

Chatham-Kent Food Policy Council Strategic Plan – 2016-2018

Vision:

Chatham-Kent is a healthy community with a vibrant, local food system where the healthy choice is the easy choice.

Mission:

The purpose of the Chatham-Kent Food Policy Council is to lead in the development of relevant policies and to advocate for our local food system.

Our Values:

- Food Production and distribution is done in a **SUSTAINABLE** manner.
- People have a **RIGHT TO KNOW** what is in their food and where and how it was produced.
- All people should have physical and economic **ACCESS** to healthy, culturally diverse, local food.
- Local food businesses should be valued and supported to promote **ECONOMIC VIABILITY**.
- All share in the responsibility for **ENVIRONMENTAL STEWARDSHIP** of the local food system.

| Outcome Objective and Activities (Briefly describe) | Target Audience | Time Period | Who (staff and FPC members involved) | Partners (List partners e.g., internal, external, TCANs) | Outputs | | Outcomes | |
|---|---|---|---|---|---|---|--|--|
| | | | | | Anticipated Outputs | Performance Measurement - Outputs | Anticipated Outcomes | Performance Measurement - Outcomes |
| <p>Outcome Objective: describe what success would look like for the tobacco use cessation initiative/program and link it to the needs identified in the "needs assessment" work sheet. (e.g., To increase or decrease ... by WHEN)</p> <p>Activities: describe the activity to achieve the outcome objective.</p> | <p>Provide your specific target audience for the activity (e.g., by age, pregnant women, dentists, pharmacists).</p> | <p>Indicate time-frame in which the activity will take place (e.g., Q1, Q2, Q3 or Q4).</p> | | <p>Provide a list of partners you will collaborate with (e.g. internal & external to PHUs, TCANs).</p> | <p>State the number of products or services provided. (e.g., anticipated number of community events, workshops & where possible anticipated number of participants)</p> | <p>How will you measure your outputs? (Tracking & monitoring - what are you measuring and how?)</p> | <p>State the results or impact of the activity or service provided - the actual CHANGE (e.g., increased or decreased...)</p> | <p>How will you measure your outcomes and by when? (How is the audience different than before you do this activity? When and how with this CHANGE be measured?)</p> |
| <p>Objective #1 - To increase the knowledge, awareness and understanding about the CK Food Policy Council. (Link to "Need" and "Evidence" N# ; E#)</p> | | | | | | | | |
| <p>Activity #1 Create and implement a marketing campaign</p> | <ul style="list-style-type: none"> • Residents of CK | <p>Completion by end of September</p> | | <p>Media (radio, print, etc) School Board (maybe as a project for a class?)</p> | <ul style="list-style-type: none"> • 1 marketing subcommittee developed • 1 marketing plan developed • 1 campaign implemented • Evaluate campaign | <ul style="list-style-type: none"> • Minutes from CKFPC meeting about decision of committee • Plan/logic model developed for marketing plan | <ul style="list-style-type: none"> • Knowledge, awareness, understanding of FPC increased | <ul style="list-style-type: none"> • Social media metrics • Pre-implementation survey of knowledge of FPC • Post-implementation |

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| | | | | | | <ul style="list-style-type: none"> Campaign implemented as per plan Completion of evaluation | | <ul style="list-style-type: none"> on knowledge Increased website traffic |
| Activity #2 Capitalize on opportunities to promote the CKFPC | <ul style="list-style-type: none"> Food system stakeholders | Ongoing Recruitment for January 2017 start | | | <ul style="list-style-type: none"> Maintain or enhance # of stakeholders who are involved with the FPC Attend 5 community events/speaking engagements | <ul style="list-style-type: none"> # of positions vacant on FPC # of events attended and purpose | <ul style="list-style-type: none"> Increased collaboration amongst stakeholders Increased understanding between sectors of food system | <ul style="list-style-type: none"> Tracking tool for monitoring partnerships Evaluate different partnerships to determine effectiveness |
| Objective #2 - To increase opportunities to make healthy food choices available, affordable and convenient. (Link to "Need" and "Evidence" N# ; E#) | | | | | | | | |
| Activity #1 Work with retailers to develop strategies that support healthier food choices | <ul style="list-style-type: none"> Food retailers | January to March 2017 Summer 2016 Fall 2017 | | Grocery stores Local food vendors? | <ul style="list-style-type: none"> Social media campaign developed re: sustainable seafood choices in grocery stores 2 consultations with grocery stores to assist with incorporating free healthy snacks for kids in store Investigate and create point of purchasing messaging re: local food (small scale) | <ul style="list-style-type: none"> 1 campaign created # of consultations with grocery stores Point of purchase messaging created # of stores using POP messaging | <ul style="list-style-type: none"> Increased knowledge sustainable seafood Increased access to healthy food choices Increased knowledge about local food availability | <ul style="list-style-type: none"> Social media metrics Tracking tool re: types of snacks, food in vs. out, any customer feedback, food wastage Feedback from grocery store re: usefulness of POP messaging |

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| | | January to March 2018 | | | <ul style="list-style-type: none"> 1 store using point of purchase (POP) messaging | | | |
| Activity #2 Work with community groups, organizations, and recreational facilities to develop strategies that support healthier food choices | <ul style="list-style-type: none"> Community groups (e.g., Salvation Army), Sports groups, Super Kids CK), rec centres | July 2016 to April 2017 Bi-monthly updates/information to the workplace newsletter | | Community groups Arenas YMCA Pools (Blenheim/Wallaceburg) Super Kids CK Schools Hospitals Food Banks Workplaces Horticultural Societies | <ul style="list-style-type: none"> Distribute Blue W resources Increase by 5, the number of organizations who are "Blue W" Support Super Kids CK initiatives Promote with Workplace Wellness Committee food related initiatives | <ul style="list-style-type: none"> # of Blue W resources distributed # of organizations who are participating in Blue W 1 member from FPC to sit on Super Kids CK working group # of workplaces>>> | <ul style="list-style-type: none"> Increased access to Municipal water Increased consumption of water (decrease SSB) [Super Kids CK] | <ul style="list-style-type: none"> Inquire with organizations who are "Blue W" about usage Use Super Kids CK tracking as our measurement Super Kids CK to report on theme results |
| Activity #3 Provide education and awareness about healthy food opportunities in CK | <ul style="list-style-type: none"> CK residents Community organizations | Ongoing | | Libraries Senior Centres Churches Community Groups | <ul style="list-style-type: none"> Coordinate 5 workshops/trainings Update CKFPC website with new information | <ul style="list-style-type: none"> # of workshops/trainings # of participants Website updated | <ul style="list-style-type: none"> Increased knowledge re: workshop topic Website is kept current and used Community organizations have access to resources/credible information | <ul style="list-style-type: none"> Pre- and post-training surveys Website metrics Track # of requests for information |
| Objective #3 – To increase consumption of local, healthy foods. (Link to "Need" and "Evidence" N# ; E#) | | | | | | | | |
| Activity #1 Implement the gleaning project | <ul style="list-style-type: none"> Farmers/producers Volunteers | Spring 2016 | | KFA CKAD | <ul style="list-style-type: none"> Recruit 5 farmers and/or | <ul style="list-style-type: none"> # of farmers and/or | <ul style="list-style-type: none"> Increase participation | <ul style="list-style-type: none"> Track participation |

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| | <ul style="list-style-type: none"> Community agencies | <p>Summer 2016</p> <p>Completion December 2016</p> | | <p>Economic Development</p> <p>Food Banks</p> <p>Soup Kitchens</p> <p>Churches</p> <p>Community Agencies</p> | <p>producers to program</p> <ul style="list-style-type: none"> Recruit 20 volunteers Recruit 5 agencies to accept/distribute produce Begin dialogue with 1 local processor to enhance gleaning project Evaluate gleaning project | <p>producers</p> <ul style="list-style-type: none"> # of volunteers # of agencies # of conversations with processors Evaluation complete | <p>in the gleaning project</p> <ul style="list-style-type: none"> Determine effectiveness of gleaning project | <ul style="list-style-type: none"> Disseminate results with FPC re: evaluation and make changes as necessary |
| <p>Activity #2</p> <p>Create food skills network and coordinate activities of network</p> | <ul style="list-style-type: none"> Agencies who provide (or are willing to provide) food skills programming General community interested in learning food skills | <p>Completion for Fall 2017</p> <p>Training Spring 2017</p> | | <p>Community Agencies</p> <p>Seniors Centres</p> <p>CHC</p> <p>Building Healthy Babies</p> | <ul style="list-style-type: none"> Food Skills network formed 1 food skills learning opportunity provided for those delivering food skills program 1 food skills program for participants to occur 10 participants in food skills training | <ul style="list-style-type: none"> Mission, vision, priorities established for network # of food skills trainings provided # of food skills programs provided # of participants | <ul style="list-style-type: none"> Building capacity in the community to provide food skills programs Increase food skills ability in community | <ul style="list-style-type: none"> Tracking document that captures agencies participating, programs provided, and participants attended, and feedback (pre- and post-surveys) from sessions |
| <p>Activity #3</p> <p>Develop and/or enhance opportunities that support local producers</p> | <ul style="list-style-type: none"> Producers Farmers Growers Et al. | <p>Spring 2017</p> | | <p>Economic Development</p> <p>CKAD</p> <p>CKSNP</p> | <ul style="list-style-type: none"> Increase by 1 the number of producers using 'Grown in | <ul style="list-style-type: none"> # of producers using 'Grown in CK' brand # of meetings | <ul style="list-style-type: none"> Increased participation in local food initiatives | <ul style="list-style-type: none"> Summary report of engagement (challenges, |

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| | | Fall 2017 By end of 2017 By end of Spring 2017 Ongoing | | OSNP KFA | <ul style="list-style-type: none"> CK' brand Meet with 2 farm-related organizations re: farmers tax credit Increase by 7 the number of schools participating in the F2S program Increase by 1 the number of farmers participating in the F2S Promote the 'Buy Local Buy Fresh' map and website on organization's social media | <ul style="list-style-type: none"> with farm organizations re: tax credit # of schools participating in F2S # of farmers participating in F2S # of shares by members of map and website | | <ul style="list-style-type: none"> successes, numbers) |
| <p>Objective #4 – To increase our knowledge, awareness and understanding of what influences our food system and how it impacts health in CK. (Link to "Need" and "Evidence" N# ; E#)</p> | | | | | | | | |
| Activity #1 To investigate opportunities for research of the food system in CK | <ul style="list-style-type: none"> FPC members | Summer 2018 Summer 2018 Ongoing | | CKAD Community Agencies | <ul style="list-style-type: none"> Complete food system flow exercise on the food system in CK Create inventory of food from Seed to Table to Waste Participate in creation of food strategy | <ul style="list-style-type: none"> Food system "map" created Inventory created 1-2 members involved in core working group for food strategy | <ul style="list-style-type: none"> Increased knowledge of FPC members of things that influence the food system Food Policy Council engaged in food strategy development | <ul style="list-style-type: none"> Internal conversations Core working group members from FPC will bring back information on progress of food strategy (standing agenda item) |

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| | | | | | | | | |