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What is SCOPE and its Live 5-2-1-0 Initiative?

SCOPE (Sustainable Childhood Obesity Prevention through Community Engagement) is an organization that partners with communities across British Columbia (BC) to promote healthy behaviours among children. SCOPE coordinates the Live 5-2-1-0 initiative (referred to as Live 5-2-1-0 herein) which is a ‘whole-of-community’ approach to preventing childhood obesity where action is implemented across multiple community settings. Live 5-2-1-0 was developed in partnership with communities across British Columbia (BC) and is implemented by local community champions and stakeholders who influence the environments in which children live, learn and play. SCOPE’s team, based at BC Children’s Hospital, provides support to these stakeholders in the form of coaching, expertise, tools, and resources so that multiple sectors of a community are engaged and working collectively to achieve healthy childhood weights.

The Live 5-2-1-0 message is simple, evidence-based, and easy-to-remember: eat at least 5 vegetables and fruits, have no more than 2 hours of screen time, have at least 1 hour of active play, and zero sugary drinks per day.

Figure 1: The Live 5-2-1-0 Message

Enjoy—FIVE or more vegetables & fruits every day
Power down—no more than TWO hours of screen time a day
Play actively—at least ONE hour each day
Choose healthy—ZERO sugary drinks

The Live 5-2-1-0 initiative brings community stakeholders together to share (through social marketing) and support (through capacity building and environmental, policy and programmatic change) this message, and helps build partnerships and create healthy environments where children can eat well and be active every day. Local champions and partner organizations engage key stakeholders (i.e. Mayor and Council, health care professionals, recreation facilitators, early childhood programmers, school administrators, etc.) to participate in the initiative, which leads to the activation of local action across multiple settings. The SCOPE team, in addition to supporting the community engagement process through coaching and resources, provides the platform through which experience and knowledge can be exchanged, and ideas, resources, tools, and strategies can be shared between communities.

“It’s easy to read…it’s specific. So it’s got enough detail on it but not too much. The literacy level on it is about grade 9 which is perfect…it’s attractive to the eye and the messaging is clear.”

~COMMUNITY STAKEHOLDER
Achieving Collective Impact through Community Participation

Live 5-2-1-0 is rooted in the principles of community-based participation where community stakeholders co-lead the design and implementation of the initiative. This approach maximizes sustainability by fostering community ownership and ensuring that the initiative fits the community context. SCOPE’s participatory approach has resulted in long-lasting and trusting relationships between the SCOPE team and community stakeholders.

Via its participatory approach, Live 5-2-1-0 has crystallized into a ‘collective impact’ (CI) initiative defined as a ‘long-term commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem’.

Collective Impact is governed by five key conditions:

1. A common agenda where participating organizations have a shared vision for change, which includes a mutual understanding of the problem and a collective approach to solving it.

2. Mutually reinforcing activities across a diverse group of organizations representing multiple sectors where participants implement various, often separate, actions that are coordinated and supported through a reinforced plan of action.

3. Continuous communication among stakeholder groups to build trust and provide opportunities for the exchange of knowledge and expertise, and collective problem solving.

4. A backbone support organization with staff who handle the administrative and logistical details associated with coordinating multiple organizations using adaptive leadership, facilitation, technology and communications support.

5. A shared measurement system where there is agreement on how success of the initiative will be measured and reported.

Live 5-2-1-0 is the common agenda that, when supported and shared across multiple sectors, results in mutually reinforcing activities. SCOPE is the backbone organization that supports local implementation of the initiative by providing key resources and guiding community stakeholders through the process of implementing an ‘all of community’ childhood healthy weights initiative. SCOPE also supports opportunities for continuous communication between and across communities and the infrastructure necessary to track shared measurement.
The Journey to Developing Live 5-2-1-0: Involving Communities, Sustaining Change

Diverse Partners Supporting a Common Agenda

SCOPE has collaborated with diverse community partners from four pilot Live 5-2-1-0 communities—Abbotsford (since 2009), Chilliwack (2012), Hope (2014) and Kimberley (2015). These communities, particularly Abbotsford and Chilliwack, have played a key role in the design and implementation of Live 5-2-1-0. Early on, community stakeholders identified the need for a common, simple, solution-oriented health message that could be used across multiple sectors. Collaboratively, SCOPE adapted and adopted the ‘5-2-1-0’ message to create ‘Live 5-2-1-0’. Community stakeholders have since used this common health message to guide community action with the goal of ‘sharing Live 5-2-1-0’ to enhance knowledge and awareness of healthy behaviours and ‘supporting Live 5-2-1-0’ through capacity building and environmental, policy/programmatic change. Together, SCOPE and its community stakeholder partners have developed multi-sectoral partnerships where there has been active engagement of diverse stakeholders in collective action planning and implementation. By investing time and effort into community engagement, a broad range of perspectives have been incorporated into the shared mission of achieving healthy childhood weights. This process is best described by a local community coordinator representing one of SCOPE’s local partner organizations:

“The partnerships have definitely helped. ‘Cause really it’s through the partnerships that we’ve been able to get the Live 5-2-1-0 message into the local paper, into Pacific Sport’s repertoire of training that they are delivering, you know the 5-2-1-0 message is going to start to permeate into that. Getting into the school district is because of those partnerships, getting into our recreation programs is a result of our partnership with the City. So I think that without those partnerships...I don’t know that we’d be doing anything specific to raising children with a healthy weight. So the partnerships have been absolutely key to that and the Live 5-2-1-0 brand has actually given us something to rally around and something very tangible that the partners can see and go ‘Yeah, we can help promote that in our organization’ or ‘Yeah, we absolutely should be including this philosophy in the work that we do.’ And so if it wasn’t for that, I don’t know that really any work would have been done around this topic.”

~Local community coordinator

“Everywhere, I have seen it [Live 5-2-1-0] lots. I see it in the schools, I see it at different events in the community, and I have seen it in the newspaper, lots of different places.”

~COMMUNITY STAKEHOLDER
‘Live 5-2-1-0’: A Framework for Mutually Reinforcing Activities

Live 5-2-1-0 communities’ collective support of the message has led to diverse, yet mutually reinforcing activities across multiple sectors. Community stakeholders describe Live 5-2-1-0 as being ‘all over’ their community.

Figure 2: Sharing & supporting Live 5-2-1-0 in Chilliwack

The use of this common, consistent message reinforces brand recognition and visibly illustrates how local partners can work together. The daily health recommendations articulated in the Live 5-2-1-0 message also provide a common platform to guide practice, policy and environmental change. Local stakeholders and decision-makers in Live 5-2-1-0 communities continuously implement actions to improve the nutrition choices and physical activity opportunities available to children, which leads to sustainable practice change. Examples of action implementation in various community settings include enhanced health promotion with pediatric patients in primary care; integration of ‘Live 5-2-1-0’ into recreation and early childhood development programs; and a commitment from local media such as newspapers and radio stations to provide in-kind advertising of Live 5-2-1-0. Use of a shared message also helps to tie together existing health-promotion initiatives across a community, supporting a strengths-based approach.

“…we’ve had messaging around getting kids more physically active. So we would have weekly park visits in the summer and when we would do those visits we would actually say, “And this is part of 5-2-1-0.” So in our regular activities, when we serve snacks at Family Place for example, we will mention, “Kids should have and all of us should have this many fruits and vegetables in a day.” We incorporate the message in our regular programming when we’re explaining why we are doing something, it’s part of 5-2-1-0.”
~COMMUNITY STAKEHOLDER
Keeping in Touch Efficiently Through Continuous Communication

The need for sharing and exchanging knowledge became apparent early on in the implementation of Live 5-2-1-0. Initially, continuous communication comprised mostly of the SCOPE team connecting with local coordinators in pilot Live 5-2-1-0 communities through ad hoc telephone/e-mail contact, monthly videoconference meetings, as well as visits to communities for stakeholder meetings, community events and training sessions. These varied interactions provided opportunities for communities to share their unique contexts, needs, priorities and strengths, and for the SCOPE team to facilitate access to best practices, linkages to provincial initiatives, ideas for action, and solutions to barriers and challenges.

Through this process of knowledge exchange, the SCOPE team achieved trusting relationships with community partners, minimized duplication, and provided a platform for continuous learning and adaptation of processes and methods. As other BC communities became interested in implementing Live 5-2-1-0, the knowledge exchange model was expanded to support knowledge sharing between Live 5-2-1-0 communities. The SCOPE team connects local coordinators and stakeholders from existing Live 5-2-1-0 communities with new communities interested in implementing Live 5-2-1-0, enabling the sharing of experiences and ‘cross-implementation’ of ideas. Today, SCOPE supports continuous communication with and between communities through:

1. The Live 5-2-1-0 Online Resource Map which houses all of SCOPE’s resources (by sector) that can be downloaded for free and used across multiple community settings to share and support Live 5-2-1-0. These include videos, posters, fact sheets, newspaper/magazine advertisements, and a marketing guide to share the message; toolkits and checklists to build capacity among community stakeholders (i.e. service providers, recreation facilitators, health professionals, and educators) to support the message; and ‘how to’ guides that outline key steps in action implementation to facilitate broader dissemination of innovative ideas.

2. Webinars which are organized and held quarterly by the SCOPE team to provide the opportunity for new communities to interact with coordinators and stakeholders from existing Live 5-2-1-0 communities; multi-community dialogue means that challenges and solutions to implementation, experiential learning, ongoing adaptation, and new ideas are shared. The webinar format is discussion-based, which supports multilateral sharing of knowledge between communities. This knowledge exchange also becomes cyclical as veteran communities learn from newer communities’ experiences and are able to adopt innovative and emergent solutions and adaptations, thereby revising and improving their existing initiative(s) and building the knowledge base accessible to all.

3. Continued ad-hoc and scheduled direct communication between the SCOPE team and community coordinators and local stakeholders. This is achieved through practical continuous communication via email and phone, as well as community visits to deliver presentations to community groups representing multiple sectors (i.e. healthy partnership table) or a single sector (i.e. schools, health, community services), and formal capacity-building workshops.
SCOPE’s knowledge exchange platform has built capacity among community stakeholders to implement the Live 5-2-1-0 initiative:

“I do feel confident in implementing changes and I believe my fellow staff members feel confident. I think part of the reason we feel so confident is that we’ve gotten such excellent support from staff at your agency [SCOPE] and the materials you have provided us have given us excellent tools to work with.”

~Community stakeholder

SCOPE: The Backbone of ‘Live 5-2-1-0’

The SCOPE team located at BC Children’s Hospital is the backbone organization that facilitates the implementation of Live 5-2-1-0 locally and coordinates and disseminates Live 5-2-1-0 across BC. SCOPE’s organizational structure, technical support and partnership approach supports communities as they seek to transform diverse efforts into a focused community-wide collaborative effort with the common framework of Live 5-2-1-0 at the foundation. Specifically, the SCOPE team consists of the project lead/principal investigator and two full-time staff who provide coordination, facilitation and training, resource development and/or adaptation, local and provincial stakeholder engagement, communications, evaluation support and also handle logistical and administrative details. The SCOPE team works to align community- and provincial-level activities, mobilize funding, and design, conduct and report evaluation results. The SCOPE team is advised by an executive team of researchers, as well as an advisory committee of provincial- and community-level stakeholders, who collectively help guide the vision and strategy of the Live 5-2-1-0 initiative.

At the community level, SCOPE partners with organizations such as the municipal government or the Division of Family Practice that represent a second ‘local backbone’ organization that leads the community initiative, with support from SCOPE on navigating through the process of initiating community engagement, planning and, depending on their level of readiness, implementing action. These local efforts are led by community champions and stakeholders who actively engage the broader community across multiple sectors via in-person one-on-one meetings, presentations to community groups representing multiple sectors (i.e. healthy partnership table) or a single sector (i.e. schools, health, community services), and collaborative community planning processes. The SCOPE team supports this local engagement process ‘behind the scenes’ by providing the resources, knowledge, and tools that community champions need to achieve effective cross-sectoral community engagement and also brings credibility to the best-practice approach.

“And it helps a lot when we’re talking with partners, or just even government partners—when they know that we have the backing of SCOPE, being an initiative of BC Children’s… so I think it’s a realization that this isn’t something that we just created out of thin air, you know, it has research, it has best-practice behind it, and we’re just trying to help promote it throughout our community.”

~LOCAL COMMUNITY COORDINATOR
A Shared Measurement System to Demonstrate Impact

SCOPE supports Live 5-2-1-0 communities to collect indicators of success that can be measured consistently within and across communities through its Partnership Tracking Tool (PTT). The PTT is an online data collection platform that can be accessed by key stakeholders within Live 5-2-1-0 communities to track new and existing community partners engaged in sharing and supporting Live 5-2-1-0. The platform allows for gathering of ongoing information on the partner organization (i.e. sector represented), characteristics of the partnership (i.e. when the partnership was established, stage of partnership), and outcomes of the partnership (i.e. actions implemented, Live 5-2-1-0 resources disseminated, etc.). The SCOPE team produces reports that capture the progress of partnerships over time in each community and provincially that can be shared with partner organizations to demonstrate progress over time, and to help guide strategies, priorities, and vision for future initiatives related to Live 5-2-1-0.
SCOPE’s Impact

Communities Are Implementing Action to Share and Support Live 5-2-1-0

All four of SCOPE’s Live 5-2-1-0 partner communities (Abbotsford, Chilliwack, Hope and Kimberley) have made impressive progress in engaging community partners and instigating local action to share and support Live 5-2-1-0. Abbotsford, our longest-standing Live 5-2-1-0 community (partnered in 2009), has demonstrated sustained action implementation whereas Chilliwack (partnered in 2012) continues to increase its activity (Figure 3). Hope and Kimberley (partnered in 2014 and 2015 respectively) have also made significant progress in achieving action to share and support Live 5-2-1-0, and are currently in the process of completing the population of their community data into SCOPE’s partnership tracking tool. In addition to the community actions described below, between 2012 and 2015 almost 40,000 copies of various Live 5-2-1-0 resources were distributed to various local partners and families across Abbotsford, Chilliwack and Kimberley.

Figure 3: Action implementation in pilot communities

<table>
<thead>
<tr>
<th>ABBOTSFORD</th>
<th>CHILLIWACK</th>
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<tbody>
<tr>
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<td>5</td>
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<tr>
<td>0</td>
<td>10</td>
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<tr>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Community event</td>
<td>Community presentation</td>
</tr>
</tbody>
</table>

Figure 3: Action implementation in pilot communities
Live 5-2-1-0 Resources are Being Used Across BC

The Live 5-2-1-0 resources that are available to communities through SCOPE’s online Resource Map were largely created by coordinators and stakeholders in partner communities in response to an identified community need. SCOPE supported the development of the original, community-specific iterations of these resources through the provision of small-scale funding (for costs such as local focus groups to gather input) or in-kind support (such as graphic design). SCOPE then created ‘generic’, adaptable versions of each of these resources for sharing through the Resource Map, with community-specific information and logos stripped away, and space left for other communities to add their own local logos and information.

Currently, there are 38 different Live 5-2-1-0 resources available for free download through the Resource Map; these include two different Live 5-2-1-0 fact sheets that have been translated into 5 additional languages (Punjabi, Tagalog, Vietnamese, Arabic & Korean) through a partnership with the Fraser Health Authority. Most resources are available in both an easy-to-use basic PDF format, as well as an adaptable Adobe InDesign format.

"I have the [Live] 5-2-1-0 poster up above the children’s play area in my clinic, and there is a new tip of the week every week."
~FAMILY PHYSICIAN, GREENWOOD, BC

"At our Health unit, the nurses use these resources during children’s immunization clinics. They will go over the information with parents during the time of the clinic visit."
~HEALTH UNIT AIDE, NEWTON/SURREY, BC

"I have really enjoyed utilizing [Live] 5-2-1-0 resources with my Grade 2s. …I think it is an excellent resource for all BC educators."
~GRADE 2 TEACHERS, NANAIMO, BC
From the launch of the Live 5-2-1-0 website in June 2014 to June 2016, more than **12,800 unique visitors** have accessed the site. In the first six months of 2016, the site received an average of **856 visits per month**. Live 5-2-1-0 resources have been downloaded from the Resource Map by more than **400 unique users** from **68 different communities** across BC, located across all five Health Authorities. There have been more than **2600 downloads** of Live 5-2-1-0 resources since the launch of the website. Resource downloaders are, for the most part, using the resources in the contexts in which they interact with children.
Communities are able to adapt most Live 5-2-1-0 resources to incorporate locally-specific logos and information, while evidence-based content remains ‘locked’ to ensure consistency. Communities have reported that they value being able to cross-implement resources that have been created by other communities, saving them from having to ‘re-invent the wheel’ – and that necessary adaptations have been minimal, making use of the resources easier than expected. Longer-running pilot communities have also been cross-implementing resources created by more newly-partnered communities, resulting in bi-directional benefit from knowledge exchange supported by SCOPE.

“You know, the brilliant thing is all we’ve had to change so far is just logos. The content itself, there was nothing we needed to change. It’s literally just been putting our logos on [the Live 5-2-1-0] resources.”

~LOCAL COMMUNITY COORDINATOR
SCOPE is Building Community Capacity to Implement Live 5-2-1-0

SCOPE’s quarterly Live 5-2-1-0 inter-community webinars provide the opportunity for existing and new Live 5-2-1-0 communities to connect, ask questions and share solutions, trade ideas, and learn from each other’s experiences. The webinars, organized by the SCOPE team, cover key topics such as strategies and best practices for engaging ‘hard to reach’ sectors, stakeholders and populations; how to conduct community assessments and evaluation; how unique ideas and strategies to support Live 5-2-1-0 implemented in existing communities could be adapted and ‘cross implemented’ in new communities; as well as general ‘lessons learned’ and answers to frequently asked questions from other communities in BC interested in implementing Live 5-2-1-0.

Community stakeholders participating in these webinars report being satisfied or very satisfied with the overall quality of the webinars (Figure 5); 92% found the webinars helpful in enhancing their capacity to share and support Live 5-2-1-0 in their local communities. Nearly three-quarters (73%) of respondents reported that the information they received from the webinar would influence how they implement Live 5-2-1-0 in their community and provided examples such as: “it gave practical ideas for communities early on in the process on how to effectively engage [stakeholders]”; and “helped us ask whether we have the right people in the room and ensuring that the involvement is broad enough.” Participants appreciated the “conversational” style of the webinars, highly valued the perspectives of and connections to local coordinators from existing Live 5-2-1-0 communities, and appreciated hearing the “concrete examples of actions” that had been implemented.

Figure 5: Webinar satisfaction survey results

![Webinar satisfaction survey results](image-url)
Live 5-2-1-0 Pilot Community Profiles

Abbotsford

Duration of partnership: 7 years (since 2009)

Local backbone organization partnered with SCOPE: Healthy Abbotsford – a partnership between the City of Abbotsford, Fraser Health, Abbotsford School District, University of the Fraser Valley, Abbotsford Community Services and Pacific Sport Fraser Valley, and The Abbotsford News.

Live 5-2-1-0 partnerships development: For the first four years of its involvement with SCOPE, Abbotsford’s table of local partners remained constant. However, over the past three years, work to expand local engagement has increased and as of January 2016 the total number of local partnerships in Abbotsford has reached 21, with individuals and organizations from all sectors of the community now involved (Figure 6).

More than half of all engaged partners have achieved sustained action to share and/or support Live 5-2-1-0.

Figure 6: Growth of partnerships in Abbotsford

Abbotsford community coordinator: “In the last year… I think the biggest change has been that all the Live 5-2-1-0 stuff is now standard. So now, when there is an event in Abbotsford that has anything to do with health, wellness, families, kids, we would get the phone calls … directly, whereas before we would find about these things indirectly … people are now starting to associate Live 5-2-1-0 as a mainstay of what we do here in Abbotsford.”

“… the [Live 5-2-1-0 Community] Toolkit … that really was a collaborative effort where we had 10 different organizations contributing in different degrees … to that project.”

“…the SCOPE work in itself- the Live 5-2-1-0- has put us on the map, and so just by nature of us being put on the map with that, opportunities [for partnerships] have presented themselves…”
Community action in the spotlight: Live 5-2-1-0 in Elementary School Student Planners

School planners are datebooks which are typically used to help students of all grades to organize their work, keep track of their assignments and for communication between parents and teachers. In 2013, Abbotsford identified the elementary school planners as a great way to deliver Live 5-2-1-0 messaging to all Abbotsford public school students and their families. In collaboration with BC School District #34, the Live 5-2-1-0 message was placed on the back cover and on the movable bookmark of every elementary school student planner, which results in the message being shared with over 7600 elementary students and their parents/caregivers every year.

Abbotsford community coordinator: “I think the most useful [messaging initiative] has probably been the bookmark and back cover in the school planners. We have a tremendous amount of brand recognition now with the elementary school kids, because of that being in their planners, so I really think that’s been the most useful in terms of spreading the [Live 5-2-1-0] message.”
Chilliwack

Duration of partnership: 4 years (since 2012)

Local backbone organization partnered with SCOPE: Chilliwack Division of Family Practice.

Live 5-2-1-0 partnerships development: Over the past 4 years, the number of the Live 5-2-1-0 partnerships has increased substantially. As of January 2016 a total of 35 partnerships had been established with individuals and organizations from all sectors of the community (Figure 7). As the number of local partnerships across the community has grown over time, approximately two-thirds of all partners have been at the stage of implementing action to share and/or support Live 5-2-1-0.

Figure 7: Growth of partnerships in Chilliwack

Chilliwack community coordinator: “I would like to say that our partnership with SCOPE has been invaluable to us really promoting Live 5-2-1-0 in the community. As a result, it’s pretty neat when you go to a provincial conference for a completely separate project... and ... a physician that you have no idea who they are from Kimberley approach you and say: “I’ve been talking to SCOPE about what you are doing in your community and it’s so exciting and how can we work together?” SCOPE provides us the provincial lens that is really attractive to the Division [of Family Practice]. ...I know for sure our partners appreciate the time that they get from us because SCOPE is able to partner with the Division in carving out some of those resources in terms of [the local coordinators]. I don’t think there is any way that we would be where we are in our community today without the full backing of SCOPE and just the flexibility you guys have to work with us. So thanks SCOPE, we appreciate it.”

Community action in the spotlight: Sto:lo First Nation Medicine Wheel

In October 2015, the Chilliwack local coordinators collaborated with representatives of the local First Nations band, the Sto:lo Services Agency, to integrate the Live 5-2-1-0 message into the traditional holistic medicine wheel. The Live 5-2-1-0 Medicine Wheel that resulted from this work is a culturally appropriate tool for individuals to assess their daily healthy balance in regards to the four directions of the Medicine Wheel (physical, mental, emotional, spiritual) and the four Live 5-2-1-0 health behaviors.
Today, the Live 5-2-1-0 Medicine Wheel is used with children and families in the Sto:lo Nation as well as by many other local partners throughout Chilliwack. The Wheel was also distributed through the Aboriginal Healthy Living Activities 2015 Regional Leader Training workshops in Terrace, Prince George, Kamloops, Abbotsford and Nanaimo put on by the Aboriginal Sport, Recreation & Physical Activity Partners’ Council. The Medicine Wheel has a strong potential to be adapted for other First Nations bands in BC, or other groups looking for a more holistic approach to Live 5-2-1-0. SCOPE continues to monitor the local distribution of the Wheel as well as the other Live 5-2-1-0 resources in Chilliwack through the Partnership Tracking Tool.

Chilliwack community coordinator: "... the biggest change has to do with the collaboration with Sto:lo [First Nation], with the Live 5-2-1-0 Medicine Wheel, which has strengthened our relationship with our Aboriginal partners in terms of our Healthy Kids Initiative within Live 5-2-1-0."

"The Medicine Wheel is engaging. Sto:lo has been on the periphery... we were invited to events before but what we heard from them, is that we need something that is more culturally relevant. So, I think that helps takes our partnership to the next level."

The Medicine Wheel directions, terms, and values came from a lesson plan of the Ojibway tribe and these rules and many more can be found among First Nations throughout North America.

**Instructions**

- In the Medicine Wheel, circle the number of vegetables and fruits, screen time, active play, and sugar-sweetened drinks you have per day. (If you exceed the “5,” “2,” and “1” goals, you would circle the corresponding “5,” “2,” and “1” numbers on the wheel.)
- Connect these circles. The closer you are to creating a circle near the edge of the Medicine Wheel, the more Live 5-2-1-0 balance you have!

**Today**

- Enjoy five or more vegetables and fruits a day! Keep your mind and body strong! Bring an open mind when trying new vegetables and fruits.
- Reflect on your healthy behaviours and aim to make healthier choices.
- Put down tablets, turn off TVs and connect to people, animals, and spirits. Stay active for no more than 2 hours of screen time a day.
- Stay grounded: grow and harvest fresh vegetables and fruits; keep your body strong! Keep an open mind when trying new vegetables and fruits.
- Treat yourself with kindness and celebrate the efforts you are making to have balance.
- Journey through the Medicine Wheel to seek balance.
- Seek insight from your Elders and ancestors.
- Listen to your Elders' stories; hearing your Elders' stories; listening to your mind and intuition; and walking through the forest.
- Focus on the present: Be physically active to keep your mind sharp, your body healthy, and your heart strong. The present is a gift.
- Engage in physical activities with your peers, like Sla-Hal and soccer.
- Strive for physical balance by playing for at least one hour each day. The activities that make you happy.
- Engage in physical activities with your peers, like Sla-Hal and soccer.
- Pray and be thankful.

**A Healthy Balance for Life**

- Stay grounded: grow and harvest fresh vegetables and fruits; keep your body strong! Keep an open mind when trying new vegetables and fruits.
- Treat yourself with kindness and celebrate the efforts you are making to have balance.
- Journey through the Medicine Wheel to seek balance.
- Seek insight from your Elders and ancestors.
- Listen to your Elders' stories; hearing your Elders' stories; listening to your mind and intuition; and walking through the forest.
- Focus on the present: Be physically active to keep your mind sharp, your body healthy, and your heart strong. The present is a gift.
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- Strive for physical balance by playing for at least one hour each day. The activities that make you happy.
- Engage in physical activities with your peers, like Sla-Hal and soccer.
- Pray and be thankful.

**NORTH**

- Pray and be thankful.
- Honor your spirit by living healthy.
- Stay grounded: grow and harvest fresh vegetables and fruits; keep your body strong! Keep an open mind when trying new vegetables and fruits.
- Treat yourself with kindness and celebrate the efforts you are making to have balance.
- Journey through the Medicine Wheel to seek balance.
- Seek insight from your Elders and ancestors.
- Listen to your Elders' stories; hearing your Elders' stories; listening to your mind and intuition; and walking through the forest.
- Focus on the present: Be physically active to keep your mind sharp, your body healthy, and your heart strong. The present is a gift.
- Engage in physical activities with your peers, like Sla-Hal and soccer.
- Strive for physical balance by playing for at least one hour each day. The activities that make you happy.
- Engage in physical activities with your peers, like Sla-Hal and soccer.
- Pray and be thankful.

**WEST**

- More compassion on your yourself and the world around you.
- Reflect on your healthy behaviours and aim to make healthier choices.
- Put down tablets, turn off TVs and connect to people, animals, and spirits. Stay active for no more than 2 hours of screen time a day.
- Stay grounded: grow and harvest fresh vegetables and fruits; keep your body strong! Keep an open mind when trying new vegetables and fruits.
- Treat yourself with kindness and celebrate the efforts you are making to have balance.
- Journey through the Medicine Wheel to seek balance.
- Seek insight from your Elders and ancestors.
- Listen to your Elders' stories; hearing your Elders' stories; listening to your mind and intuition; and walking through the forest.
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- Engage in physical activities with your peers, like Sla-Hal and soccer.
- Pray and be thankful.

**SOUTH**

- Reflect on your healthy behaviours and aim to make healthier choices.
- Put down tablets, turn off TVs and connect to people, animals, and spirits. Stay active for no more than 2 hours of screen time a day.
- Stay grounded: grow and harvest fresh vegetables and fruits; keep your body strong! Keep an open mind when trying new vegetables and fruits.
- Treat yourself with kindness and celebrate the efforts you are making to have balance.
- Journey through the Medicine Wheel to seek balance.
- Seek insight from your Elders and ancestors.
- Listen to your Elders' stories; hearing your Elders' stories; listening to your mind and intuition; and walking through the forest.
- Focus on the present: Be physically active to keep your mind sharp, your body healthy, and your heart strong. The present is a gift.
- Engage in physical activities with your peers, like Sla-Hal and soccer.
- Strive for physical balance by playing for at least one hour each day. The activities that make you happy.
- Engage in physical activities with your peers, like Sla-Hal and soccer.
- Pray and be thankful.

**EAST**

- More compassion on your yourself and the world around you.
- Reflect on your healthy behaviours and aim to make healthier choices.
- Put down tablets, turn off TVs and connect to people, animals, and spirits. Stay active for no more than 2 hours of screen time a day.
- Stay grounded: grow and harvest fresh vegetables and fruits; keep your body strong! Keep an open mind when trying new vegetables and fruits.
- Treat yourself with kindness and celebrate the efforts you are making to have balance.
- Journey through the Medicine Wheel to seek balance.
- Seek insight from your Elders and ancestors.
- Listen to your Elders' stories; hearing your Elders' stories; listening to your mind and intuition; and walking through the forest.
- Focus on the present: Be physically active to keep your mind sharp, your body healthy, and your heart strong. The present is a gift.
- Engage in physical activities with your peers, like Sla-Hal and soccer.
- Strive for physical balance by playing for at least one hour each day. The activities that make you happy.
- Engage in physical activities with your peers, like Sla-Hal and soccer.
- Pray and be thankful.
Success Story #1: Live 5-2-1-0 Playboxes—Provincial Dissemination of a Grassroots Innovation

Live 5-2-1-0 Playboxes are industrial metal boxes that are installed in community parks and contain equipment and ideas for active play. The boxes are wrapped with colourful vinyl graphics and secured with combination locks; the code to open a Playbox is freely accessible to families through local community websites and/or recreation centres. The Playboxes were conceptualized by Live 5-2-1-0 champions in the city of Abbotsford, and were created and implemented through a joint effort between Healthy Abbotsford and SCOPE. In the fall of 2014, the first Live 5-2-1-0 Playboxes were installed in three parks across Abbotsford, each serving a neighbourhood with differing socio-economic status.

Rationale

Live 5-2-1-0 Playboxes offer parents new ideas on how to play with their kids, supply the necessary games and sports equipment, and provide unlimited access and opportunity for families to get out and engage with other families through active play. Playboxes help to enhance environments and remove some of the barriers to access for active outdoor play, as well as foster social connectedness. As the local coordinator in Abbotsford explains, “We’ve heard many anecdotal stories of families who have lived in the same area for years, seeing each other from across the park, meeting each other for the first time as a result of playing at a park with a Playbox.”

Successful implementation of the Playboxes requires buy-in and collaboration from multiple community partners, who provide input, commitment and support for multiple aspects of the project. This can include participation in community assessments for location selection, in-kind and funding support for costs (initial and ongoing), donations of the box and equipment, hosting of the registration page for code access, permission and operational support for physical installation of the boxes in parks, and personnel support for ongoing maintenance.

“Just wanted to share I witnessed 4 different sets of kids playing basketball together with the use of playboxes. It was cool seeing the community come together. They didn’t come to the park together but because of the access of the community ball they formed a team!”

~FAMILY IN ABBOTSFORD

“I live a block up the road from Pepin Brook Park. When we first moved there the park was actually very quiet, but as of the last few months I cannot believe how busy it is every day. It is great to see all ages playing together.”

~FAMILY IN ABBOTSFORD

“Hi there, I wanted to let you know what a lifesaver the Live 5-2-1-0 box was. I had dropped my car off to be fixed and had a couple of hours to kill with my two boys so we went to Grant Park to burn off some steam. I had never heard of this before so when I noticed the box I registered online in order to obtain the lock code. I was amazed at the contents inside. My son loves playing ball games and had lots of fun. Thanks so much for this initiative. We will for sure be using it again. Our next stop will be Berry Park.”

~FAMILY IN ABBOTSFORD
“The Playboxes were instrumental in strengthening our relationship with the City of Chilliwack, [and] increasing the reach for community members who have heard about the Live 5-2-1-0 message and need resources to help Live 5-2-1-0. Also, increasing our reach in terms of the additional partners we have brought on… when we are talking about shared responsibility, which I think increases the sustainability – to have all those different partners in the community to partner on the Playboxes, with either financial or in-kind contribution, and then they have their logos on the Playboxes, which has made it that much more financially sustainable, as opposed to have [only] the Division [of Family Practice] or [the] City. I think the more partners you have engaged and visible in the community promoting Live 5-2-1-0, specifically the Playboxes, the more sustainable it becomes, because no one wants to see it taken away [when] their names [are] attached to it.”

(Community Coordinator, Chilliwack)

Live 5-2-1-0 Playboxes also create opportunities for collaboration between various community programs. For example, in the summer of 2015, the City of Abbotsford hosted a series of weekly Play-in-the-Park Nights in parks with Playboxes, in collaboration with the local MEND (Mind, Exercise, Nutrition, Do it!) program. Facilitated by MEND staff, the weekly event helped families who attended the MEND program to find local opportunities to continue healthy habits following completion of the program, as well as promote the MEND program to other families in the neighborhood.

**Live 5-2-1-0 Playboxes Go Viral—return on investment and the power of sharing knowledge**

Healthy Abbotsford shared their experience in implementing Live 5-2-1-0 Playboxes by creating a ‘how to’ guide that is designed for use by other communities who are interested in implementing this initiative. The ‘how to’ guide is available through the live5210.ca Resource Map, and is distributed to those who contact SCOPE about the Playboxes directly. Within 1 year of the Abbotsford Playboxes going in, and building off Abbotsford’s experience and know-how shared through the SCOPE network, eight more Live 5-2-1-0 Playboxes had been installed: four in the nearby communities of Hope, Yale, and Boston Bar; one in Delta; and three installed across Chilliwack.

SCOPE also focused one of its inter-community webinars on the Playboxes, and as a direct result of SCOPE’s knowledge sharing platform six additional Live 5-2-1-0 Playboxes have also now been installed: three in Nanaimo and one each in Agassiz, Comox/Courtenay and New Westminster. More are in the planning stage in Maple Ridge, Mission and the Tri-Cities. SCOPE’s initial investment to support the piloting of the Playboxes in Abbotsford was less than $4000; the approximate amount invested directly by communities to install the additional fourteen boxes now in place across the province is more than $18,000. Ongoing costs of maintenance, management and equipment replenishment are also covered by communities.

“SCOPE’s sharing of resources and connections has been key to moving the project along…Our municipalities have relied a lot on the Abbotsford experience in discussion about installing Playboxes.”

~TRI-CITIES HEALTHY LIVING WORKING GROUP
“Everyday I drive past one of the parks in Nanaimo that has a Live 5-2-1-0 Playbox and I see children and their parents playing together with items from the Playbox. This image reminds me everyday that our partnership with SCOPE has made a positive impact on the lives of Nanaimo families.”

—NANAIMO STAKEHOLDER
Success Story #2: Live 5-2-1-0 Family Physician Toolkit—Cross Implementation From an Existing to New Live 5-2-1-0 Community

From the beginning of SCOPE’s partnership with Chilliwack, local coordinators recognized that family physicians (FPs) would be key contributors in the efforts to support healthy childhood weights both within their clinical practice and in their broader community. This understanding that engagement of FPs in health promotion is a critical step in improving the health of children led to the creation of the Live 5-2-1-0 Family Physician Toolkit.

Rationale

The Toolkit is designed to enhance family physicians’ capacity to promote healthy behaviours among their pediatric patients in a busy primary care practice. The toolkit supports skills and practices such as measuring, plotting, and interpreting BMI; integrating WHO growth charts into an electronic medical record (EMR); speaking sensitively and respectfully to families about healthy/unhealthy childhood weights; and using motivational interviewing techniques to promote healthy habits. Development of the toolkit drew on existing evidence and guidelines on childhood obesity management and prevention in the primary care setting, and incorporated key provincial resources (i.e. Child Health BC’s Clinical Pathway for Overweight and Obesity) as well as information on local programs (i.e. food subsidies, opportunities for physical activity, etc.) that family physicians could employ as referral resources.

The toolkit also includes resources for families framed by the Live 5-2-1-0 message, designed to equip family physicians with the tools they need to engage in effective healthy living discussions with patients. These include Live 5-2-1-0 prescription pads, fact sheets, and posters, as well as Live 5-2-1-0 Healthy Habits Questionnaires and Goal Trackers to support discussion and goal-setting.

The Chilliwack Division of Family Practice piloted the toolkit in five primary care clinics, and SCOPE collaborated on a mixed-methods evaluation. The implementation included a training session for participating family physicians and office staff, followed by a 6-month pilot test. Evaluation data showed that while the toolkit was effective in enhancing family practitioner knowledge, self-perceived efficacy, and practice of routine health promotion, it did not increase routine measurement of BMI in pediatric patients. Overall the data highlighted four key themes:

• The simple, easy to remember Live 5-2-1-0 message facilitates sustainable practice change. The message came out as an easy to use, quick resource for physicians to utilize and for patients/parents to remember and identify in their community.

“It’s [Live 5-2-1-0] an easy recognizable thing so I felt that was helpful because we have a common language and a common ground to go on… And I also like the message. It’s an easy to explain message. And it makes sense. And most of the time when I speak about it with patients they immediately know what the issue is and the changes they want to make.”

—FAMILY PHYSICIAN INTERVIEW
• Front end clinic coordination and capacity is necessary. The project was not feasible without MOA and/or secretary support (i.e. measuring BMI, screening with the healthy habits questionnaire). The administrative and logistical pieces of the project, including EMR integration, are crucial for implementation.

• Parental Buy In is a barrier to implementation. Many physicians are scheduling follow-ups, yet patients are not coming back.

• A collective approach is necessary to maximize impact. This project cannot happen in isolation; it has to be a community-wide initiative that also aims to address the upstream determinants of health.

Knowledge Exchange Supporting Cross-Implementation of Initiatives

When the East Kootenay Division of Family Practice contacted SCOPE in 2014, a partnership with the community of Kimberley emerged with a key priority area being local implementation of the Live 5-2-1-0 Family Physician Toolkit. Using the feedback and data from the Chilliwack pilot, SCOPE worked with Kimberley family physicians to revise and refine elements of the toolkit, and a second pilot of the revised toolkit is currently underway in the primary care clinic in Kimberley.

As the Chilliwack toolkit pilot had identified a feasibility barrier to relying on clinical staff to consistently measure body mass index (BMI) in every pediatric patient, Kimberley is piloting an innovative alternative: the installation of a Self-Care BMI station. The Self-Care BMI station allows for parents and older pediatric patients to measure their height and weight in a private area of the clinic’s waiting room, and produces a printed slip with a calculated BMI that they can present to their family physician. An additional evaluation element for the Self-Care BMI station is underway, with a specific focus on examining whether having patients/parents take ownership over the measurements could potentially reduce demands on staff and increase family physicians’ capacity to track BMI in pediatric patients so that an unhealthy weight trajectory can be identified early and prevention measures be implemented in a timely fashion.

Following the completion of the second pilot of the Live 5-2-1-0 Family Physician Toolkit in Kimberley, SCOPE will work with both communities and provincial partners and stakeholders to leverage the knowledge gained, and develop a finalized version of the toolkit for dissemination to healthcare providers across the province. The development, testing and improvement of the toolkit highlights the process of cross-implementation of tools from existing to new Live 5-2-1-0 communities, and the unique process of knowledge exchange that SCOPE supports between Live 5-2-1-0 communities.

“At the beginning of this project, I started out doing it [BMI] on every single patient... But I kind of quickly realized that that wasn’t necessarily sustainable... my MOAs were not going to continue doing it because mainly they were the ones weighing the kids when they came in... so mostly now it has kind of filtered down to ... making sure to get a weight on any child that I’m concerned about.”

~FAMILY PHYSICIAN INTERVIEW

“I mean, education needs to not only be done in the doctor’s office but in the schools, in public health, in the leisure centers, in the rec centers, in everywhere that kids are going to be, in everywhere that families are going to be…”

~FAMILY PHYSICIAN INTERVIEW
Healthy Habits Questionnaire
To be filled out by parent of child for ages 9-2

Age ___________________________ Today's Date ___________________________

The goal is to provide you with useful information about healthy habits and how to promote them. Please answer the questions below to the best of your ability. We will compare your answers to other parents in your area.

Has anyone in your family ever been diagnosed with:
- Diabetes
- Gestational diabetes
- High Blood Pressure
- High Cholesterol or Lipids (Fats such as LDL)
- Heart Disease (stroke, coronary)
- Overweight/Obese

How many servings per day of vegetables and fruits does your child eat? (1111 cup)

How many hours per day does your child spend in front of a screen? (TV, video games, computer, phone)

How many days per week is your child physically active? (at least 60 minutes)

How many times per week does your child eat breakfast?

How many days per week do you eat dinner together as a family?

Lifestyle assessment
- History of unhealthy lifestyle
- Family history:
  - death from CVD or stroke
  - Obesity, diabetes, dyslipidemia, CVD and early morbidities, medications,

Other investigations:
- glucose, ALT/AST

Completed physical examination:
- Growth
- Health/Family history
- In-depth health/family history
- Complete physical examination:
  - Height and weight
  - Calculate BMI and plot on appropriate growth chart

Nutrition assessment
- Healthy eating habits
- Identify red flags for unhealthy lifestyle and barriers to healthy lifestyle (cultural, social or economic factors)

Assessment for co-morbidities

Targeted prevention
- All child visits
- In-depth health/family history
- In-depth family history
- Complete physical examination:
  - Height and weight
  - Calculate BMI and plot on appropriate growth chart

Patient given age-appropriate Healthy Habits lifestyle:
- Identify healthy habits questionnaire
- Review Healthy Habits questionnaire
- Discuss healthy habits questionnaire

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- Review Healthy Habits questionnaire
- Discuss healthy habits questionnaire

Patient given age-appropriate Healthy Habits lifestyle:
- Identify healthy habits questionnaire
- Review Healthy Habits questionnaire
- Discuss healthy habits questionnaire

Family history:
- 5-17 years of age/sex annually
- 5-17 years of age/sex annually
- 5-17 years of age/sex annually

Other investigations:
- glucose, ALT/AST

Completed physical examination:
- Height and weight
- Calculate BMI and plot on appropriate growth chart

Nutrition assessment
- Healthy eating habits
- Identify red flags for unhealthy lifestyle and barriers to healthy lifestyle (cultural, social or economic factors)

Assessment for co-morbidities

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- Review Healthy Habits questionnaire
- Discuss healthy habits questionnaire

Healthy Habits Questionnaire, Live 5-2-1-0 Prescription Pad and Live 5-2-1-0 Assessment & Management Flow Chart
The Expanding Network of New Live 5-2-1-0 Communities in BC

Interest from additional communities throughout BC has continued to grow. Over the past two years, we have begun to build partnerships with multiple new communities who have identified healthy childhood weights as a priority and are ready to begin implementing Live 5-2-1-0 through an established group of multi-sectoral partners. As new communities come on board, they are able to leverage SCOPE’s support along with the experience and knowledge shared by longer-running communities to accelerate their progress and effectiveness, and many are already implementing action to share and support Live 5-2-1-0.

Examples of action in new communities

Delta

- Live 5-2-1-0 training workshop held for staff from multiple sectors
- Development of formal multi-sector Live 5-2-1-0 community Strategic Plan
- Live 5-2-1-0 training for local public health nurses and dentists
- Live 5-2-1-0 in newsletters to teachers and parents, and included in Pro-D training for teachers
- Live 5-2-1-0 incorporated into the Local Immigrant Partnership (LIP) health plan package
- Live 5-2-1-0 Playbox installed

"The ease of accessing someone who knows what has been tried in the various Live 5-2-1-0 communities and who can refer us to suitable resources [is helpful]. SCOPE has been very responsive to questions and that helps us use our limited staffing power on efforts/initiatives that have not been done before. Having someone else pick up the pieces and provide direction re measurement is fantastic!"

~DELTA COORDINATOR

New Westminster

- Live 5-2-1-0 incorporated into Kids New West website and resource guides
- Live 5-2-1-0 featured in Parents’ Night Out hosted by School District, and incorporated in Healthy Schools Visioning process and strategy
- Live 5-2-1-0 Playbox installed

"A key to success is not reinventing the wheel, and learning from and building upon what others have already done. SCOPE has the unique perspective of seeing what is happening everywhere with regards to Live 5-2-1-0 and having them share resources and knowledge has been invaluable. What’s worked, what hasn’t but also suggestions which we can then apply to our own community’s local context to decide how to move forward."

~NEW WESTMINSTER COORDINATOR
Maple Ridge
• Developed and piloted school-based noon-hour program for elementary schools featuring Live 5-2-1-0, physical literacy and Play It Fair content
• Live 5-2-1-0 messaging included in Parks & Rec guide and with recreation centre and website, and as part of regular staff trainings
• Live 5-2-1-0 Playbox in process of being installed

Nanaimo
• Live 5-2-1-0 strategic plan for multi-sector community table in development
• Live 5-2-1-0 presented to Nanaimo City Council with proposal under consideration for municipal support to make Nanaimo a Live 5-2-1-0 community
• Live 5-2-1-0 information included in packages of health information distributed to recent Syrian refugees
• Three Live 5-2-1-0 Playboxes installed; more planned with support committed by Parks department

"Our partnership with SCOPE has been invaluable, the ability to reach out and connect directly with someone instantly on any aspect of the project and knowing that they have the knowledge and experience to provide you with the best possible options is extremely helpful."
~NANAIMO COORDINATOR

Comox Valley
• Live 5-2-1-0 messaging and activities incorporated into local recreation centre programming
• Live 5-2-1-0 Playbox installed

Tri-Cities
• Live 5-2-1-0 training workshop held for managers and staff from multiple sectors
• Live 5-2-1-0 identified as priority by Healthy Living Working Group
• Live 5-2-1-0 temporary tattoos used in place of wristbands to identify children in recreation swimming programs
• Live 5-2-1-0 Playbox being planned for Port Moody

"The Tri-Cities Healthy Living Working Group is just starting to bring the Live 5-2-1-0 framework into our community … SCOPE works very hard to help us connect Live 5-2-1-0 with the local efforts already in place. They do an excellent job of connecting different communities together to share experiences. The staff are very accessible and ready to support the efforts of communities implementing Live 5-2-1-0."
~TRI-CITIES COORDINATOR
Provincial Partnerships

Various regional and provincial organizations are also partnering with SCOPE and use Live 5-2-1-0 to complement their own work to promote healthy childhood weights, and collaborate on shared strategies to align initiatives and co-promote efforts and programs.

Examples of Organizational Partners & Collaborative Action

MEND and Shapedown BC
- Local MEND & Live 5-2-1-0 coordinators collaborating on co-promotion, programming/activities featuring Playboxes
- Expanded lifestyle-based questions on MEND intake form piloted based on Live 5-2-1-0 Healthy Habits Questionnaire for FPs
- Shapedown BC introduces families to healthy living by showing the Live 5-2-1-0 ‘Just One Thing’ video at start of program
- Live 5-2-1-0 branding placed on pedometers distributed to families in programs
- MEND and Shapedown BC incorporated in Live 5-2-1-0 Management & Assessment algorithm for FPs

Doctors of BC
- Annual ‘Be Active Every Day’ program uses Live 5-2-1-0 in materials and programming (in 2015 BAED reached more than 4800 students in 36 BC elementary schools)
- Planning underway for wider dissemination of Live 5-2-1-0 Family Physician Toolkit

Fraser Health Authority
- Live 5-2-1-0 is an FHA strategic priority for 2016
- FHA supported implementation of Playboxes in multiple communities
- Provided in-kind support to translate Live 5-2-1-0 Fact Sheets into 7 additional languages
- Partnered to develop Live 5-2-1-0 Fact Sheets with message contextualized for early years age group (0-5 years)
- Live 5-2-1-0 incorporated into ‘Avenues of Change’ peer-led health promotion project in Surrey
- Live 5-2-1-0 training rolling out for childcare Licensing Officers

Aboriginal Sport, Recreation & Physical Activity Partners Council
- SCOPE invited to present and share Live 5-2-1-0 at five Aboriginal Healthy Living Activities Regional Leader Training Sessions across province

BC Cancer Agency
- Prevention Education leaders familiarized with Live 5-2-1-0 and available resources
- Distributed Live 5-2-1-0 resources at their booth at Cities Fit for Children conference in 2015

Healthlink BC Eating and Activity Program for Kids
- Live 5-2-1-0 materials incorporated into resource toolkit
Alignment with BC’s Guiding Framework for Public Health

SCOPE’s Live 5-2-1-0 initiative aligns closely with priorities and objectives outlined in BC’s Guiding Framework for Public Health. Live 5-2-1-0 follows an evidence-based approach to childhood obesity prevention, helping to contribute to the provincial efforts to address concerning rates of obesity and chronic disease. Through Live 5-2-1-0, SCOPE supports communities to engage multiple sectors in collaborative and innovative efforts to create and sustain healthy environments for children.

Through its partnerships with communities and provincial and regional organizations, Live 5-2-1-0 is actively contributing to the achievement of the Objectives and Measures laid out under Goal 1 of the Guiding Framework. As an increasing number of communities and organizations continue to partner to share the message and take action to support the behaviours recommended by Live 5-2-1-0, we are helping British Columbia to move towards the targets outlined for fruit and vegetable consumption, physical activity, and health education.

OBJECTIVES

1. Improve the health of children through enhanced health-education partnerships to increase the implementation of school-based healthy living programs such as physical activity, healthy eating and living tobacco-free.

2. Collaborate with local governments to create health-promoting environments and community-based programs that encourage British Columbians to make healthy choices.

PERFORMANCE MEASURES

<table>
<thead>
<tr>
<th>MEASURE</th>
<th>BASELINE</th>
<th>2023 TARGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>The proportion of British Columbians (age 12+) who consume at least 5 servings of fruit and vegetables per day.</td>
<td>44% (2009/10)</td>
<td>55%</td>
</tr>
<tr>
<td>The percentage of British Columbians who are meeting the guidelines for physical activity.</td>
<td>60% (2009/10)</td>
<td>70%</td>
</tr>
<tr>
<td>The percentage of British Columbians (age 15+) who smoke.</td>
<td>14% (2011)</td>
<td>10%</td>
</tr>
<tr>
<td>The percentage of BC students in grades 3, 4, 7, 10 and 12 who report that at school, they are learning how to stay healthy.</td>
<td>50% (2010/11)</td>
<td>90%</td>
</tr>
</tbody>
</table>

“Healthy communities are characterized by a high degree of citizen participation and the engagement of multiple sectors to sustain environments that promote well-being, including built, natural and social environments. Such partnerships are essential and actively involve local governments, non-profit organizations, the recreation, business, education and transportation sectors, as well as citizens in collaborative initiatives that improve the health of the population. Environments that make the healthy choice the easy choice contribute greatly to improving and maintaining a high level of health among citizens.”

~PROMOTE, PROTECT, PREVENT: OUR HEALTH BEGINS HERE: BC’S GUIDING FRAMEWORK FOR PUBLIC HEALTH - 2013 [PG 19]
Lessons Learned

• **The notable power of champions** as they maintain the momentum necessary to keep stakeholders engaged and to move action planning to action implementation. Locally, these champions include SCOPE coordinators and leaders of local organizations (i.e., the mayor, family physician, healthy community partnership table). Regional (i.e. local health authority) and provincial champions (i.e., members of SCOPE’s Executive and Advisory Teams) have been instrumental in conveying the SCOPE story, and advocating for the use of ‘Live 5-2-1-0’ across BC.

• **Upfront investment in community engagement** maximizes community ownership and supports adaptation processes by ensuring that the initiative fits the community context and responds to the community’s unique needs. It takes time to build relationships and gain the trust of community stakeholders. A key challenge has been convincing funders of the importance of investing in community engagement and co-developing the initiative in partnership with community stakeholders over time, rather than funding pre-existing initiatives implemented in one sector and, thus, less likely to achieve collective action across multiple community sectors.

• **The choice of the local backbone organization** can vary across communities. In our pilot phase, the local government was identified as the key partner that would co-lead the initiative however in one pilot community, the relationship broke down with political cycles of leadership and shifting priorities. We have since engaged in successful and highly effective partnerships with Divisions of Family Practice (Chilliwack, Kimberley) as well as Healthy Community Partnership Tables that include stakeholders representing multiple sectors, motivated to take collective action to improve the health of children living in their community. The key lesson is that although a partnership with local government can be highly productive (i.e. in Abbotsford), other local partner organizations can also effectively co-lead the Live 5-2-1-0 initiative.

• **Measuring outcomes** (i.e. behaviour change, rates of overweight/obesity) is challenging because of the time it takes to achieve population-level and system-wide change, as well as SCOPE’s limited funding that was used to support community engagement and action implementation, rather than outcome evaluation. In keeping with our community-based participatory approach, we have focused on collecting process data that has been instrumental in informing the development and implementation of Live 5-2-1-0, allowing for enhancement of the initiative over time. However, demonstrating actual behaviour change related to physical activity, screen time, and consumption of fruits, vegetables and sugary drinks remains a priority and is necessary to truly demonstrate impact of Live 5-2-1-0 (see next page).
Next Steps

With increasing interest across BC in implementing Live 5-2-1-0, issues of capacity (i.e. human resources at SCOPE central office, coordination locally in communities, funding to support evaluation) must be considered. Outlined below are SCOPE’s next steps in supporting the scale-up of Live 5-2-1-0 in response to increasing demand from BC communities. Maintaining our community-based participatory approach and enhancing our knowledge exchange platform to support communication between communities are key priorities, as well as collecting much needed outcome data to demonstrate the impact of Live 5-2-1-0.

**Scale Up Model:** In consultation with similar programs around the world (i.e. JOGG – in the Netherlands), a preliminary scale-up model that leverages existing infrastructure of provincial organizations and programs is in development. The model will involve training regional coordinators employed through existing organizational partners to be ‘Live 5-2-1-0 coaches’ so that they can provide the training and facilitation necessary to support the implementation of Live 5-2-1-0 in new communities within their region. The development of resources and tools to support the scale-up model are underway and include:

- The Live 5-2-1-0 Community Roadmap is an interactive resource that provides new communities with an overview of the ‘process’ of implementing Live 5-2-1-0. The Roadmap serves as a ‘navigation tool’ that highlights the key steps of implementing Live 5-2-1-0 from engaging multiple stakeholders to developing a community-action plan to implementing action to finally, achieving collective impact. Along the path, Live 5-2-1-0 resources that support each step are highlighted with direct links and brief descriptions. The Roadmap conveys the ‘organic’ nature of the implementation process that must remain nimble and be responsive to a perpetually changing fiscal, political, and social environment.

- A training curriculum and a series of sector-specific engagement tools are being developed that will support three levels of implementation: (1) Regional coaches who will provide support for implementation and evaluation in new Live 5-2-1-0 communities; (2) local stakeholders (i.e. staff at the local backbone organization, members of the healthy community partnership table, local champions) who are co-leading the implementation of Live 5-2-1-0 and engaging community members across multiple sectors; and (3) ‘on the ground’ frontline service delivery staff who are interested in implementing Live 5-2-1-0 in their existing programs and organizations.

**Evaluation:** Our scale up model will be evaluated through continued process evaluation that will utilize the Partnership Tracking Tool, the Public Health Agency of Canada Community Capacity Building Tool and environmental checklists designed to track policy/programmatic change as well as changes to the built environment.

Outcome evaluation is a key priority area and funding will be actively sought to support this work. We will leverage the capacity that exists at the Human Early Learning Partnership (HELP) at UBC in order to collect data in school-aged children using the Middle Developmental Index, and an additional module of survey questions related to physical activity, screen time, and consumption of fruits, vegetables and sugary drinks. Our aim is to utilize existing infrastructure for primary data collection that will provide a sustainable option for ongoing outcome evaluation in a growing number of Live 5-2-1-0 communities in BC.
References


We thank all the Live 5-2-1-0 communities, including local coordinators, champions and organizational partners for their unrelenting commitment to this initiative; this work would not have been possible without their valuable input, effort and leadership.

We also extend our deepest gratitude to our past and present funders for their support.