







Why???

34% of children in New Brunswick are overweight/obese compared to the National average of 26%.

Less than half of our children meet the minimum daily physical activity requirement to support basic healthy growth and development.

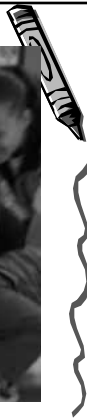
Only 36% of parents report regularly engaging in physical activity with their children. 32% say they never play active games/sports with their children.



Determinants of Health

- Physical environment
- Healthy child development
- Personal health practices
- Gender
- Social support networks





Here from there ...

- The beginning
- The consultations
- What we learned
- The locations
- The committees



A wonderful partnership...



SD

FFA
municipality representatives

Family Resource Centers *Early Interventionists*



WCS

NB Libraries
and others ...





The "Toolkit"

- Large-daycares, municipalities, libraries ...








The "Toolkit"

- Medium - home based caregivers



The image shows a collection of items including a dark t-shirt with the text 'I am doing so good at this...', a white t-shirt with the same text, a ball, and other supplies, all arranged on a chair. The photo is framed by a hand-drawn crayon border.



The "Toolkit"



- Small - families



The Training ...

- Physical activity & development
 - Physical literacy
 - Motor skills
 - Daily
 - Quality
 - Tips
 - Lifestyle!!
- Healthy eating & nutrition
 - Health literacy
 - Dietary needs
 - Food groups
 - Myths
 - Tips
 - Lifestyle!!!!

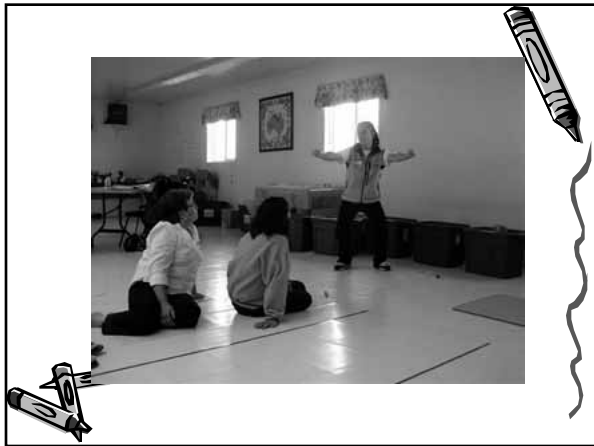




Varies...

- Large Kit Workshop
 - Full day
- Medium Kit Workshop
 - Full day
- Small Kit Workshop
 - 2 ½ hour












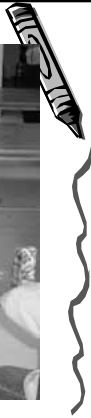



Healthy eating

- Modeling 

- Formal learning 









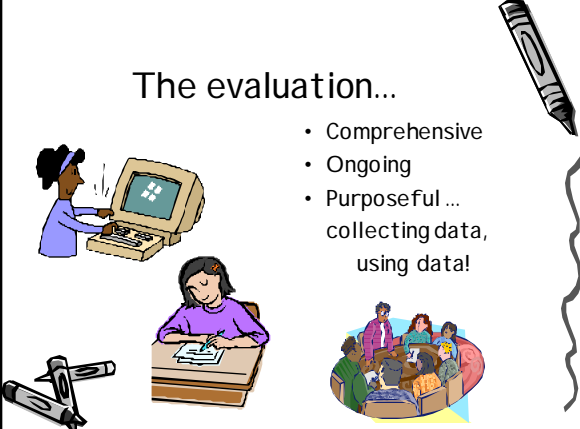
This certificate is awarded to signify participation in the Active Kids Toolkit workshop.

Ce certificat est remis pour la participation à l'atelier sur la Trousse pour Jeunes Actifs.

New Brunswick

The evaluation...

- Comprehensive
- Ongoing
- Purposeful ...
collecting data,
using data!





The newsletter...

- Monthly (email & mail)
- Tips
- Resources
- New ideas
- Healthy eating
- Quotes



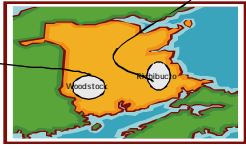
Implementation materials...

- Implementation binder / materials
- Partner binder
- Manuals - full training, parent facilitation training,
- Booklets - Parent
- Posters, certificates, newsletters etc.

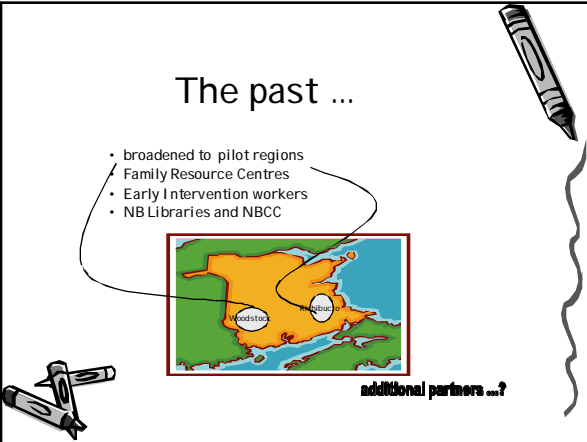


The past ...

- broadened to pilot regions
- Family Resource Centres
- Early Intervention workers
- NB Libraries and NBCC




additional partners ...?

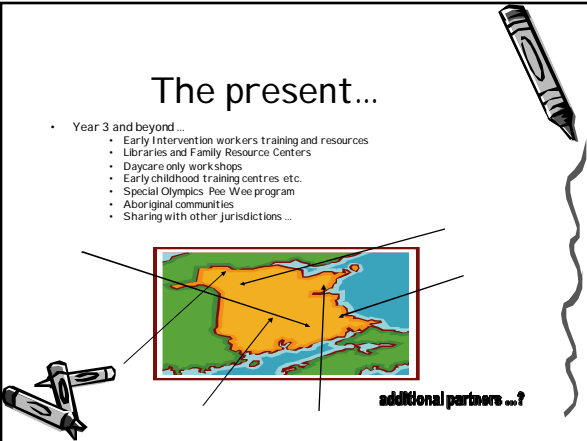


The present...

- Year 3 and beyond ...
- Early Intervention workers training and resources
- Libraries and Family Resource Centers
- Daycare only workshops
- Early childhood training centres etc.
- Special Olympics Pee Wee program
- Aboriginal communities
- Sharing with other jurisdictions ...



additional partners ...?



thank you...

A Partnership - Active Kids Toolkit
Initiated and managed by
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and Foundations for All
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