

APPENDIX A: Brock Resident Survey



**Township of Brock Physical Activity Strategy
Resident Survey**

Over half of the people who live in the Township of Brock do not get enough physical activity to be healthy. Ideally, they would be at least doing something like walking 30 minutes a day. This is a big part of such health problems as diabetes, cancer, heart disease and obesity. The Province of Ontario, through the Active 2010 project, has provided funding to the Township of Brock to create a plan to help change this. We would like your input to create this plan.

Here’s how you can help us:

- Complete this survey and get it to us through one of these choices:
 - Drop it in a Drop Box at one of these locations:
 - Beaverton Community Employment Centre, 397 Simcoe Street, Beaverton
 - Beaverton Foodland, 383 Simcoe Street, Beaverton
 - Beaverton Arena, 176 Main Street, Beaverton
 - Fisher’s Independent Grocers, B30 Beaver Avenue, Highway 12
 - Cannington Foodland, 35 Cameron Street East, Cannington
 - Township of Brock Municipal Office, 1 Cameron Street East, Cannington
 - Cannington Arena, 91 Elliott Street, Cannington
 - Flindall’s Freshmart, 97 River Street, Sunderland
 - Sunderland Arena, 20 Park Street West, Sunderland
 - Email it back to sbmoore@rogers.com
 - Fax it to 519.446.3329
- It is also available online at www.townshipofbrock.ca
- All of the responses will be kept confidential.

A: A Bit about You

Please answer only those questions you feel comfortable sharing.

A1. Are you (check one)

- Male Female

A2. Are you (check one)

- 18- 24 years of age 25-44 years of age 45-64 years of age 65+

A3. Before taxes, what were your total personal and total household incomes last year? (check one from each column)

| Total Personal Income | Total Household Income |
|--|--|
| <input type="checkbox"/> Less than \$10,000 | <input type="checkbox"/> Less than \$10,000 |
| <input type="checkbox"/> \$10,000 - \$15,000 | <input type="checkbox"/> \$10,000 - \$15,000 |
| <input type="checkbox"/> \$15,000 - \$19,000 | <input type="checkbox"/> \$15,000 - \$19,000 |
| <input type="checkbox"/> \$20,000 - \$24,000 | <input type="checkbox"/> \$20,000 - \$24,000 |
| <input type="checkbox"/> \$25,000 - \$34,000 | <input type="checkbox"/> \$25,000 - \$34,000 |
| <input type="checkbox"/> \$35,000 - \$54,000 | <input type="checkbox"/> \$35,000 - \$54,000 |
| <input type="checkbox"/> \$55,000 and over | <input type="checkbox"/> \$55,000 and over |
| <input type="checkbox"/> prefer not to respond | <input type="checkbox"/> prefer not to respond |

A4. What is your marital status? (check one)

- Married (including a common-law relationship) Widowed
 Divorced Separated Single (never married)

A5. Please indicate your postal code

A6. How would you describe yourself? (check one)

- Student full time Student part time Homemaker full time
 Homemaker part time Employed full time Employed part time
 Retired: since _____ Unemployed or on strike since _____

A7. What is the highest level of education you have reached? (check one)

(If you are a student, please indicate your current level of education)

- Elementary or less Some secondary school Secondary diploma
 Some post secondary Community college or CEGEP diploma
 One or more university degrees

A8. During the last 12 months....

Did you see or talk to a doctor about your health?

- No Yes: how many times _____

Did you see or talk to any other kind of health professional?

- No Yes: how many times _____

How many nights did you spend in a hospital, a nursing home or a convalescent home?

- None _____ nights

A9. In general, how would you describe your state of health? (Check one)

- Very good Good Average Poor Very poor

A10. About how many years have you lived in the Township of Brock? _____ Years

B: Physical Activity and You

B.1 In a typical week, how many hours do you spend doing the following activities

| Place a ✓ in the appropriate box | Hours per week | | | | | |
|---|----------------|---------|---------|---------|-----------|----------|
| | 0 hr | 1-2 hrs | 3-4 hrs | 5-9 hrs | 10-15 hrs | 15 + hrs |
| Watching television | | | | | | |
| Reading | | | | | | |
| Crafts or hobbies done mainly on your own | | | | | | |
| Visiting with relatives | | | | | | |
| Visiting with friends | | | | | | |
| Attending cultural events (such as musicals, performances or plays) | | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| Organizing or coaching physical activity or sport programs(volunteer) | | | | | | |
| Involvement with religious groups or church activity | | | | | | |
| Involvement in service/fraternal orgs (such as Rotary or Kinsmen) | | | | | | |
| Involvement with social or entertainment groups (such as a card club or cooking club) | | | | | | |
| Other group activities (please specify) | | | | | | |
| 1. | | | | | | |
| 2. | | | | | | |

B2. Spare time provides a chance to reach many different goals. How important is it to you to reach each of these goals in your spare time?

| | Very important | | | | Not at all important |
|--|----------------|---|---|---|----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| Just relaxing, forgetting about your cares | | | | | |
| Getting together with other people | | | | | |
| Having fun | | | | | |
| Earning money | | | | | |
| Getting outdoors | | | | | |
| Competing, winning | | | | | |
| Feeling independent | | | | | |
| Feeling better mentally | | | | | |
| Feeling better physically | | | | | |
| Improving/maintaining physical fitness | | | | | |
| Challenging your abilities/learning new things | | | | | |
| Looking better, controlling your weight | | | | | |
| Taking risks, seeking adventure | | | | | |

B.3 Who around you is physically active on a regular basis? Please check all that apply.

- partner/spouse members
 close friend(s)
 co-workers
 family members
 other: please describe _____

B.4 The following activities refer to physical activities that are not related to work. Have you done any of the following physical activities in the past 12 months?

Please check yes or no and if yes, indicate approximately how many times you would have participated in that activity each month

| | Y e s | N o | # times per month | | | | | | | | | | | | |
|----------------------|-------------|--------|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--|
| | | | J a n | F e b | M a r | A p r | M a y | J u n | J u l | A u g | S e p | O c t | N o v | D e c | |
| Walking for exercise | | | | | | | | | | | | | | | |
| Cycling | | | | | | | | | | | | | | | |
| Jogging or running | | | | | | | | | | | | | | | |
| Home exercise | | | | | | | | | | | | | | | |
| Exercise class | | | | | | | | | | | | | | | |
| Ice skating | | | | | | | | | | | | | | | |
| Cross country skiing | | | | | | | | | | | | | | | |



| | | | | | | | | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Downhill skiing | | | | | | | | | | | | | | | | | | | |
| Ice hockey | | | | | | | | | | | | | | | | | | | |
| Swimming | | | | | | | | | | | | | | | | | | | |
| Gardening/yard work | | | | | | | | | | | | | | | | | | | |
| Golf | | | | | | | | | | | | | | | | | | | |
| Tennis | | | | | | | | | | | | | | | | | | | |
| Weight training | | | | | | | | | | | | | | | | | | | |
| Baseball/softball | | | | | | | | | | | | | | | | | | | |
| Popular or social dance | | | | | | | | | | | | | | | | | | | |
| Ballet, modern, square, folk or jazz dance | | | | | | | | | | | | | | | | | | | |
| Bowling | | | | | | | | | | | | | | | | | | | |

B.5 In the past year, did you stop doing any physical activity in your spare time (not including any activity stopped because of a change in season)?

No Yes: What was it? _____ What was the main reason for stopping?
 _____ Any other activity? _____ What was the main reason for stopping? _____

B.6 Compared to the way other people your age spend their spare time, would you say you are? (circle one number)

Much more active 1 2 3 4 5 much less active

B.7 With whom do you usually do your physical activity in your spare time? (check one)

no one co-workers friends classmates at school
 immediate family others

B.8 Where do you usually do your physical activities in your spare time? (check one)

home park outside using no special facility
 recreational facility work school, college or university facility
 commercial facility or private club other

B.9 Are there any exercise or sports activities you would like to start in the next year?

No Yes: First choice _____
 Second choice _____

C: What Gets in the Way

C.1 How important are the following in preventing you from being more physically active

| | Very important 1 | 2 | 3 | 4 | Not at all important 5 |
|--|---------------------|---|---|---|---------------------------|
| Lack of time due to work/school | | | | | |
| Lack of time due to family obligations | | | | | |
| Lack of time due to other interests | | | | | |
| Lack of energy, too tired | | | | | |
| Lack of athletic ability | | | | | |
| Lack of programs, leaders or accessible facilities | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| Lack of a partner | | | | | |
| Lack of support from family/friends | | | | | |
| Lack of babysitting services | | | | | |
| Cost | | | | | |
| Lack of self discipline or willpower | | | | | |
| Self conscious, ill at ease | | | | | |
| Long term illness, disability or injury | | | | | |
| Fear of injury | | | | | |

C.2 From those things that make making it difficult for you to be more active, which, for you, is the most challenging?

C.3 Would you agree or disagree that, if you wanted to, you could easily participate in a physical activity program 3 or more times a week for at least 20 minutes at a time? (check one)

- Strongly agree
 Agree
 Disagree
 Strongly disagree

C.4 In the coming year, how often do you intend to participate regular in physical activity?

- Never
 Less than once per week
 1-2 times per week
 3 times per week
 4-5 times per week
 6 or more times per week

D: What Would Make a Difference?

D.1 What would increase the likelihood that you would become MORE active in the next year? (Check all that apply)

- More programs available
 Reduced/no cost
 More facilities available
 Programs offered at workplace
 More programs available in my community
 Transportation to programs available
 Other (please specify)
-

D.2 What, if any, current programs, services, facilities available in your community that support physical activity do you feel should be discontinued? Why?

D.3 What programs, activities, facilities are needed in your community to support/encourage inactive people to get moving?

b) Of those you suggested above, what one do you feel is the most needed? Why?

D.4 Who in your community is and who is not aware of the benefits and rewards about being physically

active?

| | Aware | Not Aware |
|---|-------|-----------|
| Elementary - school aged children (K-Grade 8) | | |
| Teens (13-17) | | |
| Young Adults (18-24) | | |
| Adult Women (25-64) | | |
| Adult Men (25-64) | | |
| Seniors (65+) | | |

D.5 What, suggestions would you have for alternative uses of current facilities and resources in your community that would help in getting the community more active?

D.6 What focus or theme would you suggest for the Township of Brock’s Physical Activity Strategy (2008 – 2010)?

D.7 How do we get the word out? How do we reach the people in the community? Consider media opportunities, events, and interpersonal opportunities (such as small group presentations)?

D.8 Given the current involvement of the Township in supporting physical activity, including facilities, what suggestions would you have for the future, especially with respect to enhanced use of current facilities (e.g. arenas, ballparks, soccer fields)?

D.9 How do we motivate people to become more active in their community in the Township of Brock?

| | Key motivator |
|--|---------------|
| Elementary – school aged children (K- Grade 8) | |
| Teens (13-17) | |
| Young Adults (18-24) | |
| Adult Women (25-64) | |
| Adult Men (25-64) | |
| Seniors (65+) | |

E: Further Involvement

E.1 In which of the following ways would you like to be involved in the Township of Brock’s Physical Activity Strategy? (choose all that apply)

- On the planning committee to work with the current committee and consultants to develop

the plan.

- As a promoter or ambassador of opportunities to be physically active.

If you checked either of the above, please provide contact information

Name: _____ Telephone #: _____ Email:

- Not sure yet.

- Not at all because _____

F. Closing

F.1 Anything else you would like to share with us in order to help over 50% of your community in getting active?

Thank you. Your input is invaluable to our process and we appreciate your response!

APPENDIX B: Comparison of Township of Brock Physical Activity Survey Respondent Characteristics to Statistics Canada 2001 and RRFSS 2006 Data

Gender

| | Township of Brock PA Survey | Statistics Canada 2001 |
|--------|-----------------------------|---|
| Male | 35.6% | 49% |
| Female | 64.4% | 51% |
| | | Source: Statistics Canada Census, 2001. |

The Brock survey respondents were over-representative of the female population (64.4% versus 51%) and under-representative of the male population (35.6% versus 49%)

Age

| | Township of Brock PA Survey | Statistics Canada 2001 |
|-------------|-----------------------------|---|
| 25-44 years | 28.5% | 26% |
| 45-64 years | 47.7% | 23% |
| 65+ | 23.8% | 16% |
| | | Source: Statistics Canada Census, 2001. |

The survey respondents were over-representative of the age group 45-64 years of age (47.7% versus 23% of the population). There was a slight over-representation of those 65+ in the survey respondents as well. The percentage of survey respondents 25-44 years of age closely represented the population statistics.

Personal Income

The average income for a Township of Brock resident working full time, full year, according to Statistics Canada 2001 was \$38,155. Twenty one percent were recorded as earning less than \$20,000 per year; sixty two percent were recorded as earning between \$20,000 and \$59,999. Sixteen percent were recorded as earning over \$60,000.

The income information collected from the survey respondents did not ask on what basis the income was earned (i.e. full time versus part time or no income due to unemployment). This makes it difficult to compare the data however it does appear that those who answered the survey reported a higher income on average than is reported by Statistics Canada for residents of the Township.

Marital Status

| | Township of Brock PA Survey | Statistics Canada 2001 |
|------------------------|-----------------------------|---|
| Married | 76.7% | 56.7% |
| Widowed | 8.7% | 8.0% |
| Divorced | 8.7% | 6.9% |
| Separated | 2.7% | 3.9% |
| Single (never married) | 3.3% | 24.5% |
| | | Source: Statistics Canada Census, 2001. |

The survey respondents over-represented the married population and under-represented the single, never married population.

Type of Work

Statistics Canada 2001 reported a 65.4% participation rate in the workforce. This includes all those residents who were employed in any capacity in the week prior to the Census data gathering. The survey respondents reported that a total of 53.4% were in the workforce, either full or part time (43% full time, 13.4% part time). 31.5% of the survey respondents described themselves as retired. Those who work on either a full time or part time basis were under-represented in the survey.

Highest Level of Education

| | Township of Brock | Statistics Canada 2001 |
|-----------------|-------------------|------------------------|
| Some elementary | 1.3% | Not reported |

| | | |
|----------------------|-------|--|
| Some secondary | 5.4% | 30.6% |
| Secondary completed | 15.8% | 22.9% |
| College completed | 29.5% | 21% |
| University completed | 31.5% | 12.4% |
| | | Source: Statistics Canada Census, 2001. DURHAM REGION |

The survey respondents over-represented those with college/university studies completed as compared to statistics for the Region of Durham and they under-represented those with less than a high school education.

State of Health

| | Township of Brock | RRFSS 2006 |
|----------------------------------|-------------------|--|
| Excellent/Very Good ¹ | 33.1% | 56.2% |
| Good | 41.9% | 32.1% |
| Fair/Poor | 25% | 11.4% |
| | | Source: Rapid Risk Factor Surveillance System, Ontario, Canada 2006 |

Survey respondents under-represented those who self report their health status as Excellent/very good on RRFSS and over-represent those who self report their health status as Good on RRFSS. Survey respondents also over-represented those who self report their health as Fair or Poor.

¹ RRFSS used choices of Excellent/Very Good, Good or Fair/Poor. Brock survey used choices of Very Good, Good, Average and Poor. Average and Poor were combined as comparison to Fair/Poor on RRFSS

APPENDIX C: Materials for Community Open Houses

(i) Invitation



THE CORPORATION OF

THE TOWNSHIP OF BROCK

IN THE REGIONAL MUNICIPALITY OF DURHAM

1 CAMERON ST. E., P.O. BOX 10, CANNINGTON, ONTARIO L0E 1E0 (705) 432-2355

PHYSICAL ACTIVITY PLAN

NOTICE OF OPEN HOUSES

The Township of Brock, in collaboration with the Brock Community Health Centre and Brock Youth Centre, and with the assistance of a Communities in Action Fund grant, is developing a Physical Activity Plan and Strategy which will serve to promote physical activity among our residents. The Steering Committee has enlisted the services of a consultant, DuBFit, to assist in the preparation of this strategy.

Members of the public, service clubs, religious organizations, sporting groups of all ages, and other community groups are cordially invited to attend an open house to offer your views and suggestions to increase levels of physical activity among Township residents. The public is also encouraged to complete a resident survey to assist the Steering Committee in developing an appropriate strategy for the future.

Open Houses/Workshops will be held at the following locations:

Cannington Community Centre, 95 Elliot Street, Cannington
Monday, February 4, 2008 – 7:00 p.m. – 9:00 p.m.

Beaverton Community Centre, 176 Main Street, Beaverton
Tuesday, February 5, 2008 – 2:00 p.m. – 4:00 p.m.

Sunderland Community Centre, 20 Park Street, Sunderland
Tuesday, February 5, 2008 – 7:00 p.m. – 9:00 p.m.

Further information may be obtained by contacting:

Thomas G. Gettinby, MA, MCIP, RPP, CMO
Deputy Clerk-Administrator
Corporation of the Township of Brock
1 Cameron Street East, P.O. Box 10,
Cannington, Ontario, L0E 1E0
(705) 432-2355(Tel)
(705) 432-3487 (Fax)

(ii) Agenda

Township of Brock
Physical Activity Strategy
Community Open Houses
Feb 4 and 5, 2008

1. Welcome and introductions (15 minutes)
2. Project overview (20 minutes)
 - need for the strategy
 - funding
 - process
 - timelines
 - outcomes
3. Questions - small group discussion if enough attendees - 15 minutes per question)
 - i). What encourages you to be physically active?
 - ii) What gets in the way of you being more physically active?
 - iii). Given the current facilities and programs available in the Township of Brock, do you have suggestions for additional or alternative programs/uses that you feel would encourage residents to be more physically active?
 - iv) How will we get the word out once the strategy is complete?
4. Strategy Theme - whole group discussion of suggestion of potential themes for the strategy (15 minutes)
5. Wrap up, thank you and next steps (10 minutes)

APPENDIX D: Brock Youth Consultation Survey Results (Brock Community Health Centre)

A local youth survey containing 28 questions was implemented in various sites during the months of May and June 2008. Those sites included CERC (Community Employment Resource Centre) in Beaverton, DASS (Durham Alternative Secondary School) in Sunderland and Brock High School in Cannington. A total of 154 youth were interviewed.

The survey contained 5 questions, that were included in the high school setting interviews, that were intended to inform and understand the youth's perspective for the undergoing Brock Physical Activity Plan. Although the survey did not have a scientific formulation, this was designed to provide an effective tool to consult the youth community and assess their local needs, expectations and priorities. Approximately 150 surveys were tabulated which reflects a 17.3% return rate.

Youth responses - Demographics

3.2.1 Female 46%, Male 53%, Other 1%

3.2.2 Beaverton 31%, Sunderland 29%, Cannington 25%, other 15%

3.2.3 Grade 9:27%, Grade 10: 24%, Grade 11:23%, Grade 12:16%,DASS 10%

- What are the barriers that stop you from being physically active?
 - Lack of local recreation/sports programming (34%)
 - School load or homework tasks (18%)
 - Lack of accessible transportation (12%)
 - Not having or lack of disposable time (12%)
 - Work commitments (7%)
 - TV/computer time (6%)
 - Negative attitude/lack of interest (5%)
 - Health issues (overweight) (3%)
 - Others (3%)

- What factors will help you to become/stay more physically active?

The youth were much more specific about the community needs/assistance that will help them to become more active. Facilities and programs focused most of the youth attention.

- 48% see the need for more recreational youth facilities
- 37% would like to see more recreational youth friendly and fun programs
- 8% want more sports teams or youth clubs
- 6% expressed that lack of transportation was a factor
- 3% mentioned that cost was a factor

- Can you suggest some “catchy” themes to help promote the Brock PAP among youth?
 - Have Fun, Stay Active, Live Life!
 - Get off your Bum, Have some Fun!
 - Break the Barrier, Get Active!
 - Get Active, Stay Active!
 - Health, not Wealth!
 - No Fat Kids!
 - Stay Healthy!
 - Get in Action!
 - Get Fit Now!
 - Get Active Now!
 - Good Sports!
 - Do you want to be fat? I didn’t think so!
 - Live Life, Stay Fit!
 - Get Out and Be Active!
 - Go Get it, Get Fit!
 - Get Smooth, not Chunky!
 - Eat right, Stay Healthy!
 - Be Fit or Be Fat!
 - Get Moving Lazy Bones!
 - Don’ be Lame, Get in the Game!
 - Exercise and Eat Healthy!
 - Sporty, Healthy, Happy!
 - Stop Being Lazy and Do Something!

- What is the best way to outreach youth (connect with you)

Every youth uses the same means of communication which are;

 - 42% prefer emails and 37% cell phones as first or second option
 - 30% mentioned school is the best way to connect with them

- How important is it for local youth to have representation and a real voice?
 - Generally youth think it is important (77%) to have representation to voice their needs.

APPENDIX E: List of Key Informants Interviewed

| ORGANIZATION | INDIVIDUAL INTERVIEWED |
|--|-----------------------------|
| Beaverton Agricultural Society | Nancy Briggs |
| Beaverton Chamber of Commerce | Monica Rogers |
| Beaverton Minor Baseball | Dorothy Murphy |
| Brock High School | Kelly Boehm |
| Cannington Horticultural Society | Don Real |
| Community Care Durham | Joanne Lloyd |
| Community Development Council Durham | Ben Earle |
| Community Employment Resource Centre | Shannon Inglis |
| Durham Region VON | Cheryl Generaux |
| Durham Family Serives | Paul Atkinson |
| Durham Farm & Rural Family Resources / Early Years | Erin O'Dacre |
| Durham Hospice | Kirsten Schmidt Chamberlain |
| Lakeview Manor Home | Lorraine Gurney |
| Nurse Practitioner | Janet Marchand |
| Sunderland Ringette | Mike Bishop |

APPENDIX F: Key Informant Interview Guide

Township of Brock Physical Activity Strategy Stakeholder Survey

- 1.0 Purpose:** To gain recommendations from approximately 50 stakeholders regarding:
- Currently popular physical activities for residents (broken down by demographics).
 - Needed physical activity opportunities in the Township.
 - A potential theme or focus for a Township physical activity strategy.
 - Interest in participating in planning and/or implementing a Township physical activity strategy.
 - Current or planned physical activity initiatives for the Township physical activity strategy to complement or collaborate with.
- 2.0 Methodology**
Questions, once approved by the Steering Committee, will be circulated to the 50 stakeholders selected to be interviewed, on << date >>. Surveys would be conducted within a two week window. A reminder notice would go out just prior to the survey.
- 3.0 Survey Content**
- A. Background Information (confirm)**
- A.1 Name
 - A.2 Title
 - A.3 Organization

A.4 E-mail address (we will send everyone the flyer for the Open Houses)

A.5 Phone number

Introduction – Key Points

- Brock Township focus; small Steering Committee in place to get the process started; we are gathering some information as a first step
- To be followed by survey of residents, open house forums for discussion, and the development of a plan
- Funding to undertake this process is part of the provincial Active 2010 strategy
- Developing a physical activity plan to increase pa levels of those currently inactive
- Physical activity is a broad term that encompasses sport, recreational activities such as walking, exercise, fitness as well as some types of occupations
- You have been nominated as a Key Informant to this process
- Interview should take about <<x>> minutes; will only discuss you those questions that you feel are relevant to you
- There will be a report produced compiling the results which will be available to those being interviewed.
- It is possible to complete the survey on paper or electronically if necessary, or to have it passed on to others in this format for input, by <<date>>.

B. Current Services – we want to make sure we have a solid picture of what opportunities are currently available to residents.

B.1

| Age Group | What you are currently offering? | For each type of service you provide, which is the most popular? (Please be as specific as possible - name, time, location) |
|----------------------------------|---|---|
| Preschool | Skill development programs (E.g. figure skating lessons) | |
| Elementary- school aged children | Recreational opportunities (E.g. open gym) | |
| Teens | Competitive opportunities (E.g. hockey leagues) | |
| Young Adults (18 – 25) | Fitness opportunities (E.g. weights, aerobic/pilates classes) | |
| Adult Women | Walking opportunities (E.g. indoor walking program, trails) | |
| Adult Men | Other: | |
| Seniors | | |
| Other: | | |

B.2 Generally, what characteristics do popular programs share? Why do people like them?

B.3 If more people were motivated to participate in your programs, could you manage more participants?

YES

NO

EXPLAIN: _____

B.4 Do you (or will you), between now and 2010, offer any of the following:

Promotional Events (E.g. Open House, Buddy Week, Terry Fox Runs, Dog Walkathon) to increase traffic?

If YES, please describe: _____

Communication Campaigns (print or media-based messages to promote physical activity generally; not a program – like the ads from ParticipACTION)?

If YES, please describe: _____

Changes to the community that make it easier for people to be active? (work done to create an environment that is more supportive of physical activity such as building trails, bike lanes on roads, bike racks for public use)

If YES, please describe: _____

Developing Supportive Policies? (work done to change policies in schools, workplaces, local government that supports physical activity such as variable fee schedules to accommodate people of low income or workplaces that offer flexible work hours)

If YES, please describe: _____

B.5 If you offer programs, do you currently offer any subsidies for people of limited income? How often is this option used? What else can you tell us about this to help us better understand the needs of people in the community living in low income situations and their physical activity levels?

C. Needed Initiatives to Address Barriers to Being Active

C.1. a) Based on national data collected in 2002², only 48% of Ontarians are regularly active (at a minimum level of approximately 30 minutes of walking each day)? In Brock Township, why do you think this % is so low? What are the primary barriers here that make it difficult for people to be regularly active? We are particularly interested in the degree to which you feel cost is a barrier.

| Age Group | Barriers to being regularly active – highlight the one for each population that you think is the greatest barrier |
|-----------|---|
| Preschool | |

² Canadian Fitness and Lifestyle Research Institute.
<http://www.cflri.ca/eng/levels/index.php>

| Age Group | Barriers to being regularly active – highlight the one for each population that you think is the greatest barrier |
|----------------------------------|--|
| Elementary- school aged children | |
| Teens | |
| Young Adults (18 – 25) | |
| Adult Women | |
| Adult Men | |
| Seniors | |
| Other: | |

- c) Which of the groups above would you suggest is most inactive in this community? Why do you feel this is the case?
- d) What would you suggest would be needed in your community to support inactive people to get going?
- e) Of those you suggested above, what one do you feel is the most needed? Why?

C.2 a) Tell me about what you feel the awareness level is like in the community regarding the benefits and rewards about being physically active.

b) Which population from the list above (C.1.a.) do you feel has the highest awareness of the benefits? Which has the lowest?

C.3 What do you feel would motivate each of the groups below to be more active?

| Age Group | Key Motivators to becoming regularly active are ... |
|----------------------------------|--|
| Preschool | |
| Elementary- school aged children | |
| Teens | |
| Young Adults (18 – 25) | |
| Adult Women | |
| Adult Men | |
| Seniors | |
| Other: | |

C.4 a) What, if any, opportunities to be physically active in the community do you think are under-utilized?

b) For any identified, how could this be changed?

c) Are there currently available opportunities to be physically active in the community

that you feel are not needed? If so, which ones and why?

d) What, if any, suggestions would you have for alternative uses of current facilities and resources that would aid in getting the community more active?

C.5 What focus or theme would you suggest for the Township of Brock's Physical Activity Strategy (2008 – 2010)?

C.6 Given the current involvement of the Township in supporting physical activity, including facilities, what suggestions would you have for the future, especially with respect to enhanced use of current facilities (e.g. arenas, ballparks, soccer fields)?

C.7 Which, if any, of the options suggested in B.4 do you think SHOULD be offered, and why? Please be as specific as possible.

C.8 How should physical activity messages best be conveyed to the following populations? Consider media opportunities, events, and interpersonal opportunities (such as small group presentations)? How does this change by smaller communities within Brock Township (i.e. between Cannington, Beaverton and Sunderland)

- Preschool
- Elementary- school aged children
- Teens
- Young Adults (18 – 25)
- Adult Women
- Adult Men
- Seniors
- Other:

D. Involvement

D.1 In which of the following ways would you like to be involved in the Township of Brock's Physical Activity Strategy? (choose all that apply)

- On the planning committee to work with the current committee and consultants to develop the plan. Why or why not?
- As a provider/organizer of enhanced physical activity programs. Why or why not?
- As a promoter of opportunities to be physically active. Why or why not?
- Not sure yet. What would convince you to become involved? Where is the hesitation coming from?
- Not at all because _____

E. Closing

E.1 Anything else you would like to share with us in order to help over 50% of your community in

getting active?

E.2 Who else in the community would you recommend be consulted in this process? (contact info?)

Thank you for your time and contribution.

Alice Strachan & Nancy Dubois

Consultants

DU B FIT

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APPENDIX G : CDC Community Engagement Principles

BEFORE STARTING A COMMUNITY ENGAGEMENT EFFORT . . .

1. Be clear about the purposes or goals of the engagement effort, and the populations and/or communities you want to engage.
2. Become knowledgeable about the community in terms of its economic conditions, political structures, norms and values, demographic trends, history, and experience with engagement efforts. Learn about the community's perceptions of those initiating the engagement activities.

FOR ENGAGEMENT TO OCCUR, IT IS NECESSARY TO . . .

3. Go into the community, establish relationships, build trust, work with the formal and informal leadership, and seek commitment from community organizations and leaders to create processes for mobilizing the community.
4. Remember and accept that community self-determination is the responsibility and right of all people who comprise a community. No external entity should assume it can bestow on a community the power to act in its own self-interest.

FOR ENGAGEMENT TO SUCCEED . . .

5. Partnering with the community is necessary to create change and improve health.
6. All aspects of community engagement must recognize and respect community diversity. Awareness of the various cultures of a community and other factors of diversity must be paramount in designing and implementing community engagement approaches.
7. Community engagement can only be sustained by identifying and mobilizing community assets, and by developing capacities and resources for community health decisions and action.
8. An engaging organization or individual change agent must be prepared to release control of actions or interventions to the community, and be flexible enough to meet the changing needs of the community.

9. Community collaboration requires long-term commitment by the engaging organization and its partners.