



NORTHERN HEALTHY COMMUNITIES PARTNERSHIP

2018-2019 ANNUAL REPORT



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Message from the Co-Chairs

We are pleased to introduce to you the Northern Healthy Communities Partnership (NHCP) 2018-2019 Annual Report. This year, the NHCP continued with its commitment to improve the health outcomes of northern Saskatchewan residents.

This year's annual report provides a summary of the Action Team activities to:

- promote and support active living for all,
- improve lifelong mental wellbeing through early literacy and bonding,
- build resilient young people to reduce risk taking behaviour,
- foster nutrition and prevent chronic disease through the creation of healthy food environments, and
- reduce commercial tobacco use while supporting use of traditional tobacco in northern Saskatchewan.

This year, we also celebrate the unveiling of our new website that provides a one-stop shop for all matters relating to NHCP. We would like to thank the Saskatchewan Health Authority, the Saskatchewan Cancer Agency and private funders for their continued financial support. We also welcome and acknowledge new funding from the Northern Inter-Tribal Health Authority. Without these funds, none of the work documented in this report would have been possible.

We would also like to thank the NHCP Partner organizations for their continued support in our mission. Staff from the partner organizations put in countless numbers of hours to ensure all projects are completed.

As you read through the report, we hope you will be inspired to join us in creating supportive environments, developing personal skills and strengthening community actions so northern Saskatchewan residents have ever greater opportunities to make healthy choices.



Dr. Nnamdi Ndubuka
Medical Health Officer
Northern Inter-Tribal Health Authority



Dr. Rim Zayed
Medical Health Officer
Northern Saskatchewan Population Health Unit



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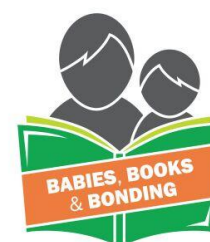
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Northern Healthy Communities Partnership

The Northern Healthy Communities Partnership (NHCP) is a network of organizations working proactively to improve the health of northern Saskatchewan residents. Through NHCP, partner organizations work collectively and collaboratively with local, regional, provincial and national stakeholders to achieve a greater impact for the populations they serve. As part of the NHCP Core Group, leaders, and managers from NHCP Partner Organizations meet quarterly to identify common challenges and select shared population health promotion priorities for northern Saskatchewan. The Core Group also provides guidance, strategic direction and support to the work of the partnership.

As part of NHCP Action Teams, professionals from across northern Saskatchewan and the province develop connections, motivation, and specialized tools to help them be more effective in their everyday work. The five NHCP Action Teams work in the areas of: promoting and enabling active living to maximize health for all ages and abilities; supporting early literacy and bonding to improve lifelong mental wellbeing; building resilient young people to reduce substance use and risk taking; fostering nutrition through healthy food environments, and; reducing commercial tobacco use while respecting Indigenous traditions. The Action Teams include representatives from NHCP partner organizations, who are responsible for contributing to the work of the Action Team and for leading the implementation of Action Team projects within their organizations and communities.



BUILDING **V**IBRANT **Y**OUTH
Northern Healthy Communities Partnership



NORTHERN TOBACCO
STRATEGY

NHCP Partner Organizations

Athabasca Health Authority

Kids First North

Lac La Ronge Indian Band

Meadow Lake Tribal Council

Northern Inter-Tribal Health Authority

Northern Lights School Division #113

Northern Saskatchewan Population Health
Unit

Northern Sport, Culture & Recreation
District

Peter Ballantyne Cree Nation

Prince Albert Grand Council

Saskatchewan Cancer Agency

Saskatchewan Health Authority

Saskatchewan Heart and Stroke

Foundation

Saskatchewan Prevention Institute



Northern Healthy Communities Partnership Coordinator's Report

NHCP Co-Coordinators: Amanda Frain, Northern Saskatchewan Population Health Unit – Saskatchewan Health Authority; Kevin Mageto, Northern Inter-Tribal Health Authority

NHCP Partner Engagement

Partner engagement refers to the number of organizations actively participating in an NHCP action team. An example of an engaged partner would be one that has a representative who participates in an action team and carries out the action items assigned to them. In 2018-2019, partner engagement levels were similar to the previous year at 62%. The engagement formula was unaltered from the previous year, not yet taking into account changes in the organizational structure of some NHCP Partner Organizations. As the Saskatchewan Health Authority continues to take shape, the engagement formula will change to reflect the nature of the new work environment. In addition, NHCP is looking to recruit more partners who share the same goals to help improve the health northern Saskatchewan residents.

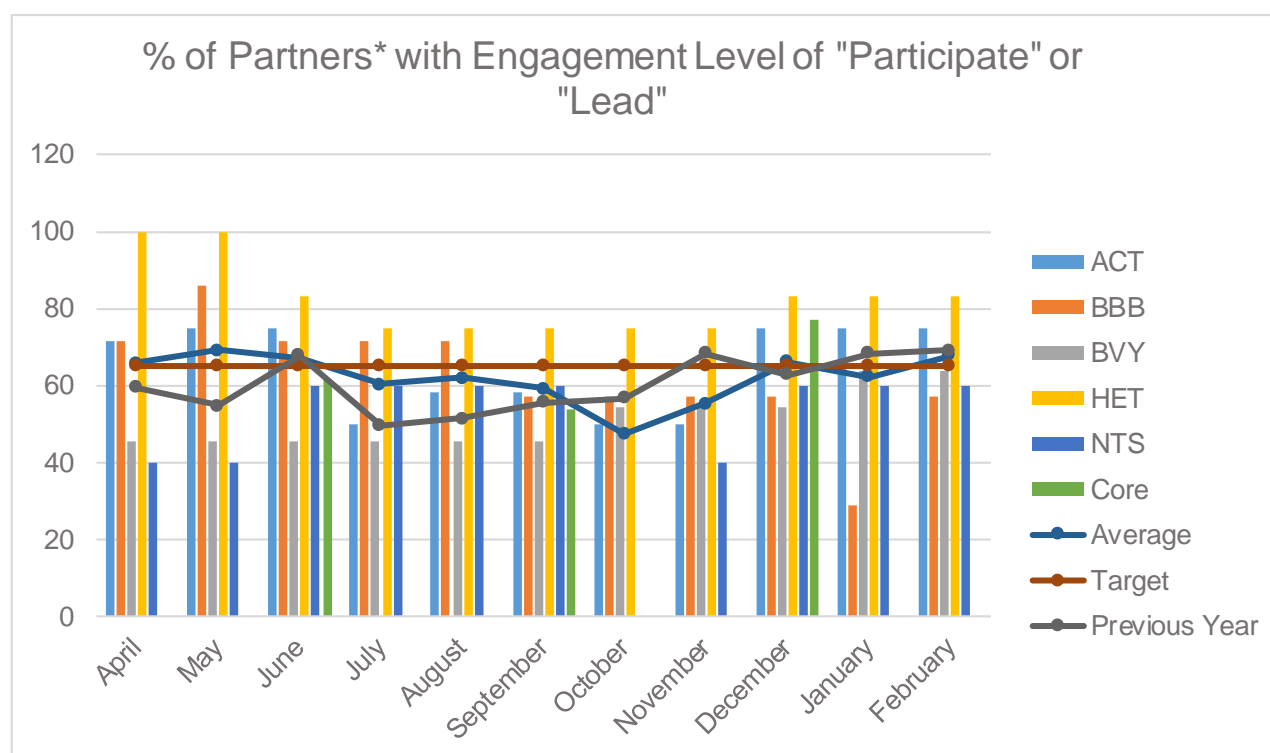


Figure 1. The percentage of partners with engagement levels of "Participate" or "Lead" in 2018-2019.



NHCP Communications

In 2018-19, NHCP continued the implementation of its [communication strategy](#), including the launch of its new website at www.nhcp.ca. The website aims to be a source of information about the partnership for health and human services providers working with northern Saskatchewan populations, as well as, a [hub for resources](#) created by the partnership. With an updated mobile-friendly design, lots of high quality images, consistent visuals and audience-targeted content, the website aims to increase awareness and understanding of NHCP, as well as, access to and use of its resources.



NHCP Action Team Reports

Active Communities Team

Chair: Kevin Mageto, Northern Inter-Tribal Health Authority

The Active Communities Team (ACT) continued working on their long-term goals with the overall mission to encourage and integrate physical activity into the daily lives of northern community members regardless of their age and ability. One of these goals has been to grow a strong and purposeful team that advocates for the physical activity needs of northern residents. The ACT held two face to face meetings and a number of teleconferences to plan, implement and evaluate various projects. The ACT membership has been steadily growing with the team planning to recruit community recreational coordinators to ease physical activity program delivery.

In an effort to promote activity in the workplace, the ACT researched and designed point of decision prompts that were circulated in northern organizations and community schools. [Point of decision prompts](#) seek to nudge individuals towards healthier choices in the moments when they are choosing and have been shown to increase the number of times the behaviour suggested on the prompt is chosen. For example, a point of decision prompt placed next to the elevator call button that suggests taking the stairs instead increases the chance that an individual approaching the elevator will choose the active option to get from one floor to another.



So far 130 sets of point of decision prompts have been distributed across the partnership.



Lastly, the ACT aims to diversify physical activity offerings in northern Saskatchewan. To this effect, the team continued its partnership with the Saskatchewan Lacrosse Association and hosted lacrosse clinics in the communities of Ile a La Crosse and James Smith, where a total of 178 children, youth and adults attended the workshops. Jeff Shattler, a world renowned Indigenous lacrosse player who plies his trade for the Saskatchewan Rush Lacrosse team, ran the workshops.

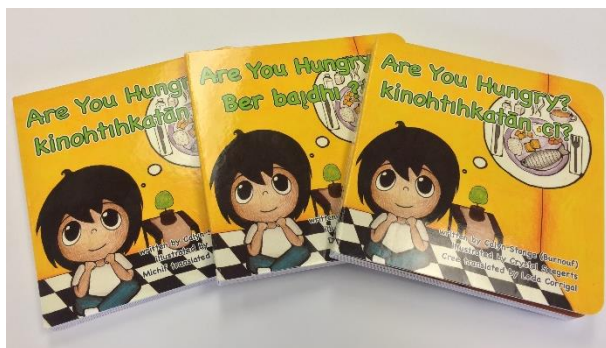
For the next fiscal year, the ACT plans on expanding the existing projects to reach more residents, as well as, introduce traditional dance and rugby workshops as part of expanding physical activity options.



Babies Books and Bonding

Chair: Jacqui Lim, Saskatchewan Health Authority

In 2018-19, NHCP's Babies, Books and Bonding (BBB) program distributed approximately 2300 books to 16 community clinics. The BBB team also began distribution of its first published book, *Are You Hungry?*, Featuring Indigenous languages of northern Saskatchewan in a story of a northern Saskatchewan family as they gather and prepare foods for a family meal. Books and information are provided to children and their families at immunization clinic visits to promote language and literacy development and parent-infant bonding.



Through its partnership with the University of Alberta the BBB team completed a study design and received ethics approval and a small grant to conduct a feasibility study of a drawing activity facilitated through preschools as a means of increasing children's oral language skills and parent engagement in school. In 2018-19, the team was also able to enroll participants in the study, facilitate the activity and complete data collection. Results of the pilot study are anticipated in 2019-20.

Building Vibrant Youth

Chair: Kevin Mageto, Northern-Inter-Tribal Health Authority

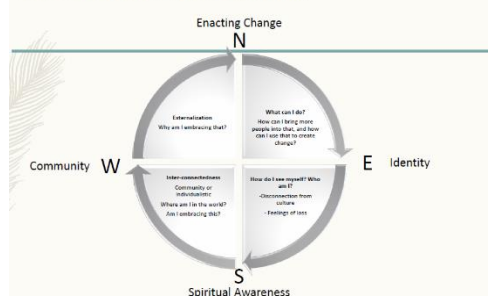
Strong positive relationships with adults have been shown to be a significant protective factor for youth, correlated with reductions in risk taking behaviours like substance misuse and self-harm, and with increases in positive behaviours like leadership and academic achievement. In 2018-19 the [Building Vibrant Youth \(BVY\) team of NHCP expanded its video series](#) with three new inspirational stories of northern Saskatchewan adults practicing positive youth development and building strong, positive relationships with young people in their communities – Coach Chris Brownrigg and the gold medal winning Northern Pikes Wrestling team, Sheryl Kimbley and the Northern Spirits Showcase, and Cheryl Bear and the Flying Dust Youth Centre.

A social media campaign was held to promote the BVY Video Series and other resources the team has produced over the years. More than 250 northern Saskatchewan residents participated in the contest. Reaching more than 13 000 people this year via Facebook alone, the Building Vibrant Youth Video Series aims to celebrate adults who makes a difference in the lives of youth in their community, while inspiring more adults to do the same. By helping to promote the Building Vibrant Youth Video Series, three northern Saskatchewan residents won sponsorship to attend a workshop hosted by the team in collaboration with the Saskatchewan Prevention Institute to learn skills and tools for engaging youth in the communities.



In addition to expanding its video series, the BVY team took part in two professional development workshops during the 2018-2019 fiscal year. The first workshop focused on Four Traditional Doors and emphasized understanding a youth's cultural perspective. The Four Doors symbolized the four directions of the medicine wheel. The second "Adult Ally" workshop, hosted in partnership with the Saskatchewan Prevention Institute, provided adult mentors with tips on working with youth. A total of 18 attendees (8 youth and 10 adults) attended the workshop, including the winner of BVY's social media contest.

The Doors in Action



Next year, the team hopes to expand on the video project with a focus on voices from northern Saskatchewan youth. In addition, the team hopes to host a professional development session with the aim of providing team members with additional tools and knowledge in working with youth.

Healthy Eating Team

Co-Chairs: Audrey Boyer, Northern Saskatchewan Population Health Unit – Saskatchewan Health Authority; Carol Udey, Northern Inter-Tribal Health Authority.

During the 2018-2019 year, the Healthy Eating Team continued with projects to support healthy food environments (such as those in schools and restaurants), to support healthy eating habits and the prevention of chronic disease. As part of increasing communication with stores, the team created [‘food of the month’](#) posters and accompanying recipe cards, which were distributed



to stores along with two [nutrient posters](#) (iron and sugar). The School Nutrition Mentoring Project hosted its fourth workshop, which was well received by participants. However, due to lack of a nutrition mentor, site visits were limited.

In an effort to promote water as the drink of choice, the team purchased and distributed eleven hydration stations. The hydration stations have been a success and have seen an

increase in water consumptions in schools, as well as, at different community events, such as Treaty Days. These stations have enabled nutrition workers and teachers to start conversations on healthy beverage consumption.

Virtual standardized prenatal education training sessions were offered during the 2019 portion of the fiscal year as part of the Standardizing Prenatal Education project. The HET also completed a program evaluation of the project, with a focus on gauging the effectiveness of the in-person standardized prenatal education sessions offered in the 2017-18 year. Key findings from that evaluation were:

Highlights:

- Knowledge, skills and confidence regarding prenatal education improved due to the in-person workshops that were across the north.



Recommendations:

- To continue gathering information in the pre and post session format in the future if in person sessions are offered.
- To offer ongoing surveys a few months after the workshop to determine if changes persisted
- To conduct interviews or focus groups with participants to gather further data about the use of the program.

In 2019-2020 the HET is looking to host several School Nutrition Workshops across northern Saskatchewan to encourage greater participation of cooks from schools and daycares. In addition, the HET hopes to renew a partnership with the Northern Oral Health Working Group and the University of Saskatchewan to chart ways to decrease sugary drink consumption, and to partner with University of Saskatchewan to revise the Northern Gardening Manual. Lastly, the team will work to update its infant feeding cards and complete the fifth presentation of the standardized prenatal education project.

Northern Tobacco Strategy

Co-chairs: Amanda Frain, Northern Saskatchewan Population Health Unit – Saskatchewan Health Authority; Justina Ndubuka, Northern Inter-Tribal Health Authority.

In April 2019, NHCP's Northern Tobacco Strategy (NTS) launched its social marketing campaign Beyond the Pack. The campaign aims to reduce experimentation with commercial tobacco among northern Saskatchewan youth between 11 and 15 years old. In its first three months, the campaign Facebook page received nearly 500 likes and reached nearly 60 000 people.



Members of the NTS team also completed additional training in social media campaigns and marketing, participating in a workshop on psychographic teen segmentation to help team members better identify and target specific audiences with their resources and campaigns. As well, the team learned about the Green Light Project to promote smoke-free homes.

Next year, the team is planning to expand its social marketing campaign and to redevelop its Youth Tobacco Module into curriculum-linked classroom-ready lesson plans that can be used in northern Saskatchewan schools and communities.



2018-2019 NHCP Financial Report

Funding for the 2018-19 activities of NHCP came from the Saskatchewan Health Authority and Saskatchewan Cancer Agency (SCA), with funding from the latter used to support specific projects of the Active Communities Team, Healthy Eating Team and Northern Tobacco Strategy. Private contributions continued to support the distribution of *Are You Hungry?* The NHCP looks forward to welcoming the Northern Inter-Tribal Health Authority as a funding partner in 2019-20 and would like to thank all of its funders for their continued support. Without the support of funders, NHCP's efforts to support population level improvements in the health of northern Saskatchewan residents would not be possible.

Northern Healthy Communities Partnership Financial Statement April 1, 2018 to March 31, 2019

Revenue			
	Budgeted/Planned	Actual/Received	Variance
NHCP	\$46,450.00	\$68,190.00	\$0.00
SCA	\$83,530.00	\$38,530.00	\$45,000.00
Other External	\$17,800.00	\$8,010.00	\$9,790.00

Total Revenue	\$147,780.00	\$114,730.00	\$54,790.00
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Expenses			
	Budgeted/Planned	Actual/Spent	Variance
Active Communities Team	\$10,550.00	\$4,630.00	\$5,920.00
Core Group	\$2,500.00	\$1,020.00	\$1,450.00
Coordinator Projects	\$8,250.00	\$5,000.00	\$3,250.00
Babies Books and Bonding	\$28,300.00	\$18,190.00	\$10,110.00
Building Vibrant Youth	\$11,500.00	\$6,740.00	\$4,760.00
Healthy Eating Team	\$66,980.00	\$22,180.00	\$44,800.00
Northern Tobacco Strategy	\$11,700.00	\$2,990.00	\$8,710.00
Promotions and Media	\$8,000.00	\$9,640.00	\$1,640.00

Total Expenses	\$147,780.00	\$70,390.00	\$77,390.00
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Net	\$0.00	\$44,330.00	\$22,600.00
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