



# The Sandbox Project

Growing Healthy Bodies Working Group  
January 22, 2015

# Steering Committee

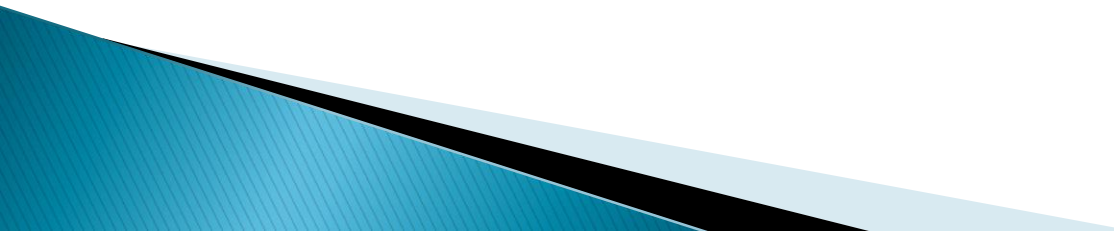
## ▶ **Co-Chairs:**

- Leora Pinhas, MD, FRCP - Ontario Shores Centre for Mental Health Sciences
- Richard Ellis – McDonald's Canada / Ronald McDonald House Charities

## ▶ **Committee Members:**

- Laura Baehr, Marketing Consultant
  - LJ Bartle, Parks & Recreation Ontario
  - Bev Deeth, Companies Committed to Kids
  - Kathryn Fitzwilliam, Breakfast Cereals Canada
  - Amy Herskowitz, Ontario Ministry of Health and Long-term Care
  - Anne Kane Jeffries, Corus Entertainment
  - Kori Kostka RD, West Durham FHT
  - Ian Patton, University of Toronto
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# *Action through Collaboration*

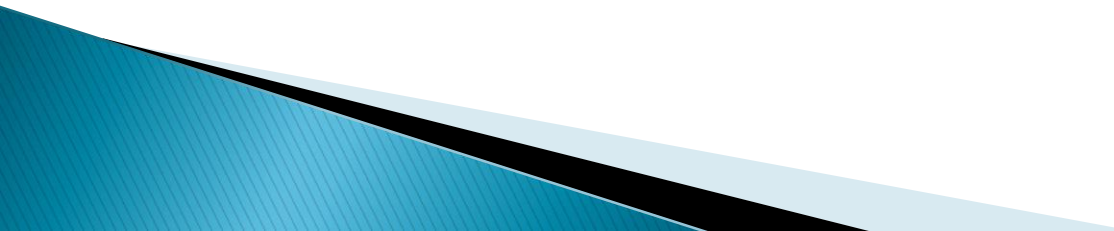
- ▶ Advancing science
  - ▶ Public policy and programming
  - ▶ Education and communication
  - ▶ Food
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# Where we started

**“...Re-balancing and re-framing the public discussion surrounding childhood and youth obesity is required”.**

The Sandbox Project White Paper (2012)

# Today's Focus

- ▶ Physical activity in schools
  - ▶ Nutrition and nutrition literacy in schools
  - ▶ *The Healthy Body Scorecard*
  - ▶ Weight, shape bias and stigma
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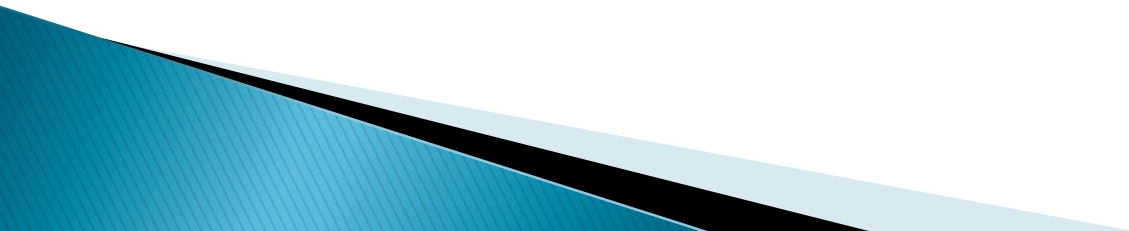
# **Physical Activity in Schools**

# **Nutrition and Nutrition Literacy in Schools**

# **“The Healthy Body Scorecard”**



# **Weight, Shape Bias and Stigma**



Physical Activity

Nutrition / Literacy



Stigma + Bias



Issue Identification:  
BMI in Schools



Healthy Body Scorecard

# Building Bridges

# Next Steps

Thank you!



THE **SANDBOX** PROJECT