Township of Brock's Physical Activity Plan

OUTCOME STRATEGIES

- Raising Awareness & Education
- Skill Development
- Environmental Support
- Policy
- Community Engagement
- Marketing
- Evaluation
- Governance
- Community Partnerships
- Sustainability

TARGET POPULATION

- All residents of Brock Township with an emphasis on those not regularly active.
- Organizations with an interest in physical activity.

ACTIVITIES

- * Launch
  * Trail Promotion
  * Arena Dasher Boards
  * ParticipACTION ads
  * World Walk Day
  * Directory of Community Opportunities
- * Walk This Way
  * Parking Lot Prompts
  * Staff Training
  * TV Home-based Exercise Program
  * Walking Groups & Clinics
- * Historical Walks
  * Community Use of Schools
  * Connect Trails across Brock
  * Alternative Use of Parks, Tennis Courts, Arenas
- * PlayWorks Partnership
  * Provincial Consortium on Youth in Recreation
- * 3 Champions
  * Community Action Teams
  * Training Programs
  .teachers in DPA
  .physicians in PACE+
  .daycamp staff
  .walking group leaders
  * Public Recognition of those making Changes
- * Mayor's Newspaper Column
  * Agency Adoption of Plan
  * Newspaper Feature
  * Plan Distribution
  * Plan Branding
- * Formative evaluations
  * Process evaluations
  * Outcome evaluations
- * Terms of Reference
  * Corporate Sponsorship Policy developed
  * Financial Management practices in place
- * Recruitment
  * Retention
  * Planning
- * Sustain the Issue
  * Sustain the Behaviour Changes
  *Sustain the Programs
  * Sustain the Partnership

OUTCOME OBJECTIVES

- A1. 80% of all Brock Township residents will be aware of the importance of physical activity to a healthy life by 2010.

  A2. 60% of all Brock Township residents will be aware of the local opportunities to be active that are low cost and accessible.

  A3. 40% of all Brock Township residents will know what physical activities (type, intensity, frequency, time) they could be doing in order to improve their health.
- B2. 60% of all Brock residents will know what physical activity options are best suited to positive health outcomes.

  B2. 40% of all Brock residents will have the necessary skills to pursue their preferred activity.
- C1. All Brock residents have access to low or no cost opportunities for being physically active.
- D1. Sustainable policies are in place to support individual physical activity choices.
- F1. A diverse group of individuals within the community are actively involved in delivering and supporting physical activity initiatives to the
- E1. 80% of all residents of Brock Township are aware of the Physical Activity Plan's

  E2. 60% of all residents of Brock Township know the theme of the local physical activity plan.

  E3. All local media are involved in regular coverage of Plan
- I1. To monitor the activities selected for implementation in terms of the process used for completion.

  I2. To measure the progress towards the Outcome Objectives contained in the Plan.
- G1. The groups in place that provide leadership to the Physical Activity Plan do so in an organized, efficient and effective manner, according to standard community practice.

  G2. A diverse group of individuals and organizations provide leadership in the

  G3. A strong group is able to solicit and accept funds from a variety of sources.
- J1. A strong partnership is in place to provide leadership and direction to Plan initiatives.

  J2. A long-term plan is in place & adhered to.
- H1. The infrastructure and successful initiatives of the Physical Activity Plan are sustained beyond 2010.

  H2. The residents of Brock continue to understand the issue of physcial activity as a significant health risk.

  H3. Policies and programs are in place that support physical activity over the long term, beyond 2010.

SHORT-TERM GOALS (2008-2010)

1. To increase the local resource base to support the implementation of an effective and comprehensive physical activity plan in The Township of Brock.
2. To maximize the use of existing facilities, programs and human resources in the promotion and provision of opportunities for Brock residents to be regularly physically active.
3. To increase the number of individuals and organizations who actively support the provision of opportunities for Brock residents to be physically active.
4. To increase the number of residents who have affordable access to opportunities for regular physical activity in The Township of Brock.

LONG-TERM GOAL (2010+)

To increase the number of Brock residents who are regularly physically active enough to benefit their health

VISION

All Township of Brock residents will have optimal health and well-being

PRINCIPLES

- Community consultation
- Access for all
- Build on existing
- Make informed decisions
- Explore new opportunities
- Community partnerships