

# School Health Matters

Volume 9 - Issue 2  
Fall 2013

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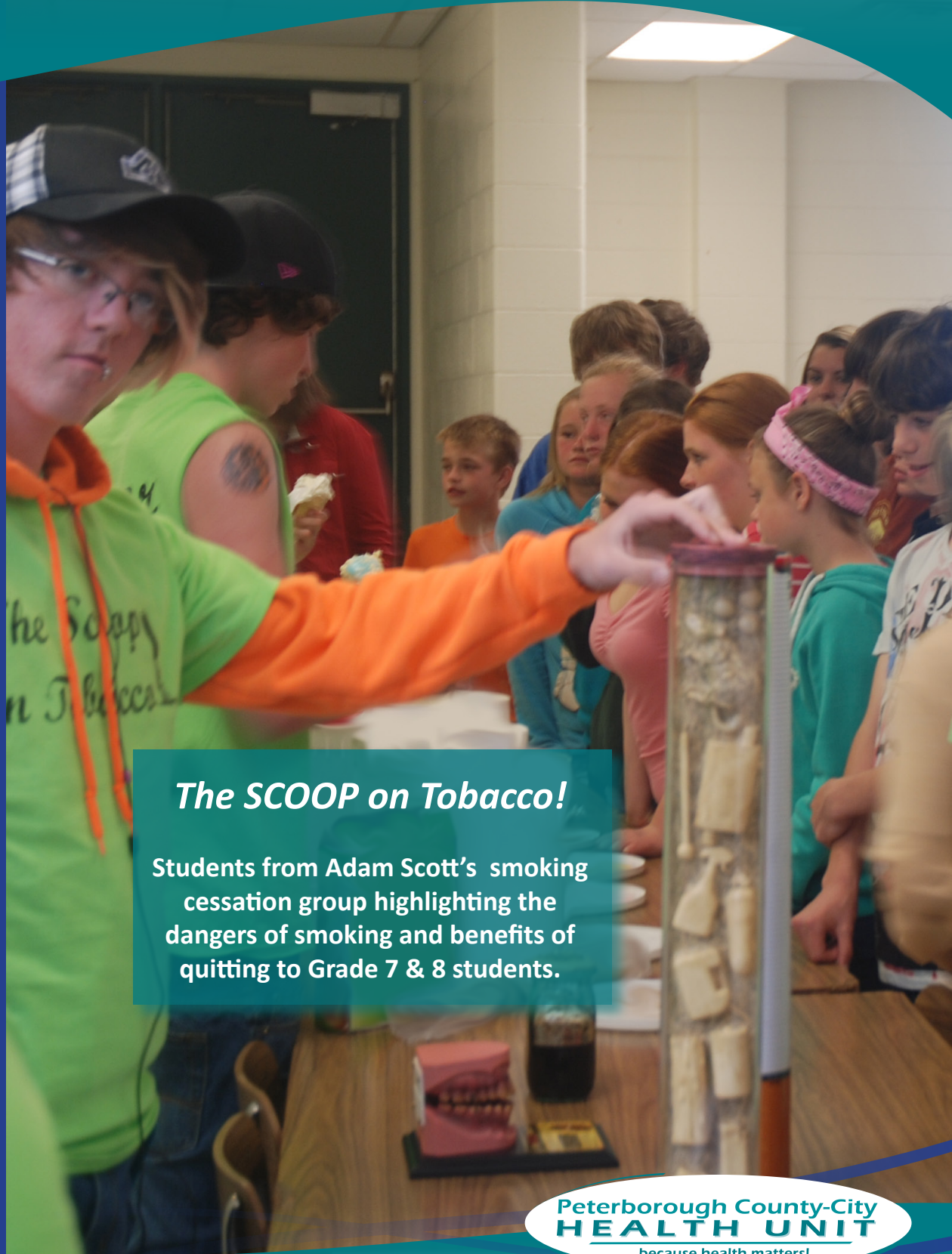
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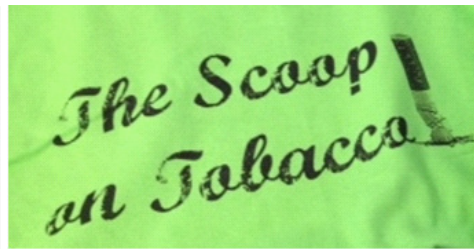


### *The SCOOP on Tobacco!*

Students from Adam Scott's smoking cessation group highlighting the dangers of smoking and benefits of quitting to Grade 7 & 8 students.

Peterborough County-City  
**HEALTH UNIT**  
...because health matters!

Electronic version available at: [www.pcchu.ca](http://www.pcchu.ca)



## The Scoop on Tobacco

Results from a recent Youth Smoking Survey of Peterborough students found that 72% of students who smoke were trying to quit. To address this, smoking cessation groups were formed at several high schools. Students from Adam Scott's cessation group (self labeled as the "Indoor Section") indicated during one of the weekly discussions, that they fear they are being negative role models for the Grade 7 and 8 students as the "smoking section" is directly across from the intermediate playground and often they see the younger students watching them have a smoke when they are out at recess. From this, the high school students decided they wanted to organize an event to de-normalize tobacco use with the intermediate students, encourage them to stay smoke-free, and let them know that quitting smoking is a hard process. How to get the intermediate students excited to learn about tobacco? Why, provide refreshments and fun games of course!

For several weeks the "indoor section" students planned and prepared for the big event – The Scoop on Tobacco. Not deterred by the threatening rain, on June 6th they chatted about their personal struggles with tobacco use, their successes in quitting or cutting back and urged the Grade 7 and 8 students to remain tobacco-free while simultaneously providing refreshments to more than 200 intermediate students. While waiting in line, students had the chance to look at several items such as the tar jar (a year's worth of tar in the lungs) and giant cigarettes outlining the health benefits of quitting and visually illustrating the deadly chemicals found in cigarettes. Afterwards, the students were encouraged to take part in several games further demonstrating the negative health effects of tobacco use.

*About 26% of Peterborough students who have never smoked a cigarette reported having low confidence in their ability to remain smoke-free in the future. As well, 40% of local Grade 8 students were deemed being susceptible to smoking compared to a provincial average of 34%.*

(PCCHU-YSS, 2011, pg. 3)

*"Smoking tobacco on average triples between Grades 6-8 and Grades 9-10 for all students."*

(Ontario Report of the Health Behaviour of School Age Children, 2013, pg.19)

Over 100 evaluations from the Grade 7 and 8 students were completed. Overall, they were very positive. The students understood that tobacco was addicting and had negative health consequences, they were surprised that so many of the smokers were actually trying to quit and they wished they could hear more about how they became addicted and the negative health effects of smoking. A few student quotes are captured below:

WHAT DID YOU LEARN?	WHAT SURPRISED YOU?	ONE WISH...
"Tobacco is addicting and bad for your health, it's very hard to quit"	"That the people that spend a lot of their time in the smoking area are trying to quit"	"They could give you more information on tobacco..."
"People who smoke aren't "smokers" they are individual people"	"I was surprised that we have a place for people who smoke and want to quit"	"Know more about the peoples' story, and what got them addicted"
"That after smoking for a while it is very difficult to breathe"	"How much tar is in cigarettes"	"More about the affects of tobacco"
"It's not cool to do, you can make better choices"	"That it makes it harder to breathe"	"Get a chance to hear their story more"
"Don't smoke, tobacco is bad for you and can kill you"	"That so many people we always say are smokers are really trying to quit"	"They would talk more about how they are stopping"

The Scoop on Tobacco event was intended to demonstrate the importance of tobacco-free living and encourage the intermediate students to remain tobacco-free. Another positive outcome was providing the senior students an opportunity to act in positions of leadership, build a sense of team, ownership of the self initiated event, reinforce their desire to quit smoking, and increase their confidence and ability to do so. On their own accord, the senior students were so committed to being positive role-models for the younger students that they pledged to refrain from using tobacco products for the day of the event.

For more information on Tobacco Use Prevention, contact 705-743-1000, ext. 355 or visit [www.playlivebetobaccofree.ca](http://www.playlivebetobaccofree.ca)

# The Scoop on Tobacco, Resources



**Game**  
Hula Hoop Challenge

**Purpose**  
To learn about team building and effective communication skills.



**Game**  
What's In a Cigarette?  
Giant Memory Match

**Purpose**  
To learn about some of the 4000+ chemicals in cigarettes.



**Game**  
Don't Hold Your Breath

**Purpose**  
To learn about the impact of tobacco smoke on human lungs.

## International Walk to School Day

Every October, students around the globe hit the streets, putting pedal to the pavement, sole to the sidewalk, all in celebration of active transportation, healthy living and community!

This year's International Walk to School Day celebration will take place on Wednesday, October 9th, 2013.

Teachers and students use IWALK to learn about and promote a variety of themes including: increasing daily physical activity, improving safety, developing community awareness, enhancing the environment, and reducing traffic congestion, pollution and speed near schools.

To register your school, download posters and access activity ideas visit <http://www.saferoutestoschool.ca>.

If you'd like to continue to encourage active transportation through the school year, consider signing up for the Car-Free School Days program.

For more information on this local campaign visit <http://www.peterboroughmoves.com/Car-Free-School-Days> or contact Lindsay Stroud, ASRTS Coordinator, GreenUP at 705-745-3238, ext. 209 or [lindsay.stroud@greenup.on.ca](mailto:lindsay.stroud@greenup.on.ca).

## Active and Safe Routes to School

Active Healthy Kids Canada recently reported that although 58% of parents walked to school as children, only 28% of their children do the same!



When students walk, run, cycle or skate to school they:

- become familiar with their community and routes to school;
- learn about traffic and bicycle safety;
- arrive at school more alert and ready to learn;
- build daily physical activity into a busy schedule; and
- help reduce air and noise pollution by reducing car use.

Active and Safe Routes to School Peterborough offers free programs to schools:

**Car-Free School Days** - Schools and classes compete throughout the school year to see who can tally the greatest rates of active and efficient transportation use. There are terrific prizes to be won, so register your school in September by emailing Lindsay Stroud, Program Coordinator at [lindsay.stroud@greenup.on.ca](mailto:lindsay.stroud@greenup.on.ca).

**On the Bus** - Jump onboard a REAL city bus for a fun and interactive introduction to the Peterborough Transit System! This program is provided free-of-charge for Grade 3 classes in the City of Peterborough. Registration



begins in January; email Lindsay Stroud, Program Coordinator at [lindsay.stroud@greenup.on.ca](mailto:lindsay.stroud@greenup.on.ca).

**Grade 8 Transit Quest** - Each March Break, a FREE Peterborough Transit Pass is provided to Grade 8 students throughout the City of Peterborough. Packages will be delivered to each Grade 8 class in late February. No registration is needed.

**Cycling Safety Training** - Through a new partnership between GreenUP and BIKE, cycling skills and safety training courses are now being offered to local junior and intermediate classes. Please visit our website, [www.peterboroughmoves.com](http://www.peterboroughmoves.com), for more details on this new program!

*Active and Safe Routes to School Peterborough committee includes: Peterborough GreenUP; the City of Peterborough; Peterborough County-City Health Unit; the Kawartha Pine Ridge District School Board; the Peterborough-Lakefield Police; and Student Transportation Services of Central Ontario.*

# The Scoop on Marketing to Youth

Children and youth are constantly targeted by big industries, all of whom have products to sell and brands to imprint. Marketers know that children and youth account for billions of dollars in sales every year which is why their marketing strategy is designed with the “4 Ps” in mind: **Product, Place, Price, and Promotion**. Industry research indicates that the younger a child is when they make a commitment to a brand, the longer the relationship will be.

As an example, let’s deconstruct the scene below:



**Product:** Canned pasta in a prepared tomato sauce.

**Note:** Children in Ontario eat too much sodium. One 398 ml can of pasta contains 1,140 mg of sodium. It’s recommended that a 4 to 8 year old consume less than 1200 mg of sodium per day. This one can of pasta provides an entire day’s worth of sodium!

**Place:** About three feet off the ground (and at the eye level of a child). Notice that canned beans, which are high in iron, protein and fibre, are not as strategically placed!

**Price:** 4 cans for \$5

**Promotion:** Many varieties of canned pasta have popular cartoon characters on the label.

Dr. David Walsh from *Mind Positive Parenting*, suggests that it is the role of the adult in a student’s life to help them navigate and assess the various risks they might encounter as they grow up; this also includes helping to mitigate the risks that can come from viewing ads, promotions, and commercials.

## CLASSROOM ACTIVITY!

As educators, we can help our students learn to **think critically** about the world around them. For example, ask your students to bring in one of their favorite magazines, and in small groups have them select and deconstruct one of the ads they find within its pages:

- Question 1: Who is the target audience?  
How can you tell?
- Question 2: How does the ad make you feel?  
What about the ad causes these feelings?
- Question 3: How are colours, images, and characters used in the ad?  
How do they influence the message or help make the sale?
- Question 4: What are the implied messages? (*If you use this product you will... if you don’t use this product you won’t... this product will make you...*)
- Question 5: Is the ad misleading, or telling only a half truth?  
What is it leaving out?

Now that your students have examined the ad with a critical eye, get them to bust the ad using permanent markers, exposing the ad for what it is really promoting. Your students might want to cross out words, highlight the deceptive messages, create a new or more honest slogan, or draw a picture over the ad. Have each group present their findings to the rest of the class, and discuss their feelings about being industry targets, and develop strategies for mitigating advertising’s potentially ill effects.

## Additional Resources:

**iThink:** PCCHU’s critical thinking and media literacy manual with suggested activities that are tied to the Ontario Curriculum ([www.pccchu.ca/ithink](http://www.pccchu.ca/ithink))

**Taming the ‘Gimmies’:** A blog with tips that help students understand how they are being marketed to (<http://drdavewalsh.com/posts/133>)

**“Consuming Kids”:** A **documentary** (also available on YouTube) that explores the multibillion dollar marketing industry – a must watch!

# Childhood Poverty Today Impacts a Child's Tomorrow



In Peterborough, 14% of children 17 and under live in low income families. Childhood poverty has immediate and lasting impacts.

## Childhood poverty means:

- Reduced school readiness and success. Children living in poverty are at greater risk of experiencing poor cognitive and health outcomes which impacts their social development. Research shows that children living in poverty are more likely to experience problems with vision, hearing, speech or mobility.
- Increased risk of learning difficulties.
- Increased risk of early school dropout.
- Increased stress and strain on families. Parents may have less energy to support their children with school activities like homework. Children who are stressed and worried are less able to learn effectively.
- Poorer health outcomes that may lead to more missed days of school due to illness.

## Teachers and school communities are ideally positioned to help reduce the negative impacts of poverty. Here are some things you can do:

- Use the Peterborough Health Services Directory to stay informed about community services and refer families in need of support. To download the directory click on: <http://newsite.pcchu.ca/wp-content/uploads/2011/10/PH-Health-Services-Directory-WEB.pdf>
- Encourage resiliency in all children. Care for your students by accepting them for who they are, appreciating their strengths, setting high achievable expectations, allowing them to learn for themselves, and teaching them to care for themselves and their peers. Take care of yourself, to show your students how important self-care is.
- Be mindful of what you say and do. Consider how your classroom activities could impact low income students, such as book sales, pizza lunches or fees for field trips.
- Support school nutrition programs in your school. Rumbling tummies make it very hard to learn. If there is not a Food For Kids Program contact the PCCHU Public Health Nutritionist at 705-743-1000, ext. 233 for support.
- Acknowledge that poverty is an issue in every school. Have open conversations with staff, parents and students about the impacts of poverty in our community.

To learn more about poverty in our community, visit the Peterborough County-City Health Unit at [www.pcchu.ca](http://www.pcchu.ca) or the Peterborough Poverty Reduction Network at [www.pprn.ca](http://www.pprn.ca).

# Limited Incomes: A Recipe for Hunger

## Some "Food for Thought" about Food Insecurity in Your Classroom

Food insecurity is a local issue with 10% of people in Peterborough households being food insecure. Statistically, there are children in your class whose families:

- worry about not having enough to eat;
- compromise the quality of food eaten; or
- do not have a variety of food choices on hand.

For 2.5% of people in Peterborough households the situation is severe, and people, including children, do not have enough to eat because of a lack of money.

Each year, the Peterborough County-City Health Unit prices a Nutritious Food Basket (NFB). The NFB is a standardized food costing tool to measure the cost of healthy eating, based on Canada's Food Guide. Personal and household care items like toothpaste, soap and cleaning supplies are not included.

A summary of some real life situations for people living in Peterborough are detailed below (Table 1). After paying for shelter and food, minimum wage earners and households on a fixed income have little, if any, money left over to cover basic monthly expenses including items like school essentials.

Table 1: May 2013 Peterborough Nutritious Food Basket Scenarios

Monthly Income (after tax)/ Expenses	Single Man (Ontario Works)	Single Parent Family of 2 (Ontario Works)	Family of 4 (full-time Minimum Wage)	Family of 4 (Ontario Median)
Monthly Income including Benefits and Credits	\$688	\$1,927	\$2,711	\$6,852
Estimated Shelter Cost	\$626	\$910	\$1,087	\$1,413
Cost of a Nutritious Diet	\$276	\$620	\$820	\$820
<b>What's Left?</b>	<b>-\$214</b>	<b>\$397</b>	<b>\$804</b>	<b>\$4,619</b>
% Income Required for Shelter	91%	47%	40%	21%
% Income required for nutritious food	40%	32%	30%	12%
<b>REMEMBER:</b> People still need to pay for utilities, phone, transportation, cleaning supplies, personal care items, clothing, gifts, entertainment, internet, school essentials, medical and dental costs, and other purchases.				

Low incomes impact a family's ability to feed themselves. In Ontario, 36% of children living in poverty have at least one parent who is working full-time year round but is not earning enough to lift the family out of poverty. People living on social assistance find that after paying for their rent and utilities, there is not enough money to buy nourishing food, let alone other essentials. To be respectful of families and their circumstances, refrain from making comments or assumptions about what students bring for snack and lunch from home. Take the focus away from demanding healthy choices at certain times of the school day (i.e. first snack) since this may not be an option for all students.

Consider taking action to support families (see suggested actions in the article **Child Poverty Today Impacts a Child's Tomorrow**).

For more information about the impact of limited incomes or the Nutritious Food Basket, visit [www.pcchu.ca](http://www.pcchu.ca) or call 705-743-1000.

## Basic Dental Care for Children and Youth

Healthy Smiles Ontario is a dental care program for children and youth age 17 and under. Through the Healthy Smiles Ontario program, eligible children and youth are able to receive basic dental care such as check-ups, cleaning and scaling, fillings, x-rays and more, with the focus being on prevention.

### Who is eligible?

To be eligible, children and youth, 17 and under, must reside in Ontario, be a member of a household with an annual net income of \$20,000 or less, and not have any form of dental coverage. To qualify, parents or guardians are required to show specific government-issued documentation, and the child should have a valid Ontario Health Card. Eligible children will receive basic dental care, at no cost to their family.

### What is different about Healthy Smiles Ontario?

Until Healthy Smiles Ontario, dental care providers were only able to help children and youth who had urgent dental treatment needs. This program will ensure that children and youth in families living on a low income have equitable access to a full-scope of dental services and improved dental health.

### Where can children go to receive services through the Healthy Smiles Ontario program?

There are a range of dental service options available in our community. Eligible clients will be provided with a client 'card' that they can take to a private dentist or dental hygienist in our area who is participating in the program, or to a public health dental clinic. The choice of dental provider is theirs to make.

### How do individuals enroll in the program?

By contacting the Health Unit, 705-743-1000, and speaking with the Healthy Smiles Ontario secretary, who will assist them with the application process which involves completing a form, and showing required documentation.

For general information, visit Dental Health at [www.pcchu.ca](http://www.pcchu.ca) and click on the Healthy Smiles Ontario link.

# Healthy smiles Ontario

## Oral Health Screening

Dental staff routinely visit all elementary schools to conduct oral health screening. It is very important that parents/guardians are advised of these screening clinics beforehand, so that they have an opportunity to contact the Health Unit with questions or concerns.

Information letters about dental screening for parents/guardians are forwarded to your school once the screening date has been confirmed, and we really appreciate your help in sending these letters home with your students, to ensure that all parents are informed!

The Oral Health Screening Program helps in the planning and development of community dental programs; provides access to financial assistance through the Children In Need of Treatment Program (CINOT); and provides parents with advice on the dental needs of their children, as problems can arise between dental visits. Following screening, every child we see is given a report card advising if any dental care is recommended.

At any time during the school year, teachers may refer children and youth, age 17 and under, to the Health Unit for an oral assessment if a student is experiencing a dental problem. Financial assistance may be available if a student is eligible.

For more information about our oral health screening program, please contact 705-743-1000 or [dental@pcchu.ca](mailto:dental@pcchu.ca).



## Influenza Prevention

Influenza is a droplet spread virus. Droplet spread illnesses are transmitted when people cough or sneeze, and droplets of their respiratory secretions come into direct contact with the mucous membranes of the mouth, nose or eyes of another person. Because microorganisms in droplets can survive on other surfaces, droplet spread illnesses can also be spread indirectly when people touch contaminated hands, surfaces and objects.

Personal practices to prevent the spread of influenza include:

- Get the annual flu immunization;
- stay home from work/school when ill;
- practice frequent hand hygiene;
- cough and sneeze into a tissue or sleeve;
- do hand hygiene after disposing of tissues;
- clean commonly touched surfaces; and
- avoid touching your eyes, nose or mouth.

Vaccination is the single most effective way to prevent the spread of influenza. It is recommended that everyone get the annual flu immunization, unless medically contraindicated. It is especially important for those who are at high risk for complications of influenza and those who are capable of transmitting the virus to them.

People who are sick should limit their contact with other people as much as possible to prevent the spread of the virus. You should not go to work or school if you are ill.

Wash your hands often with soap and water, especially after you cough or sneeze. Follow these five simple steps for proper hand washing:

- 1) Wet your hands with warm running water.
- 2) Add soap and then rub your hands together, making a soapy lather. Do this away from running water for at least 15 seconds, being careful not to wash the lather away. Wash the front and back of your hands, as well as between your fingers and under your nails.
- 3) Rinse your hands well under warm running water.
- 4) Pat hands dry with a paper towel.
- 5) Turn off water using same paper towel and dispose in a proper receptacle.



Alcohol-based hand rub is also effective. These steps are recommended for proper use:

- 1) Remove hand and arm jewellery.
- 2) Ensure hands are visibility clean (if soiled, follow hand washing steps).
- 3) Apply between 1 to 2 full pumps of product, or squirt a loonie-sized amount, onto one palm.
- 4) Spread product over all surfaces of hands, concentrating on fingertips, between fingers, back of hands, and base of thumbs.



For more information, please contact the Infection Control Program at 705-743-1000, ext. 281

## Curriculum Resources

### Maturation and Sexuality Classes

Teachers of Grades 5, 6, 7 and 8 can borrow resource kits (lesson plans) by calling 705-743-1000 and asking for the Resource Secretary.



On-line resources including lesson plans can be accessed at [www.pcchu.ca/for-professionals/schools/educators/elementary-teachers/](http://www.pcchu.ca/for-professionals/schools/educators/elementary-teachers/).

Public Health Nurses are available from mid September to May to present four modules to Grade 8 students covering maturation and sexuality.

The modules include:

- Lesson 1** Review of the Female & Male Reproductive Systems;
- Lesson 2** Sexual Decision Making & Healthy Relationships;
- Lesson 3** Contraception: Abstinence and the Choice of Being Sexually Active; and
- Lesson 4** Sexually Transmitted Infections.

These sexuality education classes are designed to meet the Ministry of Education, Health and Physical Education curriculum.

**Grade 8 teachers will receive a letter in September specifying who to contact to book these classes.**

### Ontario Physical Education Safety Guidelines

Click on <http://safety.ophea.net> to access the Ontario Physical Education Safety Guidelines. The Safety Guidelines represent the minimum standards for risk management practice for school boards, and provide safe practice information for teachers, intramural supervisors and coaches, in every activity, to minimize risk.

The Safety Guidelines for elementary schools include three modules:

- Curricular – physical education program
- Interschool – competitive programs
- Intramurals – physical activity/recreation activities

The website includes a link to recent revisions for the 2013-14 school year, as well as September 2013 revisions to the concussion appendices.

#### ***We want to hear from you!***

The School Health Matters newsletter is published twice a year by the Peterborough County-City Health Unit. If you have questions, suggestions, or stories to share please contact our School Health Liaison at 705-743-1000, ext. 314.

## TRIPLE P – Positive Parenting Program Available This Fall



### The Triple P Parenting Program:

- is offered free of charge to parents in Peterborough County and City;
- covers a range of age groups, such as preschool, school-age and adolescents;
- helps parents manage children’s behaviour and emotions in a positive way;
- offers a variety of services including individual consultations, Tip Sheet review, videos, seminars, and group sessions; and
- is delivered by accredited practitioners in Peterborough and area through a network of agencies, including:
  - o Peterborough Family Resource Centre;
  - o Kinark Child & Family Services;
  - o Kawartha-Haliburton Children’s Aid Society;
  - o Tri-County Community Support Services; and
  - o Peterborough County-City Health Unit.

For more information about upcoming Triple P events, please check our fall flyer on the web:

<http://www.pcchu.ca/my-life-health/parents-caregivers/parenting-in-peterborough/programs-services-for-parents/triple-p-parenting-program/>

OR call the Peterborough County-City Health Unit’s Family HEALTHline at 705-743-1000.

## Teacher Resources on the New PCCHU Website

We’ve added resources for teachers on the new PCCHU website at [www.pcchu.ca](http://www.pcchu.ca). Click on For Professionals, then Educators and follow the links to your grade level, from Kindergarten to Grade 8.

Our website includes direct links to curriculum resources on a wide range of topics, specific expectations met by each resource, and links to key background resources for teachers. Smart board friendly resources are noted, and the link to French language resources is provided wherever possible.

Curriculum topics include:

- Body image
- Bullying/cyberbullying
- Growth and development
- Environmental health and UV
- Handwashing and infection control
- Healthy eating
- Injury prevention
- Maturation and sexuality
- Mental health and resiliency
- Oral health
- Physical activity
- Tobacco free living and
- Substance misuse

**Coming soon...** resources for school administrators and secondary school teachers.

For information, contact Anne Gallant, School Health Liaison at 705-743-1000 ext. 314.

## Student Leadership WORKSHOP



Thursday, November 14, 2013

9:00 a.m. - 2:30 p.m.

Trent Community Sport and Recreation Centre  
1600 West Bank Drive, Trent University, Peterborough

Student leaders for DPA, intramurals, playground programs and other student led activity initiatives will benefit from a fun-filled day of leadership development! The workshop links to Health and Physical Education curriculum expectations for active living, healthy living and living skills.

Attend this workshop with up to 10 student leaders from Grades 6 to 8 to:

- \* Learn new games
- \* Develop leadership skills
- \* Create an activity plan for your school
- \* Get great resources to take back to your school
- \* Share ideas

Registration deadline: **October 25, 2013**

*Space is limited – registration is first come-first served*

Contact Anne Gallant at [agallant@pcchu.ca](mailto:agallant@pcchu.ca) or 705-743-1000, ext. 314 to register.

**Note:** Students should bring their own lunch; a light healthy snack will be provided. Lunch will be provided for teachers as part of a Lunch N’ Learn session on physical literacy.

## Public Health: There’s an App for that!

PCCHU is excited to provide educators with YSPI – the Youth Service Provider Information App - which is a free, new tool you can download to connect your students to the community resources and supports they might require.

There are 18 sections in the App, including information about immunizations, food and healthy eating, tobacco cessation, substance misuse, urgent needs, and crisis lines!

To get the App simply search YSPI in your App Store, scan one of the codes below, or visit [www.pcchu.ca/youthapp](http://www.pcchu.ca/youthapp).



**Connecting your students to resources in the community has never been easier!**