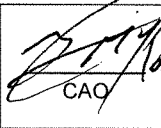


COUNCIL AGENDA/INFORMATION

<input type="checkbox"/> Closed	Date: _____	Item # _____
<input checked="" type="checkbox"/> Reg. Council	Date: <u>Dec 7, 09</u>	Item # <u>22</u>
<input type="checkbox"/> Supplemental	Date: _____	Item # _____

Director	 CAO
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DISTRICT OF WEST VANCOUVER

750 – 17TH STREET, WEST VANCOUVER, BC V7V 3T3

COUNCIL REPORT

Date: December 1, 2009 File: 3006-02
From: Cathy Matheson, Executive Director, West Vancouver Community Centres Services Society (WVCCSS)
Subject: Support for the Union of British Columbia Municipalities (UBCM) Grant: Healthy Food & Beverage Sales, Phase 4

RECOMMENDED THAT:

West Vancouver District Council support the West Vancouver Community Center applying to the Union of British Columbia Municipalities (UBCM) for a Healthy Food and Beverage grant in the amount of \$7,500 and to provide overall grant and financial management for same.

Purpose

The "Healthy Choices - Best Practices Food Project" will ensure the West Vancouver Community Centre illustrates leadership and excellence in the following manner:

- a). Promotes healthy food options to residents, visitors, volunteers and staff in programs , services and events
- b). Provides direction for the District's purchasing policies for food and beverage suppliers and options in facilities and programs or services
- c). Provides training for staff on healthy eating options and food safe practices
- d). Promotes and provides resources to community organizations and facility user groups
- e). Provides leadership for other District facilities to adopt "Best Choices- Best Practises, policies and procedures"

1.0 Background

The West Vancouver Community Centre is a centre of excellence for community leadership, participation and health. The District of West Vancouver and the West Vancouver Community Centres Services Society share the following mission:

Date: December 1, 2009
From: Cathy Matheson, Executive Director, West
Vancouver Community Centres Services Society
Subject: **Resolution to Support UBCM Grant: Healthy
Foods & Beverage Sales**

Page 2

"Working together, building community, we provide recreation and community programs and services in our public facilities that enrich people's lives through shared opportunities for personal and community health".

The "Healthy Choices - Best Practices Food Project" is designed to ensure the West Vancouver Community Centre leads the District in ensuring healthy food choices are promoted and marketed to all residents, visitors, staff and volunteers who participate in programs and services. It is designed to expand and build on the good work and leadership of the West Vancouver Aquatic Centre in the Stay Active Eat Healthy initiative.

As a project lead site, our intent is to establish "Healthy Choices - Best Practices" for programs, services and facility operations, and that these best practices will extend and be adopted in all public facilities across the District. Our partners in the project include Vancouver Coastal Health, Complement Health Care and Bean Around the World Café. The first two health care providers bring expertise, resources, education and training into the project; the latter is our on-site coffee shop who tests the marketplace and promotes healthy food options.

Together, we propose to:

Hire a part-time project coordinator to oversee the project and facilitate community engagement and leadership; create and complete a facility, program and service assessment and identify goals for excellence; develop a framework for best practises and policies and procedures to support and guide facilities; implement these practices at the Community Centre and create a tool to evaluate our efforts.

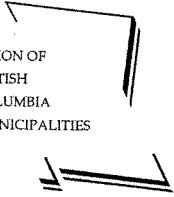
Author: C. Matheson
Concurrence _____
(optional)

Appendices:

1. Healthy Food & Beverage Sales in Recreation Facilities and Local Government Buildings Phase 4 Grant Program
2. Detailed Budget: West Vancouver Community Centre Healthy Choices – Best Practices Project

Healthy Food & Beverage Sales

in Recreation Facilities and Local Government Buildings



UNION OF
BRITISH
COLUMBIA
MUNICIPALITIES

Phase 4 Grant Program

E-mail: lgps@civicnet.bc.ca

Fax: (250) 356-5119

Mail: 525 Government Street, Victoria, BC, V8V 0A8



Phase 4 Application Form

The completed Application Form, with all required attachments, is due **November 20, 2009**. Please type directly in this form or print and complete. Use additional space or pages wherever required. Thank you in advance for your cooperation

Questions? Contact Local Government Program Services at UBCM at lgps@civicnet.bc.ca or (250) 356-5134 or Anna Kirbyson at BCRPA at (604) 629-0965 ext 261 or akirbyson@bcrpa.bc.ca

Name of Project: Healthy Choices - Best Practices Food Project

Local Government Information

Local Government: District of West Vancouver	Mailing Address: 2121 Marine Drive, West Vancouver, B.C. V7V 4Y2
Contact person: Cathy Matheson	Position: Executive Director
Phone: 604-925-7224	E-mail: cmatheson@westvancouver.ca

Other Contact

Contact person: Sue Ketler	Position: Director of Operations
Organization: District of West Vancouver	Mailing Address: 2121 Marine Drive, West Vancouver, B.C. V7V 4Y2
Phone: 604-925-7126	E-mail: sketler@westvancouver.ca

1. DESCRIPTION OF PROJECT. What activities will you undertake? Please see page 4 of the Program & Application Guide for details on required activities.

The West Vancouver Community Centre is a centre of excellence for community leadership, participation and health. The District of West Vancouver and the West Vancouver Community Centres Services Society share the following mission:

"Working together, building community, we provide recreation and community programs and services in our public facilities that enrich people's lives through shared opportunities for personal and community health".

The "Healthy Choices - Best Practices Food Project" is designed to ensure the West Vancouver Community Centre leads the District in ensuring healthy food choices are promoted and marketed to all residents, visitors, staff and volunteers who participate in programs and services. It is designed to expand and build on the good work and leadership of the West Vancouver Aquatic Centre in the Stay Active Eat Healthy initiative. As a project lead site, our intent is to establish "Healthy Choices - Best Practices" for programs, services and facility operations, and that these best practices will extend and be adopted in all public facilities across the District. Our partners in the project include Vancouver Coastal Health, Complement Health Care and Bean Around the World Café. The first two health care providers bring expertise, resources, education and training into the project; the latter is our on-site coffee shop who tests the marketplace and promotes healthy food options. Together, we propose to:

Hire a part-time project coordinator to oversee the project and facilitate community engagement and leadership; create and complete a facility, program and service assessment and identify goals for excellence; develop a framework for best practises and policies and procedures to support and guide facilities; implement these practices at the Community Centre and create a tool to evaluate our efforts.

2. OBJECTIVES. What will the project will achieve in your community?

The "Healthy Choices - Best Practices Food Project" will ensure the West Vancouver Community Centre illustrates leadership and excellence in the following manner:

- a). Promotes healthy food options to residents, visitors, volunteers and staff in programs , services and events
- b). Provides direction for the District's purchasing policies for food and beverage suppliers and options in facilities and programs or services
- c). Provides training for staff on healthy eating options and food safe practices
- d). Promotes and provides resources to community organizations and facility user groups
- e). Provides leadership for other District facilities to adopt "Best Choices- Best Practises, policies and procedures"

3. INTENDED OUTCOMES & DELIVERABLES.

The "Healthy Choices - Best Practices Food Project" will:

- a). Ensure that healthy options are available for residents, visitors, volunteers and staff in all District facilities and provide the leadership and guidance via policy, procedures and practicesee
- b). Support and extend the health and wellness goals of the Centre and the District
- c). Provide a means for partners to collaborate and share understanding of the needs and

wants of residents, volunteers and staff of West Vancouver

- d). Build community understanding and capacity for healthy choices and provide a platform for the promotion of community health goals
- e). Extend the social sustainability message and leadership of the District of West Vancouver
- f). Provide a means to strengthen and extend the partnerships at play in the Community Centre and intergenerational learning

4. EVALUATION OF YOUR PROJECT. What tools will be used to evaluate your project and how will this information be used and shared?

Evaluation will be aligned to each objective of the project and we will utilize our program participants, program committee and health task force, our partners and staff in the exercise.

Community engagement: Who and how many were engaged through the project

Facility program and service assessment: Survey methods to understand where we are now and where we want to be in the future

Best practise framework: Environmental scan of best practices and seamless uptake of the best practices in the facility

Implementation: How much was implemented and timelines to re-evaluate to ensure we can sustain the practices over time

5. DEMONSTRATION OF PROMISING PRACTICES. How is your project innovative and what lessons will it offer to other local governments?

Community engagement: West Vancouver Community Centre (WVCC) sits in the heart of Ambleside and has direct and on-going contact with residents, visitors and volunteers. A unique "Health and Wellness Task Force" will work with staff, volunteers and board members to initiate this project and deliver the outcomes.

Partnerships: The WVCC shares facility space with public and private partners such as Vancouver Coastal Health, Complement Health, Aquatic Physiotherapy, and Family Place who will all support and extend the project work to their audiences and participants.

Policy, procedure and practices tool kit: The best practices policies, procedures and practices will be a valuable tool kit for other District facilities to utilize and implement with ease. The final goal being that all public facilities will embrace healthy food choices.

Community leadership: Through the Health and Wellness Task Force and partners supporting this project, the wisdom and leadership of those in our community will be explored, identified and integrated.

Collaboration and Coordination: A part-time coordinator will oversee the project and the Health and Wellness Task Force. This helps focus the project and ensure the outcomes are reached in a timely fashion and that all partners are working seamlessly.

Sustainability: By building training for both staff and volunteers on healthy food choices, we can ensure that both the practices will be valued and maintained.

6. READINESS TO IMPLEMENT A HFBS PROJECT

Please check the following items that are currently in place or being developed:

- Policies to support the implementation of a HFBS project. *Please attach copies of any relevant policies.*
- Community engagement activities. Please list activities that have taken place to date: The WVCC Health and Wellness staff have participated and supported the Active North Shore program which promotes active living, healthy eating and tobacco reduction for North Shore residents. The West Vancouver Aquatic Centre served as a leader in the move to healthy choices in recreation facilities. The Centre is mentioned on the www.stayactiveeathealthy.ca website.
- Partners. Please list all confirmed partners: Vancouver Coastal Health, Complement Health Care, Bean Around the World, West Vancouver Seniors Activity Centre
- Funding and/or staff resources allocated to HFBS implementation. Please describe: The West Vancouver Community Services Department is committed to in-kind contributions of staff time for project planning and training, facility rental and resources for healthy choices promotion and training.

Please indicate which activities your local government is willing to commit to:

- Full HFBS implementation, including sustaining HFBS activities after grant funding.
- Participation as a mentor community.
- Completion of required reports by the established deadlines.
- Participation in an evaluation of the HFBS grant program.
- Presentation of your project at UBCM or BCRPA events.

7. SUSTAINABILITY. Will the project be sustained after the funding? If yes, how?

Our people: Both the volunteer leadership on the Board of the WVCC, volunteers supporting facility events and programs and staff will have the training and education to make smart choices. The policies, procedures and practices will be embedded in our orientation and operations of our facilities for the future.

Our place: The WVCC hosts a large atrium gathering place with a wonderful café amenity who will ensure to offer healthy choices in the menu. Having these choices accessible and front and centre, without other non healthy choices on site, will make the decisions easy for the public.

Our programs: The programs and events offered through the facility will uphold the policies and procedures for healthy choices, ensuring that the projects goals are built into our planning and operations going forward.

Our partners: Building best practices with our partners will ensure acceptance and alignment.

8. ADDITIONAL COMMENTS. Please use this space to add any additional comments.

West Vancouver District Council Resolution will be submitted after the Council meeting on December 7, 2009

Appendix 1 - Budget

Other relevant policies and document will be forthcoming with the Council resolution.

9. ADDITIONAL INFORMATION (please attach):

- Council/Board resolution (required)
- Detailed budget (required)
- Copies of relevant policies, documents, etc (optional)

Please e-mail the completed application report form as a Word or PDF document to Local Government Program Services at lgps@civicnet.bc.ca. All attachments should also be e-mailed as Word or PDF files.

If you submit your application by e-mail, you are not required to submit an original as well.

Phase 4 applications are due November 20, 2009. Thank you.

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APPENDIX 1 - Detailed Budget

West Vancouver Community Centre Healthy Choices – Best Practices Project

2009 Proposed Budget

REVENUE:	DETAILS	AMOUNT
UBCM Grant		\$7,500
Total		\$7,500
EXPENDITURES:		
Part-time Coordinator/Nutritionist	To coordinate project, lead task force, engage community, manage assessment of facility, programs and services, develop best practices policy and procedures and evaluation tool kit. approx 200 hours @ \$25/hour	\$5,000
Cafe Recipe Analysis	Nutritional review of 10 recipes @ \$60 per recipe	\$600
Assessment of food offerings through programs, services, meetings and vending machines	Assessment before and after completion of project	\$300
Marketing and Promotional materials for policy, procedures and practices tool kit	Copy and printing of materials	\$600
Staff and volunteer training on policy, procedures and practices	20 hours @ \$25/hour	\$500
Community Outreach education	20 hours @\$25/hour	\$500
Total		\$7,500
In Kind Contributions:		
Staff time for program management, planning, training	Provided by the West Vancouver Community Services Division	\$3,000
Training venues/facility rentals		
Office space and support services		
Training materials		
Healthy food for staff training days		
Project Guidance from Registered Dietitian (10 hours @ \$55)	Provided by Vancouver Coastal Health	\$550
Total "in kind" donations		\$3,750

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