



TOWNSHIP OF BROCK
"A Community with a Heart"

PHYSICAL ACTIVITY PLAN
2008-2010

EXECUTIVE SUMMARY

The Township of Brock" is partnering with the community to create a Physical Activity Plan for The Township of Brock in order to be able to offer more opportunities for Brock's residents to easily and economically access a wide variety of physical activities that are close to their homes. A Steering Committee has been formed and submitted a proposal to the Ontario Ministry of Health Promotion under the Communities-in-Action Fund (CIAF), part of the provincial Active 2010 initiative. This comprehensive strategy aims to achieve higher physical activity rates and increased sport participation in order to improve the quality of life in the province.

There are many reasons why action is required to get the community moving more on a regular basis. Among them, the Local Health Integrated Network (LHIN) has released statistics showing a high incidence of chronic diseases like arthritis and diabetes in this area. Brock children and youth have limited gym time in school and the number of overweight children and adults is growing. Surveys conducted by the Brock Youth Centre identify transportation as the biggest barrier to participating in physical activities. Fees for activities like hockey are prohibitive for some families. There is a need for a wider variety of choices. Many working adults indicate that transportation and short-term activities are a barrier to consistent participation. Participation would increase if activities were close to home and could include options where families could exercise together. Working adults who commute to jobs do not want to drive to access a program especially if they have to leave children at home. North House, a transitional housing for the homeless, has literature indicating that physical activities relieve depression in those living in poverty. Joining in an activity can help to integrate the marginalized into the general community.

In preparing the plan, several sources of information were integrated, including:

- # 219 surveys from community members
- # Participants at 3 community open houses
- # 15 telephone interviews with identified key informants from community organizations
- # Discussions of the Steering Committee
- # A review of existing programs and services within the community and the province
- # A review of the physical activity best practice literature.

Results from these sources reinforced the need for a Plan that included elements of low cost to the community that were not highly dependent on human resources or built facilities but rather could be undertaken by interested groups and volunteers using existing resources. The resulting Plan represents a comprehensive approach across ten strategies, four of which directly address the changes in the physical activity levels of the population and five that address the underlying processes and infrastructure necessary to support the initiatives. The specific proposed activities, which represent a menu of choices from which a local Physical Activity Network would choose the most appropriate, are listed below by strategy:

Strategies & Activities Related to Behavioural Outcomes:

Raising Awareness & Education	Skill Development	Environmental Support	Policy
<ul style="list-style-type: none"> # Launch # Trail Promotion # Arena Dasher Board Ads # ParticipACTION Ads # World Walk Day # Directory of Community Activities 	<ul style="list-style-type: none"> # Walk This Way # Parking Lot Prompts # Staff Training # TV-based Home Exercise Program # Walking Groups & Clinics 	<ul style="list-style-type: none"> # Historical Walks # Community Use of Schools # Connect Trails # Alternative Use of Facilities 	<ul style="list-style-type: none"> # PlayWorks Partnership # Provincial Consortium on Youth in Recreation

Strategies & Activities Related to the Process:

Community Engagement	Marketing	Evaluation
<ul style="list-style-type: none"> ✚ 3 Champions ✚ Community Action Teams ✚ Training Programs <ul style="list-style-type: none"> ○ Day camp leaders ○ Physicians ○ Teachers ○ Walking group leaders ✚ Public Recognition 	<ul style="list-style-type: none"> ✚ Mayor’s Newspaper Column ✚ Agency Adoption of Plan ✚ Newspaper Feature ✚ Plan Distribution ✚ Plan Branding 	<ul style="list-style-type: none"> ✚ Formative methods ✚ Process methods ✚ Outcome methods
Governance	Community Partnerships	Sustainability
<ul style="list-style-type: none"> ✚ Terms of Reference ✚ Corporate Sponsorship Policy ✚ Financial Management practices 	<ul style="list-style-type: none"> ✚ Recruitment ✚ Retention ✚ Planning 	<ul style="list-style-type: none"> ✚ Sustain the Issue ✚ Sustain the Behaviour Changes ✚ Sustain the Programs ✚ Sustain the Partnership

These are all in support of meeting the long term goals of the Plan which have been determined to be:

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.

The first step in the process will be the creation of a Brock Physical Activity Network and efforts will begin immediately upon acceptance of this Plan in that regard.