

London's Child & Youth Agenda 2014 Progress Report



OUR PROGRESS

The purpose of London's Child and Youth Network (CYN) is to make life better for London's children, youth, and families. Our work is guided by the voices, needs, and priorities of Londoners. To move the needle on large-scale and complex challenges in our community, we believe organizations need to work collectively. Since 2007, the Child and Youth Agenda has served as London's plan for collective action. Together, over 170 organizations and over 500 individuals have come together to talk, to plan, and to act collectively, united by a shared vision for change:

**“Happy, healthy children and youth today;
caring, creative, responsible adults tomorrow”**

We continue to see the remarkable impact our changing service system is having on London's families. Here is just some of what we've achieved in 2014:

2014 Highlights

- Grade 5 Act-i-Pass registration rates were over 6 times higher than 2013, with over 1,650 students registered this past year
- FCSS assessment: families who accessed programs and services at Family Centres were almost twice as likely to feel informed about services for their children and report an easier time accessing services
- 80% of first-time parents in London received Baby's Book Bag
- Food Families participants each saved an average of \$100 per month on their grocery bill
- 8 organizations supported family literacy programs, services, and interactions for 4,896 children, youth, and parents via the Family Centre Community Literacy Fund
- Strengthened over 100 partnerships through collaborative planning, learning, and connection at the Neighbourhood Strategic Collaboration Team Gathering
- Food Providers Community Conversation: Over 90 community members and service providers came together to share best practices on how to move from emergency food services to sustainable food solutions
- **in motion™** challenge: 4,719,413 minutes of physical activity logged by participants (2x more than 2013)

Priorities of London's Child & Youth Network:



LONDON'S CHILD AND YOUTH NETWORK IS...

- Acorn Christian Day Care
- Addition Services of Thames Valley & Heartspace
- AID Consulting
- All Kids Belong
- Anago (Non) Residential Resources Inc.
- Arbour Glen Day Nursery
- Artistically Speaking Out Against Bullying
- Association of Early Childhood Educators London Branch
- At^lohsa Native Family Healing Service
- Autism Ontario, London Chapter
- Big Brothers Big Sisters of London & Area
- Blossoms Early Childhood Education Centre
- Boys' & Girls' Club of London
- Brescia University College (Food and Nutritional Sciences)
- Bright Beginnings Early Childhood Centre
- Canadian Mental Health Association
- Canadian National Institute for the Blind (CNIB)
- Centre Communautaire Régional de London
- Centre for Children & Families in the Justice System
- Chelsea Green Children's Centre Inc
- Child Care Advisory Committee
- Child & Parent Resource Institute (CPRI)
- Childreach
- Children's Aid Society of London & Middlesex (CAS)
- Children's Health Foundation
- Christian Churches Network of London
- City of London
- City of St. Thomas
- Collège Boréal
- Colour of Poverty
- Community Living London
- Community Services Coordination Network (CSCN)
- Conseil Scolaire de district des écoles Catholiques du Sud-Ouest
- Conseil Scolaire de district du Centre-Sud-Ouest
- Conseil Scolaire Viamonde
- Craigwood Youth Services
- Crime Prevention & Safety Advisory Committee
- Crouch Neighbourhood Resource Centre
- Daya Counselling
- Easter Seals, Ontario West Region
- Elizabeth Fry Society
- Ethnocultural Association
- Family Service Thames Valley
- Fanshawe College (School of Human Services – Early Childhood Education, Autism & Behaviour Science, Nursing, Recreation & Leisure Services, The Sonier Centre, International Service, Continuing Education)
- First Nations Centre, University of Western Ontario
- Fridge Door Live Theatre Company
- Frontier College
- Girl Guides of Canada
- Glen Cairn Community Resource Centre
- Goodwill Industries
- Grand Avenue Children's Centre
- Grosvenor Nursery School
- Growing Chefs! Ontario
- The Health Zone
- Healthy Weights Connection
- Heart and Stroke Foundation
- Hunger Relief Action Coalition
- Investing in Children
- John Howard Society of London & District
- Junior Achievement of London & District
- John Howard Society of London & District
- Junior Achievement of London & District
- Kangaroo's Pouch Day Care
- KidLogic Child Care Learning Centres
- Kidzone Daycare Inc.
- Kings University College (School of Social Work)
- La Ribambelle Centre Prescolaire Francophone De London
- Learning Disabilities Association – London Region
- Learning it Together (LiT)
- Let's Talk Science
- The Little Gym of London
- Life Resource Centre
- Literacy Link South Central
- London Abused Women's Centre
- London & Area Food Bank
- London & Middlesex Housing Corporation
- London & Middlesex Local Immigration Partnership
- London Arts Council
- London Bridge Child Care Services
- London Children's Connection
- London Children's Museum
- London Community Chaplaincy
- London Community Foundation
- London Community Resource Centre
- London Cross Cultural Learner Centre
- London District Catholic School Board
- London Employment Help Centre
- London Employment Sector Council
- London Family Health Group
- London Health Science Centre (Children's Hospital, Child & Adolescent Mental Health Care Program, Prevention & Early Intervention Program for Psychoses, SW Ontario Maternal Newborn Child & Youth Network)
- London Home Child Care Support Network, Healthy Eating & Activity Program)
- London Homeless Coalition
- London Housing
- London In-Home Child Care Providers Network
- London InterCommunity Health Centre
- London Military Family Resource Centre
- London Montessori School
- London Police Services - Family Consultant, Victim Services Unit & Diversity Officer
- London Public Library
- LUSO Community Services
- London Youth Council
- Madame Vanier Children's Services
- Merrymount Children's Centre
- Metropolitan Church
- Middlesex County
- Middlesex London Health Unit (tykeTALK, Smart Start for Babies, Family Health Services, Public Health Research, Education Development, Chronic Disease & Injury Prevention)
- Ministry of Children & Youth Services
- Ministry of Education, Provincial Schools & Outreach
- Ministry of Health Promotion, Sports & Recreation Branch
- Mission Services of London
- Mulberry Bush Child Centre
- N'Amerind Friendship Centre
- Neighbourhood Legal Services London & Middlesex
- Neighbourhood Resource Association of Westminster Park (NRAWP)
- Neighbourhood Watch London
- Neighbours, Friends & Families
- Nokee Kwe Occupational Skills Development Inc.
- North East London Community Engagement Council
- North Park Community Church
- Northwest London Resource Centre
- Oak Park Co-Operative Children's Centre
- Ontario Early Years Centres (OEYC) (London Fanshawe / Merrymount, London North Centre / Childreach, London West / London Children's Connection / Elgin-Middlesex-London)
- Ontario Trillium Foundation
- Orchard Park Nursery
- Orchestra London
- Pathways Consulting / Climb Consulting
- Pillar Nonprofit Network
- Pinetree Montessori School
- Platinum Leadership Inc.
- Preschool of the Arts
- Reach for the Rainbow
- Regional HIV/AIDS Connection
- Rotholme Women's and Family Shelter
- Salvation Army (Village Day Nursery, Centre of Hope)
- Sanchez-Keane & Associates
- SARI Therapeutic Riding
- Sexual Assault Centre London
- Simply Kids Inc.
- Sisters of St. Josephs, Office for Systemic Justice
- South London Neighbourhood Resource Centre
- Southwest Community Care Access Centre (CCAC)
- Southwest Local Health Integration Network
- Southern Ontario Aboriginal Health Access Centre
- St. Josephs Health Care Centre
- St. Leonard's Community Services
- St. Michael's Church
- Stevenson Children's Camp
- Stratford Family Health Team
- Temple Tots Day Care Centre
- Thames Valley Children's Centre
- Thames Valley District School Board
- Thames Valley Midwives
- Transformit Inc.
- United Way of London & Middlesex
- Unity Project for Relief of Homelessness in London
- University Laboratory School (Dept. of Psychology. UWO)
- University of Waterloo, School of Public Health & Health Systems
- Victorian Order of Nurses
- Village Co-op Preschool
- Wellington Preschool Centre Inc.
- Western Area Youth Services (WAYS)
- Western Daycare Centre
- Western University (Geography Dept., Human Environments Analysis Laboratory, Schulich School of Medicine & Dentistry - Dept. of Paediatrics, Epidemiology and Biostatistics, Medical Surveillance, Medical Biophysics, Anatomy & Cell Biology, Health Sciences Dept. – Schools of: Nursing, Occupational Therapy, Kinesiology, Samuel McLaughlin Foundation Exercise & Pregnancy Lab, International Relations, Education)
- Westminster Youth Council
- Whitehills Childcare Association

OUR COLLECTIVE IMPACT

Child and Youth Network members have committed to working together in a fundamentally different way. During the development of our second Child and Youth Agenda, we saw alignment between our work and emerging research on Collective Impact, a structured approach to collaboration being adopted by networks around the world. The CYN chose to use Collective Impact as a lens to understand our approach to change and deepen the impact of our work on families and the service system itself.

We are seeing our Collective Impact manifest in many ways:

Alignment of effort

The four priorities of the Child and Youth Agenda are driven by community need. The Child and Youth Agenda lays out the specific strategies and initiatives CYN members are working to implement collectively to address these priorities.

The 2014 progress report continues to demonstrate the impact of a shared plan of action. We are also seeing evidence of organizations aligning with the priorities beyond the strategies outlined in the Child and Youth Agenda. From incorporating healthy eating into existing programming to providing free programs for Londoners living with low income, CYN members are rallying their organizational efforts around poverty, literacy, health, and family-centred service. The Child and Youth Agenda has provided a community catalyst for rallying and aligning efforts to achieve Collective Impact.

Leveraging resources

More and more, funders are seeking to invest in collaborative efforts, recognizing the value of working collectively to address complex social challenges. The CYN's longstanding collaborative structure, processes, and culture provide an attractive value proposition for funders who want to maximize their investment and achieve positive community outcomes. Notable investments in the CYN in 2014 include: the Healthy Kids Community Challenge, a grant of up to \$1.5 million over four years from the Ontario Ministry of Health and Long-Term Care; and a one-year grant of \$150,000 from London Community Foundation for the Single Ceiling Project, an initiative that will use Family Centre Argyle as a platform for research and providing integrated mental health services.

CYN members continued to demonstrate substantial commitment to aligning their efforts and resources with the Child and Youth Agenda. CYN members vary in size and, naturally, their resources do as well. This year, members reported direct and in-kind contributions from a few thousand dollars up to eighty-five thousand dollars per organization. With over 170 organizations engaged in the CYN, the cumulative investment in the network is evident and significant.

Building a collaborative culture

At the core of the CYN Theory of Change is the belief that a culture of collaboration between service providers, families, and other stakeholders will improve outcomes for families. Here are just a few examples of the CYN's collaboration culture in action in 2014:

London Children's Museum

"In 2014 we began a reciprocal program with Childreach where they offered their Imagination Playground programming at the Children's Museum once a month in exchange for our Early Years Educator running programming at their location. This is an extremely important relationship that has provided us with shared knowledge, professional development for staff and expanded opportunities to the participants in both programs. The CYN was the catalyst to this arrangement which will have long lasting impact on our knowledge, relationship and programming."

The Five Conditions of Collective Impact:

Common Agenda

Shared Measurement

Mutually Reinforcing Activities

Continuous Communication

Backbone Support

Crouch Neighbourhood Resource Centre

"The CYN priority areas tie in well with our collective NRC logic model of core services (working with poverty issues, healthy eating and healthy physical activity, literacy, and family centred service). Networking and collaborating with other like-minded organizations strengthens our commitment and ability to address these priority areas collectively across the city."

London Public Library

"The Branch Librarian from Jalna Branch actively participated in planning, and now participates in the operation of, the Homework Club at the White Oaks Family Centre. At a recent session, our branch librarian engaged the participants in a discussion of print and electronic resources available for free from the Library that would assist them with their homework. This week a young man used another branch in the system. The staff member at the branch was ready to provide instruction as to how to use the resources; the young man responded "I know how to do it, I learned about it from Jennifer at the Family Centre". While this example is of a young man connecting with our services, this quite possibly would not have happened as it did without the collaboration of the agencies in provision of the homework club at the White Oaks Family Centre. Learning how to do better at school contributes to literacy development."

South London Neighbourhood Resource Centre

"After a presentation and support from the Literacy priority group our Settlement Team, through SWIS, provided summer literacy programs at Village Green Community Church and the South London Neighbourhood Resource Centre. The children gained valuable knowledge about Canadian culture which helped them to feel more comfortable in their new environment. They increased their literacy skills, which can be used in the classroom, and improved their understanding of safety, health and wellbeing. With the additional support of resources from the Literacy Priority group the children have become more engaged in their community and feel a greater sense of belonging as they learned of many resources and were able to connect with other children in their community."

La ribambelle

"Le CYN nous a permis de mieux se connaître entre organisation et à créer des liens communautaires qui auraient été difficiles à avoir autrement."

LUSO Community Services

"At the Food Providers Community Conversation, I sat at a table with people whom I had never met before. For many, it was the start of a conversation and they want to continue to share and learn from each other! The part that had the biggest impact on me was the stories that we heard from people who were living in poverty. Their stories about the stigma related to accessing food through a food bank and the lack of choice was something that I immediately took back to my organization and talked to our Basic Needs Community Support Coordinator to make sure that people accessing LUSO's community food cupboard had some choice in what they were offered."



ENDING POVERTY

The Ending Poverty priority team is comprised of seven dedicated task and project groups, with participants from over 56 organizations. In 2014, Ending Poverty members have worked diligently to carry out our vision for the Ending Poverty priority through:

- Increasing awareness and community engagement,
- Reducing the impact of poverty and making day-to-day life better, and
- Breaking the cycle and stopping the next generation from living in poverty.

This year, we welcomed Jessica Justrabo as the new Ending Poverty Project Manager and Cheryl Smith as the Chair of the Ending Poverty priority. In 2015, we are strategically positioned to be responsive to the Province of Ontario's Poverty Reduction Strategy, applying the provincial direction to our local context.

Our members represent institutions and organizations which support, care for, and empower individuals and families through very hard times. Our impact is not always easily visible, but we are confident that if we are focused on deep rooted issues together, we will have a future where caring, creative, responsible adults can be successful.

Goal:

To reduce the proportion of London families who are living in poverty by 25% in five years and by 50% in 10 years.

Chairs:

*Cheryl Smith, City of London
Andrew Lockie, United Way
London & Middlesex*

Project Manager:

Jessica Justrabo

2014 Activities

2014 Accomplishments

Strategy: Increase awareness about poverty & engage the community

Use targeted awareness as a means to shift attitudes and behaviors as they relate to ending poverty

- Over 80 Business Leaders and Community members attended the Business Leaders Breakfast, hosted by awareness committee
 - Dave Barrett from Cascade Industries presented his work on how business leaders can take action to help remove barriers to employment
- The awareness working group began the development for the facilitation of the Poverty Simulation and invited over 100 influencers
 - The Poverty Research Centre is conducting research on participant experiences
- MLHU led the way in a Municipal Candidate Survey and received 93 completed surveys from candidates

"The Real Issue": Leverage existing resources, and assess the extent of its use for a reignited Poverty Awareness Campaign

- Awareness working group members reviewed the current Real Issue website and assets to inform development of an updated Real Issue strategy
- Sage Communications assisted in the assessment of past Real Issue marketing accomplishments and continues to work with our key partners to guide our future direction

Develop and implement awareness, engagement, and advocacy strategies with partners to continue to build relationships

- 10 Ending Poverty members attended the Tamarack "Communities Collaborating for Impact" Conference held in Kitchener-Waterloo, ON
- Participated in monthly Vibrant Communities Canada Cities - Reducing Poverty Charter meetings, building cross-Canada partnerships, and putting CYN's work in the national spotlight

Strategy: Reduce the impact of poverty and make day-to-day life better

Basic Needs: Support Basic Needs strategies at both the neighbourhood and city-wide system levels

- Facilitated planning meetings with 15 neighbourhood community partners to coordinate basic needs services
- Integrated the Health Access Group with the Neighbourhood Basic Needs working group to streamline Basic Needs strategies and implementation in London

2014 Activities

2014 Accomplishments

Food Families: Complete and evaluate the pilot, explore community couponing workshops and continue to support the Harvest Bucks program

Food Security: Provide up-to-date information on Food Charter and other food activities and opportunities in London and area

Support existing initiatives through promotion and resource support, as needed

Evaluate and monitor implementation of strategies and use evaluation to refine approach

Housing: Continue to consult with Housing Division to determine support opportunities

- Over 90 community members attended the Food Providers Community Conversation, facilitated by the Basic Needs Neighbourhood Working Group
- 10 organizations met quarterly to find opportunities to increase the effectiveness of the city-wide provision of basic needs
- The assessment of the Argyle neighbourhood Food Families demonstrated that families: learned new ways to save money, now have more options when they purchase food, and have an increased connection to their neighbourhood and to their neighbours
 - 87.5% of families reported eating and preparing healthier foods
 - 75% of families reported an increased connection to their neighbourhood
 - 100% of the families reported saving money on their grocery bill, and an average of \$100/month in savings.
- Based on the recommendations from Argyle, the Food Families model was further developed and was rolled out in 3 more neighbourhoods (Central, North East, and South London) in October
- Over 50 families participating in the Food Families program
 - Began evaluation, which will continue to develop a long-term sustainable Food Families model.
- Provided regular updates to the community through Food Secure London Facebook page and the Real Issue Twitter account
- HEHPA and Ending Poverty priorities supported Harvest Bucks fresh food voucher program with \$11,000 in Harvest Bucks distributed to six local “food and nutrition” programs.
 - Harvest Bucks were given to 16 different programs in 11 organizations
 - The Ending Poverty Project Manager participated on the Harvest Bucks Steering Committee, and Application Review
- Supported the development of a detailed framework to implement a London and Middlesex Food Policy Council in collaboration with 40 key stakeholders
- CYN members contribute to the London Homeless Coalition and update our Priority.
- 10 CYN Ending Poverty Members attended Housing First training, facilitated by the City of London

Strategy: Break the cycle & stop the next generation from living in poverty

Income Security: Continue to develop income security advocacy pieces, with a focus on Precarious Employment for youth, and further develop and promote tools for measuring poverty

CYN members Microloan/ Matched Savings program: Implement strategies and evaluate results, as required

Grade 7 Wraparound Demonstration Project: Support the next phase of community projects such as the Glen Cairn Grade 7/8 Wraparound Demonstration Project

- Hired two part-time recent graduates to write a comprehensive literature review and facilitate focus groups focused around local issues of precarious employment for young people
- With the transfer of leadership to Goodwill Industries, the Microloan/Matched savings program is now known as “Impact Loans”
- To date, Impact Loans has awarded loans to 17 community members; two have been paid back
- Five entrepreneurs are currently connected with the program working towards successfully obtaining a microloan
- 16 parents attended a parent engagement event facilitated by the Wraparound steering committee and held at YFC London
- Organizations from the Wraparound Steering Committee continue to meet and have evolved into a neighbourhood working group

2014 Activities

Youth Engagement:

Participate in the development of an integrated youth framework in collaboration with the community and other priority areas, and continue to implement and support youth-driven initiatives

Intentional Relationships (Circles):

Assist in the rollout of Circles and the coordination of Bridges out of Poverty sessions targeted to key community stakeholders including businesses and post-secondary students

2014 Accomplishments

- Held facilitated conversations with CYN members and youth to gain feedback on the draft youth framework
 - Over 50 service providers and educators who work with young people attended a meeting at Kinsmen to share their thoughts and expertise
- Over 40 young people shared stories and provided suggestions for the CYN Youth Framework
- 33 youth participated in the Real Voice project from two Family Centre neighbourhoods and two First Nations groups
- 12 individuals graduated from the Getting Ahead program and now meet with 16 allies every week at London YFC as part of the Circles program
- Five Bridges out of Poverty workshops for various sectors were held at Goodwill Industries and London YFC with over 500 attendees

2015 Plans

- Focus the scope and increase the reach of our collaborative poverty awareness campaign
- Facilitate the Poverty Simulation focused on providing experiential learning opportunities for influencers, focused on issues of poverty
- Support the growth and impact of the Circles program
- Continue to collaborate in the coordination of Bridges out of Poverty sessions targeted to key community stakeholders
- Support the Basic Needs working groups at both the neighbourhood and city-wide system levels
- Review and develop an implementation plan based on the ideas generated from the Food Providers Community Conversation targeting local sustainable food solutions at the neighbourhood level
- Complete a thorough evaluation of our three Food Families programs in order to develop a long term sustainable Food Families model
- Continue support of the Harvest Bucks program
- Actively participate in the development of the guiding principles, evaluation metrics, tools, and resources to support the implementation of the CYN Youth Framework
- Engage in the development and implementation of cross-priority collaborative CYN Youth Framework projects with young people building upon the successes and learning from our past projects (Glen Cairn Wraparound, RealVoice, Dynamic Dozen and our best practices review "Youth Transitions")
- Two research assistants will assist the Income Security Working Group with research and facilitate focus groups in order to develop a policy paper centered on the issue(s) of Precarious Employment for young people in London



LITERACY

In 2014, CYN Literacy Priority Team partners continued to build and support successful projects and activities that increased and improved literacy for children, youth, and families in our city. Baby's Book Bag, Your Prescription for Literacy, the annual Family Literacy Conference for Professionals, and the Family Literacy Website (thisisliteracy.ca) became more established and deep rooted as tools for promoting literacy in London.

Our focused approach to facilitating the increased integration of literacy into activities, programs, and services in Family Centre neighbourhoods continued to develop and take shape, marked by considerable success of projects implemented via the CYN's Family Centre Community Literacy Fund.

In November, the CYN introduced 2000WordstoGrow/"It all starts with words" to the London community. The six-month, multi-channel awareness campaign engages parents, caregivers, and other influencers to use positive, quality words (reading, talking, singing, playing, and loving) to support their babies and young children to be safe, successful, and to reach their full potential in life. The marketing campaign provides many opportunities for CYN partners to engage in valuable literacy-focused conversations and activities with the parents and families they work with.

Goal:

To be a provincial leader in child, youth and family literacy by 2015.

Chairs:

*Julie Brandl, London Public Library
Karen Gair, Childreach (Vice-Chair)*

Project Manager:

Jennifer Smith

Family Literacy Coordinator:

Amanda Benton

2014 Activities

2014 Accomplishments

Strategy: Promote literacy to the whole community

Promote literacy awareness through community events, outreach activities, and through participation in current and new service provider groups and committees

- 493 people participated in the START WITH WORDS event in celebration of the launch of 200WordstoGrow/"It all starts with words"
- 475 participants at annual Community Family Literacy Day Celebration; 17 partners participated in the event hosted by the London Public Library
- Literacy promoted at events including:
 - Two Teen Prenatal Health Fairs (53 participants)
 - Baby Expo (100 participants)
 - Grade 9 Family Night Event
 - Two Family Dinners in Carling-Thames/Argyle
 - Family Night Celebration: White Oaks Homework Help participants
 - Parent Literacy Night in Huron Heights community
 - 17 TVNELP (Ready for School!) sessions in Family Centre communities
 - 500 children and families at Breakfast with Santa (Family Centre Argyle)
 - Oneida Nation of the Thames Health Fair
- 2,200 TVNELP (Ready for School!) Kits include literacy promotional materials
- Presentations and Training:
 - Western's Faculty of Information and Media Studies
 - Kiwanis Club of Forest City-London
- Active involvement with MLHU Health Care Providers Engagement Team, Community Early Years Partnership, and with Family Centre Strategic Collaboration Teams
- Participation on specialized committees in Family Centre neighbourhoods
- Working with Ontario Works and Childreach to integrate literacy into waiting rooms and programming spaces

Use current CYN Literacy activities and initiatives to actively promote literacy to children, youth, and families

- 1,247 first-time parents received Baby's Book Bag
- 80 families with children in JK/SK received Family Literacy Kits
- 360 likes of thisisliteracy.ca's page on Facebook, a 60% increase from last year
- Over 200 new followers on Twitter
- London ABCs Mobile App promoted to over 7,750 students via school boards
- 475 downloads of London ABCs Mobile App
- Over 11,000 bookmarks, posters, stickers, and activity rings shared with services providers for distribution to families

2014 Activities

Continue to engage and build formal relationships with media

Develop and implement a strategy to engage community champions for literacy from a variety of sectors (media, business, economic, volunteer)

Develop and implement a plan for partnership with varsity and other amateur sports teams to become literacy advocates

Implement public awareness of Literacy campaign

Based on brand strategy, maintain and develop new CYN products that promote the value of literacy

2014 Accomplishments

- Formal relationships continue to be forged via earned media, opinion editorials and paid media opportunities with 2000WordstoGrow/"It all starts with words", the CYN's Literacy Awareness Campaign
- Literacy Promoted in magazines (Apps and our Kids, August 2014), print (A Book for Every Child Campaign is under way, November 19, 2014), and radio (START WITH WORDS/2000WordstoGrow, November 21, 2014)
- Deferred: This activity will be addressed through tactical activities in future phases of 2000WordstoGrow/"It all starts with words" literacy awareness campaign
- 2000WordstoGrow.ca /"It all starts with words", a five-phased mass media awareness campaign launched to the community on November 22. On launch day, 493 participants enjoyed word-focused activities at the Children's Museum
- Over 900 unique visitors to 2000wordstogrow.ca within two weeks of launch
- 400 posters, 5,000 postcards and 2,000 magnets to promote campaign and key messages are distributed to CYN partners and families
- Two sandwich boards produced to promote Baby's Book Bag and thisisliteracy.ca shared at programs, activities, and events in across the city
- Over 3,000 Read! Sing! Play! Love! Talk! Posters and bookmarks distributed
- Over 8,000 Get more out of your Book! bookmarks, Literacy on the Go! Rings, thisisliteracy.ca stickers and posters distributed to more than 30 CYN partners

Strategy: Take a neighbourhood approach to literacy

Create and implement a plan that outlines roles and responsibilities of the CYN Family Literacy Coordinator for improving literacy in Family Centre communities

Continue to collaborate with CYN FCSS Team to develop plans for literacy in Family Centres

Activities in Family Centre communities continue to include the promotion of current activities, such as Baby's Book Bag and Family Literacy Kits

Continue to weave family literacy into Family Centre activities and initiatives

- Family Literacy Coordinator represents CYN Literacy in all four Family Centre Neighbourhoods
- Literacy strategies included in Family Centre Service Plan Agreements
- CYN Literacy activities are incorporated into each Neighbourhood Service Plan
- Extensive engagement processes are piloted with Family Centre Carling-Thames to determine best practices for integrating literacy into other neighbourhoods
- Baby' Book Bag distributed to new/expecting parents via Family Centres
- Community Connectors and other staff are trained to distribute Baby's Book Bag
- \$134,000 awarded to 8 organizations to deliver 10 programs, services and activities in Family Centre neighbourhoods
- Organizations and projects include: Boys and Girls Club of London—Real Voice; Childreach-POPUP+; Learning Disabilities Association-London Region—Real Voice Partnership; LUSO Community Services—Family Math (Grades 4-7) and Literacy in Motion!; London Regional Children's Museum—Reach Out Ambassadors Program; La ribambelle-Programme de Lit ratie en Franais; London Public Library—Read Around the Block; and South London Neighbourhood Resource Centre--Savour the Memories and Telling our Stories of Peace

2014 Activities

The Family Literacy Coordinator continues to work in tandem with Family Centre Community Developers and others to engage community service providers, school professionals, parents, and others in planned and developed activities that improve literacy

2014 Accomplishments

- Supported Best Group Ever/YOLO to implement youth-led activities in Family Centres Argyle and Carling-Thames
- Integrated literacy messages on waiting area television screens at Family Centres
- Developed 10 Physical Literacy Kits, 2,000 Physical Literacy Activity Rings for Fitness Matters! Be a Sport (funded by Ontario Sport & Recreation fund), in partnership with the YMCA of Western Ontario, London Public Library, and LUSO Community Services
- 80 Family Literacy Kits shared with Families at Sir John A. MacDonald PS
- The CYN Family Literacy Coordinator works with partners and residents in each Family Centre community. This year, the Family Literacy Coordinator was involved with:
 - **All four Family Centre Neighbourhoods/Citywide:** TVNELP Day, Baby Expo, POP UP +, Real Voice, and Reach Out Ambassadors Program
 - **Family Centre Argyle:** Best Group Ever/ YOLO, Read Around the Block, other services and activities
 - **Family Centre Carling-Thames:** Fitness Matters! Be a Sport! Best Group Ever/YOLO, Read Around the Block, Literacy in Motion!, and Family Math Projects
 - **Family Centre Westmount Community:** Saunders Grade 9 Family Barbecue, Family Nights
 - **Family Centre White Oaks Community:** Two Imagine Rooms events, Homework Club, Family Night for Homework Help participants, and Savour the Memories

Strategy: Promote literacy from birth

Maintain and expand distribution of *Baby's Book Bag*

- 22 MLHU staff members, 20 Kiwanis Club of Forest City-London volunteers, and three CYN Literacy Team members presented a Baby's Book Bag to:
 - 576 expectant parents at prenatal health classes
 - 52 expectant parents at Smart Start for Babies
 - 57 families via MLHU's Family Home Visitor program
- 304 "Congratulations you are having a baby" coupons distributed to parents taking Prenatal Health classes via Middlesex-London Health Unit
- 29 "Do you have this bag?" coupons redeemed at library
- 80% of first time parents in London received Baby's Book Bag

Maintain and expand literacy-rich waiting rooms to more sites in London including hospital waiting rooms, walk-in clinics, etc.

- Worked with City of London to integrate literacy components into the new Ontario Works location at Northland Mall
- Developing a plan for ongoing sustainability

Continue to involve physicians and other medical professionals

- The CYN Literacy priority continues to be represented at MLHU Health Care Providers Engagement Table and Community Early Years Partnership Meetings

Continue to promote physician participation in CYN emergent literacy activities

- 400 posters and pads distributed to health care professionals via Your Prescription for Literacy, in partnership with MLHU
- 23 Your Prescription for Literacy coupons redeemed for a Baby's Book Bag at London Public Library branches

Continue to provide Baby's Book Bag training

- 14 partners received 872 bags to share with new first time parents in the community; an additional 263 bags distributed via London Public Library staff

Continue to promote emergent literacy and distribute products at community events, in physical spaces, and with literacy-focused programs and services

- By request, posters, stickers, bookmarks, activity rings, and app cards shared with community service providers
- Online form created to streamline ordering process

Strategy: Improve family literacy

Generate content for website and promote the website and its brand

- 175 new pieces of content generated for thisisliteracy.ca
- Over 53,000 page views by 23,000 unique visitors to the CYN's Family Literacy Website (www.thisisliteracy.ca). Top sites referring traffic to thisisliteracy.ca included: tvdsb.ca, 2000wordstogrow.ca, and londonpubliclibrary.ca
- 12 issues of thisisliteracy.ca's enewsletter delivered to over 1,400 recipients

2014 Activities

2014 Accomplishments

Continue to provide kits to families in Huron Heights	<ul style="list-style-type: none"> • 80 JK/SK students participate in pilot demonstration of a more sustainable and participatory approach to the Family Literacy Kits initiative
Build ongoing financial sustainability of kits	<ul style="list-style-type: none"> • In progress: Revised project will include resource manual for School/Parent Councils, train-the-trainer sessions for CYN partners to deliver workshops to parents of JK/SK students at schools in Family Centre neighbourhoods
Integrate family literacy into Family Centres	<ul style="list-style-type: none"> • Rotating literacy block structures in place at Family Centres in Carling-Thames, White Oaks and Westmount • See <i>Take a Neighbourhood Approach to Literacy</i> (above) for specific activities
Create portable family literacy resources housed at Neighbourhood Child and Family Centres for use at programs, events, and celebrations taking place throughout the city	<ul style="list-style-type: none"> • In progress: Five bins with different games and activities will be rotated monthly among Family Centres for use in programs, services and by children, youth and families in the neighbourhood
Recruit and train community members to be champions of literacy	<ul style="list-style-type: none"> • In progress: Family Literacy Kits program will train CYN partners to deliver workshops to JK/SK children and parents • 2000WordstoGrow/"It all starts with words" campaign toolkit provides key campaign messages for use by CYN partners
Host Family Literacy Nights for school aged children and parents in Family Centre Communities	<ul style="list-style-type: none"> • 12 Partners collaborate to deliver Family Nights at schools in the Carling-Thames neighbourhood
Host annual family literacy conference for professionals	<ul style="list-style-type: none"> • 140 participants at Literacy Success: The Role of Communities in Supporting Families Affected by Poverty • 44% of survey respondents indicated their understanding of the connections between literacy and poverty had increased as a result of the conference

Strategy: Improve Youth Literacy

Cultivate youth engagement in youth-identified community initiatives	<ul style="list-style-type: none"> • 40 young people contribute to CYN Youth Framework co-creation process • Over 20 professionals and young people came together to develop recommendations for youth-led activities in each neighbourhood
Grow opportunities for positive relationship development between youth and supportive adults/mentors	<ul style="list-style-type: none"> • Dynamic Dozen-Family Literacy Coordinator participates in planning meetings. Workplace essential skills training is intentionally incorporated into staff training.
Evaluate existing programs and services	<ul style="list-style-type: none"> • CYN Youth Framework outlines guiding principles, core components, and success indicators for use by service providers and others to support young people
Explore partnership opportunities to integrate and build upon supports for youth to pass the grade 10 Literacy test	<ul style="list-style-type: none"> • In progress: Ending Poverty and Literacy Priorities working with young people to create a project that supports high school graduation and movement to post-secondary
Build upon existing home, school, and community supports, particularly those related to literacy that address and assist youth through transitions	<ul style="list-style-type: none"> • In development: Key deliverables to support CYN Youth Framework, including, definitions of guiding principles, metrics for indicators, and evaluation tools.

2014 Activities

Partner with Grade 7 Wrap Around and Youth Community Economic Development Framework to explore project progress

2014 Accomplishments

- In progress: *Youth Design Project* in development with over 10 CYN partner organizations.
- Co-created project will support young people to successfully graduate from High School and entry to Post-Secondary training and education.

2015 Plans

- Implement the *2000WordstoGrow* "It all starts with words" Literacy Awareness Campaign and evaluate the campaign
- Move forward with recommendations developed for integrating literacy into physical spaces and activities taking place with partners and families in the Family Centre Carling-Thames community; this includes the introduction of Family Game Nights and kits for use at each Family Centre
- Support the implementation of recommendations for young people in Family Centre Argyle and Family Centre Carling-Thames
- Support the development and integration of CYN Youth Framework
- Host 5th Annual Family Literacy Conference for Professionals
- Maintain and enhance operational CYN Literacy Activities such as Baby's Book Bag, Your Prescription for Literacy, and the CYN's Family Literacy Website (thisisliteracy.ca)
- Continue to work with HEHPA, Ending Poverty, and Family Centred Service System Priority Teams
- Support activities related to the 2015 CYN Impact Assessment



HEALTHY EATING AND HEALTHY PHYSICAL ACTIVITY

This year, the Healthy Eating and Healthy Physical Activity (HEHPA) priority focused on leveraging two existing projects to increase resources available for our work. The Grade 5 Act-i-Pass and the Healthy Kids Community Challenge jointly attracted over \$2 million to enhance HEHPA work over the next four years.

The HEHPA Priority, originally comprised of four cross-sector task groups, has taken action to streamline our work through restructuring. The “Forming Healthy Habits” task group and the “Promoting and Building HEHPA Awareness” task group have merged to simplify communication, decrease duplication, and to increase the efficiency of our partners’ work. As well, meetings with HEHPA partners are now project-based rather than strategy-based. Through this restructuring, the HEHPA priority has made large strides in many ongoing initiatives which are having a positive impact in our community and show promise for change in the current health landscape for children and youth in London.

2014 Activities

2014 Accomplishments

Strategy: Promoting and building healthy eating and healthy physical activity habits through product creation and awareness campaigns

Support policy changes

- Continued affiliation with Healthy Communities Partnership

Support social marketing strategies

- 10,000+ physical activity and well-being awareness products were distributed as HEHPA continued to support a common physical activity brand for London - **in motion™** - by branding CYN products and resources
- Contributed to the growth of **in motion™** social media through Twitter, inmotion4life.ca, and Facebook contributions:
 - Twitter: Over 18,500 impressions
 - Facebook: reached over 9,000 individuals
 - Website: Over 3,350 individuals visited www.inmotion4life.ca
- Participated in Middlesex-London **in motion™** partnership through in-kind and financial contributions
- Assisted in planning, fundraising, and implementing the **in motion™** Community Challenge
 - 11,620 Londoners participated (5x more than 2013)
 - 4,719,413 minutes of physical activity logged by participants (2x more than 2013)
 - 1,690 students from over 180 classrooms in London, Middlesex, Oxford, and Elgin County participated
 - 43 classrooms had over 60% student participation in the Challenge
 - 10 roadside signs were placed in 10 parks across London encouraging residents to participate and providing healthy living tips
 - 184 LTC buses were branded with Challenge messaging
 - 100 pole banners lined Wellington Road, Richmond Street, and Queens Avenue
 - Promotional team visited 6 London events and spoke with hundreds of individuals about the Challenge
 - Expanded the Middlesex-London **in motion™** Community Challenge Media Partnership to include four local radio stations

Goal:

Lead the Nation in Increasing Healthy Eating and Healthy Physical Activity (HEHPA) by creating environments, neighbourhoods and opportunities that promote and support daily physical activity and healthy eating for all our children, youth and families.

Co-Chairs:

*Chris Harvey, CEO, Boys and Girls Club of London
Tony Kyle, Manager of West Area Recreation Services, City of London*

Project Manager:

Josh Archer

Neighbourhood Coordinator:

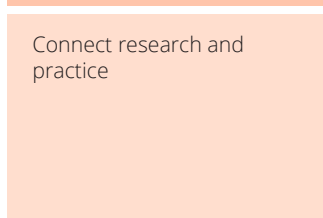
Cara McMahon

2014 Activities

2014 Accomplishments

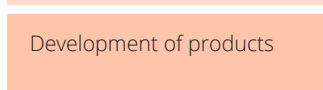


- 5 unique commercials were created with local London residents
- Commercials were aired 66 times over the six weeks
- Over 1200 30-second promotional commercials were aired on 4 local radio stations
- Live interviews took place on three radio stations
- Weekly contests took place across four radio platforms
- Web presence including box ads and banners
- Developed a new print media partnership with weekly circulation to over 140,000 homes
 - Healthy Living Feature Issue on September 25
 - Web presence including big box ads, banners, and a 2-day homepage takeover on thelondoner.ca and the Londoner's mobile application
- Updated www.inmotion4life.ca to provide streamlined Challenge information and tools to the public
- Started the **in motion™** Everyday Champion campaign which profiles London residents or groups monthly and tells their stories of healthy living
- Continued partnership with Western University to provide youth with opportunities in Health Promotion



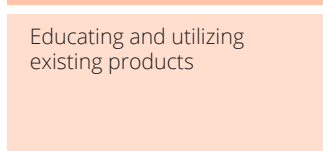
Connect research and practice

- Partnered with Western University and Fanshawe College on research opportunities and information sharing
- HEHPA Project Manager continued to sit on Fanshawe College's Fitness and Health Promotion Program Advisory Committee
- Continued to facilitate collaborations between academic and community members of HEHPA on several research projects (e.g. Act-i-Pass partnership brought \$425,000 in research funding to the initiative)
- Commissioned a Literature Review which concentrated on researching principles and promising practices on healthy eating, healthy physical activity, and adequate sleep



Development of products

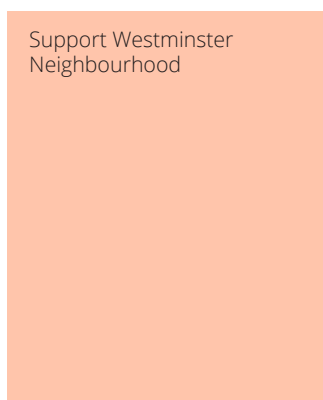
- Developed the **in motion™** 31-Days/31-Ways to Play October school Calendar to provide teachers and students with creative ways to get active during the **in motion™** October community challenge



Educating and utilizing existing products

- Over 2,000 Menu Makers were distributed through multiple HEHPA partners
- Distributed brochures, posters, and referral tools in both French and English through HEHPA partners, local trade shows, and events
- Updated the **in motion™** Mobile Application to increase its usability; the application allows users to track their minutes of physical activity, serving as the measurement tool for the **in motion™** Challenge

Strategy: Create healthy and active neighbourhoods



Support Westminster Neighbourhood

- Following the transition out of Westminster Neighbourhood, the Westminster Working Group continues to make sustainable changes in their community
 - Continued the Southdale Farmers' and Artisans' Market
 - Working group investigating how to brand itself within local neighbourhood to increase resident engagement and involvement
 - Continuously seeking grant and funding opportunities
- The follow-up Westminster Neighbourhood evaluation was completed with support from the HEAL Lab at Western University; key findings:
 - 71% of respondents are travelling actively between home and school 3 or more times per week, which is an increase of 12% compared to 2010
 - 33% of respondents spent at least an hour of time watching television, while 32% of respondents spent the same amount of time playing video games; this represents a 22% and 8% decrease, respectively, since 2010
 - 68% and 38% of respondents reported eating three or more servings of fruit and vegetables respectively; while vegetable consumption habits resemble that reported in 2010, the consumption of fruit is double the 2010 levels



Transition planning to engage new neighbourhoods

- Healthy Living Fun Fair
 - Leveraged \$5000 in funding through the Ontario Ministry of Health and Long-Term Care
 - Over 200 people visited Wilfrid Jury Public School to learn about healthy eating and physical activity services and resources available in the Medway neighbourhood and in London
 - 18 exhibitors attended, including a registered dietitian, local diabetes education centre representatives, the Middlesex-London Health Unit, and City of London Parks and Recreation
- Medway Resident Working Group achievements
 - Successfully applied for two outdoor neighbourhood ice rinks
 - Currently developing action plan focused on: active transportation, urban planning and design, and community engagement

2014 Activities

2014 Accomplishments

	<ul style="list-style-type: none">• Youth Project – Students for Physical Activity Reaching the Community (SPARC)<ul style="list-style-type: none">• Supported two students to attend ACTivate Summit<ul style="list-style-type: none">• Students returned inspired to run their own leadership conference• Supported youth in developing and implementing SPARC 2014 Sport Leadership Conference• 19 youth attended conference, developed leadership skills, and engaged in conversation about ways to make their neighbourhood a healthier place• Youth identified barriers to physical activity and suggested ways to engage more youth in healthy living• Youth input was used to guide the development of the NWLRC After-School Program• Youth suggestions were integrated into the Medway Working Group work plan• Dynamic Dozen<ul style="list-style-type: none">• Supported Dynamic Dozen with the purchase of performance t-shirts• Provided nutritional literacy workshop• Supported various projects: NorWest Optimist Free Family Skate, NorWest Optimist Bike Rodeo, Fresh Fruit and Veggie Luncheon, Active and Safe Routes to School, Snowflake Campaign for Mental Health, “Let’s Get Cooking” Programs, Healthy School Committees, School Council Committees, and Books for Breakfast
Seek opportunities for collaboration with Family Centres (FCs)	<ul style="list-style-type: none">• HEHPA staff and partners continue to work collaboratively with other CYN priorities, as well as with staff and personnel of current and future Family Centres

Strategy: Building community connections to Healthy Eating and Healthy Physical Activity opportunities for families

Reduce barriers to cultures/populations of need	<ul style="list-style-type: none">• Provided HEHPA materials at 7th Generation Hip Hop Nation/Harvest Fest Pow Wow• Provided HEHPA and other priority materials at the Eid Al-Adha celebration
Reduce barriers to families of children with disabilities	<ul style="list-style-type: none">• Updated the Healthy Living Recreation Resource Guide to include over 20 new programs and opportunities
Improve financial assistance and financial barriers	<ul style="list-style-type: none">• Working with the YMCA, The Boys and Girls Club, and the City of London, expanded Grade 5 Act-i-Pass Program<ul style="list-style-type: none">• The Boys and Girls Club received a 2-year Ontario Sport and Recreation Community Fund Grant from the Province of Ontario totaling \$80,060• The HEAL Lab at Western University received approximately \$425,000 in funding to evaluate the Act-i-Pass program• Registration rates are over six times higher than the pilot program, jumping from approximately 250 students in 2013 to over 1,650 students in 2014• 45% of London’s Grade 5 students are registered for the program• 97 of the 99 schools in London are participating in the Act-i-Pass Program• The Boys and Girls Club and the YMCA both increased their programing contributions to the Act-i-Pass project to compensate for increased registration rates• Implementation of Harvest Bucks continued in 2014, in collaboration with the CYN Ending Poverty Priority, MLHU, and multiple Farmer’s Markets across London; for more information, see the Ending Poverty component of the 2014 progress report

New Strategy: Healthy Kids Community Challenge (HKCC)

- London has been chosen as one of 45 communities across Ontario to take part in the Ministry of Health and Long Term Care’s Healthy Kids Community Challenge
- Over the next four years, London will be receiving up to \$1.5 million in funding to deliver local programing and activities to promote healthy lifestyle outcomes for children and youth
- The grant will provide support to 13 high-priority neighbourhoods: Argyle, Carling, Westmount, Highland, Southcrest, White Oaks, Westminster, Medway, Huron Heights, Glen Cairn, East London, West London, and Hamilton Road. The community also includes sections from both the Central and South London planning districts.
- Over 60% of London’s total population, 88% of London’s families, and 75% of London’s visible minority population live within London’s Healthy Kids Community Challenge neighbourhoods
- 16 partners signed the grant application, which was endorsed and supported by the over 170 partners of the larger Child and Youth Network.
- Key grant signatories include: The City of London, Middlesex-London Health Unit, Thames Valley District School Board, London District Catholic School Board, Arcane, Western Fair Farmers’ and Artisans’ Market, The Boys and Girls Club of London, Investing in Children, London Intercommunity Health Centre, Healthy Weights Connection, Western University, Middlesex-London **in motion™**, London Public Library, Heart and Stroke Foundation, Healthy Communities Partnership, and United Way London and Middlesex

2015 Goals

- Continue to support **in motion™** and the Community Challenge
- Continue to update mobile applications to meet the community's needs
- Continue to support the Westminster Working Group and their strategic plans when necessary
- Finalize a working Medway community development action plan in collaboration with the Medway Working Group and provide them with the tools and resources they require to make change in their neighbourhood
- Expand the HEHPA priority's neighbourhood work to all of the 13 planning districts outlined in the Healthy Kids Community Challenge initiative
- Continue to implement and access the Act-i-Pass Program, and redesign/implement the program for the 2015/2016 school year, including the implementation of a marketing campaign
- Support Camps on TRACKS program to increase inclusion of children and youth with special needs through a peer-mediated approach
- Begin implementation of the Healthy Kids Community Challenge, including hiring a project manager, conducting a needs assessment, and developing and executing the first nine-month work plan



CREATING A FAMILY CENTRED SERVICE SYSTEM

Creating a Family Centred Service System (FCSS) is about strengthening families by helping them access the supports they need to be successful in all aspects of their lives. In 2014, FCSS members continued to develop the first four Family Centres in Carling-Thames, Westmount, White Oaks, and Argyle. We opened the doors to Family Centre White Oaks and are building family-centred service in the Argyle neighbourhood, beginning capital construction of the Family Centre while strengthening relationships through the implementation of an Interprofessional Community of Practice.

FCSS members connected with each other through our first Neighbourhood Gathering and connected with other CYN priorities through a variety of initiatives, including the Literacy 2000 Words to Grow campaign, the HEHPA Act-i-Pass program, and Ending Poverty's neighbourhood-based Basic Needs work in Family Centre Westmount.

Goal:

To make it easier for London's children, youth and families to participate fully in their neighbourhoods and community, and to find and receive the services they need.

Chair:

Lynne Livingstone, City of London

2014 Activities

2014 Accomplishments

Strategy: Raise awareness of services

Use web and other communication channels to share information about the Family Centres programming and resources

- Implemented Family Centre social media strategies via Facebook, helping 1,179 followers access information about programs, services, and events in Family Centres
- Modified familyinfo.ca website to include events calendar, based on resident feedback
- Launched strategic planning process to refine familyinfo.ca and increase its effectiveness as a tool to connect residents to programs and services

Develop and implement marketing strategies to help connect families to Family Centre programming opportunities

- Developed marketing guidelines and resources to facilitate common brand and clear, compelling communication
- Produced marketing collaterals for distribution to residents to raise awareness and facilitate further connections to the Family Centres
- Connected with families at city-wide and community events to raise profile of Family Centre programs and services

Strategy: Help organizations move along continuum of service integration

Strengthen culture of Interprofessional practice in neighbourhoods to foster increased collaboration

- Continued to implement Interprofessional Communities of Practice in Carling-Thames, Westmount, and White Oaks neighbourhoods to develop new relationships and deepen existing relationships with neighbourhood partners
- Commenced Interprofessional Community of Practice with approximately 30 service providers in Argyle neighbourhood
- Developed second version of IPCP toolkit based on evaluation, feedback and learning to create a more streamlined, effective process for building a collaborative culture

Implement opportunities for service providers to build intentional connectivity and integration capacity

- Graduated 17 professionals from Community Connector curriculum, building system capacity to provide intentional connectivity
- Established Community Connector Community of Practice, allowing 20 Community Connectors to continue sharing best practices and practitioner insights
- Held full-day gathering of neighbourhood planning teams to assess progress, identify challenges and solutions, build relationships, and learn from each other
 - The event was attended by over 100 participants
 - 80% of participants made immediate plans to connect with others after the gathering
 - 96% of participants planned on applying learning from the day to their professional work
- Partnered with cultural organizations to support community conversations on the development of a cultural competency resource for service providers

2014 Activities

Continue to build and implement governance structure for FCSS

2014 Accomplishments

- Carried out a strategic planning process to identify top three priorities for 2014 for the FCSS Governance body
- Task forces developed and received endorsement for recommendations for governance priorities:
 - Refining Community Connector competencies and role in providing family-centred service
 - Developing marketing and brand standards for Family Centres
 - Developing a series of recommendations for the ongoing operational sustainability of Family Centres

Strategy: Engage the community in the development of FCSS

Continue to engage community in meaningful dialogue and decision-making on the development of the FCSS

- Facilitated opportunities for ongoing community engagement in relation to the Family Centres in all four neighbourhoods
 - Examples of engagement opportunities include advisory committees, resident collaboration teams, neighbourhood association consultations, volunteering, and online engagement channels
- Residents planned, implemented, and participated in a number of community events and social media opportunities
- Partners hosted multiple neighbourhood events, such as Family Nights, facilitating family engagement and involvement in the Family Centres, engaging over 4,000 families

Strategy: Create consistency and continuity in neighbourhoods by delivering core services in settings easy for parents to access

Implement Family Centres as welcoming, family-friendly spaces to help residents get connected in the community

- Partners in Family Centres Carling-Thames, Westmount, White Oaks, and Argyle developed neighbourhood service plans to define how family-centred service will be delivered by the neighbourhood, within and beyond the Family Centres
- Family Centre Carling-Thames
 - Refined service plan to provide increased clarity on the delivery of family-centred service in the neighbourhood
 - Through community partnership including LUSO Community Services, London Public Library, and YMCA of Western Ontario, secured \$28,000 Fitness Matters grant from Ontario Sport and Recreation Fund, facilitating physical literacy for over 500 children in northeast London
 - Family Centre staff person won Pillar Community Leadership Award, generating increased funding for family dinner programs
- Family Centre Westmount
 - Westmount Child Care Network: Shared best practices and professional development opportunities, municipal and provincial updates as sector transforms, building relationships with local schools
 - Facilitated connections between partners meeting as neighbourhood Basic Needs planning group; developing connections to work in Ending Poverty priority
 - Supported 3 partners, including one resident, to attend multi-day community building conference
- Family Centre White Oaks
 - Completed construction of Family Centre and welcomed 80 residents and partners to the space at an open house in May
 - Resident Collaboration Team (RCT) planned and implemented Canada Day community celebration, reflecting empowerment, trust and partnerships established in community
 - Through RCT, partners and residents have enhanced capacity in the neighbourhood by collaborating to offer programs and services 3 full days and 1 evening each week.
 - Community Connector group has intentionally connected the White Oaks campus to share information with residents in a more seamless fashion; four organizations and the RCT provide staff as Community Connectors at the WOFC, enhancing the knowledge of each staff and each organization
- Family Centre Argyle
 - Collaborated with lead agencies, City of London, school, and Family Centre Argyle operational team to develop Family Centre design recommendations
 - Began construction of Family Centre Argyle at Lord Nelson Public School in December
 - 27 organizations and individuals developing Interprofessional Community of Practice and launching development of neighbourhood service plan

Support for operational costs of Family Centres where needed

- Secured endorsement for use of CYN resources to provide short-term operational support to Family Centres while the funding and sustainability strategy is being implemented

Evaluate the families and staff/ volunteers experiences of FCSS at the Family Centre level

- Analyzed and shared results of Family Centre Carling-Thames and Westmount baseline evaluations
 - Results are used to inform planning and monitor progress in Family Centre neighbourhoods
- Conducted a baseline evaluation of participants, staff, and volunteers at Family Centre White Oaks
 - Results to be analyzed and shared in 2015

2014 Activities

2014 Accomplishments

Strategy: Assess and monitor impact of FCSS

Assess impact of FCSS on families and the service system

- Received \$150,000 funding from Ministry of Children and Youth Services to assess impact of FCSS as part of Community Integration Leaders initiative
- Engaged 651 residents in London to assess impact of FCSS on families
- Engaged 39 organizations to assess impact of FCSS on service system
- Final report to be received in 2015
- Key findings from 2014 interim report:
 - Of families who visit Family Centres:
 - Over 93% are satisfied or very satisfied with Family Centres
 - 83% felt informed about services available in London (vs. 47% for families who do not visit Family Centres)
 - 90% felt services in London were easy to access (vs. 58% for families who do not visit Family Centres)
 - 75% of FCSS members stated that information sharing among FCSS organizations has improved

2015 Plans

- Complete construction of Family Centre Argyle
- Officially open Family Centres White Oaks and Argyle
- Implement marketing and communications strategies, including public marketing campaign
- Implement funding and sustainability recommendations
- Institute Community Connector System Coordinator function
- Developing ongoing assessment monitoring framework
- Complete FCSS assessment and share results with stakeholders and community
- Develop and implement engagement strategies to increase the size and impact of the strategy
- Revisit and refine foundational tools and processes, such as the Common Experiences approach, the Interprofessional Community of Practice, the System Participation Memorandum of Understanding, and the Integration Assessment Tool



LONDON'S CHILD & YOUTH NETWORK 2014 BUDGET SUMMARY

While this section details financial allocations and funding partners, we emphasize that the collaborative work of the CYN would be impossible without the in-kind contributions of members.

Project Strategies	Deliverables	Funding Partners	Budget
Ending Poverty			
Increase awareness and engage the community	<ul style="list-style-type: none"> Awareness, engagement, youth, and advocacy strategy. Vibrant Communities partnership 	<ul style="list-style-type: none"> Boys & Girls Club of London Tamarack City of London 	\$56,481
Reduce the impact of poverty and make day-to-day life better	<ul style="list-style-type: none"> Food Families implementation and evaluation in three neighbourhoods. Harvest Bucks 	<ul style="list-style-type: none"> Investing in Children Middlesex London Health Unit City of London 	\$41,602
Break the cycle and stop the next generation from living in poverty	<ul style="list-style-type: none"> Precarious Employment Policy research Project and Priority Support 	<ul style="list-style-type: none"> Investing in Children Neighbourhood Legal Services City of London 	\$118,348
Making Literacy a Way of Life			
Promote literacy to the whole community	<ul style="list-style-type: none"> Tools and Supporting Materials Literacy Awareness Campaign Project and Priority Support 	<ul style="list-style-type: none"> Investing in Children Childreach 	\$146,373
Take a neighbourhood approach to literacy	<ul style="list-style-type: none"> Neighbourhood Approach to Literacy Project and Priority Support 	<ul style="list-style-type: none"> City of London 	\$56,671
Promote literacy from birth	<ul style="list-style-type: none"> Baby's Book Bag Physician Engagement Training and Awareness 	<ul style="list-style-type: none"> Kiwanis Club of Forest City London City of London 	\$27,258
Improve family literacy	<ul style="list-style-type: none"> Family Literacy Kits Family Literacy Conference and Events Family Literacy Website 	<ul style="list-style-type: none"> City of London 	\$20,345
Improve youth literacy	<ul style="list-style-type: none"> Youth Literacy-Direct Supports 	<ul style="list-style-type: none"> City of London 	\$213
Healthy Eating & Healthy Physical Activity			
Promoting and building healthy eating and healthy physical activity awareness	<ul style="list-style-type: none"> <i>in motion</i>™ partnership contributions Media Partnerships for <i>in motion</i>™ Community Challenge Updated <i>in motion</i>™ mobile application 	<ul style="list-style-type: none"> Middlesex-London Health Unit Bell Media Sun Media City of London 	\$30,530

Project Strategies	Deliverables	Funding Partners	Budget
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Creating healthy, active neighbourhoods	<ul style="list-style-type: none"> • Programming activities, including the Medway Working Group projects and events • Medway Healthy Living Fun Fair • Westminster's Farmers' Market • Westminster Follow-up Evaluation • SPARC Youth Conference 	<ul style="list-style-type: none"> • Ministry of Health and Long-Term Care • Western University • Northwest London Neighbourhood Resource Centre • City of London 	\$55,105
Building community connections to healthy eating and healthy physical activity opportunities for families	<ul style="list-style-type: none"> • Updated Healthy Living Resource Map • Menu Makers and Grocery Lists • Act-i-Pass Program • Project and Priority Support 	<ul style="list-style-type: none"> • Western University • City of London 	\$179,002

Creating a Family Centred Service System

Raise awareness of services	<ul style="list-style-type: none"> • Family Centre social media presence • Marketing materials for families 	<ul style="list-style-type: none"> • London Public Library • City of London 	\$44,979
Help organizations move along continuum of service integration	<ul style="list-style-type: none"> • Interprofessional Communities of Practice established in four neighbourhoods • Memorandum of Understanding, Terms of Reference, and Business practices established for FCSS governance • Strategic Collaboration Team Gathering • Community Connector Professional Learning Initiative • Child and Youth Network tools and processes • Development of Integrated Youth Framework 	<ul style="list-style-type: none"> • City of London 	\$68,579
Engage the community in the development of FCSS	<ul style="list-style-type: none"> • Facilitated engagement opportunities, including: advisory committees, resident collaboration teams, neighbourhood association consultations, and volunteering 	<ul style="list-style-type: none"> • South London Neighbourhood Resource Centre • YMCA of Western Ontario • London Children's Connection • Merrymount • City of London 	\$56,438
Create consistency and continuity in neighbourhoods by delivering core services in settings easy for parents to access	<ul style="list-style-type: none"> • Fixturing for Family Centres (furniture, technology, etc.) • Service Plan Agreements • Commencement of design and construction of Family Centre Argyle • Local partnership agreement templates • Project and priority support 	<ul style="list-style-type: none"> • South London Neighbourhood Resource Centre • YMCA of Western Ontario • London Children's Connection • Childreach • Community Living London • Women's Community House 	\$187,627
Assess and monitor impact of FCSS	<ul style="list-style-type: none"> • Baseline evaluation of Family Centre White Oaks • Impact Assessment of Family Centred Service System 	<ul style="list-style-type: none"> • City of London 	\$5,088

MOVING FORWARD

New parents in London are accessing more literacy resources to help their babies get the best possible start. Children and youth in Westminster have increased their use of active transportation and consumption of fruits and vegetables. Community members in the Food Families initiative are saving money every month on their families' grocery bills. Parents are saying our service system is easier to access.

London families are seeing change.

Since our work together began in 2007, we have seen fundamental changes in the way organizations work together. Collaboration is no longer a novel approach – it is now the norm in London. Next year is a significant milestone for the CYN. Our shared vision, “happy, healthy children and youth today; caring, creative, responsible adults tomorrow” guided our work to 2015. This milestone provides an opportunity for celebration, reflection, and refinement of our collective approach to changing outcomes for London’s children, youth, and families. In 2015, we will undertake an assessment of the CYN’s impact since its inception to understand how London’s story has changed for families. This impact assessment sets the foundation for important discussions on where we go next as a network and how we continue to broaden and deepen our impact.

I have the extraordinary privilege of serving as Chair of London’s Child and Youth Network. I am continually humbled by the commitment and expertise of CYN members and the incredible results that have been achieved together. I am truly excited for the future of our work and for the families in London who benefit from it.

Lynne Livingstone, Chair, London’s Child and Youth Network

