

FOUNDED IN 2002, QUÉBEC EN FORME IS A NON-PROFIT ORGANIZATION CREATED FROM A PARTNERSHIP BETWEEN THE LUCIE AND ANDRÉ CHAGNON FOUNDATION AND THE GOVERNMENT OF QUÉBEC

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HOW ARE THE UPSTARTS COMING ALONG: UPDATE ON INITIATIVES SUBMITTED AS OF APRIL 30, 2008

Last June, the Québec en Forme Board of Directors gave its approval for the support of new communities. These initiatives bring the number of QEF-supported projects up to 42. This wave could be called the first cluster of initiatives supported under Québec en Forme's new mandate. Most of these local partnerships are starting up and they anticipate submitting an annual action plan by October 30, 2008. Here are a few details on the initiatives supported by Québec en Forme.

Start-Up Project

Bouge de là (RCM Robert-Cliche)	Chaudière-Appalaches
Pôle sud en Forme et en santé (RCM Montmagny)	Chaudière-Appalaches
CAM-LAU (Bordeaux-Cartierville-St-Laurent)	Montréal
Bien manger mieux bouger (St-Henri Petite-Bourgogne)	Montréal
Ça bouge dans Vaudeuil Soulanges (Vaudeuil-Soulanges)	Monterégie

These five partnerships hired a coordinator with the intent of starting their activities in January 2009. A request for support from the Lower North Shore was also approved. Given the special features of this community (over 400 km of coastline), this assistance is initially aimed at supporting the partnership in its mobilization process.

Projects aimed at new age groups and themes

Produire la santé ensemble (healthy eating) (Percé)	Gaspésie Iles-de-la-Madeleine
Trésors partagés (0 – 4 years old) (Haute-St-Charles/Jacques-Cartier)	Capitale-Nationale

These two groups submitted support requests and are introducing the theme of healthy eating habits and physical activities for toddlers 0 to 4 years old. The activities have started and are going well.

Projects Under Way

The Aylmer community (Outaouais) submitted a support request last April. The discussions and work were conducted jointly with the City of Gatineau, the Gatineau CSSS, and the Portages de l'Outaouais and des Draveurs School Boards, to build close relationships between the Secteur Hull and Les Promenades partnerships.

QUEBECERS LOVE LIFE

Kicking Off the Quebecers Love Life Campaign

Last October 11, the Minister of Health and Social Services kicked off a new government campaign on healthy lifestyles. This campaign falls within the scope of the Government's action plan for the promotion of healthy lifestyles and prevention of weight-related problems 2006-2012.

For more information on this campaign, visit the brand new Website at www.saineshabitudesdevie.gouv.qc.ca.



Québec

Prévention[™]
Fondation Lucie
et André Chagnon

FORGING RELATIONSHIPS

Over the last few months, members of Québec en Forme's management team met with several provincial partners, to get mutually acquainted and also to discuss cooperation opportunities. Details on some of these meetings are provided below:

Kino-Québec National Coordination

A meeting was held in September to identify mechanisms for coordinating the efforts of Kino-Québec and QeF aimed at creating environments conducive to the adoption and maintenance of physically active lifestyles. That meeting provided an opportunity to discuss the main issues in the short, medium and long term.

The coordination mechanisms will be validated in both networks. The cooperation of each and everyone will of course be needed to share a common vision and to support regional partnerships and communities willing to implement local initiatives. QeF's commitment to integrate the Kino-Québec network's expertise was clearly stated and well received.

Table de concertation nationale en prévention et promotion (TCNPP)

Last September 26, QeF's Executive Director and Director of Operations met with members of the panel of prevention/promotion coordinators from the different Regional Public Health Directorates, including members of the Department of Health and Social Services.

The purpose of this meeting was to outline the overall QeF deployment in the regions, as well as its policies regarding the workforce that will assist the communities' mobilization process in the territories and regions. One goal was to identify how QeF and Public Health resources could enhance their cooperation.

The discussions were very positive and areas of cooperation are emerging. It was agreed that the roles and responsibilities at all levels (national, regional, local) should be clearly defined. To do this, a working mechanism will be put in place between QeF and the TCNPP panel, thus allowing for a better linkage and greater cooperation.

Table nationale des corporations de développement communautaire

Last October 2, QeF's Director of Operations met with the members of the *Table nationale des corporations de développement communautaire*, in Rivière-du-Loup, where over 40 corporations were in attendance. The purpose of the meeting was to raise awareness of QeF's mandate and deployment plan. It was agreed to continue the discussions, which will surely be beneficial to all.

forum 2009

25-26 MARS 2009

Québec en Forme will hold, in March 2009, its second Partners Forum at Trois-Rivières' Delta Hotel and Convention Centre. Further details will be available shortly.

It should be noted that the first Québec en Forme's Partners Forum, in March 2007, attracted 300 partners from all across Québec. This year, we're already anticipating higher attendance, given the extent of QeF's deployment during the last year.

You'll be informed of the registration procedures by QeF's regional teams and on our Website: www.quebecenforme.org.

ONGOING COLLABORATIONS

Linking up the promotion projects of the *Société de gestion du Fonds pour la promotion des saines habitudes de vie* with the mobilization projects supported by Québec en Forme.

Both organizations are looking at potential link-ups between specific promotion projects and the QeF-supported mobilization projects, to provide local partnerships with additional means to complete their action plans.

QEF'S MAIN ACTION STRATEGY

Several have asked the question: Why did Québec en Forme choose the mobilization of local communities (partnerships of stakeholders from various backgrounds, such as municipal, health, education, community, etc.) as its main action strategy? You'll find below the rationale for this choice as well as an overview of the conditions for success of the mobilization of local communities and the principles of action that QeF intends to follow to fulfill its role of supporting and promoting local community mobilization projects. We'll use the next issues of the Québec Informe newsletter to elaborate on the meaning and practical implications of each of these conditions for success and principles of action.

The reasons why QeF chose the mobilization of local communities as its action strategy are simple:

- ◆ No actor can single-handedly implement all the actions intended to increase the likelihood that children will adopt and maintain healthy eating habits and physically active lifestyles;
- ◆ Actions by local communities, supported by and coordinated with actions from regional and provincial actors, have the greatest potential to induce changes conducive to the adoption and maintenance of healthy eating habits and physically active lifestyles by children;
- ◆ Local communities have a wealth of skills, expertise and resources; the actions required to make children adopt healthy lifestyles must be based primarily on the coordination and complementarity of local efforts and strengths;
- ◆ The mobilization of local communities requires, over the long term, actors with a shared vision of the actions and changes needed to get children to adopt and maintain healthy eating habits and physically active lifestyles.



Why would a local community want to mobilize from this perspective?

- ◆ To positively affect the quality of life of the children and the community;
- ◆ To give concrete expression to a shared vision of development and change with regard to healthy lifestyles for children and conducive environments to achieve it;
- ◆ To reinforce and maximize the complementarity of local actors' expertise, roles, skills and contributions;
- ◆ To add value to what each individual does on his or her own, by occupying common ground through intersectoral action;
- ◆ To increase its capacity to work together.

Guiding Principles for Supporting and Promoting the Local Communities' Mobilization Process

Although the conditions for success of the mobilization of local communities vary depending on the initiative, QeF considers that the following conditions are most likely to foster mobilization within communities for the adoption and maintenance of healthy eating habits and physically active lifestyles by children and the creation of environments conducive to achieving it:

- ◆ **Actors having a common vision and a thorough understanding** of issues, needs, priorities, directions, resources and required actions;
- ◆ A **stable and collective leadership** resulting in a shared commitment by several organizations, institutions and individuals to act together; in other words, leveraging the strengths and skills of everyone, mobilizing the resources and means essential to make the project work, and going beyond individual and organizational goals and interests to focus on joint objectives and actions;
- ◆ A **participatory and effective local governance**, i.e. one that fosters dialogue, allows shared decision making and accountability between local actors, and increases their ability to learn and build together;
- ◆ **Consolidating and broadening partnerships and cooperative links** between local actors to increase resources and opportunities for action, and build social capital within communities;

(Cont'd page 6)

THE LOCAL PICTURE: A MOBILIZATION AND DECISION-MAKING TOOL

Aware that the creation of conducive environments requires collective action at the local level, QeF assists communities in developing strategies and actions. It is thus crucial that the various actors share a common understanding and vision of their communities' needs and opportunities, so they can work together on a common action plan.

QeF has developed tools and is proposing a process for local communities to draw up their *Picture of participation in physical activity and sport (PAS) by children and youth*. Based on the commitment of local partners, this process helps communities take ownership of the results and integrate them into their actions. The Picture provides a starting point, which makes it possible to subsequently monitor the evolution of children's lifestyles and of the communities where they live.

In 2006-2007, six Québec partnerships produced their Picture of participation in PAS by children aged 4 to 12. Children aged 13 to 17 were included in two of these partnerships Picture.

Over 12,000 youngsters, 145 organizations providing PAS services, 68 elementary schools and 5 high schools were reached for data collection in these communities.

Results for 2006-2007 highlight the relevance of looking at communities' specific conditions. For example, 62% of children aged 4 to 12 participate in an organized PAS activity at least once a week. This percentage ranges from 39% to 78% depending on the community. On the other hand, the percentage of children that do not participate in free or organized PAS activities range from 1% to 10% depending on the region. It is therefore appropriate to look at how the environment affects PAS.

In 2007-2008, a picture of children aged 4 to 17 years is being drawn up on the Sherbrooke territory as part of a coordinated project on eating and physical activity. In the spring and summer of 2008, the collection of data reached 13,862 children, including 8,612 in elementary school and 5,250 in high school. Also, interviews were used to collect data from 67 organizations providing physical activity services and 46 educational institutions. Results are expected in early spring 2009.

In addition to the interest shown at various levels for their results, these pictures have a rallying effect pointing to the relevance of integrating them into the community mobilization process.

The data from the pictures were presented at a workshop during the World Leisure Congress, held in Quebec City last October 6-10. For more details on this congress, visit www.loisirquebec2008.com.



SOME BENEFITS ALREADY

The data collection stemming from the the project *Action concertée sur les habitudes de vie des jeunes Sherbrookoïses* helped mobilize the Sherbrooke community around healthy lifestyles. This mobilization process, even before the results were announced, generated actions conducive to the adoption of healthy lifestyles by young people in the community. In collaboration with the City of Sherbrooke, the Minor Hockey Association extended the advice of a nutritionist to all the teams on the territory. Young hockey players were contacted and made aware of the importance of healthy eating habits, especially when tournaments are held away from the city.

Concerning the Sherbrooke Regional School Board, discussions were held among food-service operators to identify ways and means of offering healthier food.

These are great examples of benefits, and there will undoubtedly be a lot more!

THINGS ARE MOVING IN THE REGIONS !

LOWER ST. LAWRENCE

NEWS FROM COSMOSS

The regional action plan stemming from the COSMOSS (*Communauté Ouverte et Solidaire pour un Monde Outillé, Scolarisé et en Santé*) approach encompasses actions that will be taken by the various partners and working committees over the next three years. It should be noted that the basic tenet of COSMOSS is to improve the living conditions of vulnerable children and youth from «-9 months» to 30 years of age. In concrete terms, the COSMOSS approach deals with four main issues:

1. Adoption of healthy lifestyles
2. Successful school start
3. Persistence and success in school
4. Successful social and work integration

In the Lower St. Lawrence region, a specific QeF-support deployment scenario was developed in keeping and in cooperation with this regional approach. This scenario is intended to support and supervise the implementation of the healthy lifestyles component for the 0-17 years of age set in the eight local COSMOSS partnerships (one mobilization per RCM).

As part of this process, Kino-Québec, *Sport étudiant* and *URLS* presented to COSMOSS agents, in October, the services provided as well as the tools available to support them in their work.



EN MOUVEMENT VERS UN
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MAURICIE

A RETREAT FOR MASKINONGÉ PARTNERS IN MAURICIE

On Friday, November 14, the members of the Maskinongé LAC will hold a retreat to finalize their 2009-2012 support request to QeF. Invitations to attend this event and join this local partnership have been sent to other local organizations working with children and youth from 0 to 17 years of age and their families: day-care centre, *Carrefour jeunesse-emploi*, local employment centre, etc.

The agenda of this retreat will include a short briefing on QeF's mandate, the Government *action plan for the promotion of healthy lifestyles and the prevention of weight-related problems 2006-2012* and also the Maskinongé RCM's social development plan. A working committee was set up to assess the current situation regarding physically active lifestyles and healthy eating habits in the 0-17 years old group on the territory, based on data already collected. Later on, proposed objectives for the three-year plan in the support request would have to be defined. Participants will be asked to consider and adopt these objectives. They will also discuss the strategic directions of QeF's development on the territory.

Besides completing the work for the submission of the support request, local actors will have the opportunity to discuss what QeF's role should be on the territory. Integration of the concern about the community's youth developing and maintaining healthy lifestyles, supported by the RCM's family policy and social development plan, will also be considered. The results of the discussions from this important event will help the working committee complete the support request, which will be ratified by the partnership at its upcoming December 16 meeting.

CHAUDIÈRE-APPALACHES

GAP INFO-LETTER ON THE *TABLE RÉGIONALE DE CONCERTATION SUR LES SAINES HABITUDES DE VIE DE CHAUDIÈRE-APPALACHES*

Created in the winter of 2008, the electronic newsletter informs actors in the various networks of interventions, actions and programs being implemented concerning healthy eating habits and physically active lifestyles.

The *table régionale* (regional panel) includes the 7 signatory departments to the Government action plan as well as the *Unité régionale du loisir et du sport*, the *Conférence Régionale des Élus*, the *Association Régionale du Sport Étudiant de Québec et Chaudière-Appalaches*, the *Table Régionale des Organismes Communautaires*, the *Table Agroalimentaire*, the Forum Jeunesse, the *Regroupement des Centres de la Petite Enfance de Québec et Chaudière-Appalaches* and QeF.

QEF'S MAIN ACTION STRATEGY... CONT'D

- ◆ **Intersectoral action** which results in a collective approach to planning, organizing, implementing and assessing actions, and the involvement and sharing of responsibilities by the actors (sectors and networks) concerned;
- ◆ An **evaluation and renewal approach** suitable to collective change and learning, to ensure the relevance and effectiveness of deployed strategies, and to improve actions on a continuing basis.

By mobilizing to work together on healthy lifestyles and conducive environments for children within the scope of a QeF-supported project, local communities commit themselves to achieving their mobilization process, conducting a continuing assessment, developing various types of partnerships, assuming an influential role on the local level and ensuring the sustainability of their actions. As a partner, QeF is responsible for supporting and assisting local communities in their mobilization process. In these undertakings, QeF intends to abide by specific principles of action:

- ◆ respecting the local community's own pace, as mobilization takes time, flexibility and consistency;
- ◆ adjusting its support and assistance based on the characteristics of the local communities (strengths, potential, issues);
- ◆ never acting as a substitute for local actors and supralocal (school boards, health and social services centres, etc.) and regional institutions, as the goal is giving autonomy to these actors, developing their ability to work together (instead of their dependence on outside expertise), putting in common and sharing actions and resources.

In other words, QeF acts as a catalyst in channeling efforts, resources and existing coordinations for the well-being and quality of life of the children and the community. QeF encourages local communities to mobilize, in order to work together to create an environment conducive to the adoption and maintenance of healthy eating habits and physically active lifestyles.

SUJETS D'INTÉRÊT

SOUP'S ON! EDUCATIONAL KIT!



Soups's On! Educational Kit! for elementary and high school teachers: Ecological and responsible eating explained to our kids.

This kit was designed by *Équiterre* as part of its initiative "Soup's On! Promoting Responsible Institutional Eating" and is offered free of charge to elementary and high school teachers. It contains ready-to-use activities that help children get a better understanding of agriculture and food in Quebec.

As part of a QeF-supported project, *Produire la santé ensemble (PSE)*, in Percé, on the Gaspé Peninsula, the project leader used *Équiterre*'s kit last September with some fifty elementary school kids. According to Isabelle Boisvert, PSE coordinator, the students found the proposed activities so exciting that the teachers asked for the Website address so they could use these activities in their own class.

The educational kit, offered in French and English, can be found on the *Équiterre* Website under the tab *Responsible Institutional Agriculture*, at www.equiterre.org.

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