

UpLift Partnership Overview

Project Manager

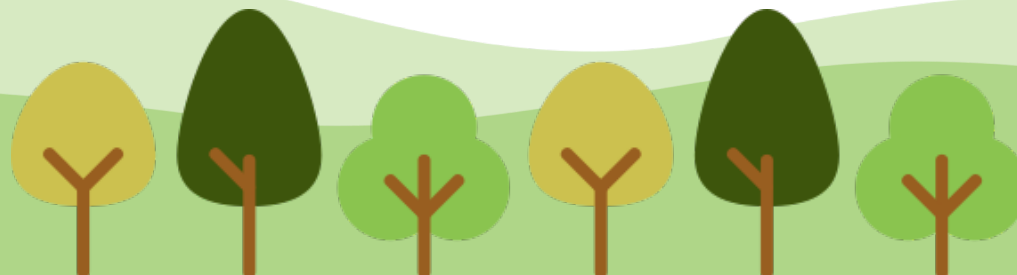
Margaret Kay-Arora

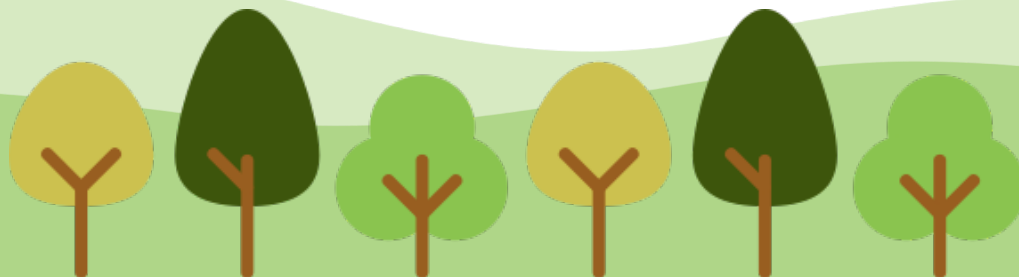
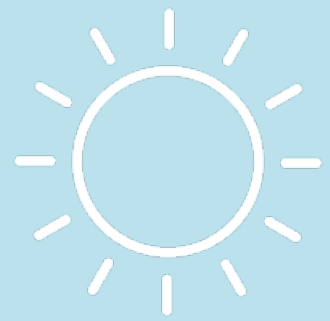
Youth Engagement Coordinators

Shali Manuel

Alex Coley

Connor MacEachern





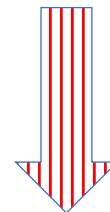
The challenge

Children in Nova Scotia:

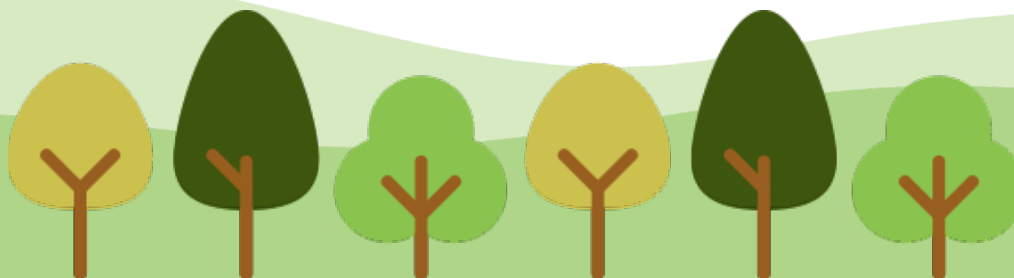
Are not active enough
Sit too much
Eat too few vegetables
and fruit
Have insufficient dietary
variety
Eat too much sugar
Don't get enough sleep
Use screens too much



Obesity, type 2 diabetes, dental
decay, **poor concentration**,
depression, restlessness,
hyperactivity, anxiety, **impaired
school performance**



Cancer, heart disease, arthritis,
mental illness, long term
disability, lower earning
potential



Health behaviours and health-care utilization in Canadian schoolchildren

Diet quality and mental health in subsequent years among

Culture matters: a case of school health promotion in Canada

Health Promotion Practice

<http://hpp.sagepub.com/>

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*Co

Peer Mentoring Is Associated With Positive Change in Physical Activity and Aerobic Fitness of Grades 4, 5, and 6 Students in the Heart Healthy Kids Program

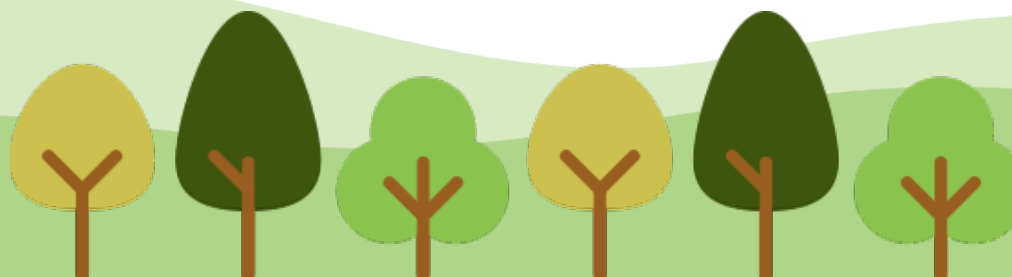
Rebecca A. Spencer, Jenna Bower, Sara F. L. Kirk and Camille Hancock Friesen

Health Promot Pract published online 15 April 2014

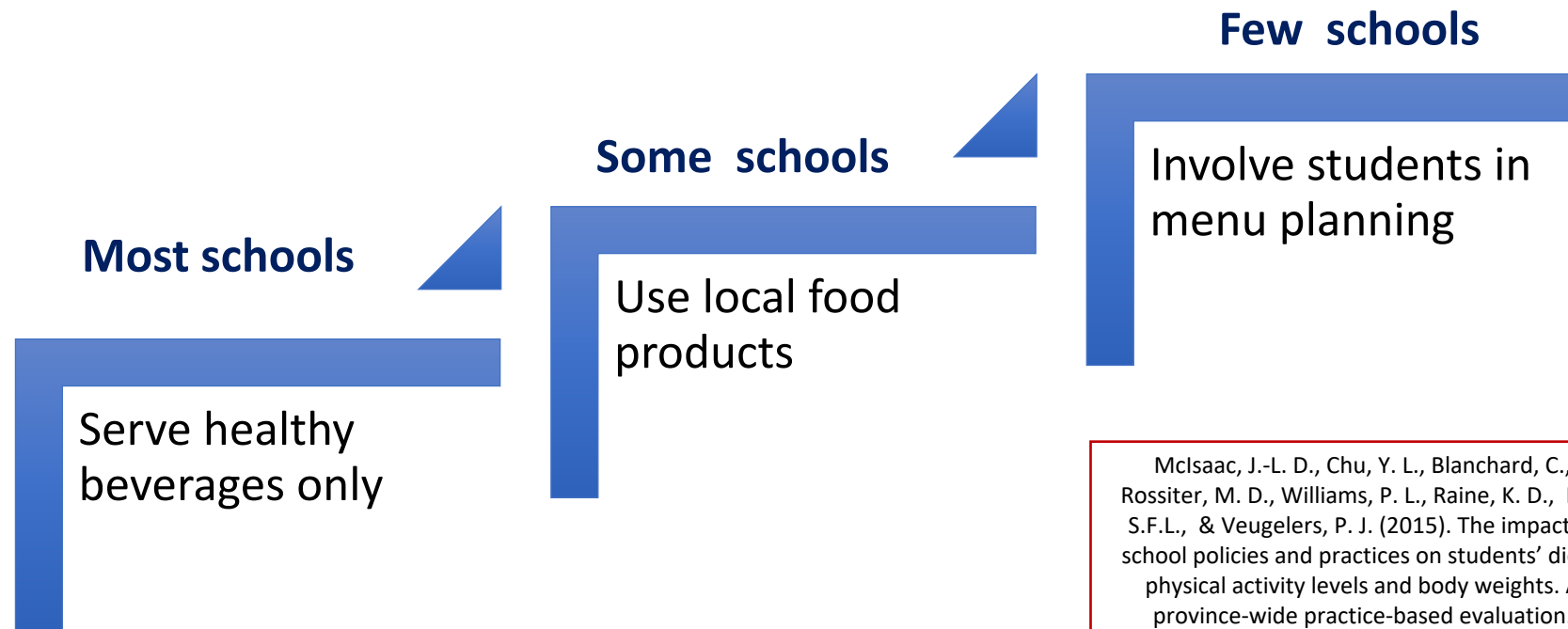
DOI: 10.1177/1524839914530402

The online version of this article can be found at:

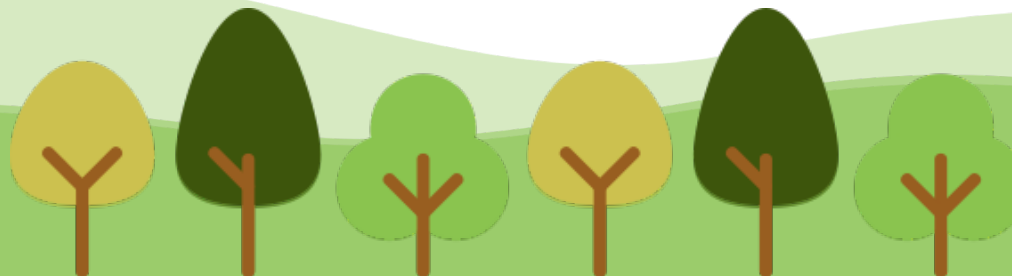
<http://hpp.sagepub.com/content/early/2014/04/15/1524839914530402>



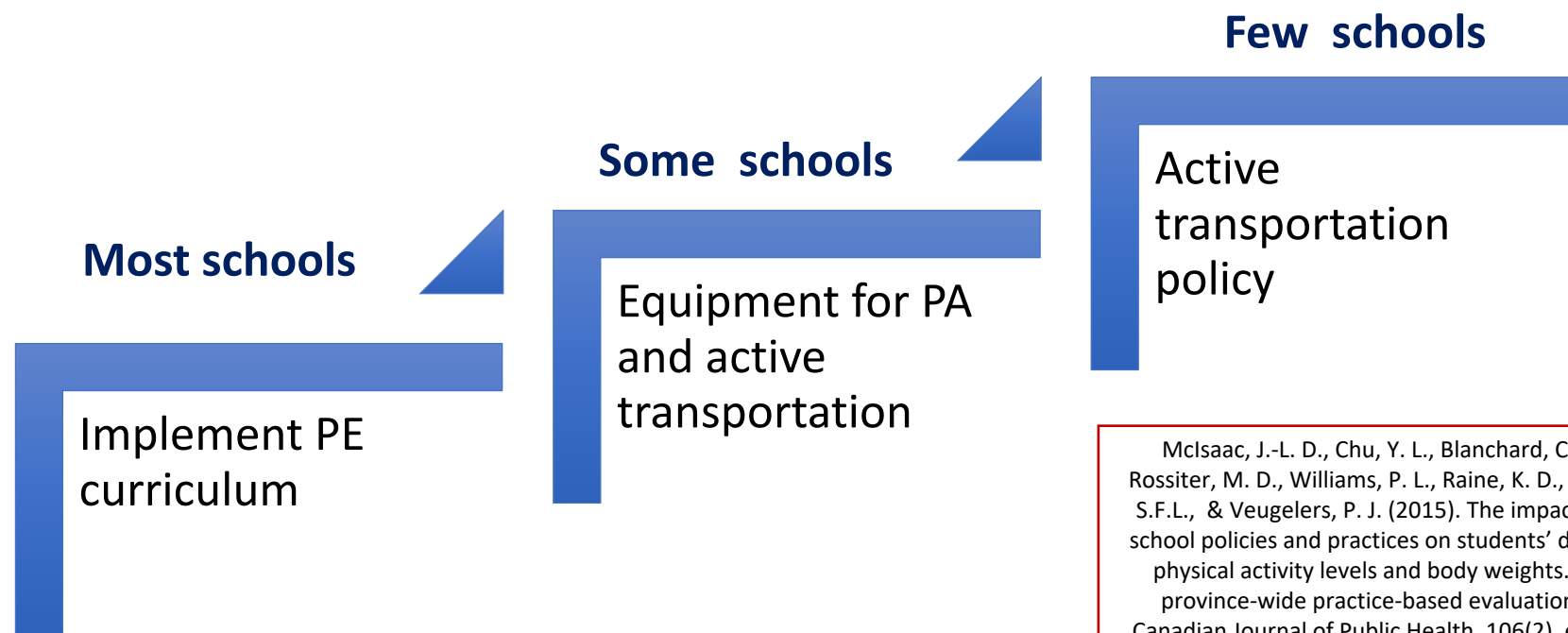
Provincial implementation of healthy eating practices



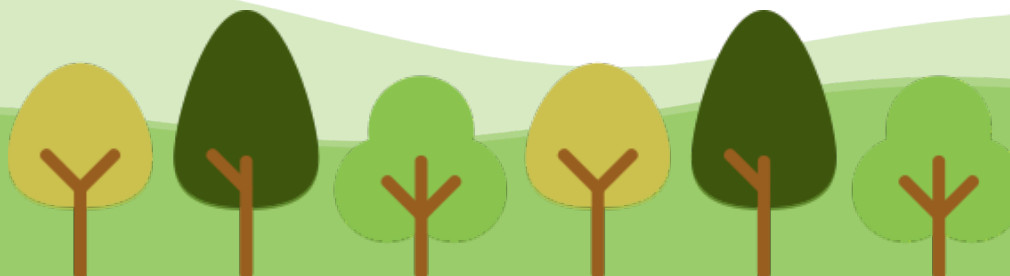
McIsaac, J.-L. D., Chu, Y. L., Blanchard, C., Rossiter, M. D., Williams, P. L., Raine, K. D., Kirk S.F.L., & Veugelers, P. J. (2015). The impact of school policies and practices on students' diets, physical activity levels and body weights. A province-wide practice-based evaluation. *Canadian Journal of Public Health*, 106(2), e43-51. <https://doi.org/10.17269/cjph.106.4743>



Provincial implementation of physical activity practices



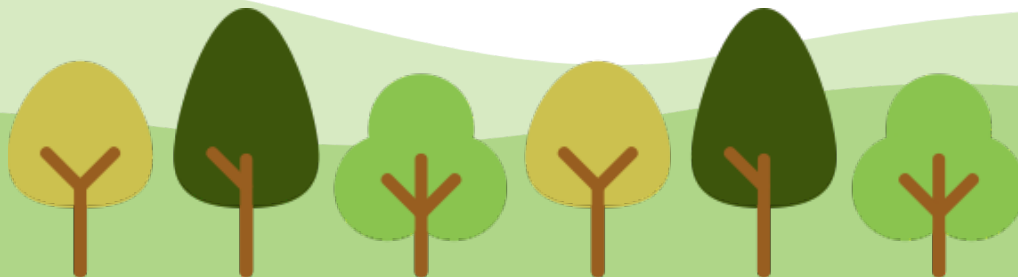
McIsaac, J.-L. D., Chu, Y. L., Blanchard, C., Rossiter, M. D., Williams, P. L., Raine, K. D., Kirk S.F.L., & Veugelers, P. J. (2015). The impact of school policies and practices on students' diets, physical activity levels and body weights. A province-wide practice-based evaluation. Canadian Journal of Public Health, 106(2), e43-51. <https://doi.org/10.17269/cjph.106.4743>



The value proposition

- Healthy children learn better and achieve more¹:
 - \$13 return on investment (ROI) for every dollar spent through reductions in future health care costs
 - Additional \$2-10 in social ROI from increased academic achievement, improvements in behaviour, higher rates of high school completion
- Preventing ill-health before it starts saves society money:
 - 40% cancer cases² and almost 80% of heart disease and stroke³ are preventable through healthy eating, being active and adopting other healthy behaviours

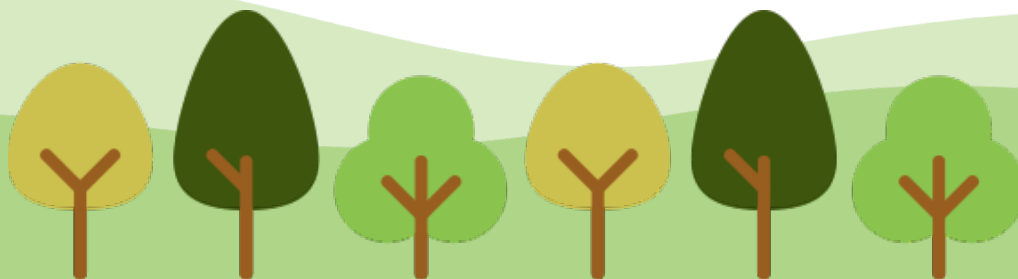
1. Tran et al(2014). Life course impact of school-based promotion of healthy eating and active living to prevent childhood obesity. PLOS ONE, 9(7), 1-8.
2. <https://prevent.cancer.ca/>
3. <https://www.heartandstroke.ca/heart/risk-and-prevention>



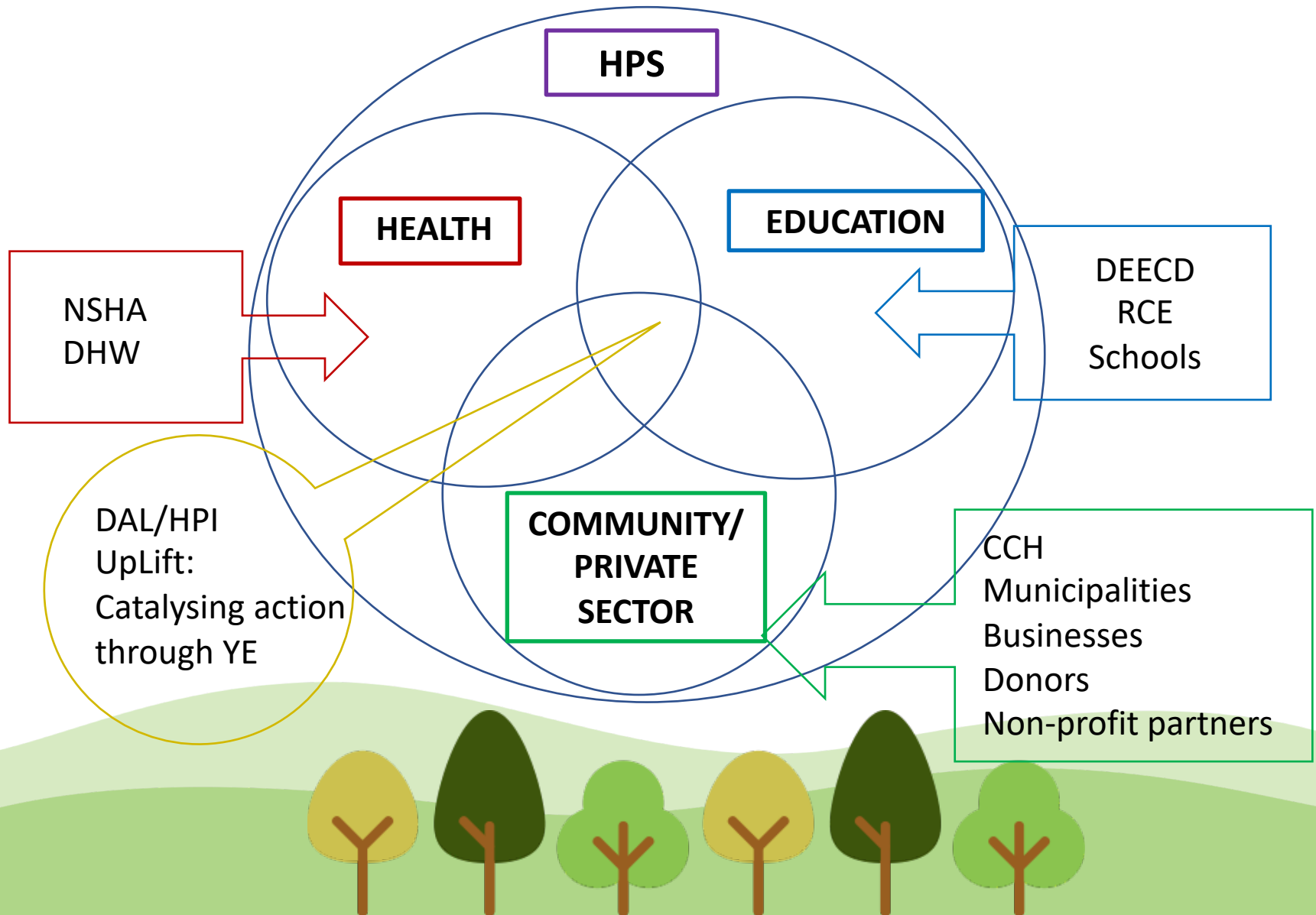
What is UpLift about?

Optimizing school community conditions and investments to support the health and learning of children and youth throughout Nova Scotia

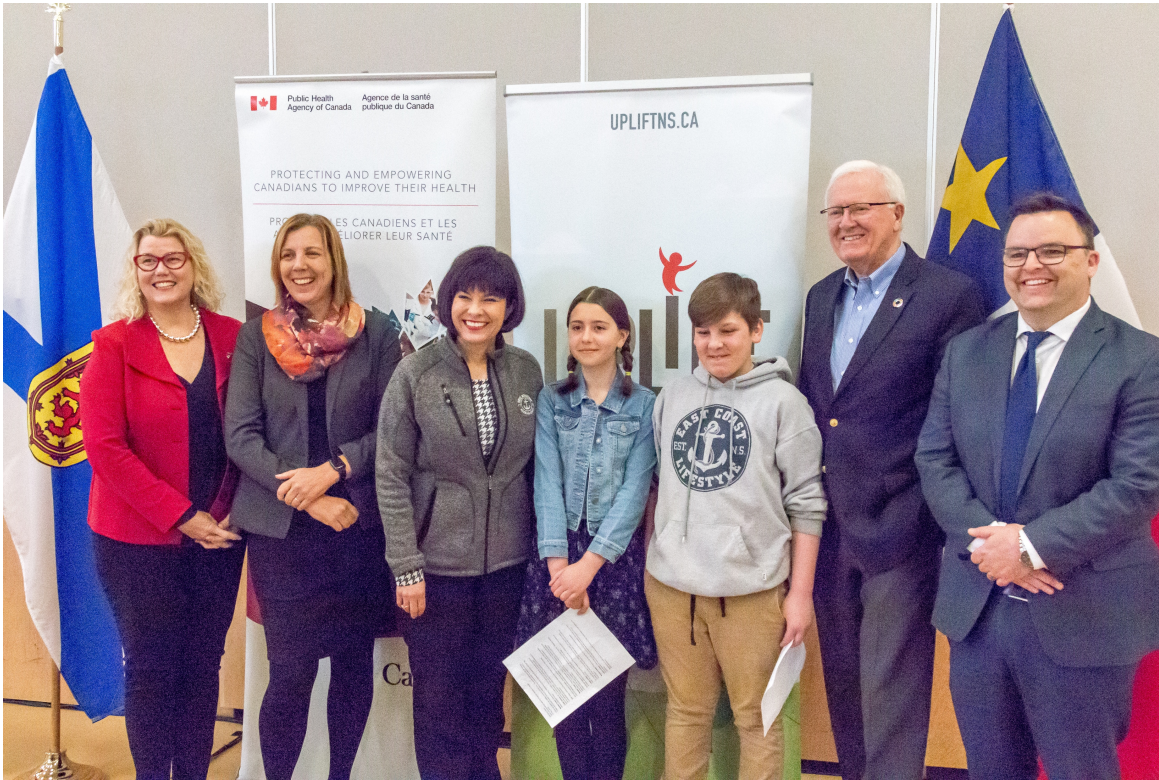
- Up to \$5m funding pledged by the Public Health Agency of Canada (PHAC) over five years
- 1:1 Matching private sector donor investments
- Embedded in existing HPS structures and processes to facilitate system change
- Building on partnerships to ensure sustainability into the future



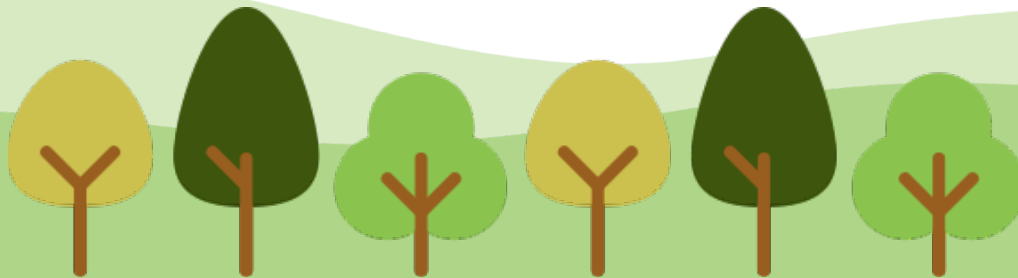
It's about partnership



It's about community



**PHAC official
announcement
West Highlands
School, Amherst
May 10, 2019**

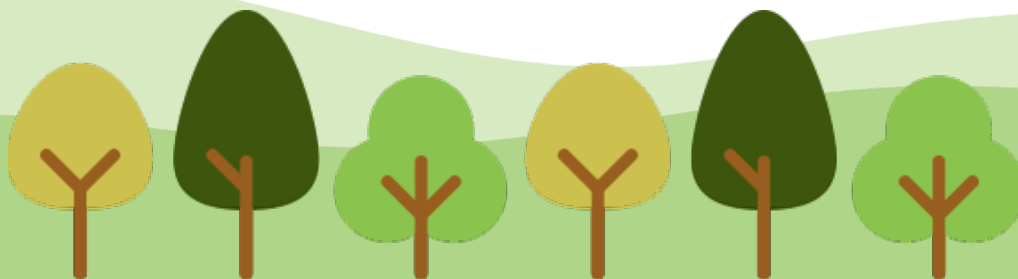


Implementation

Elementary and Junior High Schools

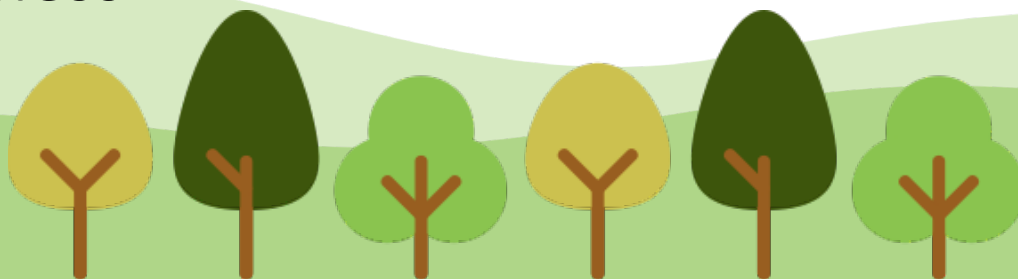
- Year 1 (Fall 2019): Deployed into two school regions:
 - Chignecto Central (61 schools)
 - South Shore (22 schools)
- Years 2 & 3 (Fall 2020/21): Scale up across rest of province (n=340 total)

Up to 90,000 students reached over 5 years



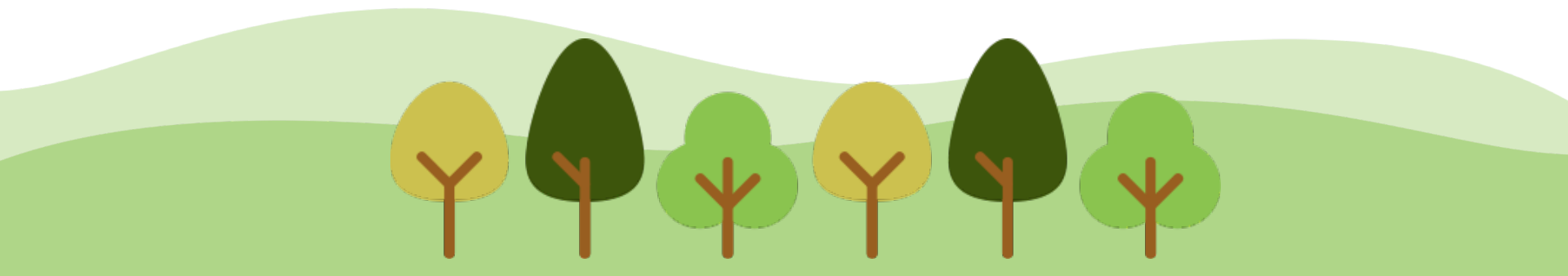
UpLift in action

- **Support for students** – youth engagement and leadership, seed funding, learning by doing, consistent messaging, mentoring
- **Support for schools**– curriculum, professional development, networking/sharing
- **Support for the system** – policies, partnerships for culture change, accountability mechanisms
- **Value to families/community** – healthier, more engaged students, stronger school-community connectedness



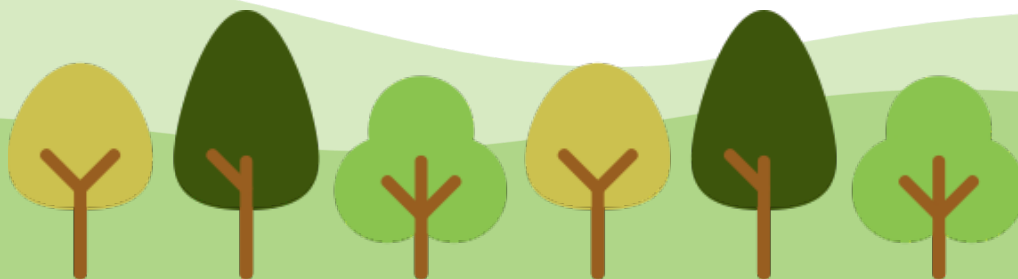
Our successes

- UpLift brand assets
 - Website – www.upliftns.ca
 - Video - 43,000+ views
- \$2.65m in private sector funding towards PHAC match
- Youth Engagement Coordinators hired
- Commitment of partners to advance UpLift goals
 - Advisory committee
 - Working groups

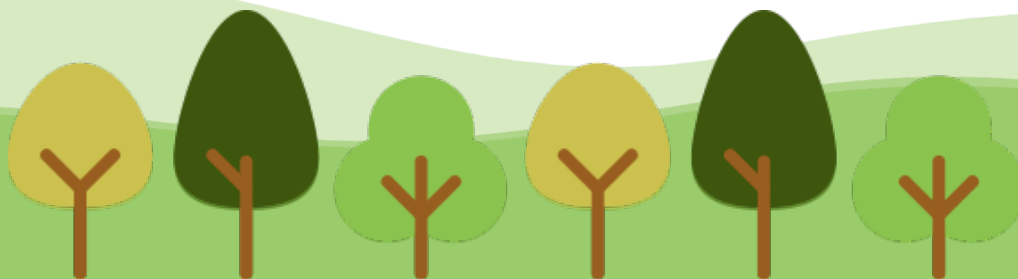


Impact

- Already seeing shift in how health shows up within school system – well-being now embedded in student success planning
- PHAC – UpLift is seen as exemplar for catalyzing multi-sectoral partnerships across Canada
- Consortium – showcased as a model for other regions in Canada
- Healthier children and youth
- More vibrant communities

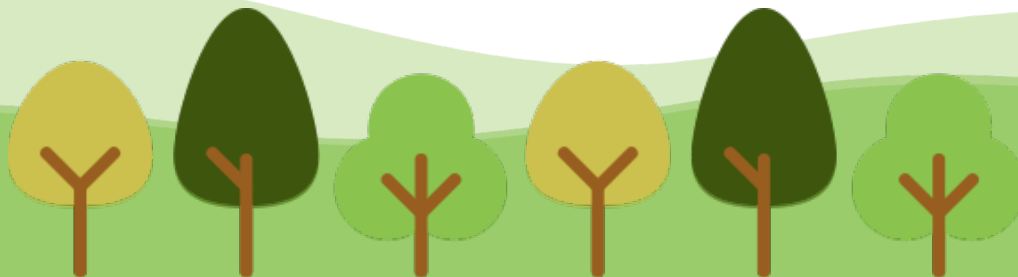


“As a teacher I look forward to helping be a change maker in the schools to advocate for better health for students. If we aren’t able to give them a good foundation for their day, trying to teach them and have them absorb information just isn’t going to be productive. So many students start their day in the negative (poor nutrition, too much sitting, not getting outside, etc) which in turn just makes our jobs as educators that much harder. Wouldn’t it be great to provide an environment that puts every student on the same starting line for education! UpLift with its committed school-community-university collaborative partners can do this”.

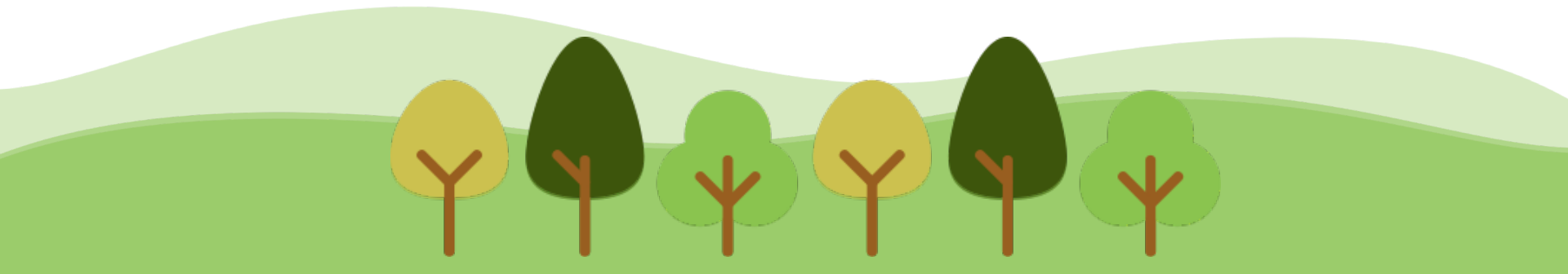


Youth Engagement Coordinators: A key ingredient

- Critical role within partnership:
 - Catalyst for youth activation within UpLift schools
 - Support for embedding HPS model into schools
 - Part of the intervention/dose of HPS required to support systems change
 - Mechanism for accountability and evaluation
- Over 5 years (subject to full funding):
 - 15 YEC's across province
 - YEC community of practice to learn from, with and about each other



YOUTH ENGAGEMENT COORDINATOR EXPERIENCE



Questions, Comments, thoughts?

