



CHILD

HEALTH

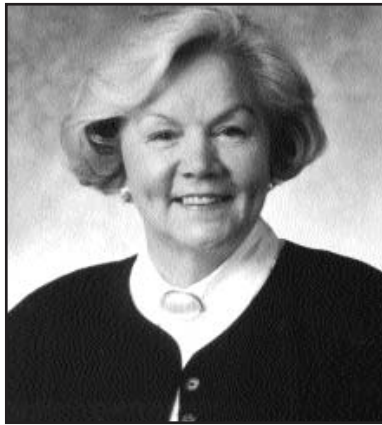
THE NEWSLETTER OF THE CANADIAN INSTITUTE OF CHILD HEALTH

## A Message From the Chair of the Board of Directors

Time for an update and boy is it long overdue! The past year has been a difficult and challenging one for all at the Canadian Institute of Child Health (CICH). We have restructured and refocused, and not without pain. We have lost valuable employees (many of whom are now offering their time and talent on a voluntary basis -- and we're very grateful) and scaled down to the work we consider vital to the Institute - The Profile.

I wish to thank the members of the Board of Directors for their diligence and support and staff who helped take us through this turbulent period. Now it is time to rebuild and we count on the many experts in the field of child health, particularly those who have served on our Advisory Committee to help us make the fourth edition of The Profile, which will include new chapters and be electronically based, the most comprehensive ever.

Our new partnerships with the Faculty of Medicine at the University of Ottawa and the Silken Laumann Foundation are exciting new ventures that will enrich our work. We have initiated discussions with a number of corporate partners who are also devoted to child health. It is reassuring to discover that so many sectors in Canada are committed to the health and well-being of children and youth and when all this energy is harnessed there is reason for optimism. A



Judith Erola,  
Chair, CICH Board of Directors

busy period lies before us as we approach the New Year and we look to our supporters for advice and encouragement.

I am particularly grateful to the 2003 Crayons & Cravats Gala committee (all volunteers) for their hard work and dedication, making this year's Gala an outstanding success. What a team, and they're already working on next year's event! This triple issue of Child Health should provide you with an update on CICH and we promise that there will be more on a regular basis.

Happy New Year,  
Judith Erola  
Chair, CICH Board of Directors

## An Announcement



Dr. Miriam Levitt, Interim President and CEO of CICH, has accepted the position of Research Facilitator, Faculty of Medicine at the University of Ottawa. The CICH Board is pleased that Dr. Levitt will maintain an association with CICH as Scientific Advisor.

Pending the appointment of a new President and CEO for the organization, Dr. Robin Moore-Orr, past Chair of the Board of Directors, has agreed to assume the position of President and CEO.

Dr. Moore-Orr has been associated with the Institute for more than a decade. She has served on the Board of the Canadian Institute of Child Health in a variety of positions, most recently as Past-Chair of the Board. Dr. Moore-Orr retired in 1999 from the Faculty of Medicine at Memorial University of Newfoundland after 25 years in the Division of Community Health. She still holds the position of Clinical Associate Professor of Community Health.



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# 2003 Crayons & Cravats Gala Raises Over \$85,000!

On Wednesday, November 19, 2003 CICH hosted representatives from corporate Canada, the federal and municipal governments and other non-profit organizations at the 6th annual Crayons & Cravats Gala. Two hundred and twenty guests were gathered in the beautiful Colonel By Salon at the Ottawa Congress Centre for an electric evening of entertainment and awards.

Thanks to the outstanding support of our corporate and individual supporters the event raised over \$85,000! These funds will enable CICH to continue its important work in areas of child health.

The evening began with an hour-long reception that included delicious hors d'oeuvres, an extensive silent auction, and the sweet, talented sounds of the Hopewell Public School Stage Band under the direction of Allison Woyiwada.

The event was emceed by Citizen Court Justice Suzanne Pinel, who guided us through the evening at a warm and relaxing tempo. Dr. Graham Chance, Chair, CICH Advisory Council and former Chair, CICH Board of Directors, awarded Janet Chow with the 2003 Dr. Graham Chance Award. Dr. Robin Moore-Orr, CICH President and CEO, awarded Dr. Walter Heidary with the Health Promotion and Innovation Award of Excellence and Ester Ritchie, President DIL Disegno Interiors Limited, described the involvement of the design community with Ronald McDonald's Houses. The Hon. Judith Erola, President of the CICH Board of Directors then presented McDonald's Restaurants of Canada Limited with CICH's first Corporate Award. Fellow rower, Minister of Environment, the Hon. David Anderson, gracefully presented the 2003 National Child Day Award to our honoured guest for the evening: Silken Laumann.



*Silken Laumann,  
2003 National Child Day Award Recipient*

Silken reached the podium amid a great roar and applause from the enthusiastic guests. She was noticeably touched by the wonderful introduction and warm welcome. It was easy to see that she was truly honoured to be CICH's award recipient for 2003. In her presentation, Silken stressed how much she enjoyed working with young people and how rewarding it is to see them move forward and achieve their goals. She is dedicated to her extensive work empowering children to believe in themselves and encouraging them to triumph over adversity on their route to success. She acknowledged CICH and its contributions to the life and health of Canadian children.

This year's event was a great success for many reasons, including the positive participation of our corporate and individual supporters, a dedicated CICH staff, a great group of volunteers who formed the Crayons & Cravats Gala committee and our articulate, charming emcee Citizen Court Justice Suzanne Pinel.

Be sure to mark  
**Wednesday,  
November 10, 2004**  
on your calendars, as plans  
are already underway for  
**Crayons & Cravats  
Gala 2004.**

## Corporate Tables

AIM Trimark Investments  
BMO Financial Group  
Dr. Angus Bruneau  
Dr. Graham W. Chance  
Dynamic Mutual Funds  
David Nicol - First Associates  
Investments Inc.  
Fortis Inc.  
Gerry Doyle - Investors Group  
Drs. Jim Orr and Robin Moore-Orr  
McDonald's Restaurants of Canada Limited  
Northwest Mutual Funds  
Rx&D - Canada's Research-Based  
Pharmaceutical Companies  
Scotia McLeod  
The Honourable Judith Erola  
TD Canada Trust  
The Honourable Mr. Justice John Van Duzer

And, our sincere thanks to the individuals who volunteered for the *Crayons & Cravats Gala 2003*:

## Organizing Committee:

Sheldon Rice - Chair  
Sonia Bessette  
Judith Erola  
Sylvie Lalonde  
Jennifer McFarlane  
Christiane Ménard  
Robin Moore-Orr  
Craig Potvin  
Su Thomas  
Christine Woodbridge

## Event Volunteers:

Randi Goddard  
Michèle Matte  
Sylvie Ménard  
Bianca Pehar  
Lyne St. Charles

## CICH Staff:

Dr. Miriam Levitt  
Doug Mallalieu  
Donna Ritchie  
Janice Sonnen

*Thank you all for helping to make the evening such a success and indeed, for making a major difference in the life of every child in Canada.*



# Highlights From Our Member Survey

by Robin Moore-Orr, Past Chair, CICH Board of Directors

In May, 2003, we circulated a survey to members. The response was good and the results most encouraging:

1. CICH has a loyal and long-term membership; 39% had been members for 2-5 years and another 24% for 5-10 years.
2. More than 60% of members said that they became members to support CICH. The Newsletter and publications were also important to members.
3. Almost all members (93%) said they shared information from CICH with colleagues particularly in their organizations.
4. Members felt that the most important issues for CICH to focus on fell into two main areas (1) monitoring child health, environmental health, safety and health promotion and (2) areas related to prenatal and early childhood development.
5. Almost all members (87%) rated the CICH role in advocating for child health issues as extremely or very important.
6. 80% of members indicated that they used *The Profile* in their work. 73% of members rated *The Profile*, on a scale of 1-10, as a '6' in importance for their work: 28% rated the profile as a '7'. The CICH website had been visited by 67% of members responding and 90% reported that the website was helpful.
7. When asked if CICH could only do one thing, twice as many members (35%) responded 'to produce The Profile' than any other activities including advocacy and policy development.

*A very special thank you to all members who participated in the CICH Member Survey. It is the continued support of our membership that enables us to bring you the information that you are interested in.*

# Healthy Spaces



In Spring 2003, together the Canadian Institute of Child Health (CICH) and the Canadian Child Care Federation (CCCF) launched a new website, Healthy Spaces, an initiative designed to teach parents and caregivers how to protect young children from environmental contaminants in places where they grow, learn and play.

The project consists of a user-friendly interactive tool on the Internet, where parents and caregivers can access the information they need to make important decisions and explore alternatives. The images of a house, a playground and a childcare facility appear individually on a section clearly identifying the type of setting. The user is able to navigate through each room or area, identify potential threats and viable solutions to mitigate or eliminate the problem. Once the user selects a particular area, a pop-up menu will appear with the relevant information.

Since its launch, the site has been visited by nearly 320,000 consumers and has been deemed a very useful guide to children's environmental health issues.

You can visit the website at [www.cfc-efc.ca/healthy-spaces/home\\_en.php](http://www.cfc-efc.ca/healthy-spaces/home_en.php).

## Special Thanks to all our Crayons & Cravats 2003 Corporate Sponsors

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# FASEout Project - Another Exciting Year!

By Diana Fox, Project Coordinator, FASEout Project

Andrea Podruski, former Project Manager, returned to front-line social work this fall. Her enthusiasm, energy and fabulous sense of humour were some of the many gifts she brought to the project. We all wish her well in her new endeavors.

For those of you who are not familiar with the FASEout Project, let me give you a brief summary. FASEout: Fetal Alcohol Syndrome/Fetal Alcohol Effects Outreach Project is a three-year project that will coordinate a national, collaborative effort to develop a comprehensive set of Fetal Alcohol Spectrum Disorder (FASD) Best Practices and implement them at the national, regional and community levels. This project is building upon recent initiatives in the area of FASD. The third year of the project begins in April 2004.

Three pilot sites have been trained in the area of Fetal Alcohol Spectrum Disorder. Those sites include the Salvation

Army, Saint John, New Brunswick; the Provincial Judges of Manitoba; and the Calgary Urban Project in Alberta. The attendance during these training sessions was spectacular! Approximately 220 individuals were trained, representing 97 organizations, including justice, health, education, addictions, as well as caregivers (foster parents, adoptive parents, relatives) of FASD affected individuals and interested community members.

The three pilot sites for year two met in Ottawa, December 2003, to review the basics of Fetal Alcohol Spectrum Disorder, the Best Practices Manual, the Implementation Guide (which was developed in year one) and their existing policies and practices. The pilot sites developed action plans to take back to their sites for implementation over the next six months. The year two pilot sites are the John Howard Society, Bowmanville, Ontario; Aboriginal Family Centre,

Happy-Valley Goose Bay, Newfoundland and Labrador; and North Peace Community Resources, Fort St. John, British Columbia. We look forward to the two-day training sessions which will be held in their communities over the next three months. The enthusiasm and motivation of pilot site participants to work on this project has been inspiring.

We are currently in the process of selecting the four pilot sites for year three.

We would like to thank our National Advisory Committee, the six pilot sites, and the Program Consultants, Elspeth Ross and Libbie Driscoll. A special thanks goes to Dr. Miriam Levitt, currently CICH's Scientific Advisor, for her guidance and commitment to the project during the past year and to Andrea Podruski for her insightful mind and dedication to the project. Thanks!

P.S. Watch for updates on this process on the CICH website at [www.cich.ca](http://www.cich.ca)

## A Healing Journey: Understanding children's environmental health in aboriginal communities in Canada

By Leonor Alvarado

Over the past year, the Canadian Institute of Child Health (CICH) in collaboration with the National Aboriginal Health Organization (NAHO) and the Assembly of First Nations (AFN), have created a video entitled: A Healing Journey: Understanding children's environmental health in aboriginal communities in Canada.

Aboriginal children face a number of environmental challenges aggravated by marginalisation, isolation and social exclusion. This video is a first glance at these issues, with emphasis on the special vulnerabilities of children to environmental contaminants.

In the summer of 2003, CICH joined the Unity Ride and Run, with the hope to bring this message across many aboriginal communities.

The Unity Ride and Run is a spiritual march organized by grass roots First Nations organizations. In spring of 2003, the Okanogan nation began a journey from Vernon, British Columbia towards the Sioux Valley, Manitoba. This healing journey was dedicated to honouring mother earth, women and children, and as such, presented an ideal opportunity for the project to reach out to several aboriginal communities. The runners and riders carried the sacred staffs of their Nations, and they brought a message to honour and protect women and children by honouring and protecting Mother Earth.

This video is the account of the experiences lived during the Unity Ride and Run, highlighting some of the most pressing environmental threats facing aboriginal children in Canada: water quality, food contamination and indoor air pollution.

An inspirational journey, the video is an educational tool to create awareness and encourage communities to work together towards a solution. This video was produced by CICH within the framework of the Children's Environmental Health Project, funded by Environment Canada under the Voluntary Sector Initiative. To obtain a copy of the video, contact the National Aboriginal Health Organization at (613) 566-5978.



## 2003 Health Promotion and Innovation Award of Excellence



*Congratulations to the 2003 recipient Dr. Walter Heidary of Ancaster, Ontario.*

The CICH Health Promotion and Innovation Award of Excellence is given for a demonstrated and proven contribution to child and youth health and well-being in the community, through formal evaluation, leadership and innovation.

Together with a Child Life Specialist (Jody White), Dr. Heidary developed a programme to ensure that a child's visit to the dentist should be a happy one. They developed a child oriented Discovery Room for early intervention and education. Equipped with child-sized sinks, children learn dental hygiene and even have a stuffed dog with a full set of teeth to try their hands at 'drilling and filling'. To learn more about Dr. Heidary and his approach, visit [www.desiredsmiles.com](http://www.desiredsmiles.com).

The excellence of Dr. Heidary's program has been recognized and is becoming a model for other dental practices.

The 2002 recipients were the South Riverdale Community Health Centre in partnership with Toronto Public Health and the Environmental Health Clinic of Sunnybrook & Women's College Health Sciences Centre for their winning entry entitled, Hidden Exposures, Reproduction and Pregnancy: Educating Educators and Raising Awareness.

The 2001 recipients were Ms. April Von Platon of the Neonatal Transitional Care Program at the Calgary Health Region, Scarborough Health Centre and Dr. Gina Browne and the authors of When the Bough Breaks from McMaster University's Faculty of Health Sciences.

## 2003 Dr. Graham Chance Award

The Canadian Institute of Child Health, in creating the Dr. Graham Chance Award, wanted to recognize Dr. Chance for his life long contribution to children's health and well-being in Canada.

Nominees for the award are young persons under the age of 30, who have demonstrated outstanding leadership in promoting or protecting the health, well-being and rights of children and/or youth in Canada.

The 2003 recipient of the Dr. Graham



*Janet Chow,  
2003 Dr. Graham Chance  
Award Recipient*

Chance Award is Janet Chow. Janet has been very active in promoting children's rights, education and in fostering youth leadership. Among her accomplishments, she initiated the first model United Nations conference at her school. While serving as Toronto Chapter Director of Kids Can Free Children, she organized their International Summer Programme of city-wide activities including a Freedom Jam Benefit Concert and a Peace Quilt project.

## CICH's First Ever Corporate Award



*Bill Johnson, McDonalds Restaurants of Canada, Corporate Award Recipient.*

The CICH Corporate Award is given in recognition of sustained and broadly-based programs supporting the health and well-being of children in Canada and their families. McDonald's Restaurants of Canada Limited was selected by CICH as the recipient of this inaugural award. Most people are familiar with McDonald's dedication to giving back to communities through the Ronald McDonald's Children Charities of Canada, Ronald McDonald House or through local McDonald's franchise driven initiatives. In order to promote a healthier, more active Canada, McDonald's has undertaken industry-leading positions on issues related to health and the promotion of strong and vibrant Canadian youth including Youth Employment, Concerned Children's Advertisers (CCA), McDonald's Global Nutritional Council and Nutrition and Wellness Education.

This award was presented to McDonald's Restaurants of Canada Limited at the 6th annual Crayons & Cravats Gala (November 19, 2003). Bill Johnson, Chairman, President and CEO, McDonald's Restaurants of Canada Limited, accepted this award recognizing that as an industry leader they have a responsibility to provide their customers, especially young customers, with access to information and programs that help build healthy habits for life. They were honoured that CICH recognized them for this on-going proactive commitment and education to promoting healthy, active living among our youth across Canada.

# On-Line Resources

## e-Parenting Network - [www.eparentingnetwork.ca](http://www.eparentingnetwork.ca)



**e-Parenting Network** was developed as a credible, timely, one-stop child health resource for parents, guardians, grandparents and caregivers. e-Parenting Network continues to bring users resources with the new addition of \_\_\_ information fact sheets on topics including school-age and infant nutrition and safety in the home, vehicle and neighbourhood. All fact sheets are available for download at [www.eparentingnetwork.ca](http://www.eparentingnetwork.ca).

## Children's Health & Environment - [www.healthyenvironmentforkids.ca](http://www.healthyenvironmentforkids.ca)

The Canadian Partnership for Children's Health and Environment (CPCHE) is an affiliation of organizations working together to protect children from environmental contaminants. The affiliation is working to move children's environmental health issues into the minds of decision-makers, caregivers and the public. Using [healthyenvironmentforkids.ca](http://healthyenvironmentforkids.ca) as a foundation, the affiliation is researching the issues, educating each other, working to improve Canadian policy and raising public awareness.

To learn more about the partners involved, the issues and how to join the network, please visit the website at [www.healthyenvironmentforkids.ca](http://www.healthyenvironmentforkids.ca)

## EASE Program - [www.eczemaCanada.ca](http://www.eczemaCanada.ca)

The Eczema Awareness, Support and Education (EASE) Program is a national, public education program that provides eczema sufferers, families, health-care professionals and the general public with accurate, comprehensive and non-commercial information on eczema. The goal of the EASE Program is to foster greater understanding and to provide quality educational resources. This awareness program has been developed with the assistance of leading Canadian dermatologists whose clinical experience and research have brought attention to the information gaps that patients have when it comes to medical therapy, compliance with medication and overall disease management. You can obtain free literature on the EASE Program or eczema in general by visiting [www.eczemaCanada.ca](http://www.eczemaCanada.ca).

## Child Safety Link - [www.childsafetylink.ca](http://www.childsafetylink.ca)

Child Safety Link, formerly the Nova Scotia Child Safety and Injury Prevention Program, was established in 1997 and operates from the IWK Health Centre in Halifax, Nova Scotia. The mission of the Child Safety Link is to reduce the incidence and severity of childhood injuries across the Maritimes by providing on-line information on injury prevention priorities including home and playground safety, poisoning prevention as well as booster/car seat and helmet safety.

## Healthy Start for Life - [www.dietitians.ca/healthystart](http://www.dietitians.ca/healthystart)

Healthy Start for Life is an interactive program, which provides one-stop shopping for trusted healthy eating and active living resources for toddlers and preschoolers. The on-line course, meal and activity planners and FAQs have been specifically designed to promote the joy of active living and the pleasure of healthy eating. These resources support the development of healthier habits that may help prevent childhood obesity and reduce the risk of heart disease and type 2 diabetes in later life.

The resources can be used by anyone for their own personal use or for making presentations to parents, caregivers, child or health care providers. For a quick link to resources go to: [www.dietitians.ca/healthystart](http://www.dietitians.ca/healthystart).

## Expanding the Choices for Rural Communities: The How-To Rural Toolkit

In order to increase access to sexual and reproductive healthcare programs in rural communities Planned Parenthood Federation of Canada has developed *Expanding the Choices for Rural Communities: The How-To Rural Toolkit*.

This resource provides readers with a wide range of information regarding maintaining or establishing a sexual and reproductive health program or service in rural communities, including methods of obtaining funding, assessing community needs, and developing and evaluating programs. The *How-To Rural Toolkit* is the ideal resource for a community leader and uses a five-step approach that is easy to use and gets you the information you need.

This resource can be accessed via the Internet at [www.ppfc.ca](http://www.ppfc.ca).



# Canadian Institute of Child Health and Silken Laumann Foundation Partner on Canadian Healthy Child Initiative

Canada has an obesity epidemic, and this, combined with our lack of physical activity is now a major public health issue. Increased physical activity in children and youth has been associated with helping to control weight, reduce blood pressure, lower the risk of diabetes and some forms of cancer, and to increase self-confidence and self-esteem.

Silken Laumann chose National Child Day to announce that she will set up a Foundation directed at childhood physical inactivity. The foundation's goal will be to positively impact the quality of life of our children through reintroducing play and creating positive experiences around physical activity and sport. Well-designed sport and play programs put children on a positive path to healthy development.

The Canadian Institute of Child Health is the first partner in this initiative. As partners, together we will work to identify the gaps in existing research on physical activity and provide the best evidence-based research information to form solid public policy and create sustainable programs to improve the health of Canada's children.

Since 1989, CICH has surveyed and reported on the health of Canada's children. The Profile is recognized both nationally by public policy makers, researchers and the NGO community and internationally by WHO and UNICEF to be unique in its breadth, comprehensiveness and readability. The Profile is a valuable resource document that has assisted all levels of our society to monitor the progress of the health and well-being of children and youth. This new partnership with the Foundation will enhance the comprehensiveness of The Profile by providing sound evidence-based information on the status of physical activity among children and youth in this country.

Silken will work to change the behaviour of our children by sharing with parents simple, fun ideas on how to increase physical activity through the Power of Play. She will do this by working with the Foundation and policy makers at the federal, provincial and community levels to increase children's access to good quality, physical activity programs.

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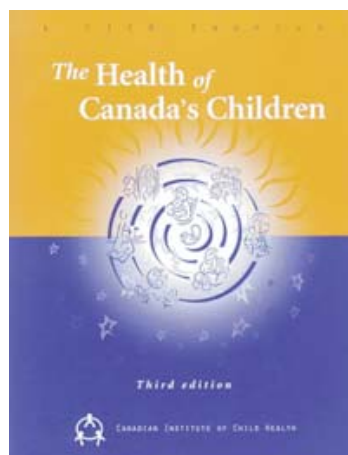
### The Health of Canada's Children: A CICH Profile, 3rd Edition

Copies of **The Health of Canada's Children: A CICH Profile, 3rd Edition**, are now available at \$10 a copy + \$4.00 shipping and handling and GST (total \$14.98 each).

It's an excellent reference text, so get it while you can. We will begin work on the next edition in spring 2004, which will be available on line. More information to come soon.

To place an order please send a cheque to CICH, 384 Bank Street, Ottawa, Ontario, K2P 1Y4 or call 613-230-8838.

*Limited quantities available!*  
(regular price: \$45.00)



A national newsletter  
on child health and well-being issues.

Published quarterly by the Canadian Institute of Child Health. We invite comments and suggestions from our readers at any time. Direct all correspondence and submissions to the editor at the address below. Unsolicited manuscripts are welcome.

The views expressed in the newsletter are solely those of the contributors and do not necessarily reflect the official policies of the Canadian Institute of Child Health.

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## Next Steps

### Caring for your Premie at Home - 2nd Edition

AVAILABLE SOON!

The second edition will educate parents and caregivers about caring for a premature infant at home. This updated, evidence-based edition is at least 50 per cent longer than the first and includes new sections on such topics as feeding a premature infant, developmental milestones for premature babies up to two years of age, and recognizing and coping with postpartum disorder.

This useful book, a CICH publication in partnership with Ottawa Children's Treatment Centre, will be launched in Winter 2004. To obtain a copy of this resource, contact CICH publications department at (613) 230-8838 or [publications@cich.ca](mailto:publications@cich.ca).



*The Canadian Institute of Child  
Health Staff and Board of  
Directors wishes you and your  
family Best Wishes for 2004!*

