



# LONDON'S CHILD AND YOUTH AGENDA II 2012-2015

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LONDON'S CHILD & YOUTH NETWORK

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





## PURPOSE

1. Overview of London's Child & Youth Network and recent accomplishments
2. Overview of Child & Youth Agenda II
3. Seek endorsement for Child & Youth Agenda II



# LONDON'S CHILD AND YOUTH NETWORK

London's CYN is comprised of 150 community agencies,  
over 500 individuals that have one shared vision

***Happy, healthy children and youth today;  
Caring, creative, responsible adults tomorrow***





# CHILD & YOUTH NETWORK PRIORITIES AND GOALS

1. **End Poverty** – to reduce the proportion of London families who are living in poverty by 25% in five years and by 50% in 10 years
2. **Make Literacy a Way of Life** – to be a provincial leader in child, youth and family literacy by 2015
3. **Lead the Nation in Healthy Living and Healthy Physical Activity** – to create environments, neighbourhoods and opportunities that promote and support daily physical activity and healthy eating for all our children, youth and families
4. **Create a Family-Centred Service System** – to make it easier for London’s children, youth and families to participate fully in their neighbourhoods and communities and to find and receive the services they need.



## KEY MILESTONES

- **2007/2008** – first meeting of the Child & Youth Network (CYN) / families report that the system isn't working for them
- **Fall of 2008** – 4 priorities are established in first Child & Youth Agenda
- **Fall of 2009** – Full Day Kindergarten starts
- **April 2010** - System Reengineering Committee begins developing a framework for the network of Neighbourhood Child and Family Centres
- **November 2010** – Engage for Change Conference introduces ACE & IAT
- **June 2011** – London recognized as a provincial leader in integration
- **March 2012** – Second Engage for Change Conference to plan Child & Youth Agenda II (2012-2015)



# WHAT WE'VE ACCOMPLISHED

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# PRIORITY 1: ENDING POVERTY

- **Raising Awareness**
  - *The Real Issue* awareness campaign (Oct-Nov 2010)
  - 11 media stories; 340 followers on social media; 2076 website visitors; 18,246 social media post views
- **Reducing the Impact**
  - Neighbourhood Pocket Guides
  - Over 4000 pocket guides distributed to White Oaks, Hamilton Road families
- **Breaking the Cycle**
  - Matched Savings and Microloan program
  - 28 of 30 families in Matched Savings program, contributing between \$25 and \$250 monthly to their children's RESPs
  - 5 new businesses launched by youth and newcomer entrepreneurs in London
    - 3 of 5 entrepreneurs have already exited Ontario Works





## PRIORITY 2: MAKE LITERACY A WAY OF LIFE

- **Promote literacy from birth**
  - 4,500 *Baby's Book Bags* distributed
- **Improve family literacy**
  - 1,052 *Literacy Kits* shared school aged children and their families
- **Promote literacy to the whole community**
  - Over 13,000 unique visitors to *thisISliteracy.ca*
- **Take a neighbourhood approach to literacy**
  - 500 children/youth and 150 families in Huron Heights participated in a cross-section of collaborative community-led literacy programs, services and activities





## PRIORITY 3: LEAD THE NATION IN HEALTHY EATING AND HEALTHY PHYSICAL ACTIVITY

- **Promoting and Building Healthy Eating and Healthy Physical Activity Awareness**
  - *Get Your 60 Campaign* – 2 60 second Healthy Living PSA's, 2500 views to date
- **Create Healthy and Active Neighbourhoods**
  - School breakfasts in Westminster meet Canada's Food Guide standards
  - Westminster Residents' group receive a **\$50k park development** prize
- **Changing Healthy Eating and Healthy Physical Activity Habits through Product Creation and Promotion**
  - Over **10,000** 'Menu Maker' tools distributed
  - **2,500** 2012 Activity Tracker Calendars distributed
- **Building Community Connections to Healthy Eating and Healthy physical Activity Opportunities for Families**
  - Increased participation in 'Open Doors' event to **26 agencies**



Raise awareness, engage the community, create healthy, active communities, increase impact



## PRIORITY 4: CREATE A FAMILY-CENTRED SERVICE SYSTEM

- 4 referral maps
- Trained 500 individuals in ACE Community Development
- Community Development initiatives in 7 priority neighbourhoods
- Cooperation increased 36% (2007 to 2010)
- Collaboration increased 39% (2007 to 2010)
- 4 neighbourhood Family Centres in development



# WHERE WE'RE HEADED

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## LONDON'S CHILD & YOUTH AGENDA II: KEY HIGHLIGHTS

- Building on the success of the 4 priorities
- Reaching out to youth
- Integrating priorities
- Collective Impact model



# PRIORITY 1: ENDING POVERTY

- **Raising Awareness**
  - Plan new social awareness campaign
- **Reducing the Impact**
  - Basic Needs – coordinate emergency food system
  - Income Security – build on OW, ODSP policy papers to respond to SARC
  - Food Security – Increase access to healthy food for low-income community members
    - i.e.) Harvest Bucks pilot
- **Breaking the Cycle**
  - Microloans – launch **25 more** new businesses in London
  - Youth – develop youth-led initiatives that increase graduate rates for over **3000** London youth
  - Wraparound Project – build on success of Glen Cairn project and expand wraparound programming to other areas





## PRIORITY 2: MAKE LITERACY A WAY OF LIFE

- **Promote literacy from birth**
  - Expand *Baby's Book Bag* project
- **Improve family literacy**
  - Integrate literacy into community events
- **Improve Youth Literacy-NEW!**
  - Increase % of students passing grade 10 literacy test
  - Increase high school graduation rates
- **Promote literacy to the whole community**
  - Develop a comprehensive public awareness plan for literacy
- **Take a neighbourhood approach to literacy**
  - Transition to Neighbourhood Family Centre approach



## PRIORITY 3: LEAD THE NATION IN HEALTHY EATING AND HEALTHY PHYSICAL ACTIVITY

- **Promoting and Building Healthy Eating and Healthy Physical Activity Awareness**
  - ***in motion***<sup>TM</sup> Community Challenge - 30-day challenge to increase physical activity levels
- **Create Healthy and Active Neighbourhoods**
  - Continue to support Westminster neighbourhood
  - Transition to new HEHPA neighbourhood
- **Changing Healthy Eating and Healthy Physical Activity Habits through Product Creation and Promotion**
  - Promote Tracker Tool app. - built to plan & monitor physical activity & health eating
- **Building Community Connections to Healthy Eating and Healthy physical Activity Opportunities for Families**
  - Launch Access Pass – free pass for youth to access recreation facilities & programming

## PRIORITY 4: CREATE A FAMILY-CENTRED SERVICE SYSTEM

- Move beyond coordination toward integration
- Make it easier for children, youth and families to access services
- Create Neighbourhood Family Centres:
  - Provide core functions
  - Intentional connections to specialized services
  - Inter-professional community of practice







## NEIGHBOURHOOD FAMILY CENTRES – WHERE ARE WE AT TODAY?

- Vision statements completed for first 4 neighbourhood Family Centres
  - Argyle
  - Carling-Thames
  - Westmount
  - White Oaks
- Service Plans and Partnership Agreements being developed in 4 locations
- 2 locations preparing to open by end of year
- Planning for 2 more new locations underway
- System Governance structure being developed



## LONDON'S CHILD & YOUTH AGENDA II

- Collaborating across the community for deeper impact
- \$1.1 Million Council contribution leveraged to \$3.2 Million in 2011
- Only repeat Provincial Community Integration Leader community
  - \$220,000 in 2011
  - \$200,000 in 2012
- Real change in 7 London neighbourhoods
- Families will have easier access to a full range of services
- Stronger children, youth and families = stronger, more resilient community



## RECOMMENDATIONS

1. Seeking endorsement of Child & Youth Agenda II
2. Seeking direction to continue to support implementation

Grand Avenue Children's Centre



# LETTERS OF COMMITMENT