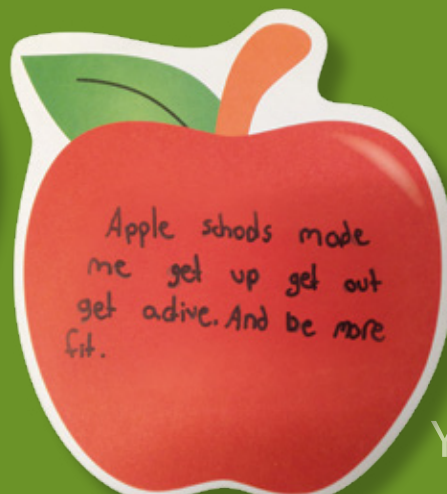




APPLE
Schools

Alberta Project Promoting
active Living & healthy Eating



2015-2016
YEAR END REPORT

WHAT IS APPLE SCHOOLS?

APPLE Schools is an innovative school-focused health promotion initiative that improves the lives of more than 16,500 students annually in 63 schools across northern Alberta. The project supports healthy eating, physical activity, and mental health by implementing the Comprehensive School Health model. APPLE Schools is governed by a board of directors chaired by Dr. Lory Laing. See the full board of directors list on page 9.

Vision

Healthy Kids in
Healthy Schools

Mission

To inspire and empower schools and their communities to lead, choose, and be healthy by recommending and supporting measureable and sustainable changes.

WHY DO WE NEED APPLE SCHOOLS?

Chronic diseases and obesity have drastically increased in children. According to the 2014 REAL Kids Alberta evaluation, **29 per cent** of Grade 5 students in Alberta are overweight, and **8 per cent** are obese.¹ This generation of children is predicted to die younger than its parents.

Healthy kids learn better, so staff at APPLE Schools work with underserved school communities to make health an easy choice. Since 2008, APPLE Schools has been changing the health habits of entire school communities in a cost effective manner.

APPLE Schools helps students eat healthier, move more, and feel better about themselves so they can achieve more academically.

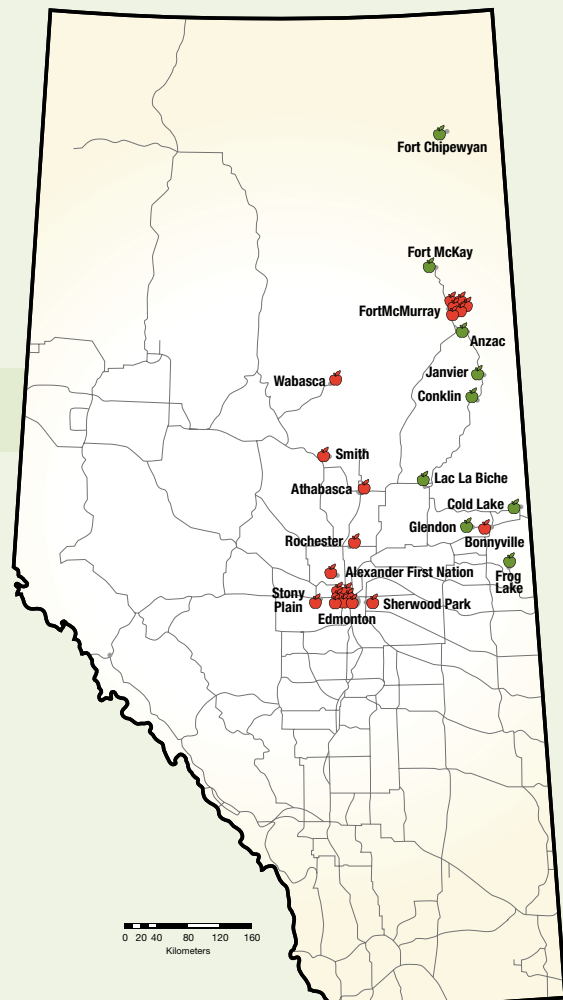
Locations of APPLE Schools

School Jurisdiction Partners

- Alexander First Nations Education Authority
- Aspen View School Division
- Edmonton Catholic Schools
- Edmonton Public Schools
- Elk Island Catholic Schools
- Fort McMurray Catholic Schools
- Fort McMurray Public Schools
- Frog Lake Education Authority
- Mother Earth's Children's Charter School
- Northern Lights School Division
- Northland School Division No. 61

 **APPLE Schools**
(51 schools)

 **2016 Expansion Schools**
(12 schools)



¹ REAL Kids Alberta (2014). Summary of Results for REAL Kids Alberta. Retrieved from Real Kids Alberta: <http://www.realkidsalberta.ca/research>

WORDS FROM THE EXECUTIVE DIRECTOR

We're thrilled that APPLE Schools trickles into the culture of the schools, and that students, staff, and parents dedicate time to ensure they meet our vision of healthy kids in healthy schools. On top of that, we're celebrating recently-published research which states that not only does APPLE Schools affect change in the schools, but students take the message home and change the home environment, too.

APPLE Schools made much headway this year. I'm pleased to share that as of March 2016, we achieved funding over the next five years for a small expansion and are continuing to raise funds for long-term sustainability. You will find more information on that exciting shift on page 3. In June, we were invited to meet with Alberta's Deputy Premier and Minister of Health, Sarah Hoffman, to share information about our project and its success. Dr. Lory Laing, Joan Carr, Superintendent of Edmonton Catholic Schools, and Michelle Dawson from InterPipeline, all shared how APPLE Schools is positively impacting the province. This meeting has led to further discussions about potential project funding from Alberta Health.

The past year saw challenges in the Wood Buffalo region, where the school year ended early as 18 of our partner schools were evacuated due to the wildfires. We continue to work with the Fort McMurray Public and Catholic school districts by jointly funding School Health Mentors who provide direct assistance to their school communities. The resilience of the community is inspiring.

As the project expands to northern remote regions of Alberta, we're encouraged by the enthusiasm expressed by each new school community. As Lorraine Hoffman, Councillor, Athabasca Delta First Nation said, "I understand that the activities and strategies implemented in the school will be developed and created through the collective wisdom of many community and staff members; parents, students and Chief and Council of the Athabasca Chipewyan First Nation. Fort Chipewyan will benefit from the training of a local community member as a School Health Facilitator, who will lead the discussions on how we want to become a stronger, healthier project."

We're most appreciative of so many private funders coming on board to back APPLE Schools this year. The generosity of these community-minded businesses, individuals, and foundations allows APPLE Schools to maintain quality implementation practices in all 63 APPLE schools. Our profound thanks to the below list of charitable funders who also believe that healthy kids learn better in healthy schools.

Please enjoy the following report as it gives some insight into an incredible year of growth at APPLE Schools.

Yours Truly,



Executive Director

Dr. Allan P. Markin
OC, AOE, BSc, PEng



2015-16 YEAR IN REVIEW

EXPANDING INFLUENCE – FUTURE SECURITY

APPLE Schools celebrated a shift from one major donor backing the project, with additional support from smaller donations, to receiving a \$2.4 million multi-sectoral partnership grant from the Public Health Agency of Canada (PHAC), and the matching component from eight major funders over the next five years. This newfound security of \$5 million allowed the project to launch in 12 expansion schools where support is greatly needed. This year, the project staff met with the President of PHAC, Dr. Siddika Mithani, to highlight the impact of the program. In the meeting, Dr. Mithani explained that later this year, Canada's Minister of Health, Jane Philpott, could visit an expansion school to witness PHAC's substantial role in student health and achievement.

The project team worked closely with Northland School Division and Northern Lights School Division to identify schools that could benefit from APPLE Schools. Frog Lake First Nation has also come on board as a new partner. After many visits to each community and much relationship building, we are pleased to announce the new APPLE schools:

- Anzac Community School, Anzac
- Bill Woodward School, Anzac
- Athabasca Delta Community School, Fort Chipewyan
- Chief Napewewaw Comprehensive School, Frog Lake First Nation
- Aurora Middle School, Lac La Biche
- Cold Lake Middle School
- Conklin Community School, Conklin
- Father R. Perin School, Janvier
- Fort McKay School, Fort McKay
- Glendon School, Glendon
- North Star Elementary School, Cold Lake
- Vera M. Welsh Elementary School, Lac La Biche



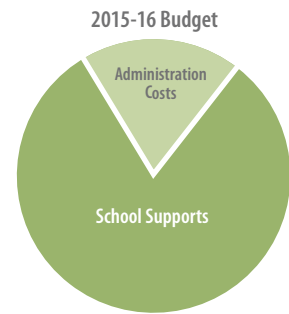
APPLE Schools equipped each new school with start-up resources to ensure their success. This included a Proud to be an APPLE School poster, which displayed all funder logos. Schools were pleased to have this recognition. You will find a copy of the poster on the back cover of the report.

“Staff, parents, and students at Aurora Middle School have been working hard to help our school population develop healthy eating and active living habits. We are very excited to partner with APPLE Schools to be able to tap into their expertise, experience, and enthusiasm. We are confident that this partnership will leverage the good work we are already doing and have a significant impact on our school and community.”

ROB WICKER, PRINCIPAL, AURORA MIDDLE SCHOOL

STAFFING

The 2015-2016 budget year saw many changes in staffing as APPLE Schools moved from a maintenance model to expansion. The staff compliment was greatly reduced from January to July 2016, but by August, staff increased to adjust to the upcoming growth in the organization. The majority of funds are spent on supports directly to the schools, with only 19 per cent being spent on administration of the project.



FINANCIALS

APPLE Schools operates in a financially responsible manner. This year, the fiscal year-end has been changed to coincide with a school calendar. As a result, the financials report in the appendix are from September 1, 2015 – August 31, 2016. Current donations exceed the expenditures for this fiscal year, therefore, there will be deferred revenue to continue project implementation over the next five years. To the right is a summary of the donations and grants pledged over the next five years to support APPLE Schools:

NAME OF FOUNDATION/ CORPORATION	DONATION OVER 5 YEARS
The Public Health Agency of Canada	\$2,410,082
Allan Markin	\$1,000,000
InterPipeline	\$650,000
Canadian Natural Resources Ltd.	\$250,000
The Joyce Foundation	\$250,000
Pembina Pipeline	\$250,000
TransCanada PipeLines Ltd.	\$50,000
Unite Here! Local 47	\$50,000
HDF Insurance	\$24,000
Statoil	\$20,000

PREPARING SCHOOL HEALTH FACILITATORS FOR SUCCESS

In August 2016, APPLE Schools trained 11 new School Health Facilitators over three days to bring Comprehensive School Health (CSH) to life in the new expansion schools. APPLE Schools is the only organization in Canada to provide a training program for School Health Facilitators.



A post-event evaluation indicated that 100% of School Health Facilitators agree or strongly agree that their knowledge related to CSH, physical activity, mental health, and healthy eating increased as a result of participating.



The evaluation also indicated that 100% of School Health Facilitators agree or strongly agree that the event was successful in instilling confidence in their role.

School Health Facilitator Feedback

“I have to say, you did an OUTSTANDING!! job of facilitating what I can only describe as a fabulous learning experience.”

“An amazing experience to meet such a wonderful bunch of passionate, educated, bright individuals who truly love their job. This made the training engaging and empowering.”

“I have been to many training sessions in my 25 years of teaching and each activity and day was a new and useful experience at this conference.”

“Awesome!! it left me feeling ready, encouraged and confident. Well planned and most of all it was fun.”

SUPPORTING COMMUNITIES

Community sustainability is important to APPLE Schools, which is why local teachers, parents, educational assistants, or community members are hired for School Health Facilitator positions — 10 out of 11 School Health Facilitators live in the communities where they work.

Strong community relations are essential for schools in making a health commitment. Prior to launching the program, APPLE Schools staff reached out to expansion schools' staff, parents, local school boards, and First Nations community members to present about the program and gather input on community visions of success in a healthy school.

EMPOWERING WELLNESS CHAMPIONS

APPLE Schools' project staff took the time to empower people outside the project by sharing their knowledge and disseminating resources. They delivered several presentations throughout 2016 at conferences, University of Alberta faculties, and to APPLE Schools' expansion school staff, parents, and community groups. Highlights include presentations at Ever Active Schools' Shaping the Future conference, and the College of Alberta School Superintendents' and Alberta Education's Annual Learning Conference.

EXISTING APPLE SCHOOLS

APPLE Schools continues to foster an evidence-based CSH approach in 50 established APPLE schools. All 50 schools have identified a School Health Champion and receive demonstrated leadership from school administrators. APPLE Schools continues to provide financial backing for their action plans.

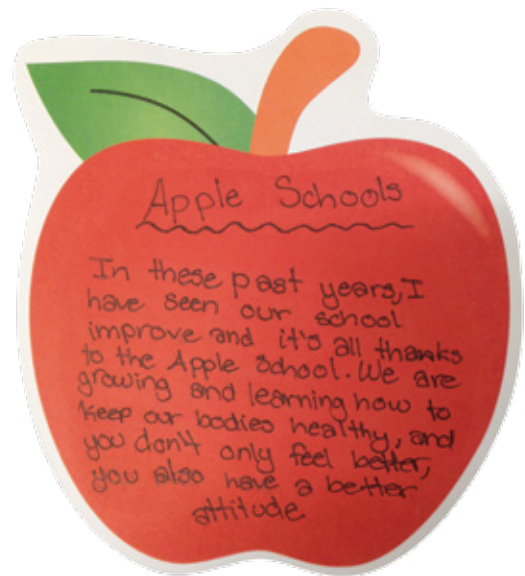
Passionate School Health Mentors are keystones to existing schools – they aid School Health Champions in maintaining school health through direction, facilitating community connections, preparing and leading meetings, helping to fill out grants, assisting with parent meetings, and much more.

All APPLE schools are situated in northern Alberta, where the need is greatest. In Fort McMurray, 19 out of 21 elementary schools are APPLE schools.

APPLE Schools Embracing Healthy Changes

Food Bank Partnership

School Health Mentors created a relationship with the Fort McMurray Food Bank, which now works with APPLE Schools and other partners to determine choose-most-often foods to give to schools that need it most. APPLE Schools is so impressed that food bank staff were taking advantage of the given resources and working hard to meet guidelines. They are using the language of the Alberta Nutrition Guidelines for Children and Youth, which demonstrates the impact the project has beyond the walls of the schools.



Candy Exchange

Halloween shone light on how healthy messages resonate with students. Many APPLE schools held a Candy Exchange activity, where students were encouraged to exchange their candy for fresh fruit and vegetables, or in some cases, extra physical activity. Annually, students willingly exchange thousands of candies.



School Gardens and Cooking Classes

Many APPLE schools have classroom gardens where students can get their hands dirty, learn where their food comes from, and taste it fresh from the vine. Some schools provide cooking classes, which empower students to create their own healthy masterpieces.



Winter Celebrations

Many APPLE schools participated in Winter Walk Day to celebrate winter activities, and shared their stories on social media.



Running Clubs

Ecole Dickinsfield School started a running club to get students moving.



A Glimpse into an APPLE School

Watch how Walter and Gladys Hill Public School in Fort McMurray put a **healthy twist on birthday parties**.

APPLE SCHOOLS' REACH

Media

APPLE Schools staff are honoured to have received positive media coverage in the past year, which highlighted APPLE Schools' impactful program and its initiatives to transform school communities' relationships with health.



Some Edmonton schools say goodbye to sugary treats and hello to healthy eating



APPLE Schools seem to make learning healthier



North Star becomes "APPLE" school



Social Media

APPLE Schools continues to grow its presence on social media. Facebook and Twitter reinforce their brand, enhance their relationships with key partners, and provide a community for APPLE schools to share stories about wellness initiatives.



New and Improved Website

APPLE Schools launched their improved website in August 2016. It is user-friendly and people can easily find information and resources. It is also accessible on all devices to better meet the needs of busy teachers, School Health Champions, and School Health Facilitators.



“I’ve been actively using the new APPLE Schools website over the last few months, to search for information, share resources and share contacts. Navigating through the menus has been easy, and has made the APPLE website far more accessible, not only for myself as a Health Champion, but also for our other school staff and our parent community.”

THOMAS ANDREWS, SCHOOL HEALTH CHAMPION

THE RESEARCH THAT DRIVES RESULTS

APPLE Schools partners with the University of Alberta’s Public Health Intervention Research Unit to conduct research, connect people to evidence, and ultimately, change practices to be more impactful. They share the findings with school communities to implement change and showcase the growing influence of the program.

The fires in the Wood Buffalo region disrupted the baseline research data collection in three of 11 expansion schools. The remaining three schools had their data collection conducted in the fall.

2015-2016 PUBLICATIONS WORTHY OF CELEBRATION:

- **Does School-Based Health Promotion Affect Physical Activity on Weekends?** – This is a particularly meaningful publication for APPLE Schools. There is much evidence suggesting that APPLE Schools creates change within schools, but this research shows that the program also modifies student behavior outside of school.
- **Using photovoice to explore the reach of a school-based health promotion intervention into the home environment** – This visual research provides evidence of health behaviours learned in school being applied in the home environment.

Christine McKernan, MSc student, created this book of students’ photos and responses to the question: What does APPLE Schools look like in your home?



- **Preparing School Health Facilitators: Building Competence and Confidence for a New Role** – School Health Facilitators are at the core of the APPLE Schools program so it is crucial that they receive training based on research and evidence. This publication assisted APPLE Schools in designing its successful School Health Facilitator training.
- **Implementing Comprehensive School Health in Alberta, Canada: The Principal's Role** – APPLE Schools shared this publication with their communities to highlight and validate how key principal roles are to a healthy school environment.
- **Essential conditions for the implementation of Comprehensive School Health to achieve changes in school culture and improvements in health behaviours of students** – Approved for publishing (in press). APPLE Schools will be able to use this knowledge to further refine its initiatives to the core of what drives results, and share it with partners across Alberta.

THE APPLE SCHOOLS FOUNDATION BOARD OF DIRECTORS

CHAIR

Dr. Lory Laing, PhD, MA, BA (Honours)

Professor Emeritus, School of Public Health, University of Alberta

SECRETARY:

Mr. Ellery Lew, B.Sc (Eng.), LL.B

Trade-mark Agent, WITTEN LLP, Barristers & Solicitors

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Ms. Claire Rosenau

General Manager, AMP Financial Inc.

Dr. Paul Veugelers

Professor, School of Public Health, University of Alberta

Ms. Jenn Flynn, (ex-officio)

Executive Director, APPLE Schools

Dr. Allan Markin, OC, AOE, B.Sc, P.Eng., (ex-officio), Donor/Advisor

President & CEO, AMP Financial Inc.

APPENDIX

APPLE SCHOOLS FINANCIAL REPORT

APPLE SCHOOLS

SEPTEMBER 1, 2015 – AUGUST 31, 2016

Donations		
Current Year	\$643,700	
Carried Forward from Previous Year	\$102,000	
	\$745,700	
School Expenses	\$646,600	81%
Project Expenses	\$148,100	19%
	\$794,700	
	-\$ 49,000	Excess Expenses

Grants and Donations Received

SEPTEMBER 1, 2015 – AUGUST 31, 2016

Allan Markin	\$445,000
The Public Health Agency of Canada	\$125,300
Pembina Pipeline	\$75,000
Canadian Natural Resources Ltd.	\$50,000
InterPipeline	\$50,000
The Joyce Foundation	\$50,000
TransCanada PipeLines Ltd.	\$50,000
Unite Here! Local 47	\$50,000
Statoil	\$20,000
HDF Insurance	\$12,000
PEO Sisterhood	\$100
	\$927,400

Summary of Allocation of Donations

SEPTEMBER 1, 2015 – AUGUST 31, 2016

Current	\$643,700
Carried forward from Previous year	\$102,000
Reserved for future years	\$283,700
	\$927,400



APPLE Schools

**Alberta Project Promoting
active Living & healthy Eating**

**Proud
to be an
APPLE
School**

Healthy Kids in Healthy Schools

Funding for this project has been provided by:



Public Health
Agency of Canada

Agence de la santé
publique du Canada

Dr. Allan P. Markin
OC, AOE, BSc, PEng

