



Canadian Institute of Child Health  
Institut canadien de la santé infantile

# Partnership Opportunities

## *Working together for every child*

### **Who we are**

For more than 25 years, the Canadian Institute of Child Health (CICH) has been working to improve the health of Canada's children. As the only national charitable organization dedicated solely to improving the health, well-being and rights of all children and youth, CICH touches virtually all Canada's children through research and policy recommendations, community development and resource-building.

However, we don't do it in isolation. From other non-profit child health organizations, expert advisors and government agencies to foundations and corporations that support our research and programs, the Institute works with many partners to effect change.

### **What we do**

The Institute's work focuses on five pillars of child health:

- acting as a voice for Canada's children;
- supporting healthy pregnancy and childbirth;
- fostering healthy child development;
- ensuring our environment is safe for children; and
- monitoring the state of children's health.

Within each of these five core areas, CICH's work is both national and local in scope. As a trusted voice for children, CICH speaks out on issues involving children and youth to all levels of government, the media, parents and caregivers. The Institute plays a key role in working with government and industry to bring attention to significant child health issues and ensuring appropriate policies are developed. CICH then translates those policies into better health for children by equipping health care professionals and educators with the best evidence-based resources. The Institute also provides expert advice to Canadian media, ensuring the needs and concerns of children are reported. We also reach out to families across Canada to help with the crucial tasks of nurturing, protecting, educating and empowering our children.

CICH focuses on the whole child, looking at the broad determinants of physical and mental health, including social, economic, and environmental factors. Accordingly, the areas CICH is focusing on for the coming year include initiatives that address each of these elements.

## ***Working together for every child***

CICH believes we can have the greatest impact on the health, well-being and rights of Canada's children by working in collaboration with Canadian corporations and foundations. These partnerships are vital to the long-term success of CICH's initiatives.

The *Five Pillars Campaign* is an initiative that supports the Institute's five core areas by building partnerships with corporations and foundations. The health promotion initiatives at the heart of CICH's work require long-term planning and support, so it is critical that CICH establishes long-term funding for these projects. Securing a multi-year commitment to our plans means CICH can have a significant impact on the health, well-being and rights of Canada's children - today and tomorrow.



To that end, the Institute offers a broad range of opportunities for companies to become involved.

## Partnership Opportunities: Philanthropy and Sponsorship

### Council of Patrons

Joining CICH's Council of Patrons is just one of the ways corporations can support the Institute. Established in 1996, the Council is composed of companies from sectors providing products or services to children, youth and families. These companies share our enthusiasm, values and commitment to improving children's health in Canada. Each member of the Council makes a multi-year commitment to support CICH's *Five Pillars Campaign* with an annual donation of \$10,000 to \$25,000, while providing leadership and involving other corporations within their own sector to ensure a true partnership in the promotion of children's health.

Each of the following projects lends itself to a number of opportunities for support, including sponsoring publications, research and pilot projects.

### A Voice for Canada's Children

Today's youth are tomorrow's consumers of health care services. The *Bringing Youth to the Health Policy Table* project is intended to support youth in becoming informed agents of change in public health promotion and policy development. In a phased process, youth leaders will be trained to work with other youth in communities across Canada. Long-term benefits of this project include increased participation of young people in the democratic process, enhanced community capacity to address health-related issues and a greater variety of perspectives at the health policy table.

Early in 2002, CICH brought together youth leaders from across Canada to provide feedback on a proposed national training module and identify others to attend a national training session. The next phase of this project entails community-based train-the-trainer sessions.

Working in partnership with government agencies and non-profit organizations, including Heritage Canada, the Canadian Child Care Federation, the Canadian Association of Paediatric Health Centres, The Children and Youth Home Care Network, and the Canadian Coalition for the Rights of Children, CICH is working towards formalizing *The Rights of the Child in the Health Care System*.

Building upon the *Rights of the Hospitalized Child* (CICH, 1980) and the United Nations' *Convention on the Rights of the Child* (1989), CICH plans to distribute this piece to pediatric health care professionals and centres. Intended to enhance children's experiences within the health care system, this articulation of children's rights raises awareness of the importance of child-centred care.

### Healthy Pregnancy and Childbirth

Premature infants are at greater risk for physical and development problems than are full-term babies. *The Next Steps - Caring for Your Preemie at Home*, second edition, will educate parents and caregivers about caring for a premature infant at home. This updated, evidence-based edition is at least 50 per cent longer than the first and includes new sections on such topics as feeding a premature infant, developmental milestones for premature babies up to two years of age, and recognizing and coping with postpartum disorder.

Fetal Alcohol Syndrome (FAS) describes a set of preventable birth defects seen in children whose mothers consumed alcohol while pregnant. CICH is managing *FASEout: Fetal Alcohol Syndrome/Fetal Alcohol Effects Outreach Project*, a three-year initiative funded by Health Canada, designed to ensure agencies and organizations across Canada are using best practices with respect to preventing, diagnosing and intervening in cases of FAS/E. The Institute is in the process of identifying 10 agencies that work with children and families within the educational, health, judicial and social service sectors to act as pilot sites. Once identified, support is needed to assist the pilot sites in evaluating and consolidating best practices related to FAS/E and implementing them nation-wide.

## **Healthy Child Development**

CICH is undertaking a number of initiatives to encourage an active, healthy lifestyle from birth onwards. Ultimately, the Institute anticipates that increased activity in childhood will decrease the incidence of childhood obesity and related childhood diseases, thus reducing associated health care costs. Further, healthy children perform better in school, are absent less and have greater opportunity for success in higher education.

### ***Diabetes Prevention and Promotion***

Linked to rising obesity and declining rates of physical activity, the increased incidence of type 2 diabetes in children is a growing concern.

CICH is developing *A Step Ahead*, a project that provides a straightforward caregivers' guide to diabetes prevention in children and youth through a series of 10 brochures. Evidence-based and written in plain language, the series fills an important gap in diabetes information. Targeting children, their families and support networks, with a particular focus on Aboriginal children and youth, this project will promote life-long healthy lifestyles. This includes healthy food choices, physical activity, stress management skills and other strategies that help reduce the risk of developing diabetes.

With their timeless advice and easy-to-follow instructions, CICH's *Moving and Growing* series continues to be in high demand. Each booklet provides parents and caregivers of children up to age six with suggestions for safe, age-specific games and exercises to enhance motor development and physical fitness.

In consultation with educators, other organizations and caregivers, CICH has identified the need to update and expand the series up to age nine and including nutritional information. CICH will work closely with corporate partners, parents and child health experts to integrate increased understanding of children's developmental milestones and the importance of early exercise to long-term health into the *Moving and Growing II* series.

### ***e-Parenting Network***

Most recently, CICH launched the *e-Parenting Network*, an interactive web TV parenting series accessed through the Internet. The initiative was developed to provide a credible, timely, one-stop child health resource for parents and caregivers. Participants can watch programs/webcasts, read and download valuable information, and e-mail questions to be answered by experts in: climate change; safety in the home, the car and the neighbourhood; nutrition for infants, toddlers and school-age children; and effective parenting strategies. More detailed information regarding the partnership opportunities within this initiative follows.

## Safe Environments

The health of Canada's children is affected by the quality of the environment in which they live. Chemicals in our environment may pose a significant threat to child health, since children are more likely than adults to develop serious health problems from contaminants in food, air and water.

With recognized expertise in this field, CICH serves as an information resource to government and industry. Using its cluster of experts and resources, CICH takes a leadership role in developing and disseminating evidence-based recommendations regarding the impact of environmental contaminants on children's health. Through the *Children's Environmental Health: Building capacity for policy development and facilitating policy change* project, CICH will build a national network of voluntary sector organizations to address children's environmental health policy concerns. Support is needed to implement tactics that include a series of policy papers and a cross-country program of workshops.

The *Healthy Spaces for Healthy Development* initiative is an interactive, web-based program that will help caregivers ensure spaces are child-friendly and safe from environmental contaminants and hazards. The information will also be disseminated nationally through child health professionals and childcare centers in a series of printed fact sheets. A second arm of the project will address the policy issues and implications that may arise within the childcare sector.

## Monitoring Children's Health

CICH is dedicated to comprehensively monitoring the health status of Canada's children, an important step in analyzing progress, setting priorities and deploying funds in a cost-effective manner.

The Institute has developed and published three editions of *The Health of Canada's Children: A CICH Profile*. This unique resource provides researchers, policy makers, educators, government agencies, child health professionals and others with information on the status of child health and recommendations for improvements to child health. Produced approximately every three years, the last edition was launched in 2000. CICH is in the process of gathering and analyzing data for the next edition of *The Profile*.

## Partnership Recognition

CICH is committed to developing and sustaining true partnerships, including ongoing partner recognition and stewardship. The following details our recognition policy. CICH encourages its partners to publicize their involvement with the Institute and welcomes discussion regarding other forms of recognition. Requests for anonymity will be respected. Donations can be designated to one of the five pillars of child health, to a specific project, or as unrestricted campaign funds.

### Donation Level - \$25,000 +

- Workshop for employees/shareholders, *The Health of Canada's Children*, based on *The Profile*, third edition
- Invitation to Annual Corporate Recognition event
- Company name, link and logo on CICH website, [www.cich.ca](http://www.cich.ca)
- Recognition on CICH letterhead
- Recognition in *Case for Giving*
- Company name recorded on CICH Donor Board
- Recognition in Annual Report
- Recognition in CICH newsletter, *Child Health*
- Charitable tax receipt

### Donation Level - \$24,999 - \$10,000

- Invitation to Annual Corporate Recognition event
- Company name, link and logo on CICH website, [www.cich.ca](http://www.cich.ca)
- Recognition on CICH letterhead
- Recognition in *Case for Giving*
- Company name recorded on CICH Donor Board
- Recognition in Annual Report
- Recognition in CICH newsletter, *Child Health*
- Charitable tax receipt

### Donation Level - \$9,999 - \$5,000

- Recognition in *Case for Giving*
- Company name and logo on CICH website, [www.cich.ca](http://www.cich.ca)
- Company name recorded on CICH Donor Board
- Recognition in Annual Report
- Recognition in CICH newsletter, *Child Health*
- Charitable tax receipt

### **Donation Level - \$4,999 - \$1,000**

- Company name recorded on CICH Donor Board
- Recognition in Annual Report
- Recognition in CICH newsletter, *Child Health*
- Charitable tax receipt

### **Donation Level - \$999 and under**

- Recognition in Annual Report
- Recognition in CICH newsletter, *Child Health*
- Charitable tax receipt

*For more information on how you can partner with us,  
please contact CICH at (613) 230-8838 or e-mail at [cich@cich.ca](mailto:cich@cich.ca).*

## e-Parenting Network

The e-Parenting Network (ePN) is one of CICH's most innovative new programs and represents a unique sponsorship opportunity. Launched in 2002, this interactive web TV parenting series is accessed through the Internet at [www.eparentingnetwork.ca](http://www.eparentingnetwork.ca). The initiative was developed to provide a credible, timely, one-stop child health resource for parents and caregivers. Participants can watch programs/webcasts, read and download valuable information, and e-mail questions to be answered by child health experts. The site contains viewable video, downloadable and printable documents, research material, and links to other child health resources.



The first module, which addressed the impact of climate change, was successfully launched in the spring of 2002. Further modules are planned on the topics of safety in the home, the car and the neighbourhood; nutrition for infants, toddlers and school-age children; and effective parenting strategies.

### Sponsorship Benefits

Sponsoring ePN gives your organization the opportunity to be seen as a leader in providing the necessary tools to promote and educate caregivers on child health, and shows your company's commitment to improving the lives of Canada's children. It also provides an opportunity to reach expectant parents, parents, grandparents, extended family members and health care service providers with information about your company's products and/or services.

The e-Parenting Network is promoted extensively through CICH's network, including:

- advance promotion of ePN on CICH website (over 2 million hits annually);
- e-mail darts sent to CICH's network of 250,000 contacts (National Children's Alliance) with a forward multiplier of 10x sent eight times = 20 million hits;
- marketing via the Canadian Public Health Association (CPHA), including listings in *Health Digest* (distribution 1,400) and *CPHA Journal* (distribution 3,000);
- postcard-size insert advertising ePN in all mailings from CICH (25,000 pieces annually); and
- national media coverage - past media coverage has generated over 50 million impressions annually.

## Sponsorship Recognition

All ePN sponsors receive the following:

- ePN sponsor listing in resource section of *CPHA Journal* (distribution 3,000);
- Logo on flyer sent to delegates of CPHA's annual conference;
- E-mail darts for use within your company email database;
- Camera-ready matte story to generate grassroots media coverage; and
- Sustained visibility of corporate logo through archived modules on the ePN website.

Additional recognition at various levels of sponsorship are noted below:

### **Gold Sponsor - \$10,000**

- Corporate participation on expert panel
- National press release to announce sponsor's participation with a quote from company spokesperson
- Category exclusivity
- Opportunity for company spokesperson to pre-tape an introduction for the webcast
- Logo and link on CICH and ePN websites
- Logo on promotional flyer distributed through CICH (25,000 distributed to parents, health care professionals and other supporters of CICH)
- Recognition in CICH newsletter, *Child Health*
- Listed as a supporter of CICH in 2002 Annual Report

### **Silver Sponsor - \$7,500**

- Category exclusivity
- Opportunity for company spokesperson to pre-tape an introduction for the webcast
- Logo and link on CICH and ePN websites
- Logo on promotional flyer distributed through CICH (25,000 distributed to parents, health care professionals and other supporters of CICH)
- Recognition in CICH newsletter, *Child Health*
- Listed as a supporter of CICH in 2002 Annual Report

### **Bronze Sponsor - \$5,000**

- Logo and link on CICH and ePN websites
- Logo on promotional flyer distributed through CICH (25,000 distributed to parents, health care professionals and other supporters of CICH)
- Recognition in CICH newsletter, *Child Health*
- Listed as a supporter of CICH in 2002 Annual Report

## Research and Program Development Services

In addition to the philanthropic and sponsorship opportunities noted above, CICH also provides research and program development services to the private sector to facilitate better understanding of general and specific child health issues. This includes expert counsel on child health issues, professional parent education, cooperative advertising and social marketing strategies.

While companies benefit from CICH's credibility and insights into child health, CICH builds its capacity and has key stakeholders and additional resources applied strategically to health issues.

The Institute has worked with a number of Canadian companies in this capacity. Many of our partners have told us how powerful these collaborations can be:

*The expertise and counsel provided to Pfizer by the Canadian Institute of Child Health were invaluable...CICH brought together a panel of Canadian experts from fields such as paediatrics, nursing, childcare and pharmacy to review and comment on Benylin Freezer Pops labeling and packaging, ensuring that proper safety precautions were taken.*

Calvin Hwang, Senior Brand Manager  
Pfizer Consumer Group

*We at General Mills Canada are very proud to partner with the Canadian Institute of Child Health (CICH). Their mission of supporting the health and well being of children in Canada is something that truly resonates with us. As the voice of children and youth in Canada, CICH provides our company with effective guidance on issues surrounding child health, and through this partnership we are able to develop and optimize beneficial programs and food products for families across Canada.*

Christi Strauss, President  
General Mills Canada

*Eli Lilly had a recent opportunity to work with CICH on a project regarding attention deficit hyperactivity disorder (ADHD). CICH facilitated two workshops designed to explore and better understand the various perspectives on ADHD, with participants that included teachers, parents, physicians and psychologists. The sessions were very well coordinated and well facilitated; and allowed me to hear first hand about the issues associated with ADHD. As well, the richness of the conversation among these groups was apparent; the fact the sessions were coordinated by CICH allowed a legitimacy and a neutrality to the discussion that Eli Lilly could not have accomplished otherwise.*

Neelam Bance, New Product Planning  
Eli Lilly Canada

**The Canadian Institute of Child Health plays a unique and vital role in the health of our children. When you support CICH, you're supporting research that is translated into evidence-based action, policies that become better practices, and, ultimately, healthier children.**