



THE **SANDBOX** PROJECT

Action Through Collaboration
January 19th 2011

THE STATUS OF OUR CHILDREN'S HEALTH

Recent reports by the United Nations rank Canada among the lowest OECD countries in the world for children's health.

- 20 out of 21 OECD countries in childhood obesity
- 13 out of 25 OECD countries in injury prevention

Our goal is to...

- Develop strategies to meaningfully improve the health of Canada's children from coast to coast to coast.
- Address the shockingly low rankings in international health benchmarks of Canada's children among developed nations.
- Be among the top leading countries in children's health within the next 5 years.



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OUR VISION FOR CANADA'S CHILDREN

To make Canada the healthiest place on earth for kids to grow up.

Why?

Because healthy, productive Canadian children become adults that contribute to Canada's economic and social growth.

How?

By working with industry, government, NGOs and parents to develop the public policy framework, service models and public awareness to actually deliver the promise of healthier children.



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The Sandbox Project

vision	To make Canada the healthiest place on earth for kids to grow up
mission	<div style="display: flex; justify-content: space-around;"><div style="border: 1px solid gray; padding: 10px; text-align: center;">Make Canada an international leader in children & youth health</div><div style="border: 1px solid gray; padding: 10px; text-align: center;">Change policy and behaviour</div><div style="border: 1px solid gray; padding: 10px; text-align: center;">Unite stakeholders under a single common plan of action</div></div>
values	Engage Lead Partner Advice Action

An **extraordinary vision**. An **extraordinary focus**. We have developed an **extraordinary concept** where all those who care about children's health can come together. We are



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The Sandbox

Project brings together government, industry, parents, NGOs and academics to create the right conditions for success on critical issues.



THE SANDBOX PROJECT

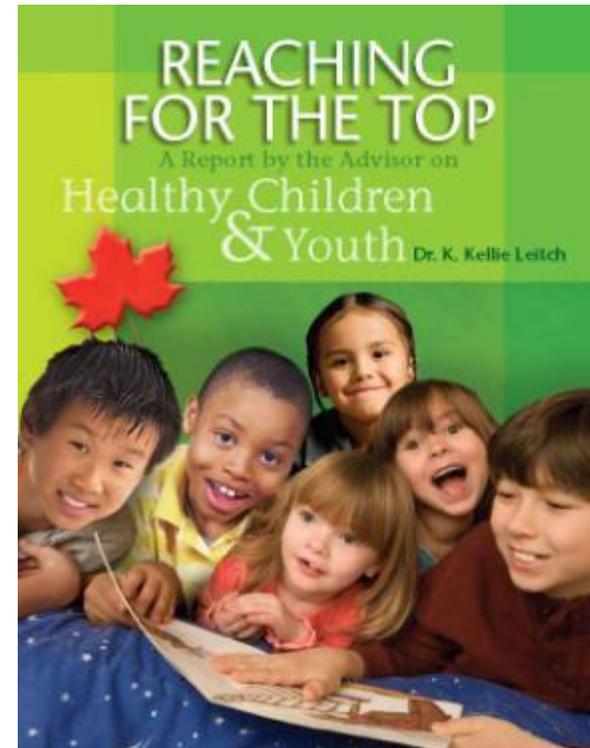
REACHING FOR THE TOP

A Report by the Advisor on Healthy Children & Youth provides a roadmap and specific strategies and recommendations on how to achieve success

Mandated by Health Minister Tony Clement –
Published March 25, 2008, the report and its findings have become a focal point for everyone concerned about these issues.

The report's author, Dr. Kellie Leitch, inspired by the opportunity to make a real difference, has become the galvanizing force behind The Sandbox Project.

Our success is dependant upon many players coming together . The power of this project is demonstrated in the way all provincial and territorial governments have endorsed the initiative. This is unprecedented for a major health policy initiative.



THE **SANDBOX** PROJECT

CORE ACTIVITIES

As a registered non-profit organization, **The Sandbox Project** will use the following levers to achieve its goals:

1. Act as a champion for Canadian children and youth through evidenced-based public policy development and analysis.
2. Raise awareness through education, knowledge transfer and an Annual Report on child and youth health.
3. Provide strategic leadership to encourage collaboration.



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THE VALUE OF THE SANDBOX PROJECT

- The Project **focuses on real outcomes and international benchmarks** as measures for children's health.
- Goes beyond programming to encourage businesses and governments to change policy, and people to change response to evidence-based research.
- **The Sandbox Project has the potential to reach millions of parents and children by incorporating a collaborative approach with our partner organizations.**
- The Sandbox Project will use new and innovative technologies, social media and its vast networks to disseminate national best practices and educate parents.
- National in scope the Sandbox Project will not operate on a regional basis but rather create programs and campaigns that will enhance the well being of children and youth from coast to coast to coast



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THE VALUE OF HEALTHY CANADIAN CHILDREN

“Ranked among the lowest of OECD countries in children’s health and wellness, Canada needs to invest in the health and wellness of our children and youth in the same way that we invest in infrastructure, or science and technology. Kids are our future; and they are fundamental to our nation’s economic success in an increasingly competitive world.

Nations like India, China, and others in Southeast Asia and Eastern Europe are investing tremendously in health care and education for their children and youth. They’re investing because they understand that the number one source of long-term sustainable competitive advantage of their nations – is to invest heavily in the health, education and training of their young people.

In Canada, we must take a similar perspective. Not only because it is good social policy to invest in the health and education of children – but because it is also good economic policy.”

-Dr. Kellie Leitch, Founder
The Sandbox Project



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CONCLUSIONS

These facts do make The Sandbox Project a great opportunity to make a difference in the lives of millions of kids and Canadian society as a whole.

- We need to take ACTION NOW!
- Our country needs a strong voice who can marshal resources to help our kids.
- Visionary supporters are needed immediately to establish this important initiative.
- These objectives are achievable – **together we can make a difference in our lifetime for Canadian children and youth.**



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Canada's Kids Thank You



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