

KEY MESSAGING

- 28% of Ontario's children are overweight and obese and this rate has tripled in the past 25 years
- Physical inactivity and poor access to healthy food has led to this current crisis
- This is NOT the child's fault. This is NOT the parents' fault. This is NOT anyone's individual fault or responsibility to solve alone.
- Spark Together for Healthy Kids is built on the premise that we need COLLECTIVE action to create a healthier future for our children.
- HSFO's contribution is:
 - Building broad public awareness and consensus that childhood obesity is an issue of vital importance that impacts all of us
 - Funding Spark Community Advocacy Grants
 - Collaborating and developing new partnerships with all sectors
 - Empowering partners, families, schools and community groups with tools, resources and Foundation support to support change
- Every child has the right to grow up healthy. The time to act is NOW.
- Say YES to Spark Together for Healthy Kids.
- Visit heartandstroke.ca/SPARK to sign the Spark Promise to our Children.

SPARK CHAMPIONS:



SPARK SUPPORTING PARTNERS:

Active Healthy Kids Canada
Association of Local Public Health Agencies
Asthma Society of Canada
Boys and Girls Club of Ontario
Breakfast for Learning
Canadian Diabetes Association
Champlain Cardiovascular Disease Prevention Network
Dietitians of Canada
Health Nexus
Ontario College of Family Physicians
Ontario Lung Association
Ontario Physical and Health Education Association
Ontario Professional Planners Institute
Ontario Public Health Association
Parks and Recreation Ontario
ParticipACTION
People for Education
Today's Parent
Waterfront Regeneration Trust
YMCA



What does Saying Yes to Spark mean?

Saying yes means signing the **Spark Promise to Our Children**, adding your voice to others who believe that the time to act is now. The Spark Promise is the Foundation's vision of a healthier tomorrow for Ontario's children. By signing the Promise, you will add your voice to others who believe that the time to act is now. To date, **24 key organizations** from all sectors – government, industry and not-for-profit have signed on.

What will Spark Together for Healthy Kids™ do with the signatures?

- We will demonstrate to government and other decision makers that there is commitment across the province to create a healthy future for our children. (Note: We will only share the number of signatures, not names.)
- We will continue to share with you the sparks of changes that are happening across the province.
- We will ask for your views and opinions about the changes that need to happen in your communities.
- We will encourage you to speak up about the changes that need to happen to get our kids more active and healthy.