



NORTHERN
HEALTHY
COMMUNITIES
PARTNERSHIP

2016-17 ANNUAL REPORT



Northern Healthy Communities Partnership

Message from the Co-Chairs

We are honoured to introduce the 2016-2017 Northern Healthy Communities Partnership (NHCP) Annual Report. This year marks 13 years since the inception of NHCP where northern Saskatchewan organizations and stakeholders committed to working proactively to improve the health of northern Saskatchewan residents. Every year, NHCP keeps getting stronger and closer to its goal of achieving wellness in northern Saskatchewan communities. In this report, we celebrate NHCP's successes from the past year and highlight some challenges we face in our efforts to enable individuals to take control over their own health.

The achievements included in this report would not be possible without the hard work of Action Team Chairs and Action Team Members. We would also like to acknowledge the supervisors and managers in our partner organizations for taking an interest in NHCP and for supporting their staff to contribute to the work of the partnership. We look forward to continued collaboration for the benefit of our partners and the health of northern Saskatchewan residents. We give you the 2016-2017 NHCP Annual Report.



James Irvine
Medical Health Officer
Northern Saskatchewan Population Health Unit



Nnamdi Ndubuka
Medical Health Officer
Northern Inter-Tribal Health Authority



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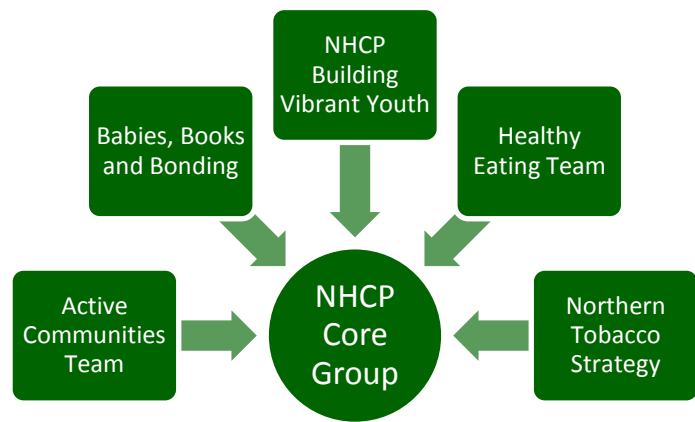
Kevin Mageto, Health Promotion Advisor, Northern Inter-
 Tribal Health Authority



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 and strategic direction to the partnership and support for the work of NHCP.

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 to improve lifelong mental wellbeing; building resilient young people to reduce substance abuse and risk taking; fostering nutrition through healthy food environments, and; reducing commercial tobacco use. The Action Teams include representatives from NHCP partner organizations who are responsible for actively participating in the work of the Action Team and for leading the implementation of Action Team projects within their organizations and communities.



NHCP Partners

Athabasca Health Authority
 Keewatin Yatthé Health Region
 Kelsey Trail Health Region
 KidsFirst North
 Lac La Ronge Indian Band
 Mamawetan Churchill River Health Region
 Meadow Lake Tribal Council
 Ministry of Justice
 Northern Human Services Partnership

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 Grant Council
 Saskatchewan Cancer Agency
 Saskatchewan Heart and Stroke Foundation
 Saskatchewan Prevention Institute

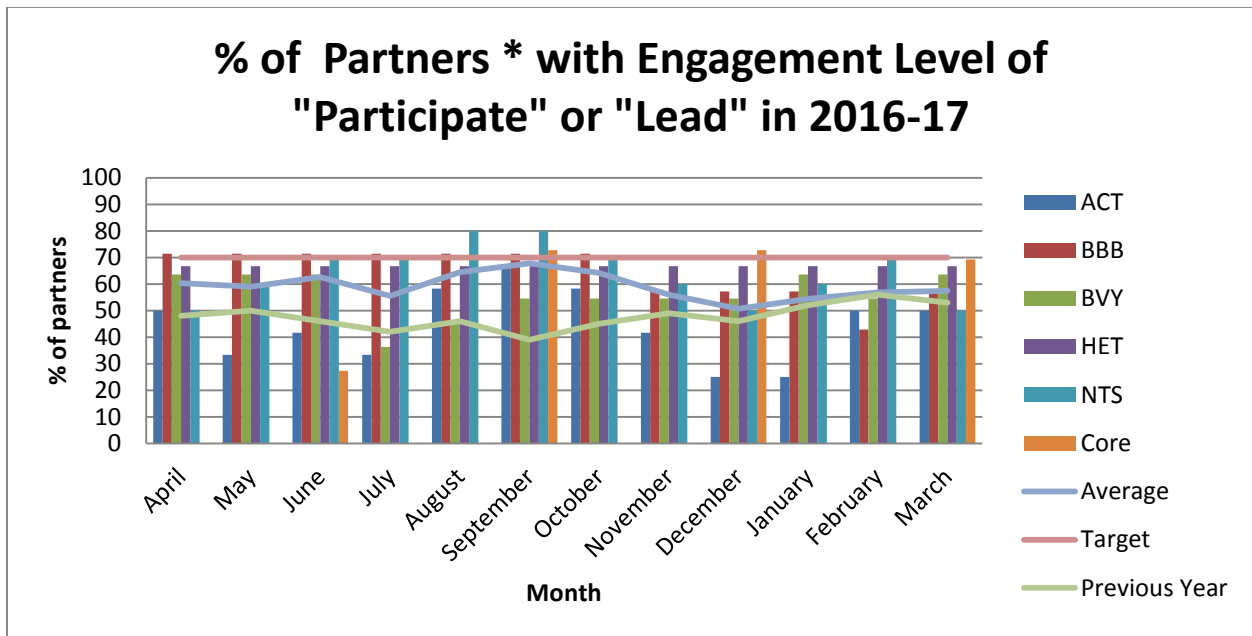


Northern Healthy Communities Partnership Coordinators' Report

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

NHCP Partner Engagement

The Northern Healthy Communities Partnership (NHCP) tracks the engagement of its partners in the work of the Action Teams and Core Group as a way of monitoring representation from the variety of northern Saskatchewan organizations and sectors it works to support. Tracking partner engagement also helps with assessing NHCP's capacity to effectively implement and evaluate population health promotion strategies and projects to improve the health and well-being of individuals, families and communities in northern Saskatchewan. In 2016-17, NHCP partner engagement levels improved, from 48% at "Participate" or "Lead" in 2015-16 to 59% in 2016-17. With NHCP Action Teams pursuing multiple exciting projects in the year to come, NHCP will continue to work towards the goal of having 70% of partners engaged at "Participate" or "Lead" levels.



Project Planning and Evaluation

To ensure a successful program or project is implemented, clear goals and objectives with measurable outcomes and indicators have to be set at the beginning. In 2016-2017 NHCP action teams strived to include an evaluation plan as part of their project planning. Evaluation plans were created for the Core Group meeting, the Building Vibrant Youth Video Series and for the Northern Tobacco Strategy's *Brief*



Intervention for Tobacco Cessation: Helping Pregnant and New Mothers training, however this fell short of the target of created evaluation plans for all NHCP projects. The NHCP Co-Coordinators remain to achieving the goal of creating an evaluation plan as part of planning every new NHCP project.

Population Health Promotion Capacity Development

Population health promotion is the approach to improving the health of groups of people by influencing the conditions in which they live, learn, work and play. In 2016-17 NHCP sought to build on its initial population health promotion capacity building efforts by including learning opportunities as part of the annual in-person Action Team and Core Group meetings. As part of its May meeting, the Healthy Eating Team included a foraging expedition into the forest in the Lac La Ronge area to learn more about the wild foods and medicines available in the region. With the help of local guide Darlene Kuley, the team gathered spruce pitch and used it to create a salve for minor cuts and scrapes.

Members of the NHCP Core Group participated in a workshop on social marketing in March. The workshop was intended to help Core Group members deepen their understanding of social marketing, including how it differs from awareness campaigns and social media. Feedback about the workshop was overwhelmingly positive, as captured in the summary of the evaluation survey below.



Communications

In 2016-17, the NHCP Coordinators completed the comprehensive [communication strategy](#) for NHCP that had been initiated in the previous year. This strategy aims to establish the Northern Healthy Communities Partnership as a recognized, valued and integral part of health and human service



provision in northern Saskatchewan. Key parts of the strategy include differentiating target audiences, specifying key messages about NHCP based on the information needs of the audience, and outlining the tactics for strategy implementation. Changes have already been made in the way the NHCP Coordinators and others describe the partnership, its teams and its projects to stakeholders.

Spotlight: Northern Healthy Communities Partnership on Social Media

In January 2017, NHCP made its social media debut with the launch of a [Facebook page](#). Using social media to communicate directly with northern Saskatchewan residents about NHCP and its projects and resources is one of the tactics outlined in the NHCP Communication Strategy. [Social Media Guidelines](#) were created to

direct NHCP’s use of social media to ensure NHCP’s social medial use serves the partnership’s goals and the people of northern Saskatchewan. As of March 31, 2017, Northern Healthy Communities Partnership had 114 likes on Facebook, with posts reaching as many as 1500 people.



NHCP Recognition Awards

Health promotion means working to change the conditions in which people live, work, learn and play so that they are better able to make healthy choices. NHCP recognizes that building healthier communities requires the coordinated efforts of many people and individuals, and that health promotion efforts in northern Saskatchewan are not limited to the work of the partnership. The NHCP Recognition Awards are a way for NHCP to recognize, applaud and thank individuals and organizations who are helping to build healthier communities for northern Saskatchewan residents, by making changes in their own lives and modelling healthy living for others or by working for change in their organizations or communities that make it easier for everyone to be healthy.

In 2016-17 the Northern Healthy Communities Partnership was thrilled to celebrate the following people and organizations for their efforts to build healthier communities:

Marie Adele Custer (Pelican Narrows, SK) for her passionate advocacy for health and food security, her ability to engage those around her to do the same, and her leadership in establishing a new community garden.



Alfred Gamble (Duck Lake, SK) for his commitment to ensuring the success of a community garden and his advocacy and partnership building in pursuit of food security.

Joyce Cook (Prince Albert, SK) for being smoke free for more than a year.

Osprey Lodge Dining Room (Pine Island Resort, SK) for providing healthy menu options, including fresh fruits and vegetables.

Areva Resources Inc. for funding a one year supply of books for all of the northern Saskatchewan children in one of the age groups reached by the Babies, Books and Bonding program.

James Irvine and Trudy Connor (Lac La Ronge Area, SK) for generously donating the funds to publish and distribute a children’s book through Babies, Books and Bonding featuring a northern Saskatchewan author and illustrator and the Aboriginal languages of region.

NHCP Action Team Reports

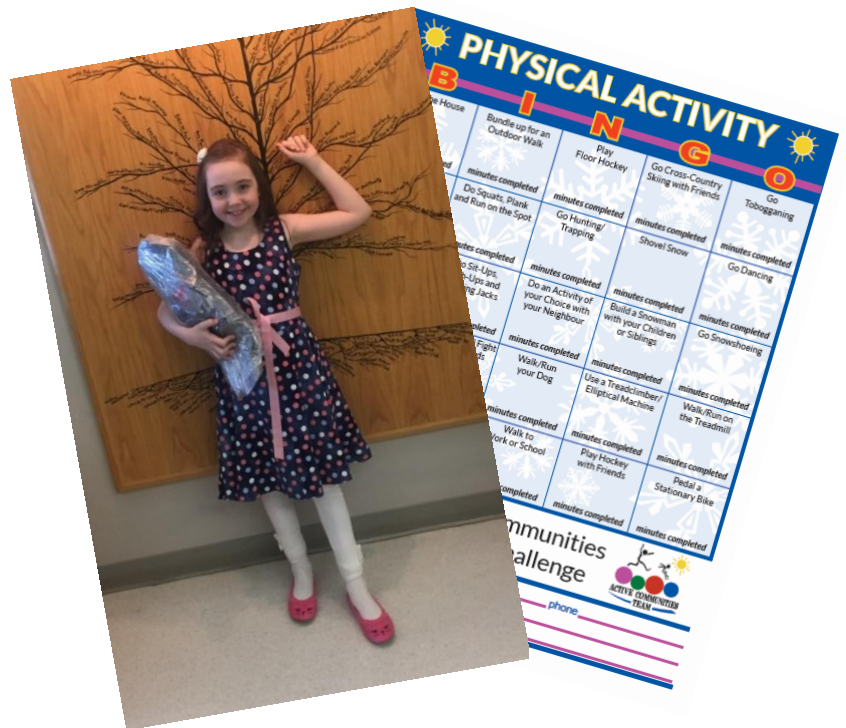
Active Communities Team

Chair: Kevin Mageto, Northern Inter-Tribal Health Authority

After regrouping in 2014-2015, the Active Communities Team (ACT) has seen a steady increase in membership from across the north with more partners coming together for one purpose: to promote and enable active living to maximize health for all ages and abilities in northern Saskatchewan. In 2016-2017, the ACT published the results of its Organizational Physical Activity Survey, identifying top priorities for increasing physical activity in northern

Saskatchewan. The findings kick-started a project to provide organizations with tips and resources to promote physical activity in their working environment.

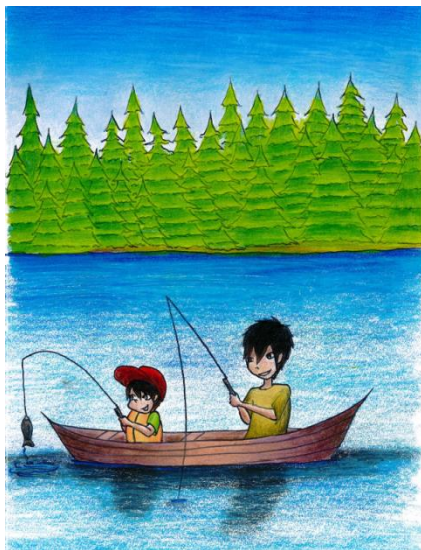
The ACT designed a Physical Activity Bingo Winter Challenge to educate northern residents on the recommendations for physical activity and to encourage a wide variety of physical activity. Residents of all ages participated in the challenge across northern Saskatchewan, with a total of 17 winners receiving physical activity related prizes ranging from gift cards for sporting goods to snowshoes.



Babies, Books and Bonding

Chair: Jacqui Lim, Mamawetan Churchill River Health Region

Literacy is linked to higher levels of employment and income and reduced health risk behaviours such as smoking, physical inactivity and poor nutrition. The Babies, Books and Bonding program supports early literacy to improve lifelong physical and mental wellbeing by providing age appropriate board books and literacy education to northern Saskatchewan children and their families at five points in their first four years. In 2016-17, over 3000 board books were distributed to 19 community clinics in northern Saskatchewan, providing nearly 750 children and their families with support and resources to build literacy skills before entering school.



In response to desires expressed by parents participating in its program, the Babies, Books and Bonding Action Team has been working towards publishing a children's book. Written by Babies, Books and Bonding team member and dietitian, Calyn Stange, this story follows a northern Saskatchewan family as they gather and prepare a healthy meal. In 2016-17 the Babies, Books and Bonding team secured funding for the publication of the book and translations of the story into Cree, Michif and Dene. After a call for expressions of interest, northern artist and youth Crystal Seegerts was chosen to illustrate the book.

Left: A Sample of Crystal Seegerts' Art Work

Building Vibrant Youth

Chair: Amanda Frain, Northern Saskatchewan Population Health Unit

In 2016-17 the Building Vibrant Youth Action Team sought a new way of inspiring adults in northern Saskatchewan to be actively involved in supporting the young people around them. The team used video to tell stories of positive youth development in northern Saskatchewan. Filmed in June and released in January, the [Building Vibrant Youth Video Series](#) features interviews with Rayona



McKenzie and Greg Hatch of La Loche, Sharon Favel of Ile a la Crosse, and Julius Park and Lacey Eninew of the Lac La Ronge region. The videos have reached more than 5000 people via social media, encouraging them to become more involved in building resilient young people in their communities. Interviews with Building Vibrant Youth Action Team members were included as part of news coverage in MBC Radio, in both English and Cree!

Spotlight: Resources for Adults Engaging with Youth

In 2016-17 the Building Vibrant Youth team published the resource *How to be a Champion for Youth: Guidelines and Practices for Positive Youth Development*. Summarizing published information on positive youth development in simple, action-oriented language, this resource is meant to guide northern Saskatchewan adults as they interact with young people so they can have the greatest positive impact.



Healthy Eating Team

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



“I will definitely convert my recipes to much healthier ones; so many things that I learned today that just blew me away, especially the drinks. It’s just amazing, we need more of these workshops!!!” – School Nutrition Workshop Participant

With the support of Northern Lights School Division, the Saskatchewan Cancer Agency and other NHCP Partner Organizations, the School Nutrition Mentoring Project (SNMP) continued to work towards healthier menus and food environments in 15 northern Saskatchewan schools. In October 2016, 11 participants from 9 schools attended the second annual School Nutrition Workshop in La Ronge. Evaluation of the workshop proved it to be useful and desired by all participations and planning for the third workshop has already begun. A major milestone of the SNMP was reached this with the training of a second School Nutrition Mentor. With a second School Nutrition Mentor

there is increased capacity for site visits in schools, especially those in northwestern Saskatchewan. Discussions with the Ministry of Education also took place in 2016-17 as a first step to expanding the SNMP into daycares across northern Saskatchewan. The Healthy Eating team also continued their work

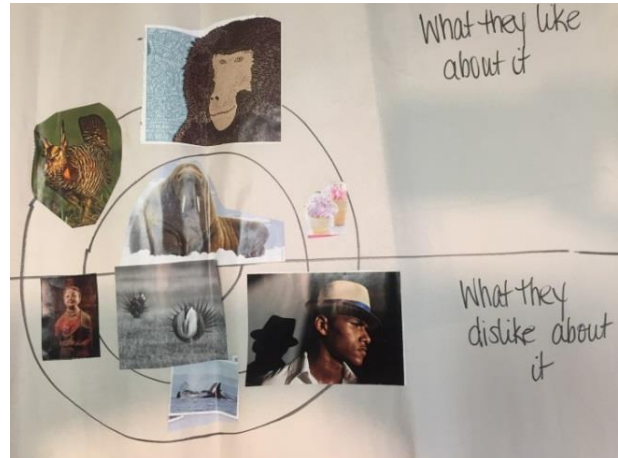


in other areas, including projects to support gardening in northern Saskatchewan and work with northern Saskatchewan stores to increase availability and purchase of healthy foods. In 2016-17, the HET also created resources and delivered an educational campaign on iron in infancy for the public and health care providers to reduce infant anemia.

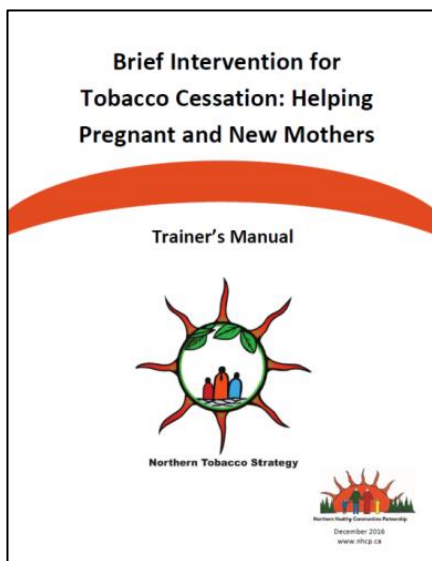
Northern Tobacco Strategy

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

The 2016-17 year saw milestones reached in two major Northern Tobacco Strategy (NTS) projects. A social marketing strategy was developed to guide the team in efforts to reduce commercial tobacco use among northern Saskatchewan youth. Developing the social marketing strategy meant spending time with northern Saskatchewan youth, learning about how they think and feel about tobacco. Focus groups were conducted with young people in Deschambault Lake, Air Ronge, Birch Narrows and Ile a la Crosse. By adapting techniques used by businesses to sell products, social marketing is a way to influence people to adopt behaviour changes that improve their health.



Images chosen by youth to represent what people like and dislike about smoking during focus group session in Birch Narrows



2016-17 also saw the launch of the Northern Tobacco Strategy's *Brief Intervention for Tobacco Cessation: Helping Pregnant and New Mothers* training. Designed for service providers who work with pre- and post-natal mothers, this training aims to reduce commercial tobacco use among new mothers and reduce second and third hand smoke exposure among infants and small children by increasing the commercial tobacco cessation support provided to northern Saskatchewan moms. Two train-the-trainers events were held in 2016-17 to ensure all NHCP Partner Organizations with representatives on the Northern Tobacco Strategy have a staff members trained and equipped to teach brief intervention for tobacco cessation to others in their organizations and communities.

2016-17 NHCP Financial Report

In 2016-17 NHCP received its core funding as well as additional funding from the Saskatchewan Cancer Agency (SCA) for projects of the Active Communities, Building Vibrant Youth, Healthy Eating and Northern Tobacco Strategy teams. External funding included donations for specific NHCP projects, including funding from Areva for the Babies, Books and Bonding program and from James Irvine and Trudy Connor for the publication of a multi-lingual northern Saskatchewan children’s book.

Revenue			
	Budgeted/Planned	Actual/Received	Variance
NHCP	\$67,000.00	\$74,000.00	\$7,000.00
SCA	\$74,000.00	\$74,200.00	\$200.00
Other External	\$26,000.00	\$26,500.00	\$500.00

Total Revenue	\$167,000.00	\$174,700.00	\$7,700.00
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Expenses			
	Budgeted/Planned	Actual/Spent	Variance
Active Communities Team	\$8,500.00	\$5,200.00	\$3,300.00
Core Group	\$1,500.00	\$900.00	\$600.00
Coordinator Projects	\$11,000.00	\$3,300.00	\$7,700.00
Babies Books and Bonding	\$40,500.00	\$17,500.00	\$23,000.00
Building Vibrant Youth	\$8,900.00	\$8,900.00	\$0.00
Healthy Eating Team	\$54,200.00	\$27,400.00	\$26,800.00
Northern Tobacco Strategy	\$27,400.00	\$8,000.00	\$19,400.00
Promotions and Media	\$14,500.00	\$8,300.00	\$6,200.00

Total Expenses	\$166,500.00	\$79,500.00	\$87,000.00
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Net	\$500.00	\$95,200.00	\$94,700.00
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*All numbers rounded to the nearest \$100

For several NHCP projects, notification receipt of funding occurred part way through the fiscal year. For these projects, the planned implementation timelines span the change in fiscal year, with funding received in 2016-17 and many budgeted expenses expected to be incurred in 2017-18. For several deliverables completed in March 2017 and budgeted in 2016-17, invoicing and payment was not completed until early 2017-18. The work of NHCP is ongoing. The 2016-17 Financial Report and the partnership’s plans for 2017-18 reflect the continuous nature of population health promotion work.

