

# SCOPE



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## SCOPE: A whole-community approach to helping BC communities raise healthier kids

A ground-breaking BC project is taking shape in Abbotsford and Prince George. The project, known as *SCOPE: Sustainable Childhood Obesity Prevention through community Engagement*, aims to tackle the issues related to the rise in childhood obesity in our communities.

Led by Dr. Shazhan Amed of BC Children's Hospital, the project's vision is a future where children eat healthy and are physically active, supported by a healthy community environment.

Sadly, one in four children today is overweight or obese – more likely to be found at home in front of the television than playing outside.

SCOPE's mission is to help communities reverse this trend by bringing people together from all sectors to create initiatives that will make the healthy choice the easy choice for kids in their community.

"SCOPE is all about community participation," says Dr. Amed. "It's driven by our pilot communities, helping us take a 'whole-community' approach to childhood obesity prevention: building on community strengths and acting on priorities we learn about through community engagement."

Funded through Child Health BC and supported by health agencies around the province, the hope is that many small steps will lead to big impact for BC communities!

*"...collective action at the community level has been the only successful solution to prevent childhood obesity"*

### Get Involved - You are the key to Success!

Help your community lead the way and get healthy! Big or small, there are lots of ways you can contribute:

- Submit your input by email or phone.
- Contribute to the discussion on the SCOPE website, Facebook page and Blog
- Use the SCOPE resources to take on or contribute to a healthy initiative
- Start a healthy living group in your school, neighbourhood and workplace to promote healthy eating and activity habits
- Develop new partnerships and collaborate with organizations in your community
- Help SCOPE involve your community in promoting healthy communities for kids!
- Volunteer with SCOPE

Connect with the SCOPE project:



Check out the SCOPE blog:  
[www.scopebc.ca/blog](http://www.scopebc.ca/blog)



Search Facebook for SCOPE BC:  
[www.facebook.com/pages/scopebc](http://www.facebook.com/pages/scopebc)



SCOPE's twitter feed  
[www.twitter.com/users/scopebc](http://www.twitter.com/users/scopebc)

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### The SCOPE team

**Dr. Shazhan Amed**, Project Lead. Background: Pediatrics, childhood obesity and diabetes

**Jocelyn Tomkinson**, Project Coordinator. Background: Global public health, project coordination and health communications

**Glenda Newsted**, Prince George Coordinator. Background: Municipal recreation and community development

**Laura Loudon**, Abbotsford Coordinator. Background: Kinesiology, community recreation and chronic disease management

# Community Leaders Identify Priorities for Action to Tackle Childhood Obesity



In May, forums were held in Abbotsford and Prince George to introduce SCOPE to community leaders and discuss current child health activities in each community.

Leaders had the opportunity to connect with each other, contribute their ideas and discuss their issues. The SCOPE team was able to better understand community strengths and areas for development.

While areas of priority are similar across communities, each community is also unique. Therefore, the next steps to address these priorities differ for Prince George and Abbotsford.

Participants identified community assets and developed the following priorities for action:

- Formation of a guideline to communicate a common message and guide health programs
- Expansion of partnerships and collaboration to engage businesses, youth and diverse populations
- Engage policy and decision-makers to drive healthy public policy



## Abbotsford Update

At the core of the SCOPE initiative is community engagement. As such, SCOPE is continuing to build connections and is working to arrange presentations and meetings with several committees and community groups to discuss the issue of childhood obesity and determine ways to collaborate and take action. Some of these groups include health professionals, early childhood committees, educators and youth.

Through these connections SCOPE has been requested to participate in a number of community events. SCOPE is excited to take part in the upcoming Food for Thought Pavilion at Eat Fraser Valley and hopes to begin to introduce SCOPE to the broader audience and make connections with local agricultural programs and businesses. In addition to attending Eat Fraser Valley, SCOPE was happy to accept an invitation to participate in the Mamele'wat Aboriginal Education Centre Health Fair on November 4th.

Healthy Abbotsford, the primary partner for SCOPE Abbotsford, is currently undergoing a revision to their website. The goal of the new website is to provide Abbotsford residents with trusted and relevant information related to healthy living. The website will help visitors navigate to the most trusted sources of information and cut through the often overwhelming amount of information available on the internet. A SCOPE feature and links to the newly launched SCOPE website will support those who want to get involved in creating a healthier environment for children.

Leading into the fall, SCOPE is looking forward to connecting with you to create a healthier community.

**To get involved in SCOPE Abbotsford contact Laura Loudon, the Community Coordinator, at 604-859-3134 ext 5297 or [laura@scopebc.ca](mailto:laura@scopebc.ca).**

**Did you know?**  
1 in 4 Canadian children are overweight or obese.

### Have you seen SCOPE's new website? Don't miss it!

- Learn more about our pilot communities
- Access resources & links for healthy living
- Read our blog
- Fill out a survey to let us know what you think!



Learn more! Get involved!  
[www.childhood-obesity-prevention.org](http://www.childhood-obesity-prevention.org)