

REPORT

TO: Mayor Avis and Council

FROM: Jason Kabel, Manager of Community Services

DATE: June 4, 2014

RE: **Northwestern Health Unit – Do One Thing Request**

The Community Services Division is in receipt of a request from the Northwestern Health Unit regarding the launch of their new campaign called, Do One Thing. The purpose of the Do One Thing initiative is to get people more active, eating healthier, and taking action to create healthier choices in the community.

The Health Unit is seeking to stage local events designed to create a ‘buzz’ to initiate conversation and get people talking about the Do One Thing program. Health Unit staff are requesting to hang hula hoops in trees in places with foot traffic. The hula hoops will be tagged with the campaign’s website address, DoOneThing.ca and will be happening in 6 northwestern Ontario communities. They are proposing the following dates and places for the hula hoop placement within Fort Frances:


Sorting Gap Marina	June 16, 2014	4pm to 6pm
The Point Park	July 15, 2014	2pm to 4pm

The Northwestern Health Unit will be inviting local media to cover the event and alerting police to the activity for safety precautions.

Recommendation

The Community Services Executive Committee recommends to Council to authorize the Northwestern Health Unit to make use of the Sorting Gap Marina on June 16, 2014 and The Point Park on July 15, 2014 for their Do One Thing events as proposed.

Respectfully Submitted,



Jason Kabel

Council approval of this report will authorize the Northwestern Health Unit to make use of the Sorting Gap Marina on June 16, 2014 and The Point Park on July 15, 2014 for their Do One Thing events as proposed.

13 May 2014

Jason Kabel, Community Services Manager
740 Scott Street
Fort Frances, ON P9A 1H8

Dear Jason,

Re: Do One Thing Campaign Event

The Northwestern Health Unit will be launching a new campaign in May 2014, called Do One Thing. The purpose of the Do One Thing campaign is to get people more active, eating healthier, and taking action to create healthier choices in the community.

One focus of the campaign is staging local events. These local events are designed to create a 'buzz' and get people talking about Do One Thing. Our first event is planned for the week of June 16-20. It consists of hanging hula hoops in trees in a place with foot traffic. The hula hoops will be tagged with our campaign website, DoOneThing.ca. This event will be happening throughout the week in 6 northwestern Ontario communities.

We have identified Sorting Gap Marina's location as the best place in the community to hold this activity and are requesting permission to use the space from 4 pm to 6 pm on June 16, 2014.

We will be inviting media to cover this event, and alerting local police to the activity to as a safety precaution.

I look forward to discussing this opportunity with you,

Sincerely,



Jolene Quast
Health Educator
Northwestern Health Unit
396 Scott Street
Fort Frances, ON P9A 1G9
(807) 274-9827 ext. 3639
www.nwhu.on.ca

14 May 2014

Jason Kabel, Community Services Manager
740 Scott Street
Fort Frances, ON P9A 1H8

Dear Jason,

Re: Do One Thing Campaign Event

The Northwestern Health Unit launched a new campaign in May 2014, called Do One Thing. The purpose of the Do One Thing campaign is to get people more active, eating healthier, and taking action to create healthier choices in the community.

One focus of the campaign is staging local events. These local events are designed to create a 'buzz' and get people talking about Do One Thing. Our first event was in June and involved hanging hula hoops in trees in a place with foot traffic.

We have identified Pither's Point location as the best place in the community to hold our second campaign activity and are requesting permission to use the space from 2 pm to 4 pm on July 15, 2014.

During the second event, the health unit will hang beach pails from trees in the location, tagged with our campaign website, DoOneThing.ca. This event will be happening throughout the weeks of July 14-28 in northwestern Ontario communities.

We will be inviting media to cover this event, and alerting local police to the activity to as a safety precaution.

I look forward to discussing this opportunity with you,

Sincerely,



Jolene Quast
Health Educator
Northwestern Health Unit
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