

Simcoe Muskoka On the Move

Steering Committee Meeting

Date: June 9, 2023

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

Time: 10am - 12pm

Chair: **Christine Bushey (SMDHU) to hand over to** Monica Bovett (SMDHU)

Present: Abby Liu, Bailee Yasher, Monica Bovett, Christine Bushey, Carolynne Bull, Colleen Healey, David Hagerty, Sherry Diaz, Joe Coleman, Joe Oppedisano, Katie Kirton, Chantele Mayer, Steven Murphy, Kara Thomson-Ryczko, Vandita Watts

Regrets: Brandon Hall, Madonna Shamon, Matt Ellis, Christine Cousins, Christine Hyde, Jennifer Parker, Kayla Kalalian, Sean Levasseur, Kristin Pechkovsky

Recorder: Jennifer Niven (SMDHU)

No.	Agenda Item	Actions
1.0	<p>Welcome and Introduction</p> <ul style="list-style-type: none"> • Roundtable review and check-in <ul style="list-style-type: none"> ○ It was reported that there has been a change of format for SMDHU staff attendance at the Steering Committee meetings. Monica Bovett is not taking on a lead role with the Steering Committee and other On the Move tasks. Christine Bushey will continue to attend Steering Committee meetings and will continue to provide support to the initiative. ○ Monica was thanked for taking on this lead role. ○ The committee members provided their main interests in joining the committee and the outcomes they are hoping that will come out of the committee. Interests noted were more kids/families walking or wheeling and being active to and from school in a safe manner, addressing traffic congestion and safety in school zones as well as improving the Kiss-n-Rides at schools. ○ M. Bovett indicated that we do not have quorum for this meeting to make decisions and suggested that she would email the committee members with the background information to get approval on any decisions items that need to be made. 	<p>There were no objections to this suggestion.</p>
2.0	Review of Agenda	Approved
3.0	Review of Minutes from March 20, 2023.	Approved
4.0	Business Arising:	
4.1	<p><i>OTM Local Implementation: Christine Bushey (SMDHU)</i></p> <ul style="list-style-type: none"> • School Selection • School Status for active OTM schools <ul style="list-style-type: none"> ○ C. Bushey updated the committee that after reaching out to the original 17 schools that had participated in the initiative, 12 confirmed that they would continue to participate. That allows for the recruitment of 5 additional schools to participate in the 	

	<p>initiative. Some of the returning schools identified that they wanted to complete the data collection again and some identified that they had the capacity to update their action plans.</p> <ul style="list-style-type: none"> ○ In the fall, we would like to revisit the list of the potential schools by reaching out to the school boards first to create a plan to onboard the additional 5 schools based on the school boards recommendation on where schools are at with their capacity. ○ In the meantime, we can support schools on a request for service basis. <ul style="list-style-type: none"> ● Success story for the Fall OTM SC meeting: <ul style="list-style-type: none"> ○ M. Bovett asked the committee members if they would like to see more updates with success stories on the website. ○ There were no objections. ○ M. Bovett asked the committee members if they would find it valuable to have a success story presented from one of our local schools to a fall steering committee meeting. 	<p>Committee members were supportive of having a presentation from a local school with a success story to be added to the fall agenda.</p>
<p>4.2</p>	<p><i>FUNDING: Christine Bushey (SMDHU)</i> Budget Expenditures</p> <ul style="list-style-type: none"> ● Balance: C. Bushey reported on the funds remaining in the OTM budget. <ul style="list-style-type: none"> ○ Current Balance: \$25,384.35 ○ Hold back for signs (Wasaga Beach x 2, Clearview, Huntsville) \$1,720.00 ○ Hold back for school action plan funding for 5 schools \$9,600,00 ○ Balance remaining \$14,064.35 ● Orchard Park Public School signs have been purchased. 4 more schools are still needing signs. ● We need to hold back \$1700 for signs as 4 schools are outstanding on receiving their signs. ● This will leave \$14,064.35 remaining in the Steering Committee budget. ● Discussion related to Fall I Spy Cards <ul style="list-style-type: none"> ○ \$657.12 for 8k printed cards ○ Seeking OTM SC approval to pay for season cards for Fall 2023. ○ Winter Cards were purchased in 2022 and Spring cards were purchased in the of Spring 2023 	<p>No questions related to the budget numbers presented.</p> <p>Committee members in attendance were not opposed to printing the fall I Spy cards.</p> <p>Monica to send follow up email asking for 50% +1 agreement to purchase the fall I Spy cards.</p>
<p>4.3</p>	<p><i>COMMUNICATIONS: Monica Bovett (SMDHU)</i> Promotion of Bike Month:</p> <ul style="list-style-type: none"> ● On the Move social media messages and additional cycling information for Bike Week were sent out to the Steering Committee for May and June. ● A Public Service Announcement on the topic of Bike Month was sent out on May 30th by SMDHU (<i>Kara Thomson-Ryczko, SMDHU</i>) <ul style="list-style-type: none"> ○ Picked up by Muskoka 411, My Muskoka Now, I Heart Radio.ca, Midland Today, Barrie Today, Collingwood Today and Orillia Matters. 	

4.4	<p>Logos: <i>Monica Bovett (SMDHU)</i></p> <ul style="list-style-type: none"> • Green Communities Canada (GCC) and Ontario Active School Travel (OAST) logo use on resources: <ul style="list-style-type: none"> ○ On the Move Signs and Flipper Flags – with GCC and OAST logos ○ Colouring Activity Sheet – with On the Move logo only 	Discussion will occur in Section 5.3.
4.5	<p><i>STRATEGIC DIRECTION: Monica Bovett (SMDHU)</i></p> <p>Committee members are to review the sustainability guide shared by C. Bushey from CDC and have further discussion at the next meeting.</p> <ul style="list-style-type: none"> • https://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/pdf/sustainability_guide.pdf • The guide covers a variety of steps that are part of sustainability training. 	Can inform fuller discussion at section 6.1.
5.0	New Business	
5.1	<p>Policy sub-group Report <i>Monica Bovett (SMDHU)</i></p> <ul style="list-style-type: none"> • Summary of Subgroup meeting May 29, 2023 <ul style="list-style-type: none"> ○ Introductory discussions to determine deeper analysis of policy statements from the 2022 OAST Supportive Policy Report ○ Interpretation and repackaging of policy statements necessary for implementation ○ Subgroup agreed on two streams for policy statements: 1) Municipal, 2) School Board ○ Goal is to produce a package of policy statements Steering Committee members will endorse and support the implementation of in the municipal and school board settings ○ K. Pechkovsky at the County of Simcoe offered the possible option of a report to County Council for endorsement to gain Upper Tier support and encouragement for Municipal setting implementation of final policy statements ○ Simcoe Muskoka District Health Unit Public Health Nurses will work with planning department contacts at each of the municipalities to complete an assessment of where to begin with policy implementation, once the suite of policies for the Municipal stream is endorsed by Steering Committee ○ The City of Barrie and the Town of Bradford/West Gwillimbury have the additional resources of the 2019 consultant reports of the policy scans for these municipalities completed for the On the Move pilot project. ○ K. MacLeod (Public Health Nurse) will work with J. McDonald at the City of Barrie and C. Mayer (Public Health Nurse) will work with J. Coleman at the Town of Bradford to assess for policy windows of opportunity for implementation • M. Bovett extended an open invitation to anyone from the Steering Committee who is interested in joining the next Policy Subgroup meeting. 	<p>C. Bushey and M. Bovett to meet separately with school board representatives over the Summer/Fall of 2023 to discuss implementation strategies with each board.</p> <p>C. Mayer will forward the Bradford Policy Scan document to J. Coleman and offered to meet with C. Bushey and J. McKnight to review the document to determine next steps.</p> <p>J. Coleman would be interested in attending this sub-group meeting if the meeting date aligns with his calendar.</p>

5.2	<p>Social Media (SM) sub-group <i>Chantele Mayer (SMDHU)</i></p> <ul style="list-style-type: none"> • A brief overview of a year of On the Move Social Media messages was provided by C. Mayer for August 2022 – June 2023. <ul style="list-style-type: none"> ○ Total messages created: 104 ○ Total messages posted on SMDHU platforms: 82 ○ Facebook, Twitter, Instagram, most reach and activity on Facebook and Twitter ○ Most activity received on posts from OAST events • Members were asked to provide any feedback about process for sharing Social Media messages for the next year (July 2023- June 2024) • C. Bull (TLDSB) stated that the way the messages were shared was efficient and the social media messages were shared and placed in the school board’s social media calendars. • C. Mayer (SMDHU) explained another option for organizations is to reshare messages sent out by SMDHU through each agency’s communication department. 	<p>Any questions about the social media messages, please reach out to C. Mayer. Chantele.mayer@smdhu.org</p>
5.3	<p>Communications Clock/Planning <i>Kara Thomson-Ryczko (SMDHU)</i></p> <ul style="list-style-type: none"> • Discussion occurred regarding the concept developing of ongoing OTM communications in an annual cycle by sector. • It was suggested that a Communications Sub-group be formed that could include social media, use of logos (item 4.4 from this agenda), communication streams, strategic directions for communications within each sector, funding of OTM resource materials, web-based resources) • C. Bull (TLDSB) emphasized the importance of timing in sending out communications information to school board partners. She explained Trillium Lakelands School Board works on a 2 weeks “out” social media calendar. • Municipalities have different communications processes and resources based on their size/capacities. • Looking to retire the social media sub-group and create a Communications Sub-group which SMDHU would co-chair with an interested Committee member. • The sub-group will focus on creating a social media tool kit from the year of messages previously created from the Social Media Subgroup • Further activities suggested by K. Thomson-Ryczko included: develop a workplan for 2024 with regional communication strategies • Frequency of meetings proposed at every 3 to 4 weeks to start and then moving to once every two months A Public Health Nurse would also attend these meetings for support. • K. Thomson-Ryczko (SMDHU) provided a high-level overview to the 6 Campaigns/Key Messages that are promoted throughout the year which are: <ul style="list-style-type: none"> ○ Back to school (September), I Walk (October), Winter Walk Day (1st Wed of Feb), Spring into Spring (month of April), Bike to School Week (Last week of May) and Bike Month (June) • A MOH (Medical Officer of Health) Column from SMDHU will be published in August to promote Back-to-School active travel and safety in school zones. 	<p>M. Bovett will email the full group about the intentions of retiring the social media sub-group and formation of a broader Communications Sub-group and complete poll to obtain quorum for the decision in the change in structure to this subgroup.</p> <p>A call for interested committee members to form this group will be included in the above email sent by M. Bovett.</p> <p>Membership can be divided into standing members and ad hoc members for this group as group activities dictate</p> <p>J. Coleman (Town of Bradford) can forward the Communications Sub-group Meetings to the Communications department at the municipality to see if they could attend these meetings.</p>
6.0	<p>Standing Items</p>	

<p>6.1</p>	<p>On the Move Sustainability</p> <ul style="list-style-type: none"> • Subgroup functioning <ul style="list-style-type: none"> ○ M. Bovett identified that subgroups have been a key piece to actioning activities. ○ The Policy sub-group will continue. ○ We will send out an email regarding the formation of a: Communications Sub-group and retiring the Social Media Sub-group. • Process building (dividing and gathering) <ul style="list-style-type: none"> ○ Steering Committee members to consider how we can divide the work in ways that make more sense for our own areas of knowledge for specific deliverables by reviewing the 5 E's of School Travel Planning (education, encouragement, engineering, enforcement and evaluation) as outlined in the Ontario Active School Travel website. M. Bovett noted that the 6th "E" is equity. • Educational Component (e.g., Sustainability Guide, The 6Es in detail) <ul style="list-style-type: none"> ○ It was suggested that we could use the Steering Committee meetings to discuss educational components about the On the Move program. ○ Steering Committee members present agreed that an educational piece at each meeting would be helpful. ○ M. Bovett advised she would put an email out to all members to vote on adding an educational piece to each meeting. ○ Sustainability Guide from CDC was not specifically reviewed but M. Bovett did highlight that intentional efforts will continue to build sustainability within the group to be a strong regional support for the implementation of On the Move throughout Simcoe Muskoka. ○ Discussions to occur at next meeting on mechanisms for strengthening sustainability through specific Steering Committee activities and roles. <ul style="list-style-type: none"> • M. Bovett suggested that the Terms of Reference (TOR) be reviewed and revised at August meeting for 2023/24 school year. 	<p>M. Bovett encouraged members to consider how their interest/area of knowledge may benefit subgroup activities.</p> <p>M. Bovett to send information for decision in f/u email to include educational component in each Steering Committee meeting moving forward.</p> <p>If approved by the majority of the Steering Committee, M. Bovett will bring request for educational component back to SMDHU nurses to create a short presentation for the next Steering Committee meeting.</p> <p>M. Bovett will work with K. Thomson-Ryczko to create a template for discussion related to sustainability for the next meeting.</p> <p>M. Bovett will email the TOR to the Steering Committee members with the August Agenda for members to consider areas to be refreshed for the 2023/2024 School Year.</p>
<p>7.0</p>	<p>Meetings occur in October, January, March, June, August</p> <ul style="list-style-type: none"> • Meeting times (day) • Doodle polls are sent out in advance to determine specific dates. 	<p>J. Niven to send out doodle poll for August Meeting.</p>