make Room For Play - Playground



Playground - Participaction Commercial (2015)



Meriel Amanda

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Ministry of Health - Social Smoking Campaign (All Spots)

by Joe Johnson
15,436 views



Make Room For Play - BC - Skipping Rope

by ParticipACTION
141,405 views



Ministry of Education 2011 Ad (Singapore) - Mrs Chong (Very touching)

by Hendri Surva Widakarsana

Make Room For Play campaign

- ECD Community Awareness Project
 - Campaign will run **March 23 – June 1st, 2015**
 - March 23 – 27 Hard Launch
 - Launch week will have some local media coverage ie. Radio and media release
 - Weekly facebook posts and tweets
 - Posters throughout community
 - Calendar of activities
- Resources for professionals can be found here:
 - visit the **RED FLAGS** tab at www.hpechildrenandyouth.ca and click "Kindergarten Students who are Developmentally at Risk" in the drop-down menu.

How can YOU support the campaign?

- **SHARE** – Share or Retweet our social media messages on Facebook and/or Twitter



**Hastings & Prince Edward
Counties Health Unit**

- **POST** – Post a poster at your organization for staff and clients to see and/or post our key messages and resources on your website. Or post one of the 30 second ParticipACTION ads on your organization's video screens.
- **PROMOTE** – Promote the Make Room for Play campaign messages with your colleagues and clients.

Campaign Evaluation

- April – CYSN meeting, provide campaign update and request feedback
- June - Online survey for participating member organizations
- Social media metrics – collected by CYSN, Health Unit and participating members



THANK YOU