

The HEALTHY Pledge Program:

School Boards and Public Health working collaboratively to make the healthy choice the easy choice in schools

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The importance of our surroundings



Our Journey to the HEALTHY Pledge Program

START

CURRENT



Wide range of education activities

Focused Interventions that create supportive environments



Our Journey to the HEALTHY Pledge Program



SIGNING OF PARTNERSHIP
DECLARATION



HEALTHY EATING AND
PHYSICAL ACTIVITY
BACKGROUND READING



MEETINGS WITH SCHOOL
BOARDS



2018 MODERNIZED ONTARIO
PUBLIC HEALTH STANDARDS,
SCHOOL HEALTH STANDARD



MENTAL HEALTH RESEARCH
REVIEW AND DATA OVERVIEW



DEVELOPMENT OF HEALTHY
PLEDGE PROGRAM

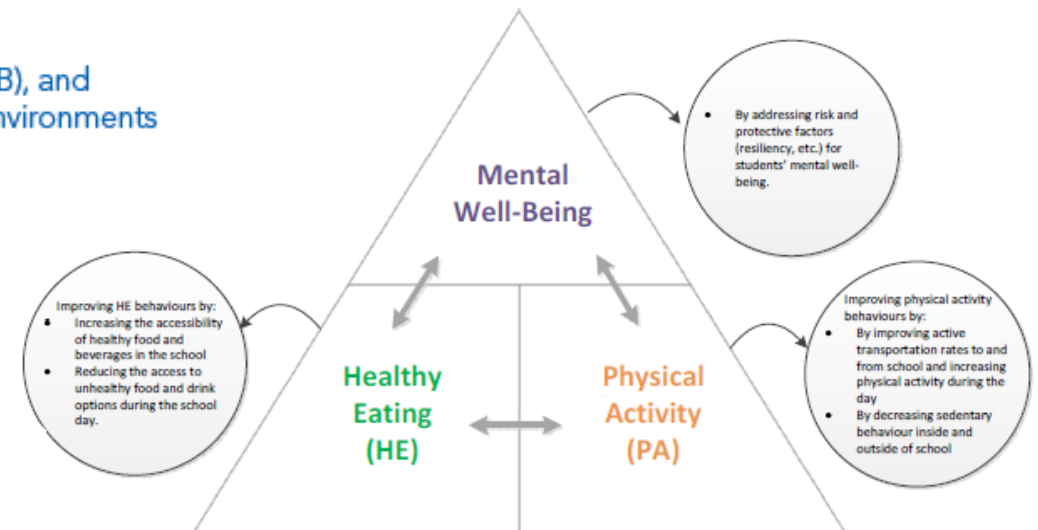
Partnership and Collaboration with the School Boards

Peel Healthy Schools Partnership Declaration



Declaration Statement

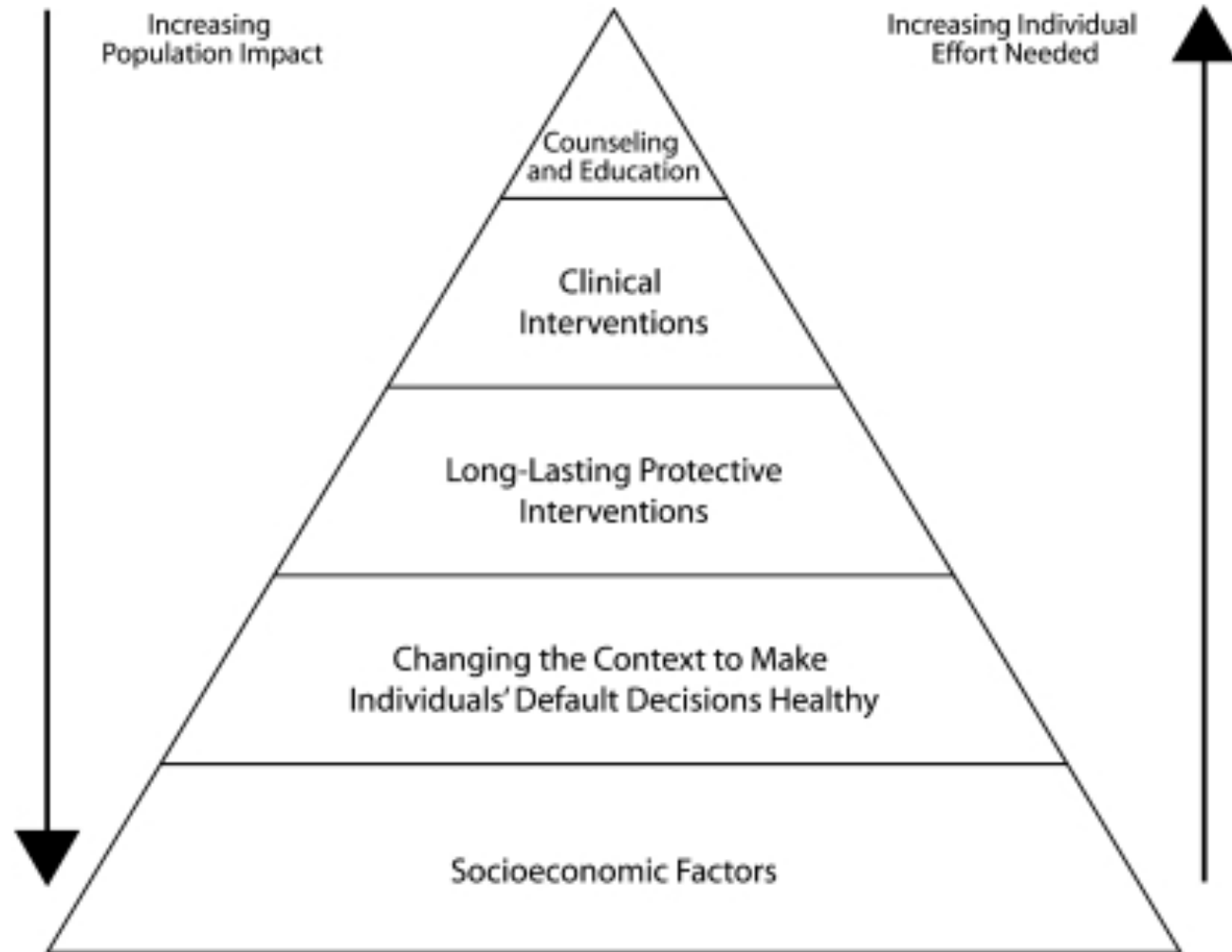
Dufferin-Peel Catholic District School Board (DPCDSB), Peel District School Board (PDSB), and Peel Public Health (PPH) commit to partner in order to create and sustain healthy school environments and school communities that contribute to the well-being of children and youth in Peel.



The Health Impact Pyramid (HIP)

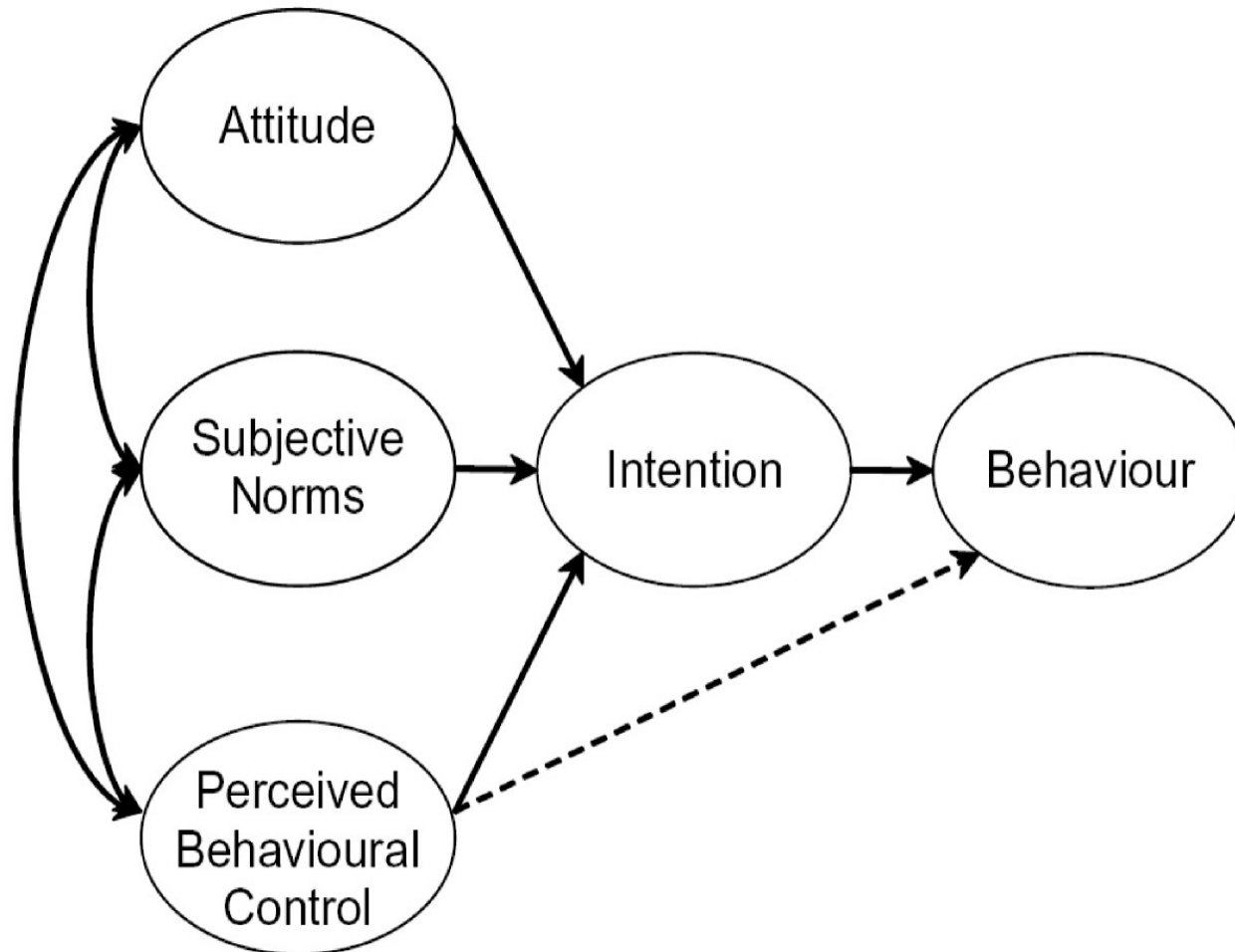
- Upstream social and environmental initiatives > downstream education and counselling interventions by:
 - Reducing individual effort needed
 - Making the healthy choice be the easy choice
 - Offering necessary, sustainable resources for practicing healthy behaviours
- Comprehensive interventions would ideally:
 - Incorporate interventions from as many of these categories as possible
 - Prioritize initiatives from the bottom to the top of the Health Impact Pyramid

Figure 1: The Health Impact Pyramid adapted from Frieden, 2010¹



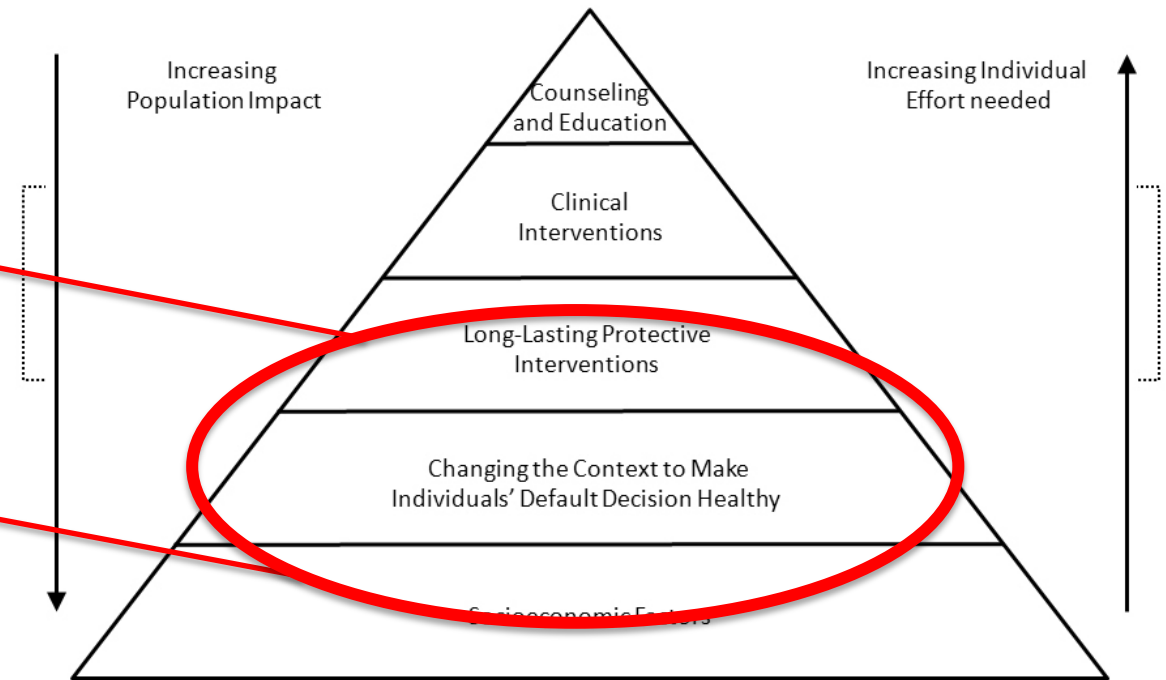
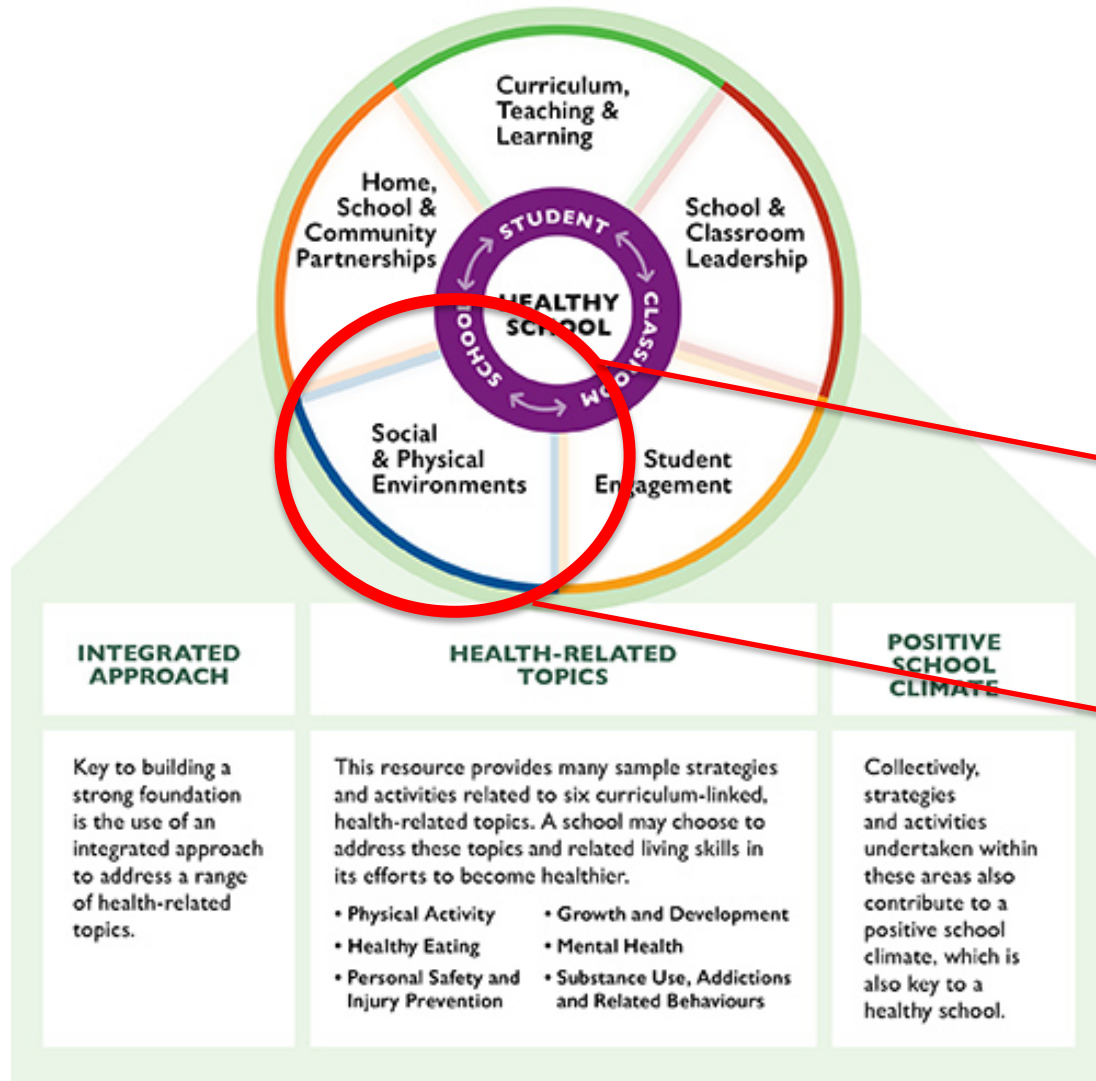
The Theory of Planned Behaviour (TPB)

Figure 2: The Theory of Planned Behaviour (TPB)
adapted from Kiriakidis, 2015²



- Perceived vs. Actual Behavioural Control:
 - Key predictors – can directly influence the successful adoption of a health behaviour
 - Account for factors affecting the execution of a behaviour independent of intentions
- Successful comprehensive, population-level health interventions:
 - Can target most/all of the predictors
 - Include upstream interventions which can specifically and effectively target actual behavioural control
- Helps explain the layout of the HIP

Foundations for a Healthy School



Frieden TR. Am J Public Health 2010;100(4):590-5

Figure 3: Previous Approach for Healthy Eating in Peel Schools (Health Impact Pyramid adapted from Frieden, 2010)

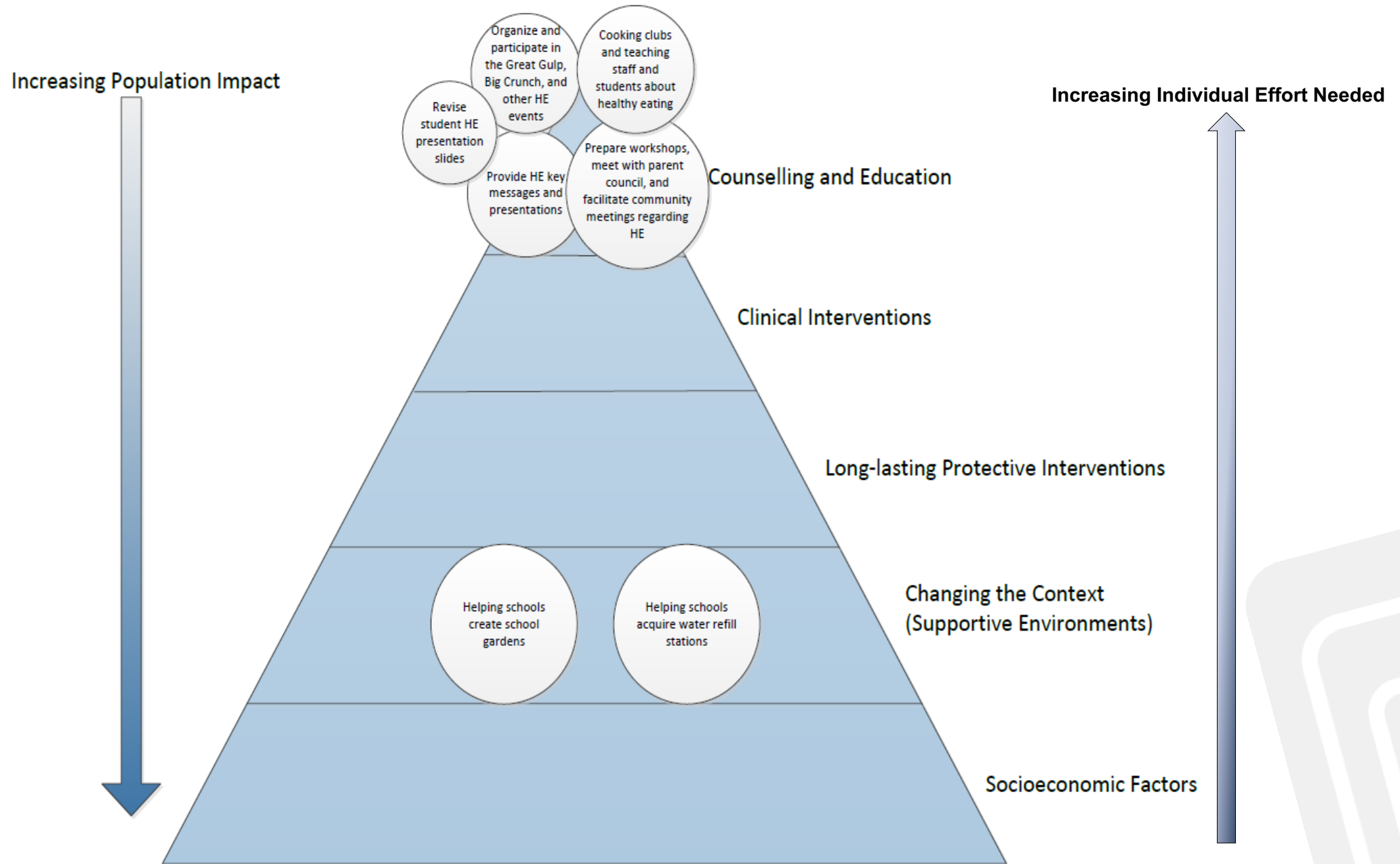


Figure 4: Previous Approach for Physical Activity in Peel Schools (Health Impact Pyramid adapted from Frieden, 2010)

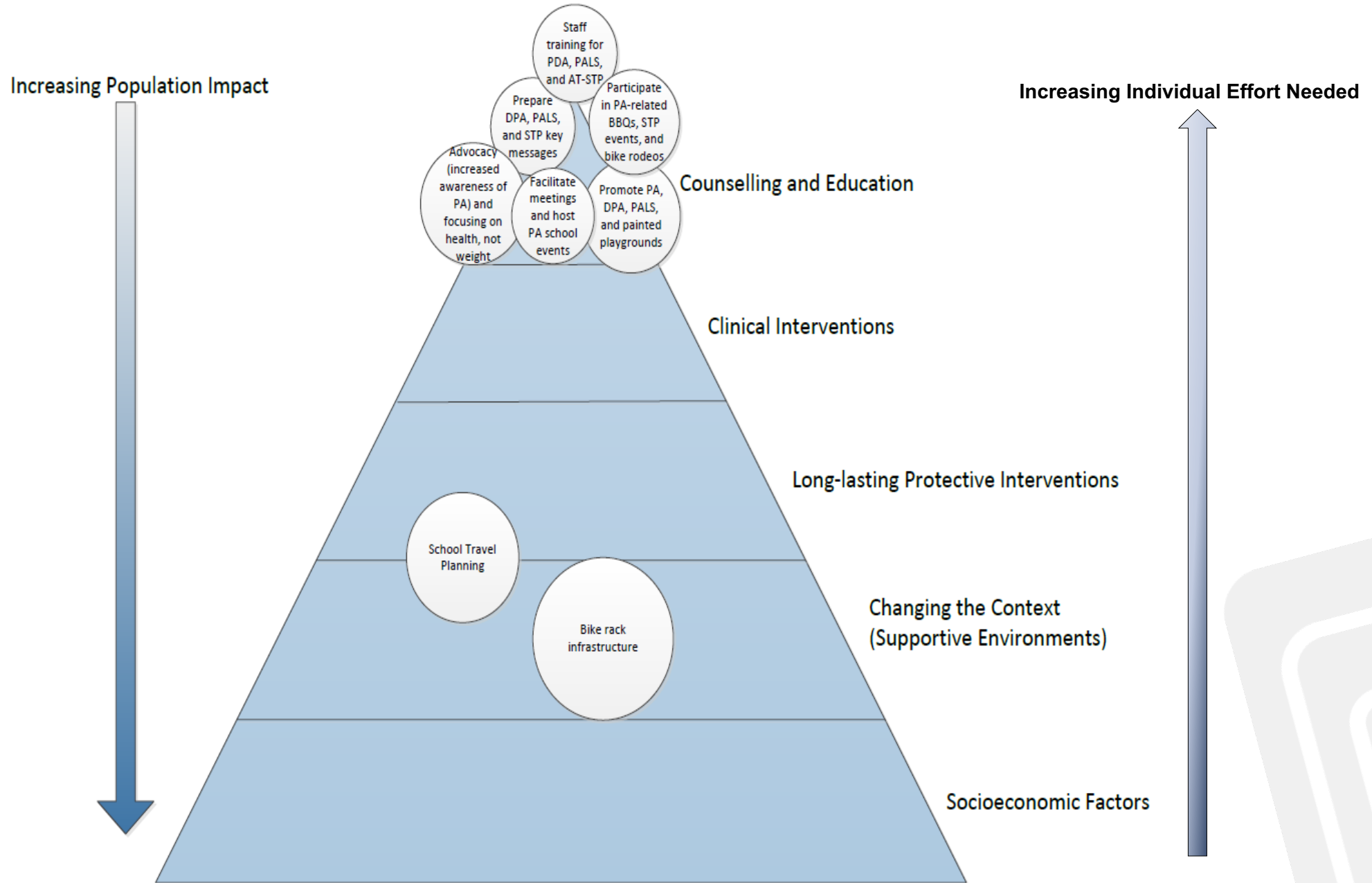


Figure 5: Proposed Approach for Healthy Eating in Peel Schools

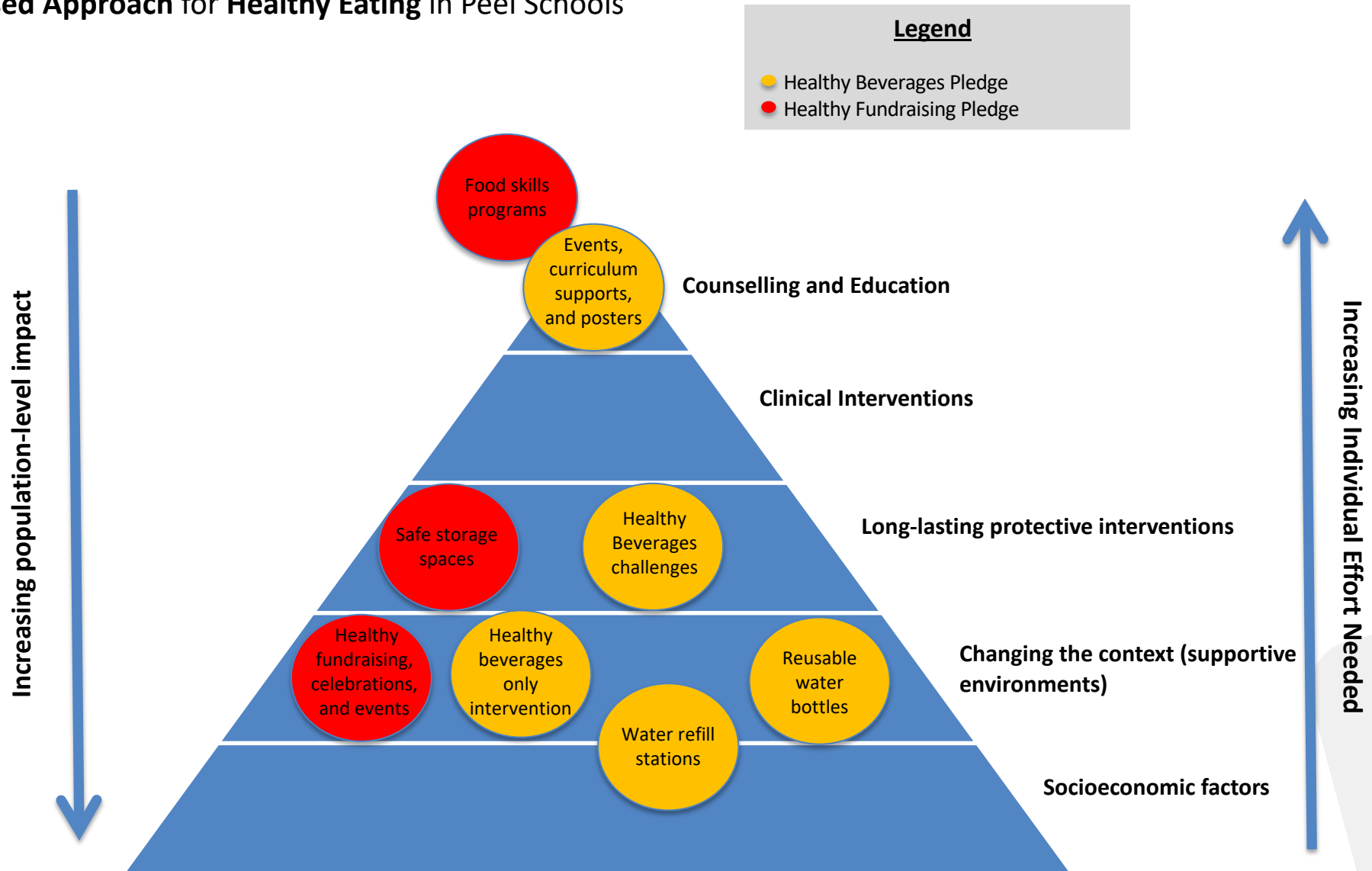
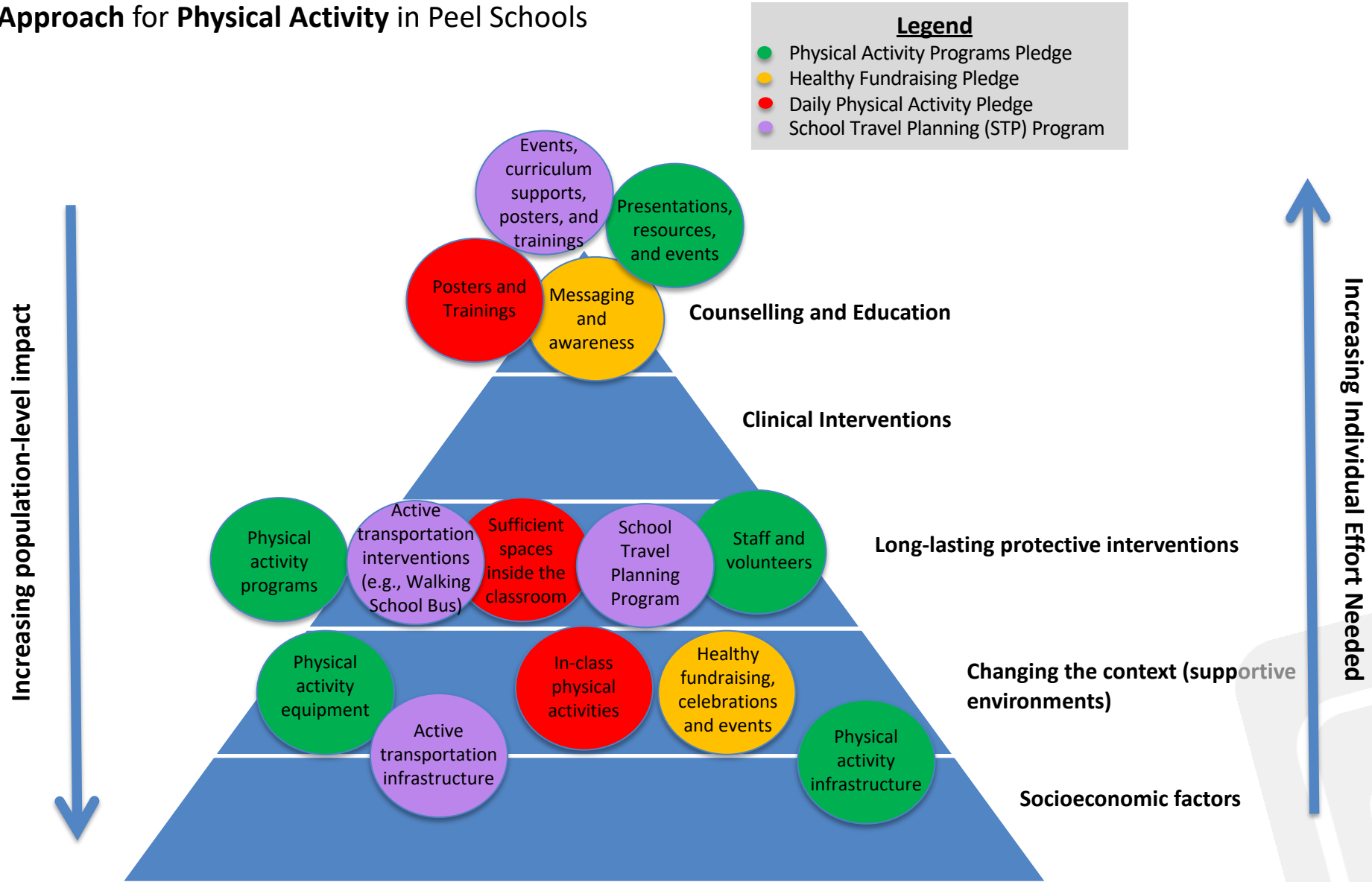


Figure 6: Proposed Approach for Physical Activity in Peel Schools



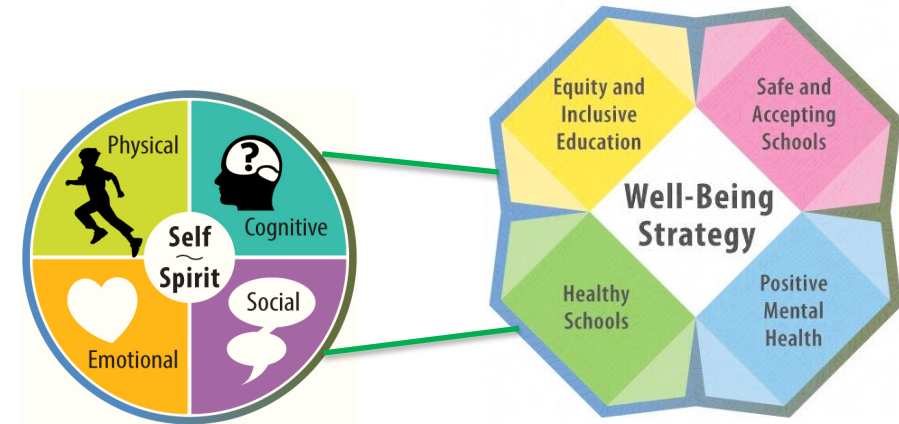
What is the H.E.A.L.T.H.Y. Pledge Program?

An easy to implement approach focusing on creating an environment that:

- **Makes the healthy choice the easy choice**
- **Promotes student well-being**

Did you Know:

- The H.E.A.L.T.H.Y. Pledges Program supports **Ontario's Well-being Strategy for Education** and **Ministry of Education's School Foundations for a Healthy School**



What are the benefits of the program?

The **H.E.A.L.T.H.Y. Pledge Program** focuses on improving healthy eating and physical activity among students to promote well-being.

This can contribute to:

- Reduced levels of anxiety, stress, and depression
- Improved self-regulation and behaviour
- Better concentration, learning, and academic achievement
- Reduced risk of chronic diseases such as diabetes



Schools Pledge to make healthy choices easy!

The **H.E.A.L.T.H.Y. Pledge Program** consists of four pledges that promote student well-being:



Daily **Physical Activity**
Pledge



Healthy Beverages
Pledge



Healthy Fundraising
Pledge



Physical Activity Programs
Pledge

What is in it for schools?

PHNs help schools in achieving school-wide participation in the pledges through:

- ✓ Fun and easy challenges
- ✓ Communication tools and key messages
- ✓ Support for grant writing
- ✓ Training
- ✓ Curriculum supports
- ✓ Success tracking



2018/2019 HEALTHY Pledge Program Results





Healthy Beverages

4,000

Water bottles supplied to
72 schools

124

Schools reached

124

Pledges Signed

34

Schools provided with a
refillable water station

65,832

Students impacted



Physical Activity Programs

95
Schools supported with Playground Activity Leaders in Schools (P.A.L.S.) program, Intramurals, and Active Clubs

95
Schools reached

95
Pledges Signed

16
Schools provided funding for a Painted Playground

45,660
Students impacted



Daily Physical Activity

82+

Daily physical activity
games and activities
implemented

74

Schools reached

74

Pledges Signed

74

Schools provided with daily
physical activity
programming and activity
support

35,276

Students impacted



Healthy Fundraising

33

Schools provided with healthy fundraising programming and resource support

33

Pledges Signed

33

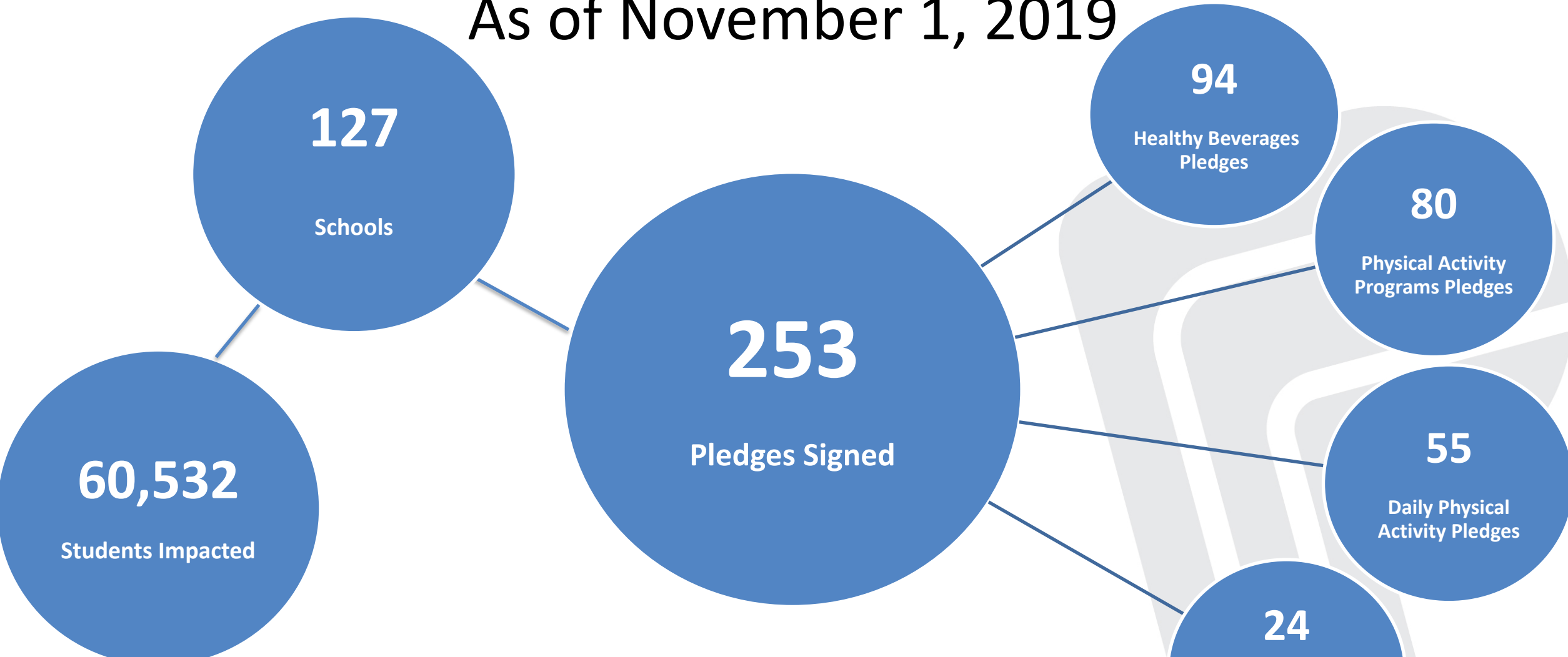
Schools reached

18,434

Students impacted

2019/2020 HEALTHY Pledge Program Progress

As of November 1, 2019



References

1. Frieden, T.R. (2010). A Framework for Public Health Action: The Health Impact Pyramid. *Am J Public Health, 100*(4), 590-595. DOI: [10.2105/AJPH.2009.185652](https://doi.org/10.2105/AJPH.2009.185652).
2. Kiriakidis, S. (2015). Theory of Planned Behaviour: the Intention-Behaviour Relationship and the Perceived Behavioural Control (PBC) Relationship with Intention and Behaviour. *International Journal of Strategic Innovative Marketing, 3*, 40-51. DOI: 10.15556/IJSIM.02.03.004.

Thank you!
Any Questions?

