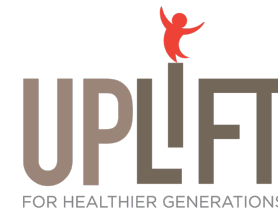


UPLIFT PARTNERSHIP

Communication and Knowledge Exchange
Summary Report



September 2024





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Introduction



02

Findings



03

Conclusion





The **UpLift** Partnership's vision is *a healthier Nova Scotia through a youth-engaged Health Promoting Schools approach*. In working towards this vision, a focus of the **UpLift** Partnership is to align with and enhance work that is currently underway to support the health and well-being of children and youth through effective implementation of the HPS model using a youth engagement (YE) approach. The vision is achieved through six areas of work. These areas and associated goals are:



Partnerships & Leadership:

Health Promoting Schools (HPS) approach that is resourced by and embedded within the Nova Scotia (NS) health and education system;



Planning & Evaluation:

Evidence-informed HPS approach across NS with a comprehensive accountability framework aligned with partner goals;



Youth Engagement:

Engaged and empowered NS youth who support child and youth health and well-being through a HPS approach;



School & Community Engagement & Action:

School and community environments across NS that support child and youth health and well-being through a HPS approach;



Capacity Building:

Evidence-informed practice within the NS health and education systems to support HPS;



Communication & Knowledge Exchange:

Community support across NS for a HPS approach.

This evaluation gathered data to describe activities done by **UpLift** related to communication and knowledge exchange (KE), as well as to assess the outcomes of these activities:



Improved awareness and understanding about YE in HPS

The evaluation used both quantitative and qualitative methods:



Tracking forms completed by the Communications Coordinator



A review of program documents



Key informant interviews with partners, Youth Engagement Coordinators (YECs) and the Project Manager and Co-lead

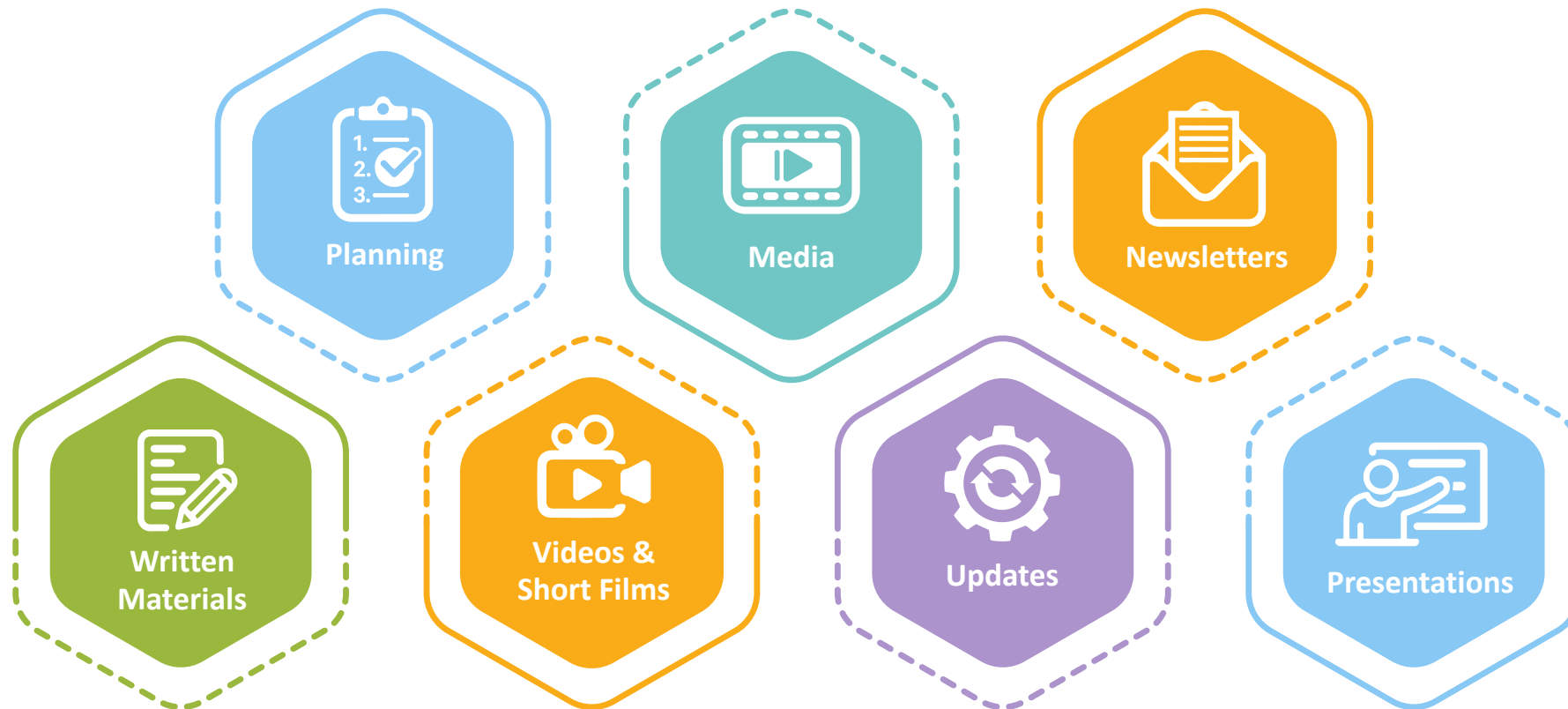
The **UpLift** website, available in English and French, provides a description of the **UpLift** partnership, information on the project’s Co-Leads and Core Team, government and community partners, ways to become involved with UpLift, tools/resources, news and event information, and includes a database of youth health promotion policies. In addition to the website, **UpLift** also used social media to disseminate communication and KE products about **UpLift**, HPS and YE. Table 1 provides the reach of social media and other communication.

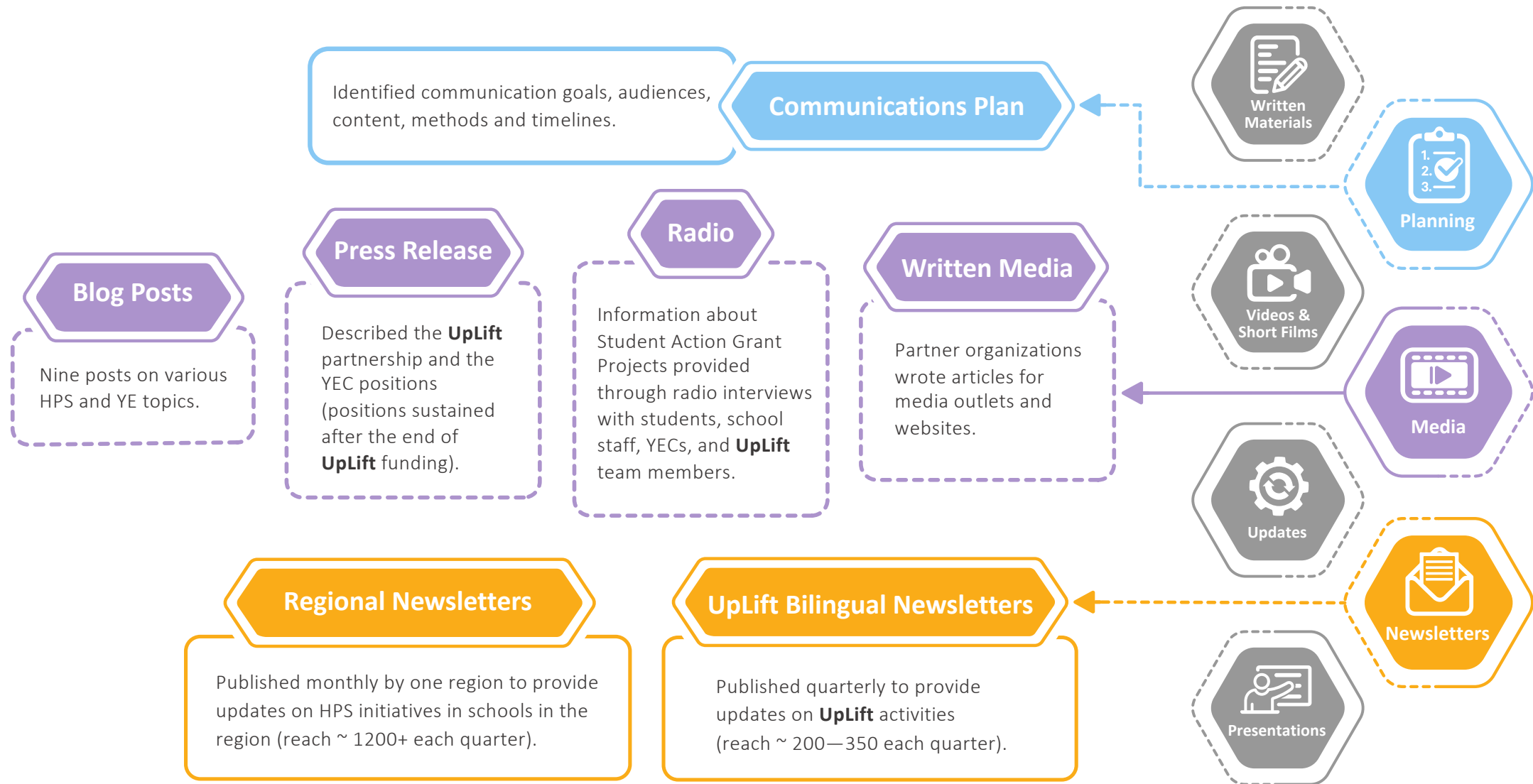
Table 1: Website and Social Media Reach

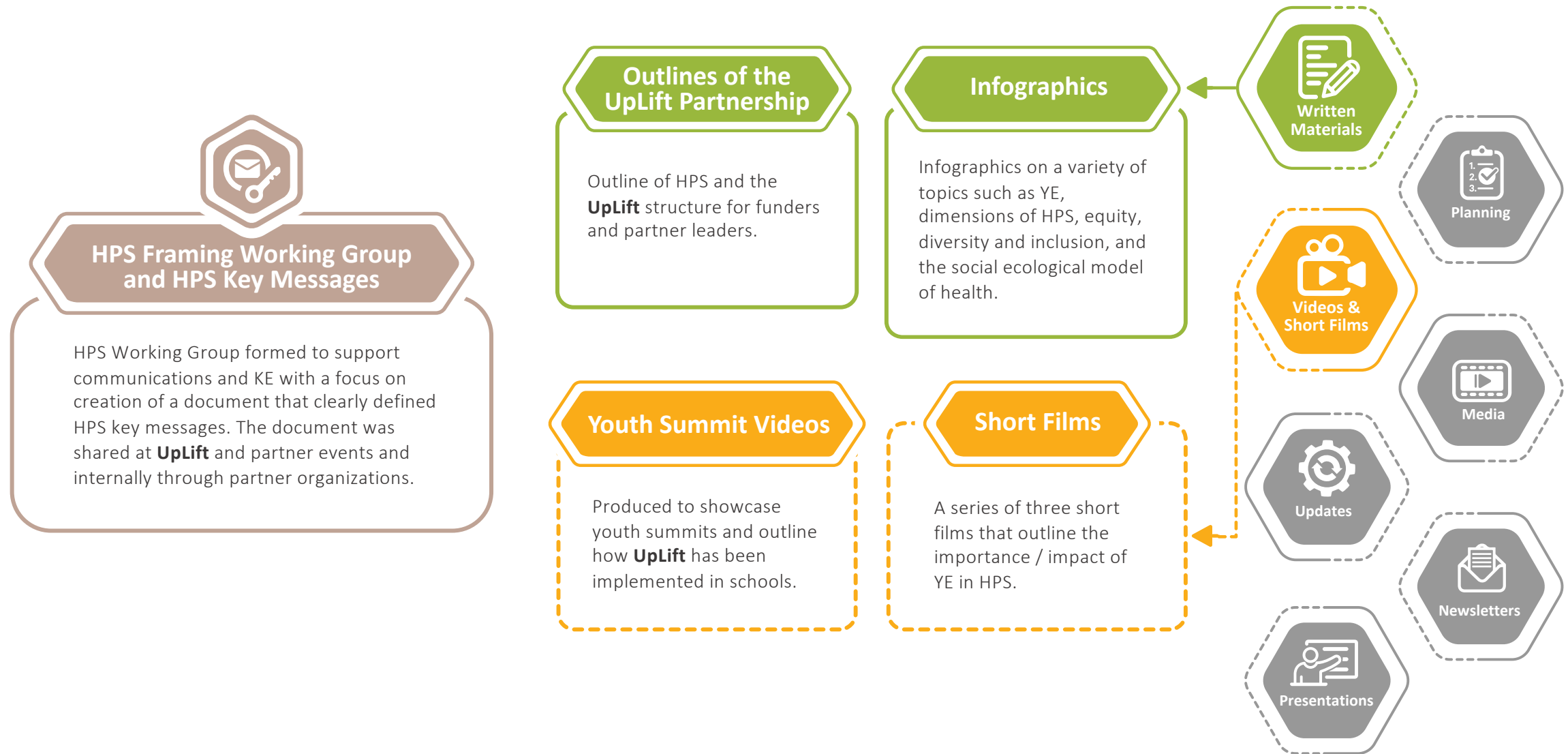
| | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 |
|---------------------------------|---------|---------|---------|---------|---------|
| Website | | | | | |
| # of unique visitors | 1,700 | 2,700 | 4,700 | 3,800 | 2,896 |
| Facebook | | | | | |
| # reached | 2,205 | 51,948 | 1,048 | 909 | Unknown |
| X (formerly Twitter) * | | | | | |
| # of new followers | Unknown | 170 | Unknown | Unknown | Unknown |
| Instagram | | | | | |
| # of new followers | Unknown | 221 | 32 | 46 | Unknown |
| YouTube | | | | | |
| # of unique video views English | 205 | 166 | 91 | 50 | 444 |
| # of unique video views French | 18 | 21 | 9 | 21 | 10 |

The following provides seven categories of the communication resources developed by **UpLift**.

Communication Resources Categories:







UpLift Updates

Quarterly updates to **UpLift** partners and the YECs about **UpLift** partnership activities.

Funder and Partner Updates

Periodic updates prepared for funders about **UpLift** such as school grants projects and evaluation findings.

Advisory Committee Updates

Monthly updates to the Advisory Committee about the **UpLift** partnership activities.

Other Presentations

Presentations providing a general outline of HPS and the **UpLift** partnership, the Municipal Policy Project, and an academic article about HPS.

Presentations to Partners

Presentations to partner organizations to provide an update on the implementation of **UpLift**.

Evaluation Presentations

Presentations of **UpLift** evaluations including findings from annual reports, the HPS Assessment Tool and partnership mapping.

Conference Presentations

Presented about HPS, YE and **UpLift** at two Physical and Health Education Canada conferences, Research Fora and the Canadian Evaluation Society conference.



Written Materials



Planning



Videos & Short Films



Media



Updates



Newsletters



Presentations

Outcome: Improved awareness and understanding about YE in HPS

Key informants from the partner interviews discussed how **UpLift** has increased awareness and understanding about HPS and YE within their organization. Communication and KE, along with other **UpLift** work (e.g., partnership and capacity building) all contributed to this growing awareness and understanding.

Adult champions and the YECs shared that **UpLift** has improved awareness and understanding about YE in HPS at the school community and regional levels. As projects were developed and implemented, adult champions witnessed the benefits of YE in HPS. At many schools there has been an increase in the number of school staff championing HPS, and staff have “bought into” engaging students in determining how they will learn and making changes to the school environment to better support health and learning.

...And it was just great, staff fully bought into that model of putting youth first. So, that's how it started, with these adults saying, hey, our first goal is to make sure that our next goal is driven by youth... (YEC Interviews)

...I also feel that maybe the thinking has shifted a bit, of moving away from the idea that youth are a danger, into youth are a great opportunity to work together to reduce those barriers that they're facing every day... (YEC Interviews)

Adult champions also built their understanding of YE in HPS. They were supported to understand the different elements of HPS and to apply best practices in YE.

...When it comes to well-being, we looked at not just physical activity which is what I'm always involved in, but also safe spaces for mental well-being and access to food. We're looking at the big picture of the well-being of the school... (Adult Champion Focus Groups)

An evaluation was conducted of communication and KE to describe high level activities and measure outcomes.

Many communication and KE products about **UpLift** and YE in HPS were produced through the partnership including the **UpLift website and social media content, a communication plan, media interviews and articles, newsletters, presentations, updates, videos and short films, and written materials**. Communication and KE were supported by a Framing HPS Working Group, which developed a HPS Key Messages document that outlines the rationale/evidence for HPS and how to implement HPS at the school and community levels. Communication and KE have reached many partners and helped to demonstrate the value of YE in HPS and build awareness and understanding about incorporating YE in HPS.



Awareness and understanding about YE in HPS has increased among leaders/staff at the school community level (e.g., staff, administration, other champions within schools, community partners); partners at the regional level (e.g., RCE and CSAP staff, NSH and CCTH staff) and among provincial partners. As HPS initiatives were developed and implemented, adult champions witnessed the benefits of YE in HPS. At many schools, there has been an increase in the number of school staff championing YE in HPS, and staff are now engaging students in learning and making changes to the school environment to better support health and learning.



The **UpLift** Partnership’s vision was *a healthier Nova Scotia through a youth-engaged Health Promoting Schools approach*. In working towards this vision, a focus of the **UpLift** Partnership was to align with and enhance work that is currently underway to support the health and well-being of children and youth. This work focused on the effective implementation of the HPS model through catalyzing meaningful YE within the model. **UpLift** included the following areas of work: partnerships and leadership, capacity building, planning and evaluation, communications and KE, and school community engagement and action with a focus on YE.

The **UpLift** Partnership provided a significant investment of resources in Nova Scotia to support YE in HPS and student health and well-being. This investment has demonstrated the value of YE in HPS, culminating in an investment by NSH in nine YE focused positions across the province. Valuable products and processes have been developed, and many will be sustained to support YE in HPS moving forward. The vision of **UpLift** -- *a healthier Nova Scotia through a youth-engaged Health Promoting Schools approach* – guided the work of the **UpLift** Partnership and will continue to guide HPS and YE work in Nova Scotia in the longer term. Continued investment in YE in HPS catalyzed through **UpLift** will help to ensure a sustainable and consistent approach across Nova Scotia, build healthy communities, and improve student achievement and health and well-being of Nova Scotian children and youth. The **UpLift** Partnership has achieved what it set out to do, and sustained YE is a critical legacy of the last 6 years.

Thank You

