



# Township of Brock Physical Activity Plan

Community Open House  
Tuesday September 16,  
2008



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# Welcome & Introductions

- Opening Remarks
- Introductions
  - Steering Committee
  - Consultants
  - Participants

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# Project Overview

- Rationale
- Need for the strategy
- Process
- Results
- Plan
- Strategies and Objectives
- Your reactions/feedback/opportunity to get involved

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# Physical Activity Plan

- Long term strategy for action
  - Raise awareness
  - Increase knowledge
  - Build skills
  - Create environments
  - Engage community members

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# Physical Activity

Includes all forms of physical activity

- active living
- recreational activity
- sport
- exercise
- play
- dance

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# Vision for the Township of Brock

*“One municipality, comprised of a number of communities that are complementary, linked, innovative and cooperative in supporting the residents who live, work and raise families in a safe environment where industry, commerce and agriculture continue to prosper”.*

- Creating a Balance

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# What guided our work?

- Local Need
- Guiding Principles
- Existing resources, gaps and opportunities
- Evidence of effectiveness

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# Local Need

- *the economic impact of physical inactivity can be substantial and has been estimated at \$5.3 billion, or 2.6% of total health care costs in Canada in 2001.*
- *Even so, close to half (48%) of Canadians aged 12 or older, 12.7 million people, were inactive in their leisure time in 2005, meaning that they did the equivalent of less than a half hour of walking per day.*
- *As well, 25% (6.6 million) reported that they usually sit most of the day. And during a typical week, 41% (10.8 million) spent less than one hour walking to get to work or school or to do errands.”*
- Physically Active Canadians. Heather Gilmour. Health Reports, Vol. 18, No. 3, August 2007 Statistics Canada, Catalogue 82-003

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# Current Physical Activity Levels

Leisure-time physical activity, by sex, household population aged 12 and over, Canada, provinces, territories, health regions and peer groups, 2003 – continued

Leisure-time physical activity	Total		Physically active		Moderately active		Physically inactive		Physical activity, not stated	
	Number		Number	%	Number	%	Number	%	Number	%
3503 Durham-Haliburton-Kawartha and Pine Ridge DHC, ON	714,956		217,068	30.4	167,172	23.4	308,474	43.1	22,242	3.1
Males	352,228		119,720	34.0	78,054	22.2	139,368	39.6	15,087	4.3
Females	362,728		97,348	26.8	89,117	24.6	169,107	46.6	7,156 <sup>E</sup>	2.0 <sup>E</sup>

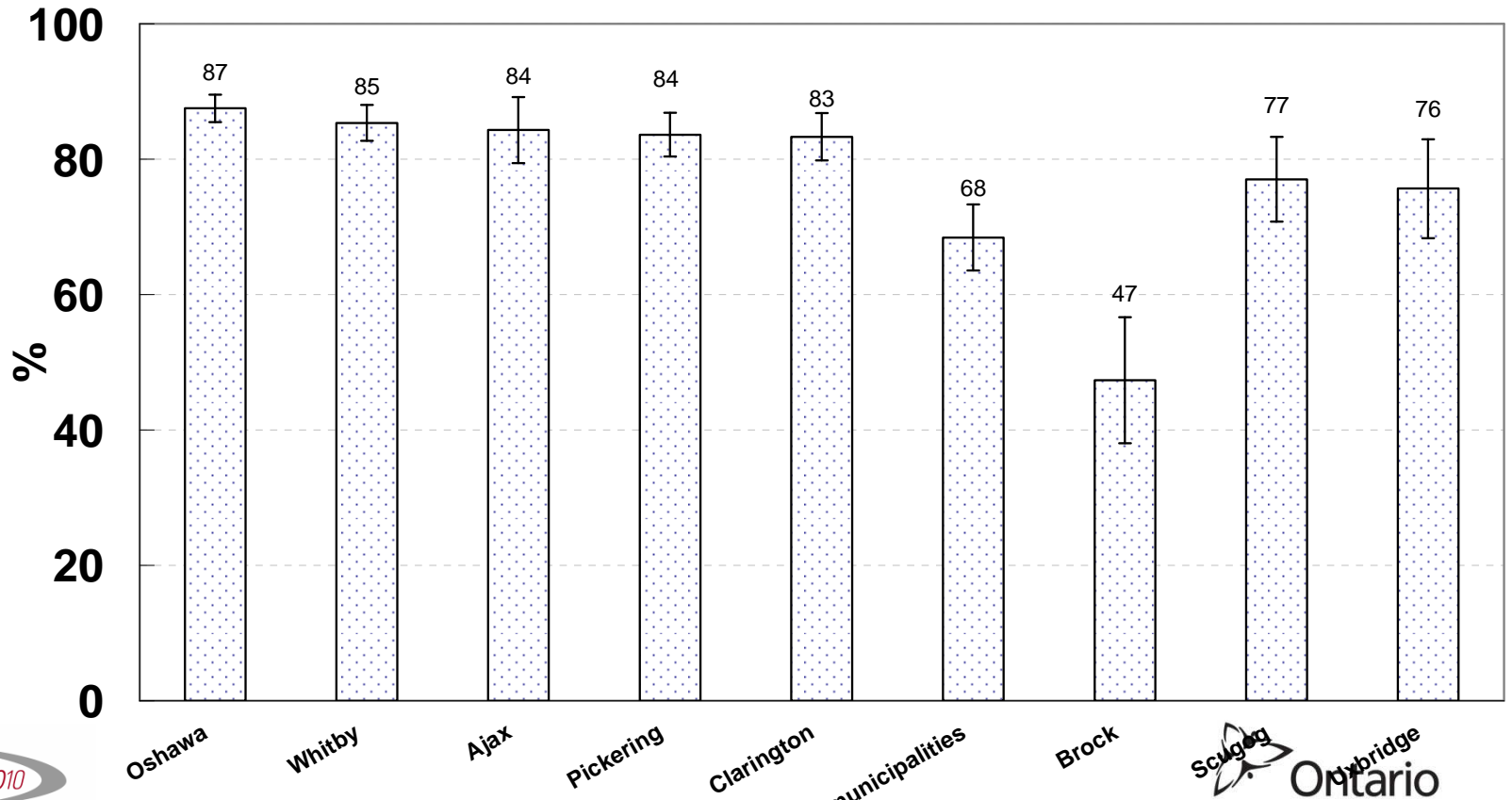
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## Awareness of Recreational Trails in the Past Year by Municipality, Durham Region, 2001-2004



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# Local Need: Body Weight

- Since 2001, the proportion of Durham Region adults who are overweight or obese has increased.
- 60% ( $\pm 3\%$ ) of individuals in the overweight and obese category were males compared to 40% ( $\pm 3\%$ ) of females.
- The prevalence of overweight or obesity was lowest in Durham Region young adults (18-24 years) compared to older age groups (45-64 years).
- Durham Region adults with less than high school education had higher rates of being overweight or obese compared to those who completed high school.
- In Durham Region, 15% of youth aged 12-19 years were overweight or obese in 2000/01. This is similar to Ontario's estimate of 19%.
- Since 1990, the prevalence of overweight and obesity in Durham Region youth has remained stable.

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# Local Need

- Common Local Issues regarding Physical Activity:
  - Transportation (Brock Youth Centre survey)
  - Fees
    - Intent with this Plan to be especially mindful of the needs of those living in situations of low income
  - Lack of awareness regarding need / benefits
  - Competing priorities for time
  - Need a wider variety of choices close to home & available to families

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# Process of Developing a Community Plan:

- Parks & Recreation Committee received funding through the Community in Action Fund of Active 2010 (part of the Ministry of Health Promotion's Healthy Eating & Active Living Strategy)
- Active 2010 goal = increase physical activity by 5% by 2010
- Steering Committee
  - Parks and Recreation Committee
  - Durham Region Public Health
  - Brock Youth Centre
  - Community Health Centre
  - VON
  - Ministry of Health Promotion

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# Why specific activities have been recommended

- Local Need
  - No formal recreation programs other than summer camp
  - Lack of public transportation
  - Low or no cost options
  - Trail system

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- Existing resources, gaps and opportunities
  - relevant to all residents
  - use of natural environment and existing facilities
  - funding available or possible
  - 6 existing engaged organizations
  - existing tax base to support activities

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- Evidence of effectiveness
  - 2005 – most popular activity – walking
  - Behaviour change happens when
    - Strong commitment
    - Necessary skills
    - Environment

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- Unlikely that one activity will result in desired change
- 10,000 steps per day adults, 16,500 for children
- Impact of activity friendly environment
- CDC effective interventions

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# Process of Developing a Physical Activity Plan

- Community input
  - 15 Interviews,
  - 3 Open Houses,
  - 219 (4%) Resident electronic & paper survey
  - Youth survey

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# Results

- Getting outdoors is important
- Competition is not important
- Independence
- Feeling better mentally and physically
- Improve fitness
- Walking most popular followed by gardening/yard work and home exercise

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# Results

- 50% prefer to be active alone, 21% with friends, 20% with family
- 43% prefer to be active at home, 28% outside of home
- 83% feel they are more active than their friends

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# Results

- Swimming
- Walking
- Yoga/dance
- Running
- aerobics

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# Results

- Barriers

- Weather
- Injuries/other health concerns
- Lack of finances

Still 84% said they could, if they wanted to, easily participate in a physical activity program three or more times per week

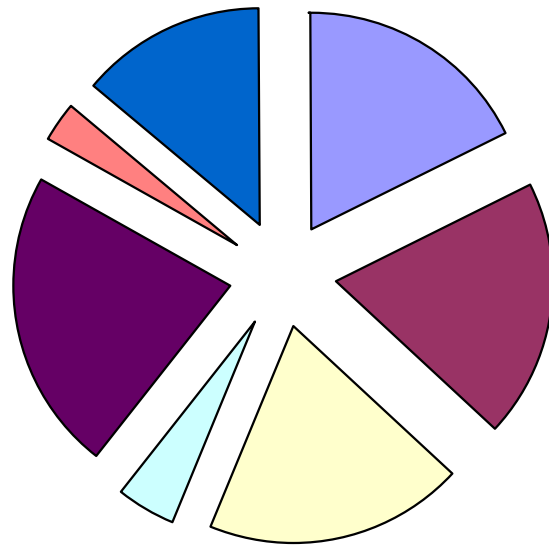
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What would increase the likelihood that you would become MORE active in the next year  
(check all that apply)?



- More programs available 40.7%
- Reduced/no cost 44.5%
- More facilities available 43.4%
- Programs offered at workplace 10.4%
- More programs available in my community 51.6%
- Transportation to programs available 7.1%
- Other (please specify) 31.9%





# New opportunities

- Pool
- Arenas used year round
- Better use of schools
- Indoor walking spaces
- Yoga, fitness, dance classes
- Gym
- Walking trails
- Recreation centre

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# Guiding Principles

- Guiding principles are a set of belief statements or values that guide decision making during planning and subsequent action. They typically evolve over time as the rationale for making decisions reflects the current situation. These were established through discussion with the Steering Committee.

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# Guiding Principles

- Encourage and increase access to physical activity opportunities for all residents.
- Increase all residents' awareness of the benefits of being physically active and the range of physical activity opportunities available.
- Engage individuals to explore new and creative ways to participate in physical activity throughout the Township of Brock.

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# Guiding Principles

- Make informed decisions based on collecting information and consulting with the community to take advantage of strategies which are realistic, achievable and measurable.
- Explore existing and develop new community partnerships to enable increased opportunities for access and participation.
- Identify partnerships, community groups and/or external government agencies that can partner/provide resources to ensure success in implementation.





# Goals

- Long term
  - Increase the number of Township of Brock residents who are regularly physically active enough to benefit their health

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# Goals

- Promote the increased use of Township owned/operated/maintained buildings, facilities and amenities in a responsible manner.
- Explore, promote and maximize usage of Brock's existing natural environment and local facilities to encourage residents to be physically active.

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# Shorter Term

- To increase the local resource base to support the implementation of an effective and comprehensive physical activity plan in The Township of Brock.
- 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.
- To increase the number of individuals and organizations who actively support the provision of opportunities for Brock residents to be physically active.
- To increase the number of residents who have affordable access to opportunities for regular physical activity in The Township of Brock.

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# Target Group and Theme

- Target Group

All Residents of Brock

## Theme

*Take a Walk in Brock*

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# Menu

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# Awareness Raising

- Plan Launch
- Passport to Health
- Promote Trails
- Arena Dasher Board Ads
- Participation Ads
- World Walk Day
- Directory of Community Opportunities

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# IT'S OUR MISSION TO GET YOU MOVING.

*IT'S TIME FOR ACTION*



**PARTICIPACTION**

[www.participACTION.com](http://www.participACTION.com)





WALK, RUN, JUMP, SKIP, PLAY...  
YOU GET THE IDEA.

**PARTICIPEDIA**





# Skill Development

- Walk this Way
- Point of Decision Prompts
- Children and Youth Program Staff training
- TV Based home exercise
- Walking Groups

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**“I’m trying to fit 30 minutes of daily exercise into my busy schedule. Today I took 120 fifteen-second walks.”**





# Environmental Support

- Historical Walks
- Community Use of Schools
- Connect trails across the Township
- Alternative uses of existing facilities
  - Tennis courts with basketball nets

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# Policy

- Play Works Partnership
- Provincial Consortium on Youth in Recreation
- Jumpstart

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# Marketing

- Mayor's Column
- Agency formal adoption of plan
- Newspaper feature
- Plan distribution
- Plan branding

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*your way, every day*





# Community Engagement

- Local Champions
- Community Action Teams
- Training, building local capacity
- Public recognition of Physical Activity Champions

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# Governance

- Brock Physical Activity Network
- Community Partnerships
  - Recruitment
  - Retention
- Sustainability
- Evaluation

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# Whew!

1. What did you like?
2. Theme?
3. What seems likely?
4. What seems unlikely?
5. Key Players

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# Closing Remarks

- Summary
- How can you be involved?
- Next Steps
  - Council adoption
  - Launch
- Thank you's

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