



Healthy Abbotsford Partnership Agreement and Strategic Plan:



Physical Activity, Healthy Eating, &
Cessation of Tobacco Use and Exposure to Second Hand Smoke

March 2009 (Revised July 8, 2009)

Jennifer Wilson Consultants Ltd.

#206 1230 Quayside Drive
New Westminster, B.C.
V3H 6H1

Offices in New Westminster, Penticton
and Prince Rupert

Tel: (604) 520-1538

Fax: (604) 520-1535

Email: jennifer@jwilsonconsultants.com



Table of Contents

Acknowledgements.....	3
1. Introduction.....	1
2. Vision and Mission	2
3. Framework.....	2
4. Philosophy and Values	2
5. Partners' Contribution	3
6. Governance	4
7. Strategic Action Plan and Evaluation.....	5
8. Leaving the Partnership.....	9
Signature Page.....	9
Appendix I – 2009 Strategic Action Plan	10
Appendix II - Evaluation Plan (In progress)	7

Acknowledgements

The creation of this partnership agreement and strategic plan is due to the following organizations and individuals who invested significant time, effort, enthusiasm and knowledge into the process:

- City of Abbotsford
 - Mark Taylor, General Manager Parks, Recreation & Culture
 - Christina Vugteveen, Manager, Arena Operations, CLASS Administrator, and Healthy Abbotsford Lead
 - Valerie Tosoff, Programmer
 - Colleen Birnie, City of Abbotsford
 - Colleen Spitzig, City of Abbotsford
- Fraser Health Authority
 - Jamie Brown, Manager
 - Tracy Steere, Healthy Abbotsford Coordinator
- School District No. 34
 - Cindy Romanowski, District Vice-Principal, Curriculum
 - Julie Rousseau, formerly Acting District Principal, Curriculum
- The Abbotsford News
 - Andrew Franklin, Publisher
- University of the Fraser Valley
 - Rick Nickelchok, Director of Athletics
 - Joanna Sheppard, Kinesiology Faculty
- Jennifer Wilson Consultants Ltd.
 - Jennifer Wilson

1. Introduction

Healthy Abbotsford is a highly effective and active partnership between the Community, City of Abbotsford, Fraser Health Authority, School District No. 34 (Abbotsford), the University of the Fraser Valley and the Abbotsford News. Formerly known as *in motion* Abbotsford¹, the new name, partnership agreement and strategic plan reflects an affirmation of the importance of a partnership approach to creating a healthy and active community.

This partnership provides tremendous benefits to the community. It leverages community resources, promotes the sharing of knowledge between different fields for a common purpose, spreads the workload between different staff groups, creates a motivating and supportive environment, takes advantage of unique connections in the community and it reduces the overlap of effort and duplications of services.



To support the success of the partnership and to encourage other organizations and individuals to be involved, this partnership agreement and strategic plan has been created. Specifically, this partnership agreement:

- provides clarity on the scope and role of the Healthy Abbotsford partnership in supporting the health and active lifestyles of those who live, work and play in the city
- documents the shared vision and strategic path to meeting the desired outcomes
- confirms the contribution of each partner
- outlines the outcomes (desired results), strategic directions (focus areas), strategies (methods to achieve outcomes), and measures (indicators of success and demonstrates accountability and transparency); and
- provides a framework to inspire and facilitate the participation of other organizations and individuals

¹ *in motion* is a trademarked approach first developed by the Saskatoon Health Region. This model provided an important first step towards focusing resources and awareness in the city of Abbotsford. However, in 2009, the *in motion* brand was replaced by the “Healthy Abbotsford” partnership to customize the approach to the unique attributes, opportunities and needs of the city.

2. Vision and Mission

Our Vision

Abbotsford is the healthiest community in British Columbia by being physically active, eating healthy, and decreasing tobacco use and exposure to second hand smoke.

Our Mission

Through collaboration, we inspire people in Abbotsford to live a healthy lifestyle.

3. Framework

Healthy Abbotsford is a key contributor to the health and vitality of individuals, families and the broader community. As a result of the unique resources, connections and expertise of the partners, the vision statement identifies three elements that frame our work.



1. Physical Activity
2. Healthy Eating, and
3. Cessation of Tobacco Use and Exposure to Second Hand Smoke

4. Philosophy and Values

Healthy Abbotsford is committed to a "relationship-based" philosophy. We will work diligently to foster strong working relationships between the partners and other government agencies, community organizations, the private sector, and individuals. This will be achieved by creating specific strategies and measures to nurture and expand relationships committed to the same vision.

Our Values

Our work and the way we work are guided by the following values:

- be vision and outcome driven - creating opportunities in the present to make the vision a reality
- be ethical, trustworthy and fair
- make decisions in an open and transparent manner
- be authentic - say what we will do, do what we say we will do

- treat each other with mutual respect
- be innovative, adaptable and progressive - open to adopting better ways of serving the community
- be responsive to ever changing realities, resources and needs of consumers
- be fiscally responsible, accountable, effective stewards and prudent managers of the public assets that have been entrusted to our care
- be supportive of each other and help develop staff capacity
- committed to community developmental approaches that mobilize people's capabilities and build a sense of ownership, and
- be equitable and decisive in our commitment to identifying and acting on community best interests



5. Partners' Contribution

A general description of the current partners' contribution is presented below. Please refer to the Strategic Plan for specific details for the current year.

Partner	Description
City of Abbotsford	Overall coordination of the Healthy Abbotsford Partnership and Strategic Plan; set up and maintenance of the Healthy Abbotsford website with links to other partners; city facilities; audience of Mayor and Commission; a staff person (10 hours a week); community events sponsored by the City; community programs; and access to city government staff; existing customers; sport organizations; environmental organizations; and cultural organizations.
Fraser Health Authority	Provide a two (2) day a week position supporting the City's facilitation; coordinator with the rest of the health services system (Hospital, public health,); access to Fraser Health employees; health expertise; connection to

Partner	Description
	chronic disease/adults; link to ActNow and information; and link to Healthy Living Alliance.
School District No. 34 (Abbotsford)	Access to curriculum, schools and programs; dissemination of information to students (preschool to Grade 12), parents, senior management, staff, and teachers; and provide a venue for teaching about healthy living.
Abbotsford News	Complimentary advertising in the Abbotsford News, design concepts for branding, and expertise in promotional strategies. Regular special sections will be published throughout the year including a major reader contest around the theme of Healthy Abbotsford.
University of the Fraser Valley	Access to experts in (health and pedagogical) education and research; access to school employees, students (in particular, student athletes from UFV Cascade Varsity Athletics Program) who could play a lead role as “spokespeople” in the community for Healthy Abbotsford; UFV to be a mentor workplace physical activity; UFV to host an annual Healthy Abbotsford kick-off event.

6. Governance

The governance for Healthy Abbotsford is modeled after a "results-based" model. Partners are selected for community representation and commitment to the partnership’s purpose. A steering committee comprised of partners focuses on strategic planning; budgets and funding; and the evaluation of the effectiveness in achieving goals, measurable results and efficient use of resources. The steering committee is not involved in day to day operations. Instead, committees (or in this case organizations or inter-organizational teams) are formed to do the work based on their community connections and expertise.



One partner will take the lead on a specific focus area and invite other partners and outside people to be involved. The lead is fully responsible and accountable for the successful completion of the tasks. Any changes to the Strategic Action plan (i.e. inability to complete one's commitments, deleting tasks, etc.), which affects other partners must be vetted by the lead through the other partners.

7. Strategic Action Plan and Evaluation

The Strategic Action Plan (Appendix I) positions the partnership to be efficient, effective, and deliver results (not just activities). It clearly outlines the core focus areas, tasks, responsibilities and timelines for achieving the vision.

The implementation of the Evaluation Plan (Appendix II) provides evidence and data to show it has achieved what it set out to achieve. It ensures accountability (review of past results) and continuous learning (informs forward thinking). It grounds Healthy Abbotsford in the "lived" experience and a deep understanding of: 1) the elements that have been successful, 2) those aspects that have been difficult, 3) the accomplishments and learnings to date, 4) the sustainability of resources, 5) emerging opportunities, and 6) the impacts (results) that are most important to Abbotsford.

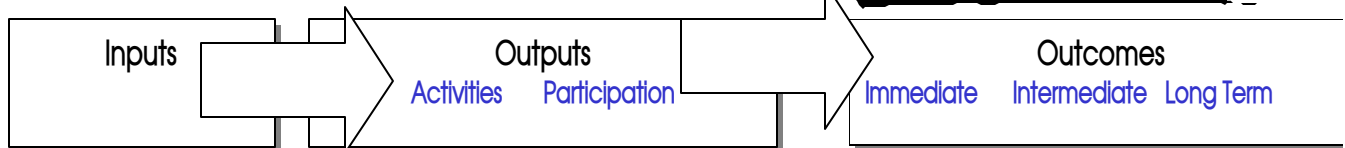
Logic Model (2009)

The following graphic displays the sequence of actions for Healthy Abbotsford - what it will do and how investments lead to results. The components are:

- Inputs: resources, contributions, investments that go into Healthy Abbotsford
- Outputs: activities, services, events and products that reach people who participate or who are targeted. The key tactics are included and the details are provided in Appendix I
- Outcomes: results or changes for individuals, groups, communities, organizations, communities, or systems

The Evaluation Plan is formatted the same way as the logic model to show the linkage between activities, outputs and outcomes. It translates each component into specific measures and success indicators.

Healthy Abbotsford
Partnership Agreement and Strategic Plan



What we invest

Human Resources

- Project Lead
- Committee
- Project Planner
- Sub-committees
- Partnership staff i.e. City Marketing, School District, UFV, Fraser Health, Abbotsford News
- Teachers
- UFV Ambassadors/Students
- Community Ambassadors

Funding - \$20,000

Community Spaces

Webpage

Content Knowledge Consultant

Unique community connections

Literature

What we do (Key only)

Foundational:

- Partnership Agreement
- Strategic Action Plans
- Closing off *in motion*
- Evaluation Plan
- Governance
- Image
- Website and links
- Core Messages
- Link ages with other groups and individuals with shared interest
- Brochures
- T-shirts
- Static Displays
- Program Guide

Tactics:

- City - Move for Health Weekend
- Bike to Work Week
- Canada Day
- Grade 5 Passes
- Low Cost options
- Knowledge support to other partners (fitness, physical activity)
- Fall Challenge

- School District Healthy Living Committees/Plans
- Monthly Newsletters
- Website with link to H.A
- Vending Machine Policy
- Physical Education Pro D-Day
- 20 Minute Assemblies on Importance of Physical activity
- Fall Challenge

- Abbotsford News Publicity
- Support to branding
- Special features relating to key pillars/days
- Lifestyle Makeover Challenge

- Fraser Health Intervention Training
- Knowledge support to other partners (smoking, eating)
- Fall Challenge

- UFV UFV Athlete Ambassadors
- Community Ambassadors
- Health education in schools
- Breathing Easy Program

Who we reach

- Community at large
- Employees from partner organizations
- Elementary to High School Students
- Teachers
- PACs
- UFV students
- UFV athletes
- UFV faculty (Athletics, Nursing)
- Groups and individuals with similar interests
- Residential Care
- Mental Health
- Aboriginal
- Specific workplaces
- Hospital Staff
- BC Cancer staff
- Frail seniors
- Dieticians
- Sumas Integrated Health Promotion Committee

What the short term results are

Learning:

- Awareness
- Knowledge
- Attitudes
- Skills
- Opinions
- Aspirations
- Motivations

What the medium term results are

Action:

- Behaviour
- Practice
- Decision-making
- Policies
- Social Action

What the long term impacts are

Community Members:

- Make Healthy Eating Choices
- Are Physically Active,
- Do not smoke
- Are not exposed to second hand smoke

Key Planning Dates

The following table outlines the strategic planning cycle for Healthy Abbotsford and how it relates to each partner's planning cycles.

Month	Planning Agenda	Partners' Planning and Budget Context			
		City	UFV	Fraser Health	School District
January	Planning for School related opportunities upcoming year (Fall to June)	<ul style="list-style-type: none"> - New year resolutions are launched (Budget done and implementation commences in January) - Period of High participation and marketing efforts - Starting to Plan for Sept 	<ul style="list-style-type: none"> - Second half of varsity programs (freebees, passes and events), school visitation start - Nursing events are being planned for April - Financial budgets are being prepared for approval in March 	<ul style="list-style-type: none"> - Last quarter of fiscal year - Need to evaluate outcomes from previous year - Planning for fiscal year starts for April 	<ul style="list-style-type: none"> - Planning for upcoming year (Fall to June) - Planning well underway for new initiatives - Healthy Living Grant application deferred until the fall.
June	Check in Prep for fall challenge Updates Summer camp	Planning for new initiatives and extra funds for following year Summer camp opportunities are finalized	Finalize dates for school visitations (athletes, pedagogy and nursing)	Prep for fall challenge	Prep for Fall Challenge Summer camps in schools
September	Confirm Fall Challenge progress	Oct 1 kickoff events	Oct 1 kick off events	Oct 1 kick off events	Oct. 1 kickoff of Fall Challenge School Assemblies
November	Year end review and indicators Planning for following year				

Other Community or Partner-Related Dates:

- January – Week of 18 – 24 is National Non-Smoking Week
- February - Heart Month
- March – National Nutrition Month
- April – National Cancer Month
- May – 10th is Move for Health Day, May 11-15th is Bike to Work Week, May 31st is World No-Tobacco Day, internal month long staff physical activity challenge
- June – Stroke Awareness Month
- July- Canada Day Fitness Zone Celebration
- September – 28th is World Heart Day
- October – Healthy Workplace Month, International Walk to School Month, Fall Challenge
- Ambassador launch – Fall 2009
- November – Osteoporosis Month

8. Leaving the Partnership

Like any commitment or any agreement between partners, there can be pitfalls if one partner makes commitments that they are unable to meet. For Healthy Abbotsford, the assets of each partner and the impact of the work are such that unmet expectations will have a serious impact. Nonetheless there may be reasons related to a shift in an organization's priorities and resources that require a partner to withdraw its current contribution. If such a situation emerges, each partner agrees to not withdraw its support until its commitments are completed or at the end of the strategic planning year i.e. November meeting.



Signature Page

Date:

City of Abbotsford

Fraser Health Authority

School District No. 34 (Abbotsford)

Abbotsford News

University of the Fraser Valley

Appendix I – 2009 Strategic Action Plan

The attached strategic action plan reflects a focus on establishing a solid foundation for the partnership, implementing key initiatives and targeting segments each partner is ideally positioned for, creating a professional image and brand, raising awareness of the benefits of healthy living, collaborating with other agencies and individuals, and evaluating the initiative's performance.

Healthy Abbotsford
Partnership Agreement and Strategic Plan

Outcome (Direct Link to Framework)	Lead	Brief Description of your Strategy	Detailed components/steps/milestones	Start Date /Completion Date	Estimated Budget 2
P.A, H.E	City of Abbotsford		Coordinate 'Healthy Living Day' in conjunction with PRC and Spirit of BC. Hosted an interactive booth to engage participants in physical activity and hand out resources.	May, 2009	staff
ALL	City of Abbotsford		Coordinate with PRC to promote Heart Month to COA employees	May 1 st	staff
P.A, H.E	City of Abbotsford	Move for Health Weekend	Coordinated activities & partners to create a first ever Move for Health Weekend. Activities include indoor track meet, numerous classes, pool activities, guided bike ride on Discovery Trail, outdoor walk's on Mill Lake and Elwood Park. Participate in Abbotsford Entertainment & Sports Center grand opening with an interactive booth and staffing of obstacle course.	May 9 th & 10 th	\$200, staff
P.A, H.E	City of Abbotsford	Bike to Work Week	Promote Active Transport by staffing a bike station in front of City Hall tent and providing healthy snacks	May 11-15th	\$200, staff
ALL	City of Abbotsford	Canada Day	Coordinate Fitness Zone for Canada Day Celebration with Olympic style activities for families.	July 1, 2009	\$500 staff
ALL	City of Abbotsford		Develop a static display for use at all events	June, 2009	\$500
P.A	City of Abbotsford		Implement, monitor and evaluate grade 5 pass	ongoing	\$1,000
P.A	City of Abbotsford		Create a learn your park series	June 30 th , 2009	\$1,000
ALL	City of Abbotsford		Work with PRC and recreation teams to create 5 low cost healthy living programs	November	\$500
ALL	City of Abbotsford /Abbotsford News		Re-brand and Re-market	September	\$10,000
internal	City of Abbotsford		Obtain and Retain Services of Jennifer Wilson Consultants Ltd. for partnership agreement, strategic plan and evaluation plan		
ALL	City of Abbotsford		Valerie-Healthy Abbotsford Planner	ongoing	\$10,000
P.A.	City of Abbotsford		Participate in FH Healthy Living Challenge through a healthy walk as well as provision of resources.	April	staff
ALL	City of Abbotsford		Participate in Abbotsford's first Diversity Health Fair through booth display and resource material.	June	staff, prizes
ALL	City of Abbotsford		Create static displays in both Rec centers with information pertaining to the 3 pillars of health	August	\$1,000
ALL	City of Abbotsford		Healthy month calendar	May	staff
ALL	City of Abbotsford		City staff engagement in activity	ongoing	staff
ALL	City of Abbotsford		ARC/MRC open house events, tie in to Fall Challenge	October	staff
ALL	City of Abbotsford		ARC/MRC Health Abbotsford Booth		
ALL	City of Abbotsford		Program Guide Advertising-1 page	Ongoing	\$2,000
ALL	City of Abbotsford		Implement and increase involvement for the Fall Challenge	October	\$5,000

² Additional monies that can not be absorbed by your agency

Healthy Abbotsford
Partnership Agreement and Strategic Plan

Physical Activity and Healthy Eating	Abbotsford SD #34	Have schools form Healthy Living committees and create an action plan to initiate Healthy Living in their school.	<ul style="list-style-type: none"> • Form school level healthy living committees • Develop Action Plans to implement a Healthy School District #34 • Provide seed grant money for initiatives • Complete final reports of how the initiative had an impact on the school community. 	March 2009 to June 2009	
Physical Activity, Healthy Eating, and tobacco smoking cessation.	Abbotsford SD #34	Provide e-news to all schools on Healthy Living in Abbotsford School District.	<ul style="list-style-type: none"> • Compile new/updated Healthy Living Resources on website • Report on Healthy Living initiatives in local schools. • Distribute information to all Administrators/School Champions for distribution. 	January 2009 – ongoing	
Physical Activity and Healthy Eating	Abbotsford SD #34	Develop a new Healthy Living webpage to the School District website with links to Community partners.	<ul style="list-style-type: none"> • Develop a healthy living webpage • Obtain and add weblinks to UFV, Fraser Health, and City of Abbotsford • Update monthly 	June 2009 – ongoing	
Physical Activity and Healthy Eating	Abbotsford SD #34	Support upcoming events in the Community (i.e.: Fall Challenge, Heart month in February, Spirit of the Games...)	<ul style="list-style-type: none"> • Collaborate with partnerships to provide access to Schools to promote Fall Challenge and other upcoming events. • Make Schools aware of these activities in the Spring for Fall planning. • Support for UFV kinesiology students and/or nursing students, to lead assemblies or presentations on events. 	April 2009 – ongoing	
Physical Activity and Healthy Eating	Abbotsford SD #34	Support Healthy Living/Food Guidelines in all schools.	<ul style="list-style-type: none"> • Provide information kits to all schools on the Healthy eating policy from the Ministry. • Possible partnership with Fraser Health/UFV for dietary questions. 	Ongoing	
Physical Activity Best Practices in Physical Education (Both Elementary and Secondary)	University of the Fraser Valley Kinesiology and Physical Education Dept. (Joanna Sheppard, Amber Zutz and Brian Justin)	Physical Education Professional Development Day for Abbotsford Teaching District (Elementary/Secondary)	<p>The UFV Forever Active Conference sponsored by Healthy Abbotsford will reflect current research and will be designed to engage participants to adopt healthy, active lifestyles.</p> <p>Participants will include Abbotsford elementary and secondary teachers (generalists and specialists) interested in how to promote active living within their classroom, in the gym and in the everyday lives of the students they teach.</p> <p>The full day conference/workshop will include presentations by KPE faculty, KPE upper year students as well as guest speakers</p> <p>The active living programs that will be presented are based upon best practice and represent current research on how to best motivate individuals from across the lifespan to adopt healthy active lives. E.g. Daily Physical Activity, Teaching Social and Personal Responsibility through Games, Best PE and Fitness teaching practices as well as the importance of teaching Healthy Eating.</p> <p>Conference will cost \$20.00 per person and will include a healthy boxed lunch.</p>	October/2009	Not Applicable at this time

Healthy Abbotsford
Partnership Agreement and Strategic Plan

Daily Physical Activity Assemblies in Abbotsford School District	University of the Fraser Valley (Joanna Sheppard)	20 Minutes Assembly Teaching Importance of Daily Physical Activity	UFV KPE Physical Education students will be involved in launching the importance of Daily Physical Activity within the elementary and secondary schools in Abbotsford District. Through the use of an active 20-30 minute school assembly, Abbotsford students will be introduced to the importance of leading a healthy life through being physically active. Abbotsford students will be actively involved in three DPA activities therefore providing examples for the teachers to implement within their classrooms School visits will need to be scheduled to meet the needs of the KPE students as well as Joanna Sheppard (lead). Would like Healthy Abbotsford to schedule assemblies within the schools.	Sept/Oct 2009	Not Applicable at this time.
Campaign Awareness	The Abbotsford News	The News will provide key branding awareness of Healthy Abbotsford. This will be distributed via The News to all residents.	Advertising will be placed in a timely manner throughout the year. During the summer, a campaign will commence, ensuring the branding of 'Healthy Abbotsford' is understood by local residents. In addition it is the job of The News to assist with the transition of In Motion through to the new Healthy Abbotsford brand. Support with logo and standards will be provided.		
Themed Special Sections	The Abbotsford News	The News will provide a platform for Healthy Abbotsford, encouraging increased buy-in from the community.	Special sections will appear year round and will be inserted into The Abbotsford News. The objective is to motivate Abbotsford residents to a healthier lifestyle targeting the three key components of the strategy. Physical fitness, eating healthy and decreased tobacco use. The next special section will be published July 21 st 2009. Featuring: launch of program and contest Sept 10 th 2009: Featuring launch of Fall Challenge, Terry Fox promotion, World Heart Day, School Run Day, Fitness Fact or Fiction contest and update on main contestants October 8 th 2009: Featuring international walk to school day, update on Fall Challenge and update on main contestants. November 12 th 2009: Featuring physical fitness tips and advice, Osteoporosis month and update on main contestants. Jan 10 th 2010: Featuring Tobacco reduction month, National Non-smoking day, and update on main contestants. February 11 th 2010: Featuring Healthy Eating – Heart Month, and update on main contestants. March 11 th 2010: Featuring Healthy eating, National Nutrition month and update on main contestants. April 8 th 2010: featuring National Cancer Month and Tobacco reduction plus grand finale and results of main competition. Contestant prizes awarded.	July 2009 – April 2010	

Promotional Contest	The Abbotsford News	Focus on three local residents with a desire to change and improve their lifestyles and meet the objectives of this program.	<p>Lifestyle Make-Over Challenge Three readers were selected to compete in this challenge. One male and two females. The objective is to improve their lifestyle and maintain a routine throughout the course of the program of July 2009 through April 2010. There will be a draw for the winner, based on all three maintain their programs. Each will be assigned a personal trainer, gym membership, life coach and dietician/nutritionist. The lucky winner will receive a \$5000 hot tub courtesy of a local supplier. (Confirmed) All contestants will receive prize packages. The News will report on their progress throughout their eight month program. Residents will be very interested to read about their healthy choices and changing lifestyle. This will be a reality check of sorts.</p> <p>REQUIRED: Personal Trainer – all three contestants Gym Membership – all three contestants Life Coach – all three contestants Nutritionist/Dietician – all three contestants</p> <p>Plus runner up prizes for all three contestants.</p>	July 2009 through April 2010.	
Tobacco Cessation	Fraser Health	1 to 1.5 hour training session to teach techniques that can be used with any tobacco user. Participants are given the skills to integrate tobacco cessation into their daily work. For example fitness instructors that attend a BIT session will have information to offer clients who use tobacco. BIT training is also helpful for staff in community services, schools and other areas where people are working with the public.	<ul style="list-style-type: none"> ▪ Conduct Brief Intervention Training for City of Abbotsford, UFW & School District #34 staff 	Ongoing	

Physical Activity, Healthy Eating, Tobacco Cessation	Fraser Health	Support Healthy Abbotsford communications	<ul style="list-style-type: none"> ▪ Provide input from FH Healthy Living department for Abbotsford News Healthy Living section inserts ▪ Provide input in creating press releases ▪ Provide expertise input from FH Healthy Living department for new marketing material developed, static display and Fall Challenge promotional info ▪ Collaborate with partners in determining what new Healthy Abbotsford material is to be produced ▪ Connect Healthy Abbotsford communications with Fraser Health Healthy Living communications (i.e. Back to School, Cost of Eating, Eat Together) ▪ Provide Healthy eating, Tobacco info for communications newsletters, articles being prepared by Healthy Living partners (i.e.: School District newsletter) 	ongoing	
Physical Activity, Healthy Eating, Tobacco Cessation	Fraser Health	Support Fall Challenge	<ul style="list-style-type: none"> ▪ Promote Fall Challenge with Fraser Health employees at ARHCC, Residential Care & Abbotsford Mental Health. office in a manner which is inclusive of clients and patients ▪ Promote Fall Challenge with in Aboriginal populations in Abbotsford ▪ Repurpose workplace Healthy Living material to integrate Healthy Eating and Tobacco Cessation information on Fall Challenge promotional items. ▪ Connect with Dietitian and TRC to develop messaging related to Healthy Eating and Tobacco Cessation for Fall Challenge items 	Fall	
Physical Activity, Healthy Eating, Tobacco Cessation	Fraser Health	Abbotsford Mental Health	<ul style="list-style-type: none"> ▪ Develop connections with ARHCC and BC Cancer Agency staff to identify needs related to healthy lifestyles of patients when returning to the community. Identify services in the community and gaps. ▪ Explore needs of FH Residential Care related to Healthy Living ▪ Support Abbotsford Mental Health offices in promoting Healthy Living activities and messages to staff and clients ▪ Support Abbotsford Mental Health in developing a Healthy Living project for staff and clients. ▪ Create messages with FH Healthy Living team that are effective for this population group 	ongoing	
Physical Activity, Healthy Eating, Tobacco Cessation	Fraser Health	Aboriginal Health	<ul style="list-style-type: none"> ▪ Explore opportunities to develop connections with Aboriginal organizations in Abbotsford ▪ Explore opportunities within Aboriginal population groups in Abbotsford to integrate Healthy Living messages and activities ▪ Participate in Sumas Integrated Health Promotion committee ▪ Explore possibilities to collaborate with Aboriginal community members and FH Aboriginal Health team to develop culturally appropriate support 	ongoing	

Healthy Abbotsford
Partnership Agreement and Strategic Plan

All	UFV Athletics	Promote Healthy Abbotsford message	<ul style="list-style-type: none"> ▪ UFV student athletes to participate in strategic “community events” as identified in “Other Community or Partner-Related Dates” of the Healthy Abbotsford Partnership Agreement and Strategic Plan document ▪ Facilitate the establishment of Community Ambassadors 	Ongoing, when available	
All	UFV Nursing Abbotsford SD #34	Health Education in the Schools	<ul style="list-style-type: none"> ▪ Nursing faculty can collaborate/partner with SD to arrange access to schools ▪ 4th year nursing students can collaborate with UFV Kinesiology students to lead assemblies or provide presentations ▪ 4th year nursing students can develop and implement health promotion presentations for both students and teachers/staff 	October 2009 ongoing (Oct-Nov and Feb-Mar each year)	
Smoking Cessation	UFV Nursing Fraser Health	Breathing Easy Program (Community based)	<ul style="list-style-type: none"> ▪ 4th Year nursing students could be trained to facilitate this eight week program at the request of community groups 	October 2009 ongoing (Oct-Nov and Feb-Mar each year)	

Appendix II - Evaluation Plan (In progress)