



Township of Brock Physical Activity Plan

Community Open Houses
Feb 4 and 5, 2008



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Welcome & Introductions

- Opening Remarks – Larry O'Connor
- Introductions
 - Steering Committee
 - Consultants
 - Participants





Project Overview

- Physical activity
- Need for the strategy
- Funding
- Process
- Timelines
- Outcomes





Physical Activity

- An all-encompassing term that ranges from active living (e.g. walking the dog, play in leisure time) through recreation, sport, fitness, purposeful movement (e.g. active transportation to work) and occupational activity.
- Inactivity is strongly correlated with many chronic diseases, including heart disease, diabetes, obesity, some forms of cancer and stroke as well as dealing with depression for those living in poverty.





Need for an Active Living Plan

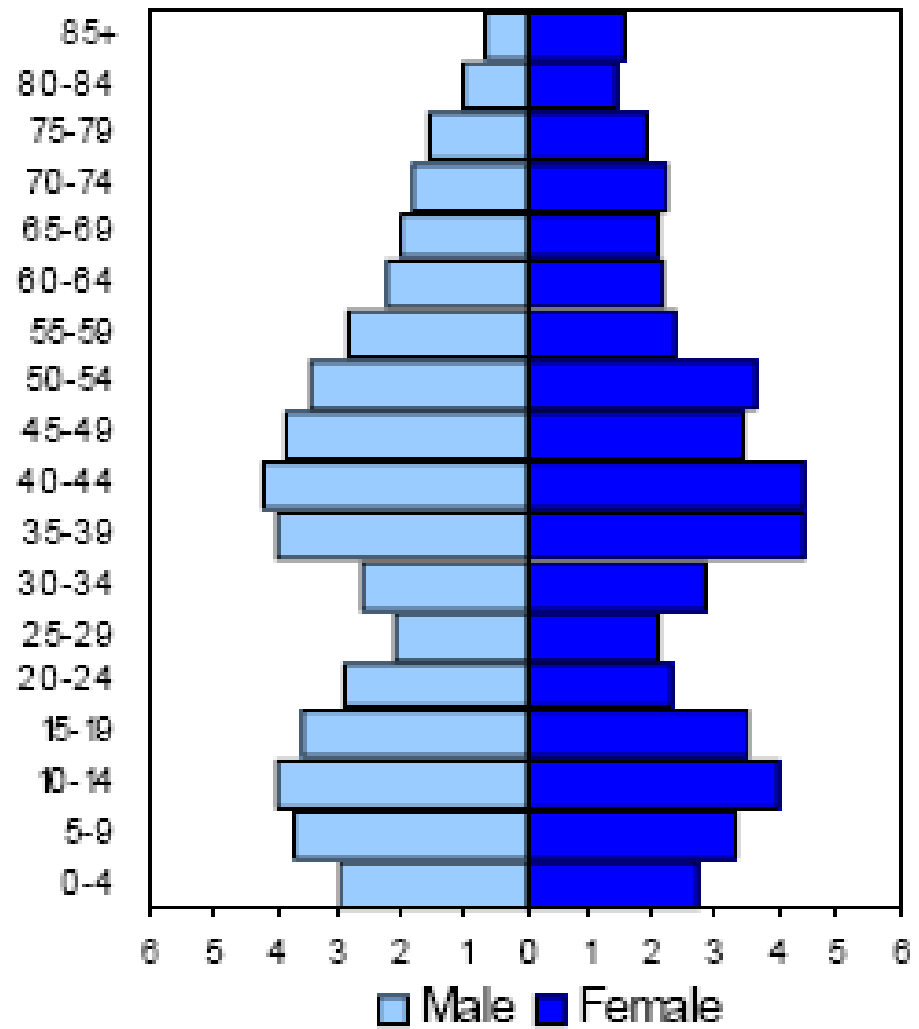
- Currently:
 - Parks & Recreation Committee that oversees 3 arenas & parks
 - Some trails but opportunity to expand spatially and use
 - Tax base, although growing, is not large enough to support recreational programming
 - Limited physical education time in schools
 - Growing problem of obesity, especially in children





Population Age

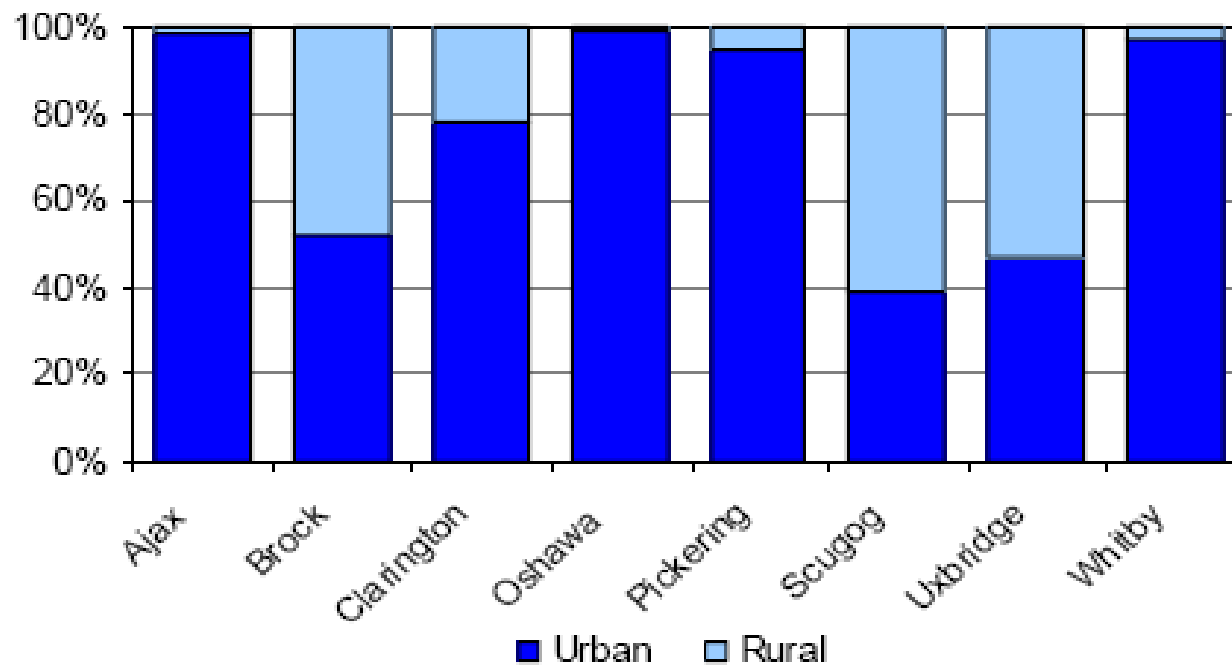
Township of Brock





Urban / Rural Split

Figure 1.18
Urban/Rural Population in Durham, 2001



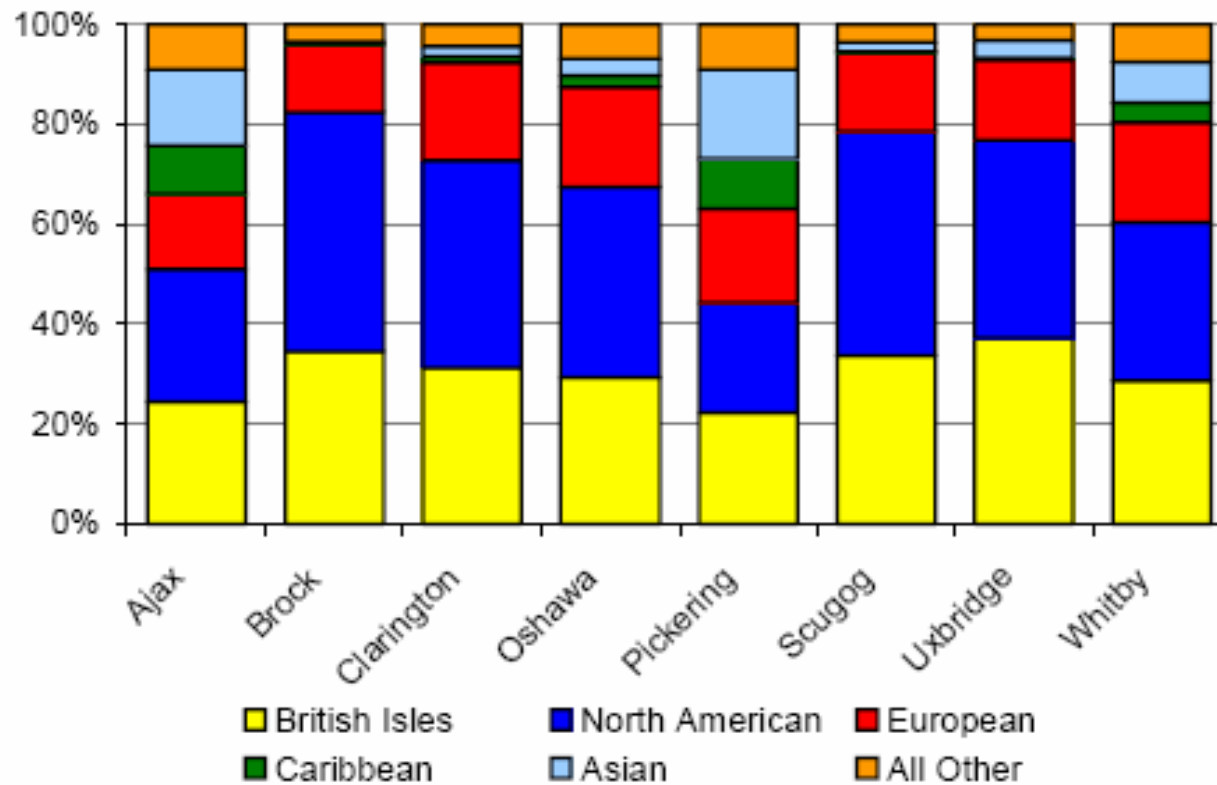
Source: Durham Region Planning Department





Ethnicity

Figure 2.3
% of Ethnic Origin in Durham, 2001

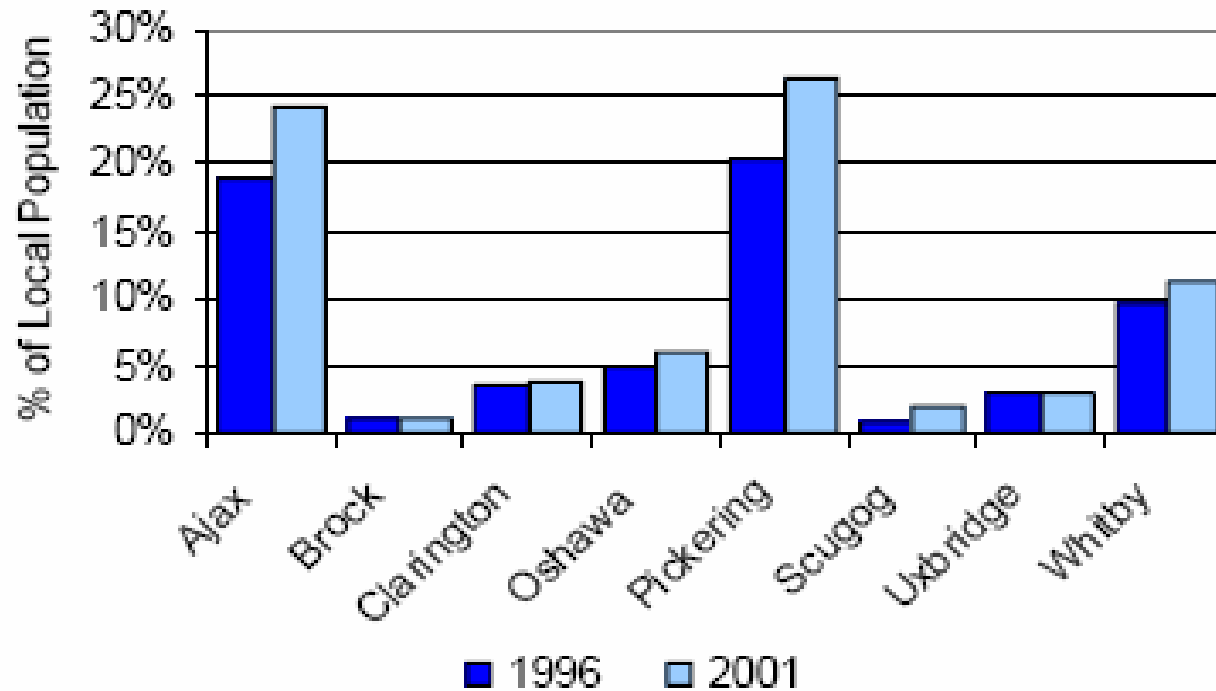




Visible Minorities

Figure 2.5

Visible Minorities in Durham, 1996 & 2001



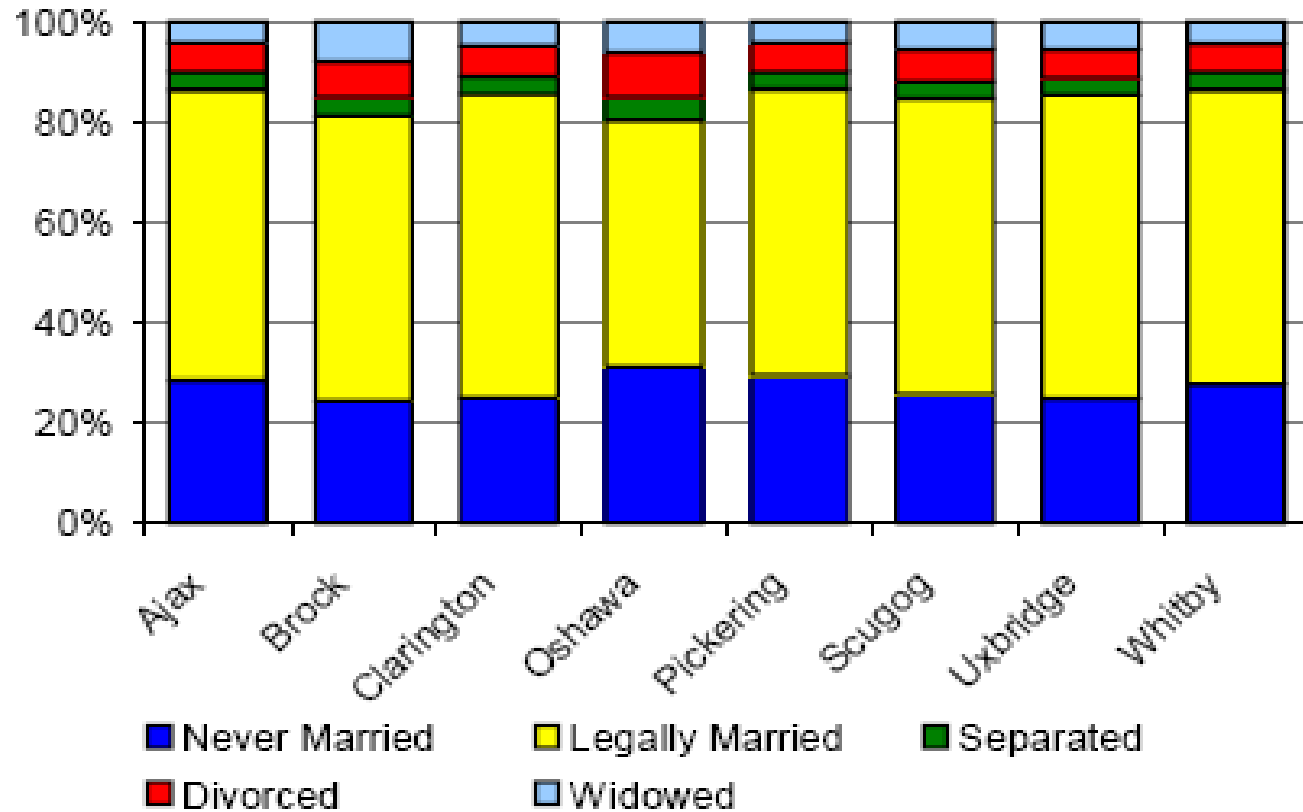
Source: Statistics Canada Census, 1996 & 2001





Marital Status

Figure 2.12
Marital Status of Durham's Population, 2001



Source: Statistics Canada Census, 2001

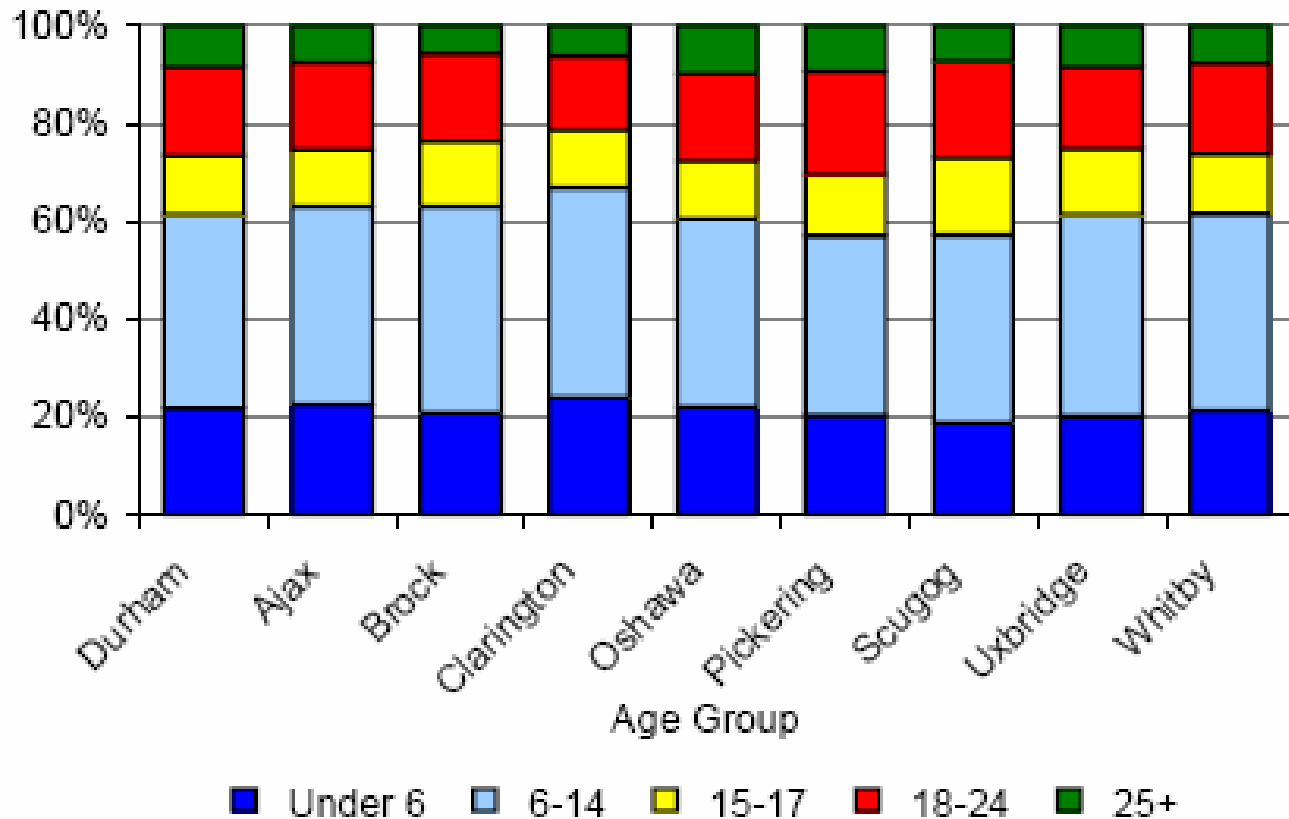




Children Living at Home

Figure 2.17

Children Living at Home in Durham, 2001



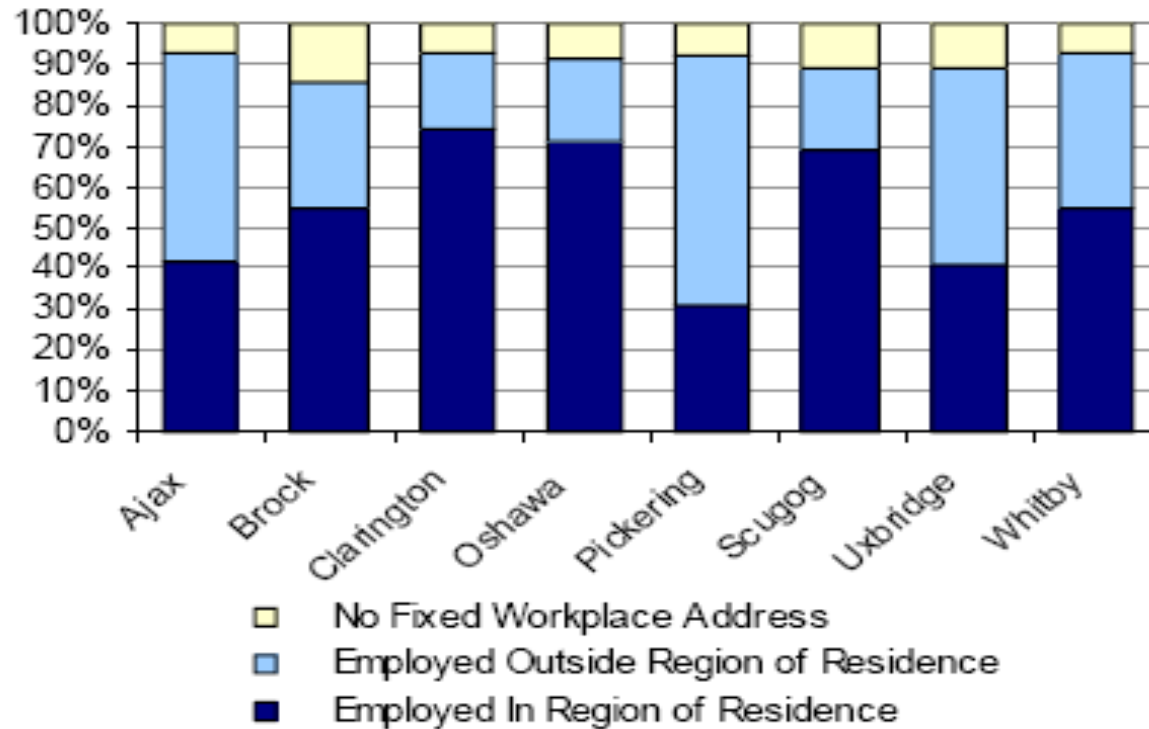
Source: Statistics Canada Census, 2001





Place of Employment

Figure 4.7
Employed Labour Force in Durham
by Place of Work, 2001



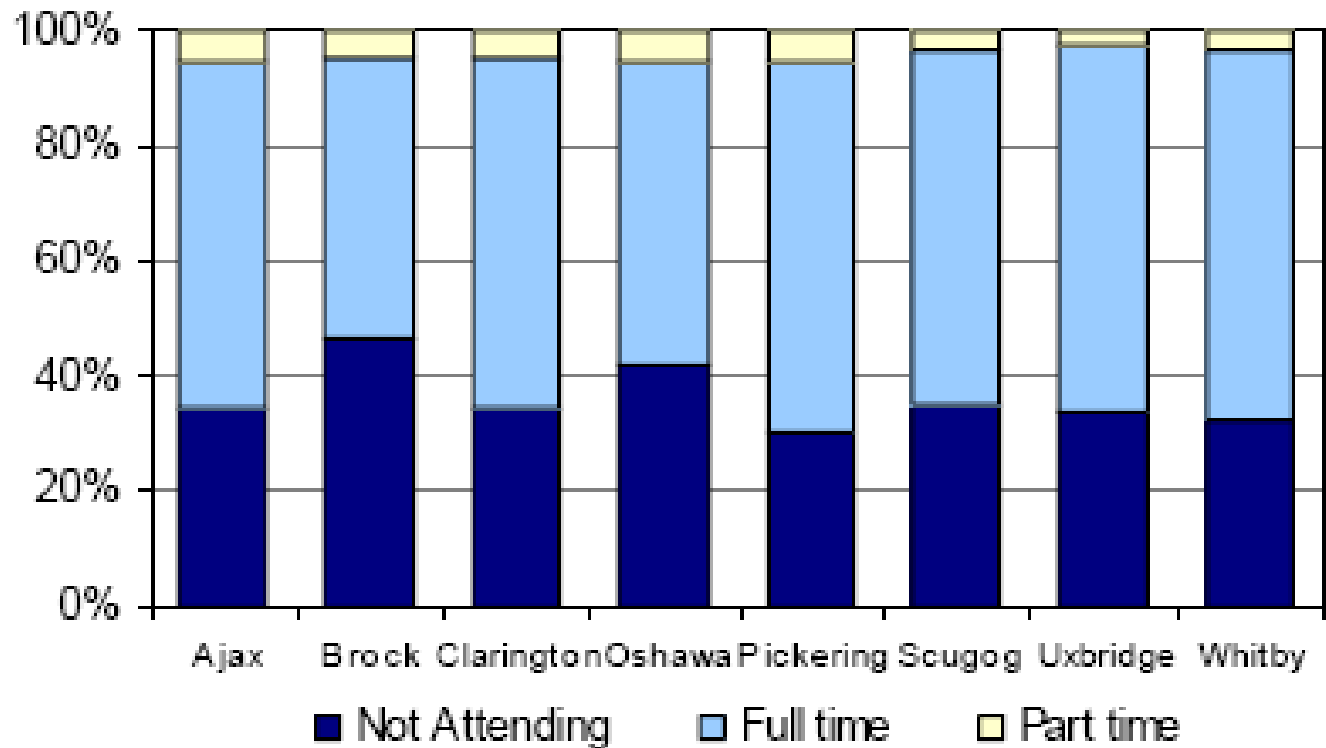
Source: Statistics Canada Census, 2001





School Attendance

Figure 5.4
School Attendance in Durham, 2001



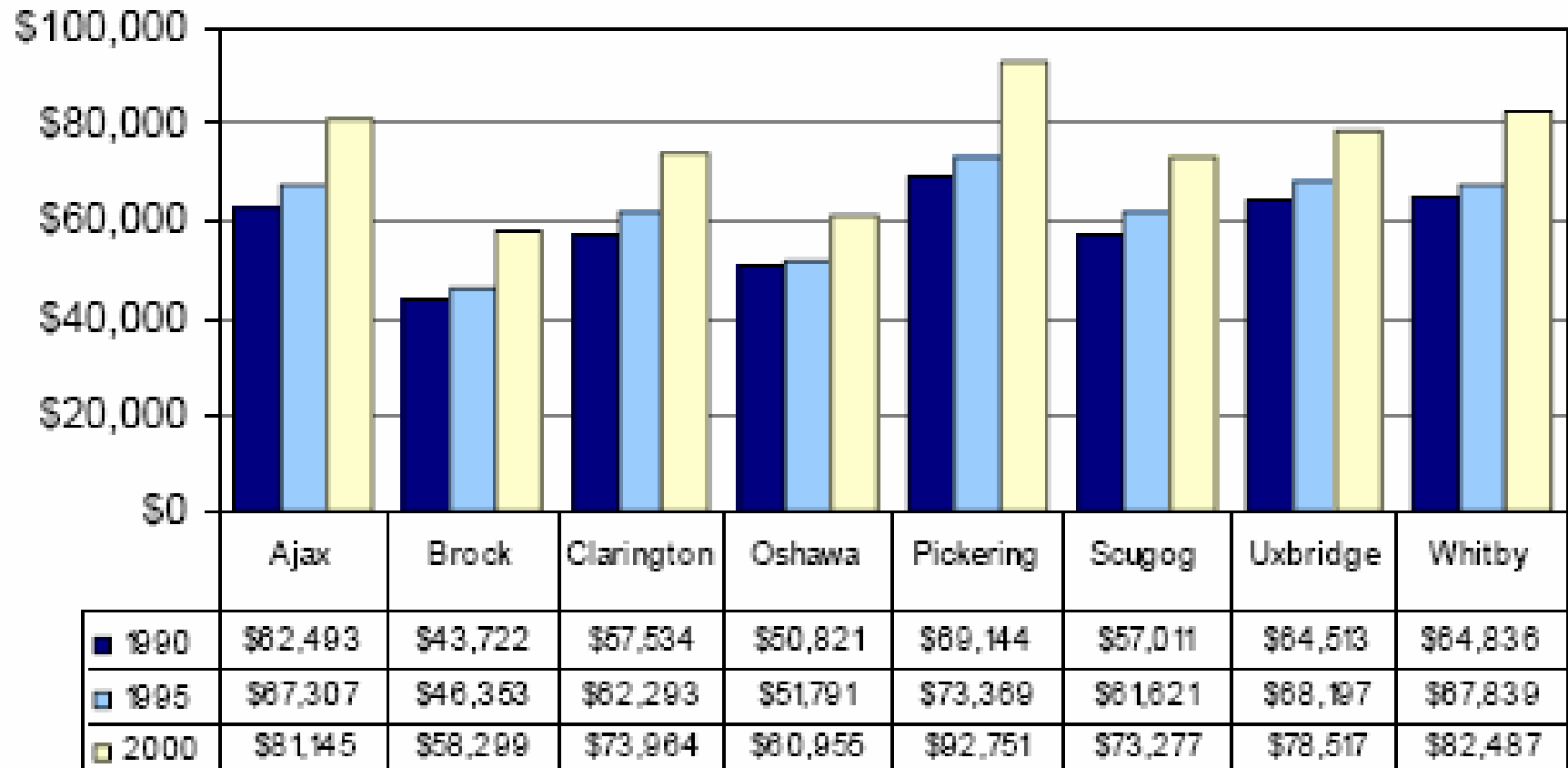
Source: Statistics Canada Census, 2001. Population aged 15-24.



Average Household Income

Figure 5.9

Average Household Income, 1990, 1995, 2000

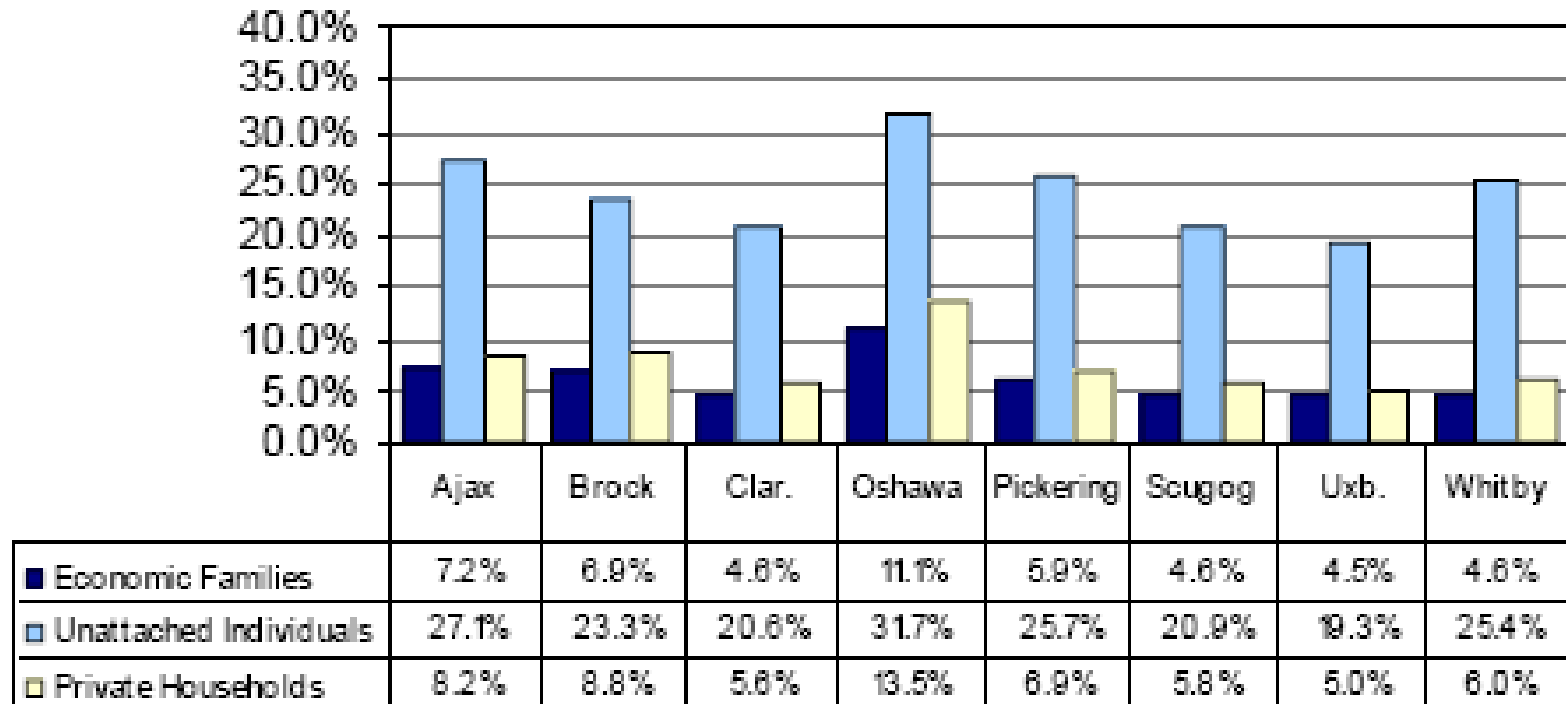


Source: Statistics Canada Census, 1991, 1996, 2001.



Incidence of Low Income

Figure 5.15
Incidence of Low Income in Durham, 2000



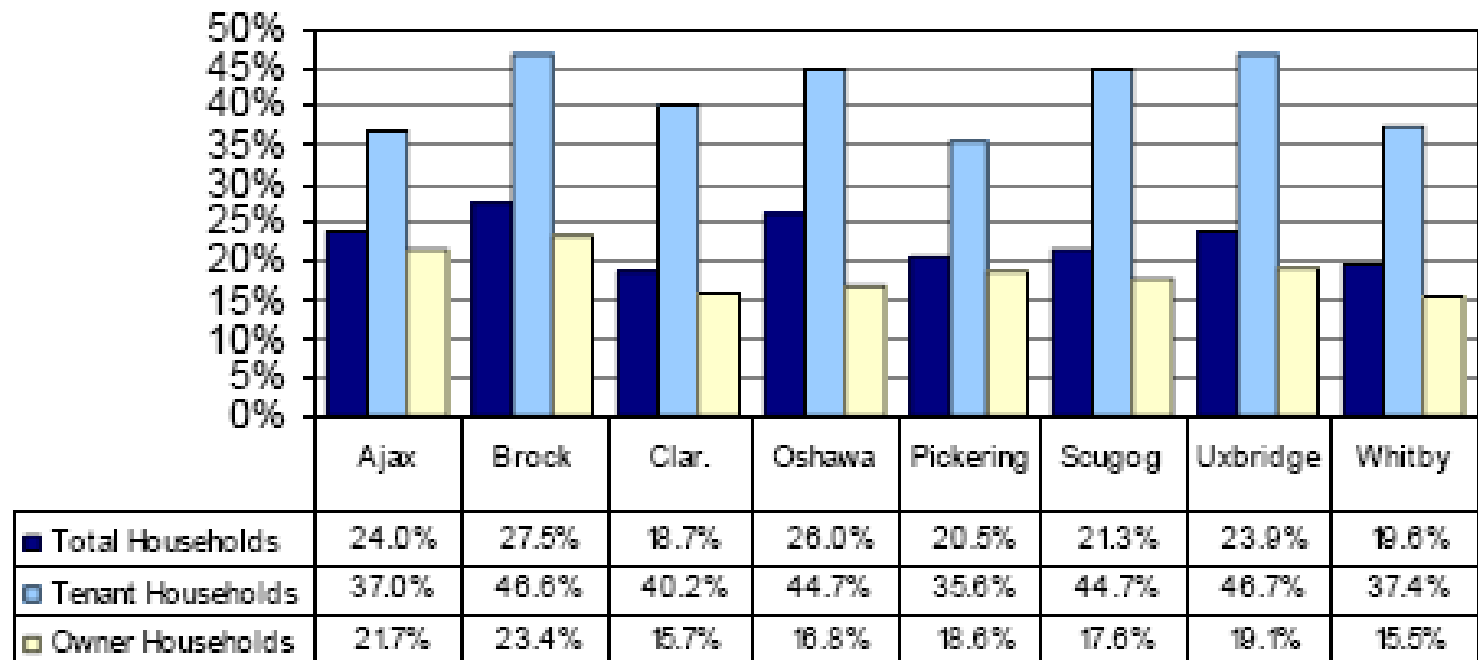
Source: Statistics Canada Census, 2001.





% Income to Housing

Figure 5.18
Households in Durham Spending 30% or More of Household Income on Housing, 2001



Source: Statistics Canada Census, 2001.





Current Physical Activity Levels

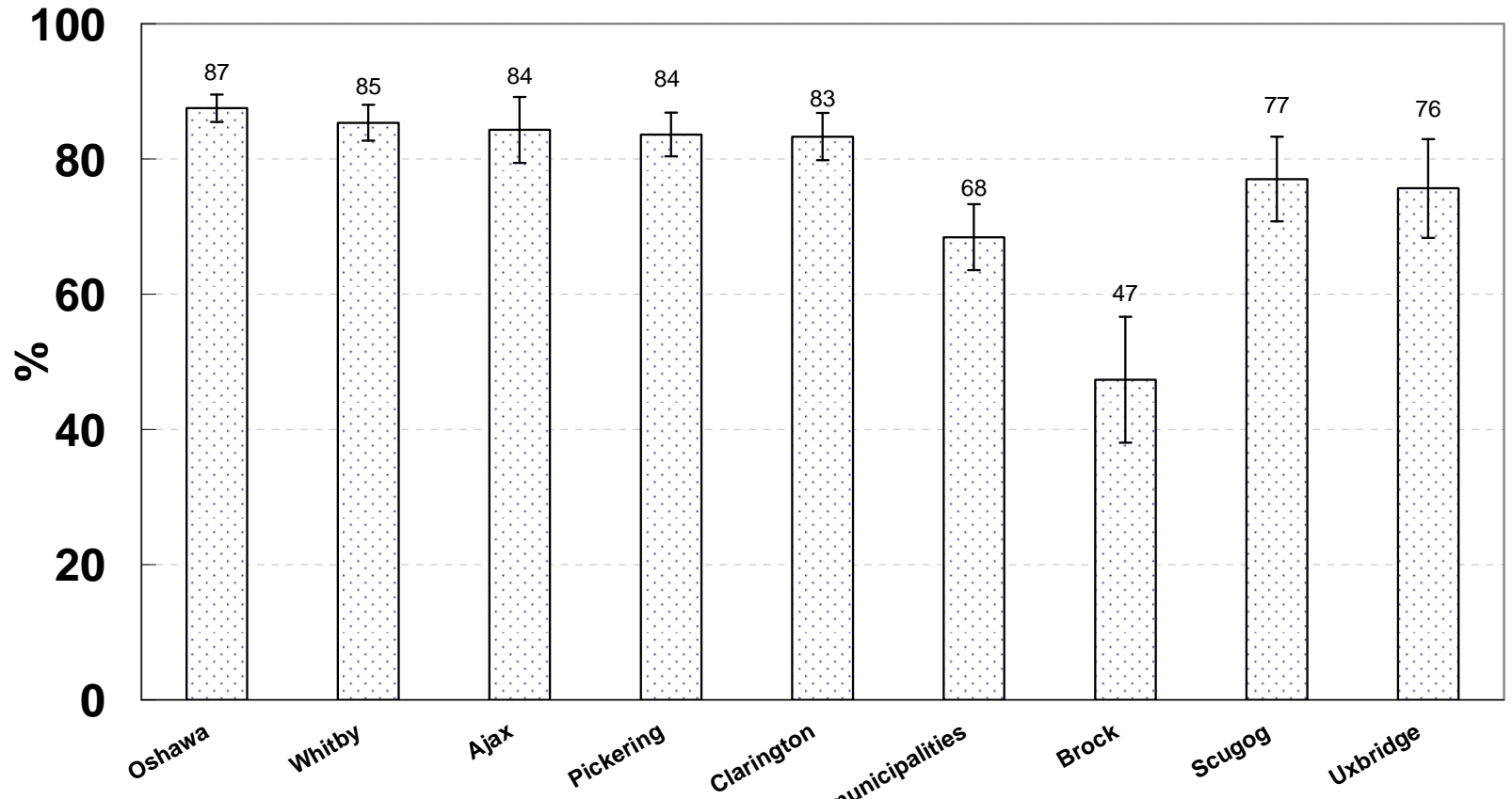
Leisure-time physical activity, by sex, household population aged 12 and over, Canada, provinces, territories, health regions and peer groups, 2003 – continued

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 ^E	2.0 ^E





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





Need for an Active Living Plan: 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.





Need for an Active Living Plan

- 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
- Need to test these out here





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 - <http://www.mhp.gov.on.ca/english/sportandrec/fund.asp>)
- Active 2010 goal = increase physical activity by 5% by 2010
- Continuity and long term access to opportunities will be important
- Need to coordinate services underway so everyone knows what is available
- Make better use of already available opportunities (e.g. have tennis courts but no one teaches tennis)
- Residents need to have access to opportunities year round





Process of Developing a Community Plan:

- What resources are already available?
- How to make optimal use of these?
- How to ensure people know about these and are motivated to use them?
- What can be developed?





Process of Developing an Active Living Plan

- Community input
 - # Interviews, 2 Open Houses, Resident electronic & paper survey ([survey monkey URL](#))
- Evidence-based practice – what has worked elsewhere that should be considered here in getting inactive people moving regularly?
- Feasibility in the local context





Timelines for the Plan

- Data collection
 - January/February
- Data analysis & development of draft Plan
 - February
- Present plan to Steering Committee
 - March
- Present plan to Council
 - April





Outcomes

- A Brock Township Physical Activity Plan
 - Implementation Tools
 - Social Marketing Plan
 - Communication Plan
 - Measurement and Evaluation Plan
 - Sustainability Strategy
- A process that has:
 - Engaged the community (residents and organizations)
 - Identified potential players in the operationalization of the Plan
 - Addressed the local needs & built on opportunities





Input Requested in Developing Your Community Physical Activity Plan

- 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, what suggestions do you have 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?





Theme for Your Community Plan

- In order to motivate and engage those who are currently inactive, what target group(s) would you suggest are most in need of assistance?
 - Families with preschool children
 - Children
 - Youth
 - Young adults
 - Adults in the workforce
 - Seniors
 - Others?





Theme for Your Community Plan

- In order to motivate and engage those who are currently inactive, what suggestions would you have regarding a theme, logo, overall approach?
 - Play?
 - Active living through the day?
 - Participate in provided programs?
 - Active recreational activities in leisure time?
 - Other?





Closing Remarks

- Summary
- Next Steps
- Thank you's

