

## ***Simcoe Muskoka On the Move***

### **Steering Committee Meeting**

**Date:** March 20, 2023

**Location:** Teams Meeting [Click here to join the meeting](#)

**Time:** 1:30 p.m. – 3:30 p.m.

**Present:** Kara Thomson-Ryczko, Charlotte Knegt, Bailee Yasher, Christine Bushey, Mary Brodeur, Carolynne Bull, David Hegarty, Steven Murphy, Sherry Diaz, Chantèle Mayer, Jennifer Parker, Joe Coleman, Matt Ellis, Sandra Evans, Monica Bovett, Vandita Watts, Vanessa Kupch, Katie Kirton, Kerri McDonald, Kelly MacLeod

**Chair:** Christine Bushey

**Recorder:** Chantèle Mayer

<b>No.</b>	<b>Agenda Item</b>	<b>Actions</b>
<b>1.0</b>	<b>Welcome and Introduction</b> <ul style="list-style-type: none"> <li>New Steering Committee members were welcomed to the committee.</li> </ul>	
<b>2.0</b>	<b>Review of Agenda</b>	Approved
<b>3.0</b>	<b>Review of Minutes from January 24, 2023</b>	Approved
<b>4.0</b>	<b>Business Arising:</b>	
	<ul style="list-style-type: none"> <li><i>C. Bushey will update the membership list with the corresponding Public Health Nurse contact information and will circulate the updated list with the minutes.</i></li> <li><i>The On the Move budget will be discussed at the next Steering Committee Meeting.</i></li> <li><i>An update on school selection will be provided at the next Steering Committee meeting.</i></li> <li><i>C. Bushey will follow up with C. Hyde regarding participation of schools from the Simcoe Muskoka Catholic District School Board.</i></li> <li><i>C. Bushey will forward information compiled on active school travel models used in other jurisdictions to the Steering Committee.</i></li> </ul>	<p>Complete</p> <p>Added to the agenda</p> <p>Added to the agenda</p> <p>Completed</p> <p>Completed</p> <p>Added to the agenda</p>

	<ul style="list-style-type: none"> <li>• Further discussion about sustainability planning will occur at the next Steering Committee meeting. (to be discussed under Standing Item 6.1)</li> </ul>	
<p><b>5.0</b></p>	<p><b>New Business</b></p>	
	<p><b>Update from Committee Members</b></p> <ul style="list-style-type: none"> <li>• M. Ellis shared that there's a new school being built. Potential school to keep in mind to initiate On the Move. C. Bushey shared that member could connect with C. Bushey for any support/discussion with regards to the built environment at this new school.</li> <li>• C. Bushey discussed that the On the Move schools are at various stages of the School Travel Planning model. Some schools have decided to re-do the data collection at their school since previous data collection was completed in the fall of 2019/winter 2020. Some schools are creating their action plan and implementing activities within the action plan.</li> </ul>	
	<p><b>Update on School Selection</b></p> <ul style="list-style-type: none"> <li>• Summary of discussion and decisions from the Simcoe Muskoka On the Move Steering Committee meeting on 2023.01.24 were provided.</li> <li>• Public Health Nurses are in the process of doing outreach or have completed outreach to three (3) of the potential new schools based on the school selection list.</li> <li>• At this time, the five (5) vacancies for On the Move schools have not been filled. Three (3) of those are being held for the SMCDSB. A decision should be known next week regarding whether the Board will formally endorse / approve involvement in the initiative.</li> <li>• Committee discussed potential schools to consider should the SMCDSB not endorse the initiative. Three (3) additional schools have been added to the list of potential new schools to fill vacancies.</li> <li>• The school readiness criteria will be implemented by Public Health Nurses when assessing the selection of new schools. One of the criteria is to select a school located in a municipality that currently does not have an On the Move school.</li> <li>• Discussion occurred with regards to the ethics approval required from the school boards to complete data collection with the On the Move schools. Current school ethics approval is in effect until the end of September. As we select new schools, Public Health Nurses will most likely not have completed the data collection by the end of September. Therefore, another extension of the ethics approval will be required.</li> </ul>	<p>C. Hyde to provide update to C. Bushey whether the SMCDSB will endorse / approve involvement in the On the Move initiative</p>

	<ul style="list-style-type: none"> <li>S. Diaz stated that ideally the School Travel Planning model carries from one school year to the next and the action plan is reviewed and updated based on priorities and changes with each new school year. It takes much longer than one (1) school year to apply the full model. SMDHU intends to have Public Health Nurses support the On the Move school for 1-3 years and then hope that the school and municipality has developed capacity and no longer require the Public Health Nurse as a facilitator. At that time, the Public Health Nurse will be able to select a new school to implement the School Travel Planning model.</li> </ul>	
	<p><b>Budget</b></p> <p>Previously, the committee had budgeted for a coordinator role. The coordinator involved had helped create the On the Move branding, website, videos, signage and regularly communicated with Greens Community Canada.</p> <p>Three (3) of the On the Move schools have received their funding to implement On the Move activities within their action plan. Part of the budget has been put aside for the remaining fourteen (14) On the Move schools to receive their funding (\$800/school). \$11,200 needs to be set aside for these 14 schools.</p> <p>There is 26,259 remaining in the budget.          Minus \$11,200 for 14 schools          Balance in the budget is \$15,059.</p> <p>It is the responsibility of the committee to determine how to utilize the remaining funds in this budget.</p> <ul style="list-style-type: none"> <li>In December the Health Unit purchased 8000 Winter I Spy Cards from year end dollars. There is interest in purchasing the Spring I Spy Cards. Committee members agreed to use part of the budget to purchase the Spring I-spy cards.</li> <li>Discussion occurred with regards to allocating part of the budget for paid promotion through the radio related to active school travel.             <ul style="list-style-type: none"> <li>Committee members agreed to explore the cost. M. Bovett, K. Thomson-Ryzcko, J. Parker and C.Mayer will compile a price estimate for the paid promotion through the radio and bring this information forward to committee members via email.</li> <li>Comment provided with regards to providing radio promotion in languages other than English. The Health Unit has had some collaboration with <i>Clé de la Baie</i> radio station, which is a French radio station.</li> </ul> </li> </ul>	<p>C. Bushey to move forward with the order and purchase of the Spring I-Spy cards on behalf of the Simcoe Muskoka On the Move Steering Committee</p> <p>M. Bovett, K. Thomson-Ryzcko, J. Parker and C.Mayer to compile a price estimate for the paid promotion through the radio and bring this information forward to committee members via email.</p>

	<ul style="list-style-type: none"> <li>○ Comment provided to have student ambassadors if the committee agrees to move forward with the paid radio promotion.</li> <li>○ Comment provided on committees' readiness to invest in paid promotion without being part of a specific committee campaign</li> <li>● Comment provided with regards to the consideration of equity when allocating committee funds.</li> </ul>	
	<p><b>Promotion of Bike Month</b> Discussion occurred with regards to available resources to support the promotion of bike month.</p> <ul style="list-style-type: none"> <li>● J. Parker stated that there is a great deal of interest from the community regarding cycle safety and promotion locally.</li> <li>● Resources to support the promotion of bike month can be found; <ul style="list-style-type: none"> <li>○ <a href="#">Bike to School Week - Ontario Active School Travel</a></li> <li>○ <a href="#">Ideas Lab - SchoolTravel.ca</a></li> <li>○ <a href="#">School AST Committees (simcoemuskokahealth.org)</a> under the <i>Teaching Pedestrian &amp; Cycling Skills</i> tab.</li> <li>○ Committee members can also connect with their local Public Health Nurse for additional support and ideas.</li> </ul> </li> <li>● C. Mayer is currently in the process of developing On the Move social media messages for bike to school week happening May 29<sup>th</sup> – June 2<sup>nd</sup>, 2023. C. Mayer has included cycling resources in the social media messages. C. Mayer will share any additional resources with C. Bushey to share with committee members when the May and June On the Move social media messages are shared.</li> <li>● M. Ellis shared the <a href="#">Bike Index</a> website. This is a resource where individuals who have purchased a bike can register their bike. It's a way to recover a stolen or missing bike. <ul style="list-style-type: none"> <li>○ K. Kirton and C. Bull stated to not be aware of this resource and will share with the communications department/school board.</li> <li>○ Committee agreed to add the Bike Index resource to the Simcoe Muskoka On the Move website.</li> </ul> </li> </ul>	<p>C. Mayer to include cycling information and links to cycling resources in the On the Move social media messages for May and June.</p> <p>C. Mayer to share additional cycling information and resources to C. Bushey to include in the social media messages email sent out to committee members.</p>
5.1	<p><b>Use of OAST and GCC Logos</b> C. Bushey introduced topic of the use of logos on the On the Move material;</p> <ul style="list-style-type: none"> <li>● When the initiative began, we were required to include the Green Communities Canada (GCC) and Ontario Active School Travel (OAST) logos as part of our funding agreement. We reached out to GCC to ask if this was still required now that the funding agreement is over. Response was that logos are not required, but we can add them if we would like to.</li> </ul>	Item to be added to the agenda of the next meeting.

	<ul style="list-style-type: none"> <li>We currently have some resources with the logos and some without. Is there added value and creditability by having their logos on all materials if feasible, or would we now like to promote our own branding by using only the On the Move logo going forward?</li> </ul> <p>Further discussion required. Decision to be made by the Steering Committee.</p>	
<p>5.2</p>	<p><b><u><a href="#">New OAST Resource Making the Case for Active School Travel: Fact Sheet &amp; Reference List,</a></u></b>  M. Brodeur presented the resource;</p> <ul style="list-style-type: none"> <li>Ontario Active School Travel <b>updated</b> their <i>Making the Case for Active School Travel: Fact Sheet &amp; Reference List</i>.</li> <li>This document provides information and references that can help facilitate communication with partners about the merits of AST and provides guidance and resources that can support successful AST interventions.</li> <li>The document addresses how in recent decades there had been an increase in the proportion of children and youth that are being driven to school in private vehicles and some background information to explain this trend.</li> <li>It addresses the consequences of the decline in Active School Travel and the benefits of Active School Travel</li> <li>Solutions that work to reduce the barriers to Active School Travel. Provides examples of non-infrastructure measures (e.g., walking school buses, air quality monitoring, Drive to 5 or Walk a block programs) and infrastructure measures (e.g., traffic calming measures, road crossing enhancements, cycling infrastructure and reduced speed limits)</li> <li>Best Practice points are made in the document such as AST interventions being tailored to the needs of each school, student involvement is a powerful tool to shift behaviours and attitudes, importance of school support, parent engagement and AST efforts being maintained of the long-term</li> <li>Several references to make the case for AST.</li> </ul>	
<p>5.3</p>	<p><b>PHAC Stakeholder Newsletter – Updated Resources re youth AT:</b>  C. Mayer presented the following resources;</p> <ul style="list-style-type: none"> <li><u><a href="#">Active transportation in children over the years, 2010 -2018</a></u> <ul style="list-style-type: none"> <li>Infographic based on a study completed from 2010-2018 and are national statistics on how children get to school. Key findings throughout this timeline are that there has been an increase of students</li> </ul> </li> </ul>	

	<p>who use motorized transportation to get to school and fewer students who are walking to school. However, throughout this timeline, there has been an increase of students who bike to school</p> <ul style="list-style-type: none"> <li>• <a href="#">Active transportation - How are children getting to school?</a> <ul style="list-style-type: none"> <li>○ Infographic based on a study completed from 2017- 2018 and again are national statistics on how children get to school. The key findings from this study are that 74% of students use motorized transportation to get to school (this includes taking the bus), 22% of students walk to school and 4 % bike. Only 47% of students who like 5 minutes of less from school walk or bike to school. Those who bike to school have more days per week that they are physically active, compared to those who walk or use motorized transportation.</li> </ul> </li> </ul> <p>Data collection from our On the Move schools identified similar patterns happening locally, especially with the increase of students being driven to school.</p> <p>We are sharing this info as its good to realize that the trends we're seeing locally are also happening across Canada and that these key findings reinforce the need for the committee to continue to promote active school travel and reverse the trend of students being driven to school.</p>	
6.0	<b>Standing Items</b>	
6.1	<p><b>On the Move Sustainability</b></p> <p>C. Bushey stated that a sustainability guide from CDC was shared.</p> <ul style="list-style-type: none"> <li>• <a href="https://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/pdf/sustainability_guide.pdf">https://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/pdf/sustainability_guide.pdf</a></li> <li>• The guide covers a variety of steps that are part of sustainability training.</li> </ul> <p>Committee members are to review the sustainability guide from CDC and have further discussion at the next meeting.</p>	Committee members to review the CDC document prior to the June meeting.
7.0	<p><b>Meetings occur in October, January, March, June, August</b></p> <ul style="list-style-type: none"> <li>• Meeting times (day or evening)</li> <li>• Doodle polls are sent out in advance to determine specific dates.</li> </ul>	J. Niven to send out a doodle poll to committee members to determine date and time of meeting in June 2023.