



Healthy Kids Community Challenge Think Tank

May 17, 2016 – 2 p.m. – 4 p.m. Huron County
Health Unit

What is Healthy Kids Community Challenge?

Healthy Kids Community Challenge is a province-wide initiative funded by the Ministry of Health and Long Term Care (MOHLC) intended to create sustainable improvements for children and youth in three theme areas: healthy eating, healthy physical activity and healthy lifestyle for children and their families. The target age for this Provincial initiative is 12 years and under.

Huron County is one of 45 communities receiving HKCC funding and will use the funds to enhance the impact of HKCC Huron, goals and objectives in the promotion of healthy physical activity and healthy eating. The funding will be used over the next three years to facilitate new, and enhance existing projects/initiatives that meet the MOHLTC's eligibility criteria including addressing Ministry mandated themes which change every nine months. The first theme was "Run. Jump. Play. Everyday"; the second theme beginning in summer 2016 will focus on drinking more water and reducing intake of sugar-sweetened beverages.

Theme 2: Water does Wonders

This theme encourages kids and families to drink more water. Water is the natural and free choice for kids to stay hydrated. In turn, healthy hydration is an important component of healthy eating as a whole.

During Theme 2, communities will be working to support healthy hydration for children and families through campaigns, policies, programs, and environmental supports. Communities have an important role to play in educating families about healthy drink habits and choices. Communities can also contribute by making fresh drinking water easy to access and appealing wherever kids spend time.

Water is essential for good health. It is also a simple, convenient, and low-cost option for quenching thirst. Let's encourage kids and families to make water their first choice to drink with meals and throughout the day.

Think Tank – What should I expect?

This 2 hour event will include an opportunity for community members to learn more about Healthy Kids Community Challenge, to learn about theme 2, and important health information that will highlight “water” and why we need to focus on hydrating with water. Finally, this is an opportunity for community members from different sectors to come together to brainstorm ideas for projects and initiatives for Huron County.

This is your chance to have a voice, and to assist the Healthy Kids Community Challenge leadership committee in developing this important plan for Huron County.

See you there!!!!

Don't forget to register with Jill Smith at jismith@huroncounty.ca