

TO: Chair and Members of the Board of Health

FROM: Christopher Mackie, Medical Officer of Health

DATE: 2014 September 18

SUMMARY INFORMATION REPORT FOR SEPTEMBER 2014

Recommendation

It is recommended that Report No. 057-14 re Information Summary Report for September and the attached appendices be received for information.

Key Points

- [Harvest Bucks](#), a farmers' market vegetable and fruit voucher program led by the Health Unit, had a successful second year and was supported by strong community partnerships.
- The in Motion™ Community Challenge is happening October 1 to 31, 2014.

Background

This report provides a summary of information from a number of Health Unit programs. Appendices provide further details, and additional information is available upon request.

Harvest Bucks

In its second year, [Harvest Bucks](#), a farmers' market vegetable and fruit voucher program led by the Health Unit, added additional farmers' markets locations and made Harvest Bucks available for direct purchase by community organizations, as well as through application process for sponsorship. \$11,070 Harvest Bucks were distributed by 8 community organizations to 353 London households with \$8,350 (75%) redeemed. The Harvest Bucks application process has been revised to help ensure organizations receiving sponsorship effectively support program goals and to help ensure program funds are appropriately managed and allocated. Attached to this report as [Appendix A](#) is the Evaluation Summary Report, and attached as [Appendix B](#) is the 2013 Harvest Bucks Infographic.

In Motion™ Community Challenge

Obesity and chronic disease rates continue to go up as physical activity rates go down. Evidence indicates that community physical activity challenges can be effective in motivating individuals to become physically active. The 2014 in Motion™ Community Challenge is happening October 1 to 31st and will be bigger and better, building upon the great inaugural campaign of 2013! Links to tips, information, the tracker and the app can be found at www.inmotion4life.ca. Further details can be found in [Appendix C](#).

This report was prepared by Ms. Kim Leacy, Registered Dietitian, Ms. Claire Paller and Ms. Melissa McCann, Program Evaluators and Ms. Linda Stobo & Ms. Mary Lou Albanese, Managers in Environmental Health and Chronic Disease Prevention Services.



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