

# Whole Hearted Living

## Oxford Heart Health Network

Oxford Heart Health Network • Mary VandenNeucker, Heart Health Co-ordinator • (519)539-9800 or 1-800-755-0394

**F**ive years ago a dedicated and determined group of volunteers came together to tackle the challenges of promoting healthy lifestyles within Oxford.

Today, with 57 representatives in a wide range of organizations from school boards, not-for-profit groups and the Ontario Ministry of Food and Agriculture to private businesses and medical institutions, the Oxford Heart Health Network is about to embark on its second phase.

A concept that established its roots in the early '90s, with guidance from the Ontario Ministry of Health and Long Term Care, has since grown into a community-based coalition promoting healthy lifestyles throughout Oxford.

During the first year, members laid the ground work getting the coalition into place – developing a logo, establishing relationships within Oxford County and generally working on its three key areas of concern: Healthy Eating, Smoke-Free Living and Physical Activity.

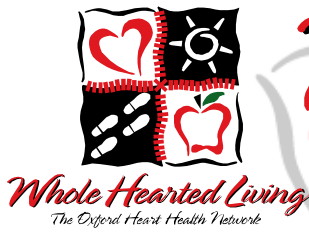
With a targeted focus on women, the network has demonstrated tangible results in a relatively short period of time. A 1998 survey conducted by the University of Western Ontario outlined what was needed and in 2002 another survey, this time from the University of Waterloo, showed there had been marked improvements in lifestyles along with attitude changes, particularly pertaining to smoking habits.

The network has been able to offer women and other members of the family a wide range of skills through guest speakers, including acclaimed cookbook author Anne Lindsay and Bonnie Stern.

Through a dedicated core group of volunteers and community advocates, the Network developed a close working relationship with the Provincial Government and the Heart Health Network Resource Centre.

The Network has developed a number of community awareness tools, including an informative insert that was distributed throughout the county and an access friendly Web site, located at [www.ohn.ca](http://www.ohn.ca).

Plans have been submitted to the Ministry for the next five-year phase of the project.



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### The vision statement is:

All residents of Oxford County achieve their health potential by adopting healthy lifestyle choices.

### The mission statement is:

A community network promoting healthy lifestyles to the residents of Oxford County through physical activity, healthy eating and smoke free living.

### Guiding Principals

- ←# Is a partnership between the Ministry of Health and Long-Term Care, the County of Oxford Department of Public Health and Emergency Services and a variety of community partners
- ←# Focuses on the primary prevention of cardiovascular and other chronic diseases
- ←# Addresses the three primary risk factors for major chronic disease-physical inactivity, unhealthy eating and tobacco use and exposure – with an emphasis on multi-risk factor programming
- ←# Targets priority audiences within local populations, and, therefore, accesses appropriate channels suited to those priority audiences
- ←# Is a community-centered population health program
- ←# Places emphasis on building and strengthening partnerships within and between communities, as well as between local and provincial partners
- ←# Supports joint programming where two or more local community partners are engaged in delivery of any particular program
- ←# Nurtures community leadership capacity for health promotion
- ←# Promotes long-term health by supporting healthy behaviors, healthy social and physical environments and healthy public policies
- ←# Uses a comprehensive planning framework (planning, implementing and evaluation)
- ←# Embraces diverse communities by promoting accessible and equitable activities that diminish health disparities
- ←# Uses clear and appropriate language to reach diverse audiences
- ←# Works toward sustainable programs and strategies in the community
- ←# Values the use of evidence-based, “best practice” and innovative strategies in order to achieve population health outcomes

**Name:** \_\_\_\_\_  
**Position:** \_\_\_\_\_  
**Organization:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**E Mail:** \_\_\_\_\_  
**Website:** \_\_\_\_\_

### **Benefits of being a partner with Oxford Heart Health Network**

- ←# Add your organization's name to advertising, newsletters, resource booklets and community displays
- ←# Profile your organization on the Whole Hearted Living Web site
- ←# Have your organization's contributions recognized in reports to the Ministry of Health and Long Term Care and County Council
- ←# Collaborate with a regional network of community partners and volunteers on heart health plans
- ←# Keep informed of what is happening to make Oxford County a healthier place – gain access to resources, contacts and information
- ←# Have input at the annual planning event
- ←# Participate in Oxford's Heart Health sponsored educational events and take part in professional development offers

### **Partnership Agreement**

#### **As a partner of Oxford Heart Health Network, we agree to do the following:**

- ←# Execute the mission and guiding principals of Oxford Heart Health Network
- ←# Follow the terms of reference and network partner guidelines and responsibilities
- ←# Volunteer for project committees or activities
- ←# Read and distribute mailings
- ←# Read and promote the Whole Hearted Living Website
- ←# Use the Whole Hearted Living logo according to the guidelines
- ←# Help promote upcoming events
- ←# Share information with Oxford Heart Health coalition partners
- ←# Attend the annual planning day if possible

- ←# Help identify new programs and activities
- ←# Encourage new partners to join the project
- ←# Make in-kind contributions (check off all that apply)

Staff time

Volunteer time

Programs materials such as brochures

Meeting or storage space

other \_\_\_\_\_

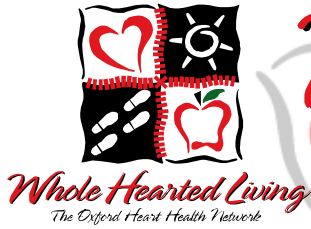
Signature: \_\_\_\_\_

Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Your commitment entitles you to have your organizations' name appear on Oxford Heart Health promotional materials. If you agree to this, please write how you would like your organization's name to appear in its shortest form possible:

\_\_\_\_\_  
\*\*Please return the completed form to Oxford Heart Health Network, c/o County of Oxford Department of Public Health & Emergency Services, 410 Buller St. Woodstock, Ontario. N4S 4N2 or Fax to: 539-6202



# Whole Hearted Living Logo Guidelines

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## Usage

- ←# The Oxford Heart Health Network logo must appear on all products associated with the Whole Hearted Living Project including letterhead, business cards, advertising and other related business and promotional materials for public consumption. If you have questions about when to use the logo, please contact the Heart Health Coordinator.
- ←# Approval for use of the logo must be obtained from the steering committee or in the case that approval is needed prior to the next committee meeting, the heart health coordinator and at least 2 other members of the steering committee. A description of how the logo is to be used, the date approval required for, a copy of the item the logo is to be applied to and the purpose of logo usage is to be provided to the heart health coordinator.

## Colour

- ←# The Oxford Heart Health Network logo consists of a four-part visual patchwork of symbols representing the lifestyle practices to prevent heart disease. The outline of the patchwork is black, the heart symbol is red, the sun and feet symbols are white on a black background, and the apple is red with the stem being black and the leaf green. The Project name “Whole Hearted Living” is under the patchwork symbols in red lettering with black outlining. Under the project name in smaller font is the Oxford Heart Health Network in black lettering.

## Size

- ←# The logo must not be reproduced smaller than 1.25 inches in total width. Copies of the logo are available on disc or to be sent by e-mail upon request to the Oxford County Board of Health, healthy lifestyle secretary. (539-9800 ext. 239)

## Prominence and Positioning

- ←# In cases where more than one logo is required, the Oxford Heart Health Network logo must appear at least the same size as the other logo(s) and be given equal recognition with other logos. For example, if a brochure shows an agency logo on the front cover, the Oxford Heart Health Network logo must also appear on the front cover.



*Whole Hearted Living*  
The Oxford Heart Health Network

# Whole Hearted Living Joint Use of Logo Request

Oxford Heart Health Network • Mary VandenNeucker, Heart Health Co-ordinator • (519)539-9800 or 1-800-755-0394

**Requested by:** \_\_\_\_\_

**Phone Contact Number:** \_\_\_\_\_

**Date of request:** \_\_\_\_\_

**Date decision required by:** \_\_\_\_\_

**Name of event:** \_\_\_\_\_

**Date of Event:** \_\_\_\_\_

**Benefit to Oxford Heart Health Network:** \_\_\_\_\_

**Type of Product:**

Brochure/leaflet

Book/Booklet

Poster

Advertisement

Video

Website

**Other:** \_\_\_\_\_

***Please include a copy of what will be produced, indicating where the Heart Health Logo will be used and in what colour.***

**Reviewers:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Approved

Not Approved

**Date:** \_\_\_\_\_

**Heart Health Coordinator:** \_\_\_\_\_



# Whole Hearted Living Media Contacts

Oxford Heart Health Network • Mary VandenNeucker, Heart Health Co-ordinator • (519)539-9800 or 1-800-755-0394

Name	Contact	Phone	Fax	Other
Aylmer Express	Rob Perry	(519) 773-3126	(519) 773-3147	
Cambridge Reporter		(519) 621-3810	(519) 621-8239	<a href="mailto:news@cambridge-reporter.com">news@cambridge-reporter.com</a>
CBC Radio	Kerry McKee		(519) 667-1557	
CBC Radio	Doug McQuarrie		(416) 205-7655	
CBC TV				<a href="mailto:national@toronto.cbc.ca">national@toronto.cbc.ca</a>
CFPL (Radio 98/Hawk/ Energy/FM96)	Sue	(519) 438-8391	(519) 438-2415	
CJBK	Newsroom	(519) 686-2525	(519) 686-9067	
CKCO-TV	Newsroom	(519) 578-1313	(519) 743-9970	<a href="mailto:newsatsix@ckco.ca">newsatsix@ckco.ca</a>
CKOT (Tillsonburg)	Jerry Daniel	(519) 842-4281	(519) 842-4284	
CKSL	Gary Taylor	(519) 667-1410	(519) 686-0775	
Dayton Daily News	Jeff Bruce		937-225-7333	<a href="mailto:jeffbruce@coxohio.com">jeffbruce@coxohio.com</a>
Delhi News Record		(519) 582-2510	(519) 582-4040	<a href="mailto:deleditorial@annexweb.com">deleditorial@annexweb.com</a>
Dutton Advance	Newsroom	(519) 762-2310	(519) 762-2310	
FACS-Elgin	Steve Bailey	(519) 631-1492	(519) 631-0596	<a href="mailto:sbailey@caselgin.on.ca">sbailey@caselgin.on.ca</a>
Globe and Mail	John Saunders			<a href="mailto:jsaunders@globeandmail.com">jsaunders@globeandmail.com</a> <a href="mailto:newsroom@globeandmail.com">newsroom@globeandmail.com</a> <a href="mailto:raddis@globeandmail.com">raddis@globeandmail.com</a>
Hamilton Spectator	Newsroom Peter Zimonjic	(905) 526-3482	(905) 521-8986	<a href="mailto:drobbins@hamiltonspectator.com">drobbins@hamiltonspectator.com</a>
Ingersoll Times	Brain Cleave	519-485-3631	519-485-6652	<a href="mailto:ingersoll@annexweb.com">ingersoll@annexweb.com</a>
K-W Record		1-800-265-8261	(519) 894-3829	
London Free Press	Newsdesk	(519) 679-6666	(519) 667-4528	
National Post		(416) 383-2300	(416) 442-2209	<a href="mailto:kwhyte@nationalpost.com">kwhyte@nationalpost.com</a>
New PL	Peter Ousey	1-800-668-7754	(519) 668-3288	
Norwich Gazette	Jennifer Vandermeer (Editor)	519-863-2262	519-863-3229	<a href="mailto:norwich@annexweb.com">norwich@annexweb.com</a>
OACAS (Ont.Assoc.of CAS)			(416) 366-8317	
Ontario Farmer	June Flath	(519) 467-5437	(519) 473-2256	<a href="mailto:of_edit@bowesnet.com">of_edit@bowesnet.com</a>
Ottawa Citizen		(613) 596-3664	(613) 596-3622	<a href="mailto:nreynolds@thecitizen.southam.ca">nreynolds@thecitizen.southam.ca</a>

Radio Canada	Mark Chambers		(519) 714-1497	
Reuter	Dan Birch		(416) 869-3436	
Rogers Community Programming	London St. Thomas Woodstock	(519) 675-1313 (519) 633-2180 (519) 539-3701	(519) 672-1369 (519) 631-3253 (519) 539-7731	<a href="http://www.rogers.billboardtv.com">www.rogers.billboardtv.com</a> <a href="mailto:jbrown6@rci.rogers.com">jbrown6@rci.rogers.com</a>
Sentinel-Review	Bill Scriven Ted Rath (News Editor)	519-537-2341 x 250	519-537-3049	<a href="mailto:www.sentinel@annexweb.com">www.sentinel@annexweb.com</a>
Southam	Newsroom		(613) 236-1788	
St. Thomas Times Journal	Mark	(519) 631-2790	(519) 631-5653	<a href="http://www.bowesnet.com/timesjournal.feedback.html">www.bowesnet.com/timesjournal.feedback.html</a>
Toronto Star	Newsroom	(416) 869-4300	(416) 869-4328	<a href="mailto:city@thestar.ca">city@thestar.ca</a>
Tillsonburg News	Marlene Opdecam (Editor)	(519) 688-6397	(519) 842-3511	
Voice of the Farmer	Janice Myers	800-708-9555	519-683-4355	<a href="http://www.voiceofthefarmer.com">www.voiceofthefarmer.com</a>
West Elgin Chronicle	Paul Mayne	(519) 768-2220	(519) 768-2221	



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# Whole Hearted Living Request for Incentive Items

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**Contact Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Name of Event:** \_\_\_\_\_

**Brief Description of Event:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Items Requested for Event:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Anticipated Number of Participants:** \_\_\_\_\_

**Please check which healthy lifestyle behaviour your event would be raising awareness about:**

**Physical Activity**

**Smoke Free Air**

**Healthy Eating**

**Approved:**

**Yes**

**No**

**Signature:** \_\_\_\_\_