

APRIL 2009

**Background:** Spark Together for Healthy Kids AIM: The Foundation's initiative to address the growing epidemic of childhood obesity. We are currently in our 3<sup>rd</sup> year of this AIM. The Foundation has committed to investing more than \$14 million dollars over five years to help make Ontario children healthy and active.

**Public Awareness Campaign:** We are carrying out a Spark TFHK public campaign with radio, print and web banner ads. The initiative will begin its public awareness campaign across the province in April 2009. The campaign will launch on May 6<sup>th</sup> with press conferences in Toronto, London, Ottawa, and Sudbury. The campaign will make the general public very aware of HSFO's commitment to tackling childhood obesity. The intent is to ignite and engage the public, and have as many people and organizations as possible join this movement, and show their commitment by going to the HSFO website to sign the Spark Promise to Our Children.

From May until the end of August, 2009, Spark TFHK will be present at 4-6 large events (5000+) e.g., Ride for Heart in Toronto and Canada Day in Ottawa, and at 15-25 smaller local regional events across the Province (500+) such as regional/local festivals or block neighbourhood parties.

The central element of the campaign is the Spark Promise to Our Children. (Attached is the Promise which is the print ad). All campaign elements drive to the website where we will collect signatures of individuals and organizations that have signed the Promise.

To launch the campaign, 22 key organizations from all sectors – government, industry and not-for-profit have signed on. (Names listed on bottom of banner).

**Key Elements: (All resources available as of MAY 6<sup>th</sup>)**

- ✚ Spark Promise to Our Children
- ✚ Policy document (list of policy suggestions). Through discussions, we hope to be able to pinpoint key policies and go to Government to say these are the issues the public are concerned about).
- ✚ Print/Radio/Online
- ✚ HSFO Website
- ✚ Essence Video/Local Spark CAF success stories through vignettes
- ✚ Brochure/poster

SPARK CHAMPIONS:



SPARK SUPPORTING PARTNERS:

Active Healthy Kids Canada  
Association of Local Public Health Agencies  
Asthma Society of Canada  
Boys and Girls Club of Ontario  
Breakfast for Learning  
Canadian Diabetes Association  
Champlain Cardiovascular Disease Prevention Network  
Dietitians of Canada  
Health Nexus  
Ontario College of Family Physicians  
Ontario Lung Association  
Ontario Physical and Health Education Association  
Ontario Professional Planners Institute  
Ontario Public Health Association  
Parks and Recreation Ontario  
ParticipACTION  
People for Education  
Today's Parent  
Waterfront Regeneration Trust  
YMCA



## Key Messages:

### What is Spark Together for Healthy Kids?

- *Spark Together for Healthy Kids represents the Foundation's newest major public initiative aimed at reducing the deadly impact of childhood obesity on a future generation and the health of our communities.*
- Spark Together for Healthy Kids is about working together to change the way our children live by helping to inspire individuals, families, communities, businesses, industry and government to spark collective change – in how we live, how we act, and how we think – to ignite a brighter future for our children.
- The Foundation is in communities across Ontario supporting local groups through its **Spark Community Advocacy Fund** which supports projects that are making a real difference to the children of today and tomorrow. The fund provides financial support to groups to advocate for and implement increased opportunities for physical activity and ensure better access to nutritious foods for our children.

### Why Spark Together for Healthy Kids?

- With 28% of Ontario's children are overweight and obese, a rate that has tripled over the past 25 years, today's children are at risk of developing long term health effects such as; heart disease, high blood pressure and type 2 diabetes at a much too early age.
- This is creating the first generation that may have a shorter life expectancy than their parents.
- Spark Together for Healthy Kids' is the Foundation's strategy calling for public policies that encourage and enable children to be physically active and have access to healthy foods.
- We believe every child has the right to grow up healthy. The time to act is now.
- The Foundation has a strong history in tackling critical health issues facing Canadians (tobacco control, stroke care delivery, trans fats, AEDs).

### Ignite Spark Together for Healthy Kids

- Spark Together for Healthy Kids can only be successful if all Ontarians embrace the vision and create our own sparks individually and collectively in the community.
- The future of our communities depends on the health of our children. It is time, get involved.
- Say YES to Spark Together for Healthy Kids. Visit [heartandstroke.ca/spark](http://heartandstroke.ca/spark) to sign the Spark Promise to Our Children.
- Tell others to say yes to Spark Together for Healthy Kids.
- Live Spark Together for Healthy Kids and share your stories with us.
- Our collective passion and actions will fulfill our promise to our children and inspire and ignite more action.