



THE WINDSOR STAR

LIFE

Snowdon's passion made her perfect choice to lead ICG legacy program



[Kelly Steele](#)

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When the ICG committee was looking for someone to spearhead the In Sport We Are One legacy program, they approached one of the area's top advocates for children's health.

Dr. Anne Snowdon, chair of Ivey International Centre for Health Innovation, has a strong passion for children's health. In fact,

Snowdon has dedicated much of her career to producing research and advancing innovation that will improve the health and well-being of Canadians. So, when the ICG approached Snowdon about working on a legacy program, she jumped at the chance.



Dr. Anne Snowdon

“I found this was a great way to strengthen the importance of child health,” she said. “It’s concerning because this current generation is the first generation in history that may not outlive their parents because of factors such as childhood obesity.”

Snowdon said she hopes the program will enlist the active support and assistance of individual citizens, civic groups, organizations and most of Windsor and Essex County in an effort to promote and improve the fitness of all residents through regular participation in physical fitness and sports activities.

Snowdon decided to first champion the research process by identifying the needs of our community. And, second, she decided to get some extra help to make the program a huge success.

“I put the challenge out to my MBA students at Odette School of Business to make this work,” she said. “I said here’s an opportunity to design a legacy project. A chance to create something for local children and children around the world. It really was an opportunity that was too good to pass up. “

She said the students embraced the project and within three months the 50 students had the groundwork in place for the In Sport We Are One legacy program which since September has been used in 12 pilot school across Windsor and Essex County. Snowdon said her students determined the best place to get the children’s attention was where they spend the most time.

“Children spend some much time in front of screens – television, computer and even phone screens,” she said. “So we decided to focus the impact there ... to go directly to the children. So we developed a social network platform for the children.”



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This led to the direct partnership with Ability Online, abilityonline.org, the online host site for the In Sport We Are One Playground to Podium activity tracking system. Other program initiatives include the healthy living pledge which is an online

commitment to improve healthy active living and encourage community participation.

Playground to Podium is simply curriculum activities that engage all children and their peers to inspire team building in physical, nutritional and health behaviour. The child health passport program is an online tracking tool with menu features to include physical activities, intramural and organized sports options.

An incentive and recognition point system program with educational learning tools will be built in. The ICG leadership junior ambassador program is a Grade 8 leader and mentorship development program. And finally the ICG games day is the rebranding of track and field activity days.

“I’m very proud of this program,” Snowdon said. “Our goal is to continue our partnership and launch this right across Windsor and Essex County schools. We developed this for the games but also for future years. We hope to launch it in this area, then across Ontario and then right across Canada. “

ksteele@windsorstar.com or follow me on twitter @ winstarkelly

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