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APPENDICES

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1. Community Open Houses PowerPoint Presentation
2. Brock Physical Activity Plan Logic Model

1.0 INTRODUCTION

The Township of Brock, in the northern part of Durham Region, includes 3 urban centres, Beaverton, Cannington and Sunderland and 5 hamlets, Manilla, Port Bolster, Wilfrid, Sonya and Gamebridge. About 50% of the population lives in the urban areas and 50% in the surrounding countryside. While the Township has a Parks and Recreation Committee which supervises three arenas and parks, it does not have the tax base to sponsor organized recreational programs as larger municipalities do. The population is growing and there is much greater emphasis now on physical activity as a strategy to improve overall health and wellness. To address the gap between the interest and present services, the municipality 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.

The Township of Brock has a diverse economic base. Many people commute to jobs in larger urban centres. There is also a significant agricultural base. While the seniors are reasonably well served, there is much room for improving the options particularly for young and middle-aged people to become more active physically. There is also a need to create more options for families to be active together. Beaverton, situated on the shores of Lake Simcoe, has great potential for development as an area that could provide options for a variety of physical activities.

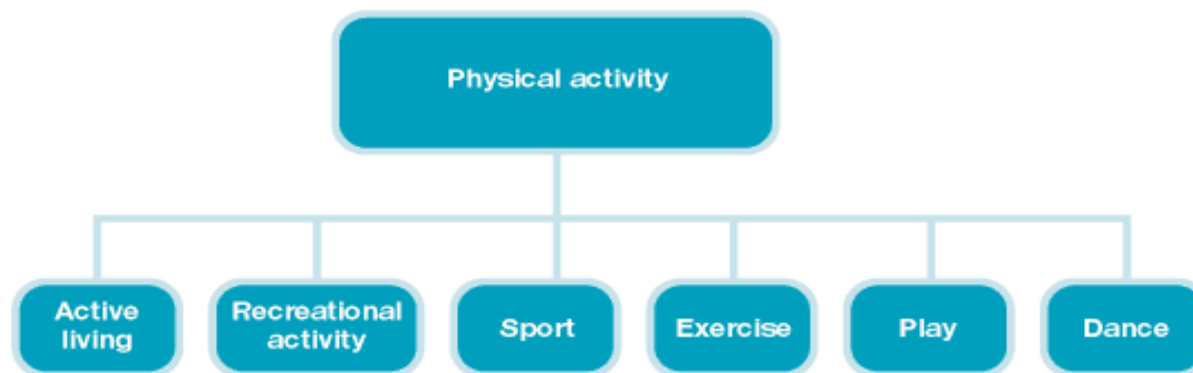
A Steering Committee has been formed and submitted a proposal to the Ontario Ministry of Health Promotion under the Communities-in-Action Fund (CIAF), part of the provincial Active 2010 initiative. This comprehensive strategy aims to achieve higher physical activity rates and increased sport participation in order to improve the quality of life in the province. The Township of Brock application was funded in the amount of \$21,600 for the purpose of developing a physical activity plan, with a particular emphasis on reaching those in low income situations who are inactive. The Steering Committee hired the consulting firm of DU B FIT to work with the community to develop the Physical Activity Plan which began with a series of data collection exercises described in more detail in the Methodology section.

This document will summarize why a physical activity plan is necessary in The Township of Brock and what some of the identified barriers are that must be addressed in order for a physical activity plan to be successful. The strategic statements of Vision, Mission and Guiding Principles follow, providing the long-term direction to which all current partners agree. A diagram, known as a Logic Model, depicting all the pieces of the Plan and how they work together to achieve the desired outcomes is also included. The detailed Goals, Outcomes, Strategies, Activities and Resources follow. The Activities are organized according to ten strategies, four of which address the comprehensive Outcomes of the Plan (Awareness-raising and Education, Skill Development, Environmental Support and Policy) and six that focus on the Process to implement the Plan (Dissemination & Marketing, Governance, Community Engagement, Community Partnerships, Sustainability, and Evaluation).

A physical activity plan is a long term strategy for action designed to achieve a particular goal - in this case to move the majority of the population who are currently not active enough to benefit their health, to regular action. This will require a strategic mix of initiatives that typically cross five approaches and specifically target those for whom regular physical activity is a challenge:

- Raising the awareness of what the benefits are and motivating people to want to be active.
- Increasing knowledge about what is best to undertake given individual goals.
- Building the skills to be able to undertake the activity.
- Creating physical and social environments, which may include enacting policies, that make it easier for people to be active
- Engaging and supporting community members and partners to implement the strategy.

This local physical activity plan will encompass all of Brock Township and will potentially address all forms of physical activity, as depicted in the diagram below.



A plan is typically extremely tailored to the context in which it will be implemented. No two are alike. The specific aspects of each plan are determined by considering the research into what works, and identifying the specific needs and capacities of each community. It is in regard to this latter aspect that we are contacting you now.

It is important that this Plan contributes to the overall goals of the community. Improvements in physical activity levels, and therefore to health more generally, will support the Vision for the Township of Brock created through public consultations and contained within its official plan:

"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".

Within the Township of Brock's official plan there is one Strategic Direction named to which this Physical Activity Plan directly contributes: "Creating a Balance". This is focused on the development of communities where people of all ages, backgrounds and capabilities can meet their individual needs for human development through the various stages in their lives by providing opportunities for employment, learning, culture, recreation and spiritual, emotional physical and social well-being.

The Plan will only be as effective as its execution. Significant work will be required to market the plan to key organizations and individuals to secure their on-going participation in bringing the activities to life. This will require organizational leadership and commitment as well as the engagement of volunteers across the Township. The first step will be establishing a Network of these committed organizations and volunteers.

2.0 RATIONALE for a PHYSICAL ACTIVITY PLAN IN THE TOWNSHIP OF BROCK

There are two levels of rationale provided here. The first addresses the need for a Physical Activity Plan in The Township of Brock and the second provides the justification for the specific activities recommended within the Plan. Across both of these, four primary sources of information have provided the basis for the comments:

- a) Local Need – gained through community consultation and research as well as health status data provided by Durham Region Health Department
- b) Guiding Principles – developed by the Steering Committee
- c) Existing Resources, Gaps & Opportunities – gained through community consultation and research

- d) Evidence of Effectiveness – gained through a Literature Review of effective strategies to engage the inactive, with a particular emphasis on rural settings.

2.1 Why a Physical Activity Plan for The Township of Brock?

Physical inactivity is a major contributor to many chronic diseases and creates significant costs to our economy.

"The health benefits of physical activity are numerous and well-documented—a reduced risk of cardiovascular disease, some types of cancer, osteoporosis, diabetes, obesity, high blood pressure, depression, stress and anxiety.1-3 In addition, 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 2001.4 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.1"

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.

Improving mental health is another benefit of improved physical activity levels. Based on input from the Steering Committee, there is not a lot of support in the community for mental well-being at this time. Provincial and Federal research shows that sustained physical activity can contribute greatly to the improvement of mental health outcomes. Activities that promote community inclusiveness have been shown to be an effective support for people experiencing mental health issues. North House, particularly, through its Wrap Around program, views this project as a necessary and important element in providing effective support for people living in poverty or experiencing homelessness where

¹ Physically Active Canadians. Heather Gilmour. Health Reports, Vol. 18, No. 3, August 2007 Statistics Canada, Catalogue 82-003

depression is a significant factor.²

Physical activity is a significant contributor to the energy equation that results in a healthy weight, in combination with healthy eating, and other genetic and environmental conditions. Durham Region, including the Township of Brock, has a definite problem with body weight, especially in adults, as illustrated by local data collected through the Rapid Risk Factor Surveillance Survey.

a) **Body Weight**

Since 2001, the proportion of Durham Region **adults** who are overweight or obese has increased.

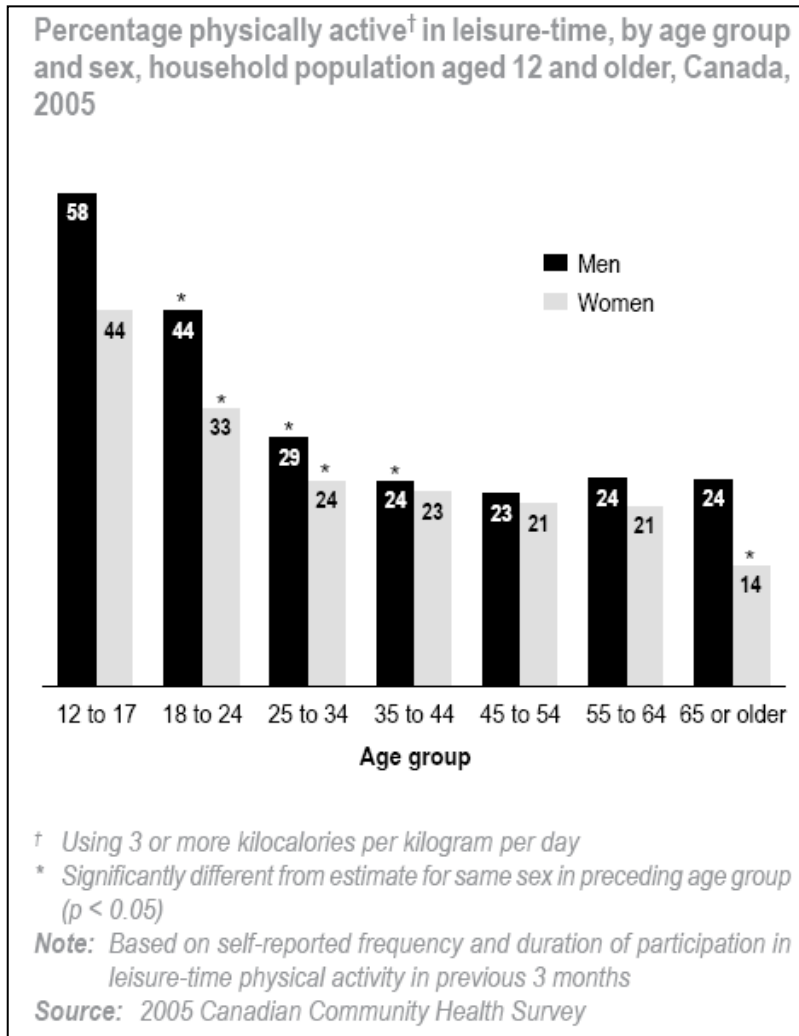
- ✚ 60% (±3%) of individuals in the overweight and obese category were males compared to 40% (±3%) of females.
- ✚ The prevalence of overweight or obesity was lowest in Durham Region young adults (18-24 years) compared to older age groups (45-64 years).
- ✚ Durham Region adults with less than high school education had higher rates of being overweight or obese compared to those who completed high school.

With respect to **youth**:

- ✚ Caution should be used when comparing BMI results for children and youth from different studies as there is considerable variation in BMI classification, data collection methods, and age groupings. Regardless of the classification or methods used, the findings across studies suggest that:
 - rates of overweight and obesity tend to be higher in boys,
 - overweight and obesity are prevalent in young children and youth,

² Township of Brock CIAF Application, November 2007

- rates of overweight and obesity have increased since the 1980s although recent data suggest that estimates may have stabilized in the past few years.
- ✚ 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.

b) Physical Activity Levels

Locally specific data is not available for physical activity levels but the 2005 Canadian Community Health Survey (CCHS) identifies that there is a general decrease in physical activity during leisure time with age, with some exceptions to this after age 55, particularly in men. Of particular relevance to The Township of Brock, because of the lower than provincial average family income levels, is the fact that leisure time physical activity is less prevalent among people in lower income groups, compared with the highest income group.

The Township of Brock is also challenged by its rural nature with respect to obesity. CCHS data identifies that big city residents are less likely than people outside the largest cities to be overweight or obese.

In summary, residents of the Township of Brock have a high prevalence of physical inactivity and this brings with it implications for poorer physical, mental, social, and economic health of individuals and the community.

c) Other Considerations

More informal observations and information from the original The Township of Brock CIAF funding application offer additional rationale for why a physical activity plan for Brock is necessary.

- # Working together on township-wide activities would serve to unify the three geographical areas of Beaverton, Cannington and Sunderland.
- # Transportation is one of the biggest barriers to participation. Some popular activities are only offered in one community so everyone else has to drive to participate.
- # There is a pressing need to raise awareness of the positive results continuing physical activity can have on health and wellness.
- # Some residents cannot afford upfront fees to join in. Often activities are only offered for a short time, 8-12 weeks. There is a need to ensure that there is continuity and long term access to activities.
- # There is a need to coordinate all the separate organizations so that everyone knows what is offered, where it is offered and when.
- # There is also a need to identify what resources are in place and then make better use of them. For example, each of the three urban communities has tennis courts, but no one teaches tennis so they're under used. And while there are activities for seniors and growing number of activities for young people, we need to identify whether working people have opportunities to be active.
- # Beaverton has an active trail committee. Expanding that trail system throughout the township would provide an economical way to be active by walking and biking and provide us with some "green" transportation between communities.2

2.2 Why Specific Activities Have Been Recommended?

The following three sources of information, plus the Guiding Principles developed by the Township of Brock Physical Activity Steering Committee, influenced the selection of the specific activities put forward for consideration. The detailed Table listing all the proposed activities by strategy in Section 12.0 includes specific rationale for each activity. Presented here are more general points organized by the primary source of information for the overall approaches of walking and trail use, use of challenges, the need for a comprehensive approach and a range of activities suitable for all.

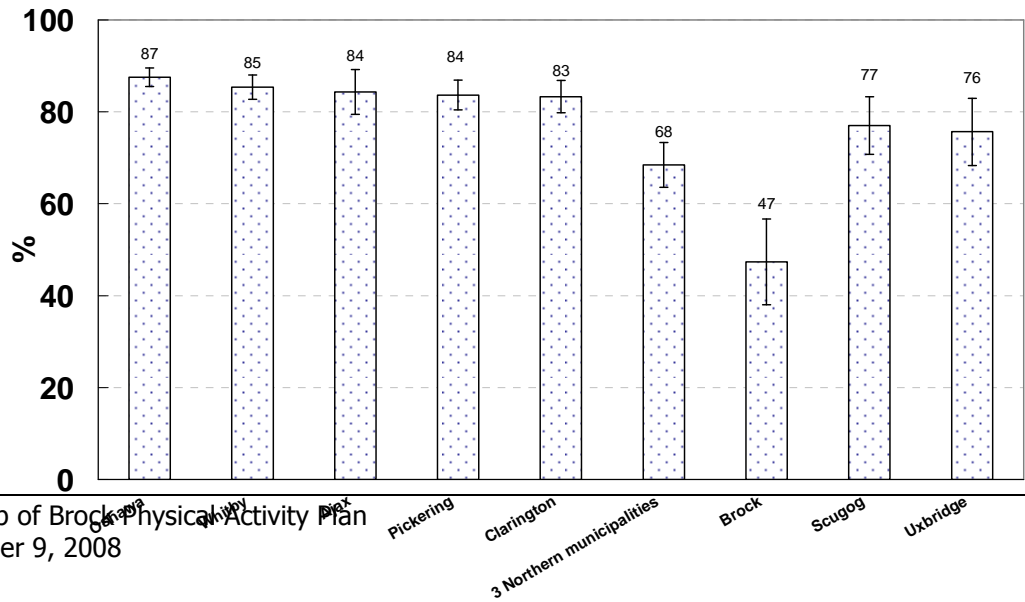
a) Local Need

- # Other than summer day camp, no other formal recreation programs are currently provided by the Township and this is not anticipated to change. Other options will be necessary.
- # Because of the lack of public transportation in the area, activities need to be fairly close to home.
- # Low or no cost options are required.
- # Multi-use trails offer the opportunity to increase connectivity among communities, which is an objective of the Township. The region is developing and coordinating a regional trail system to link all area municipalities.

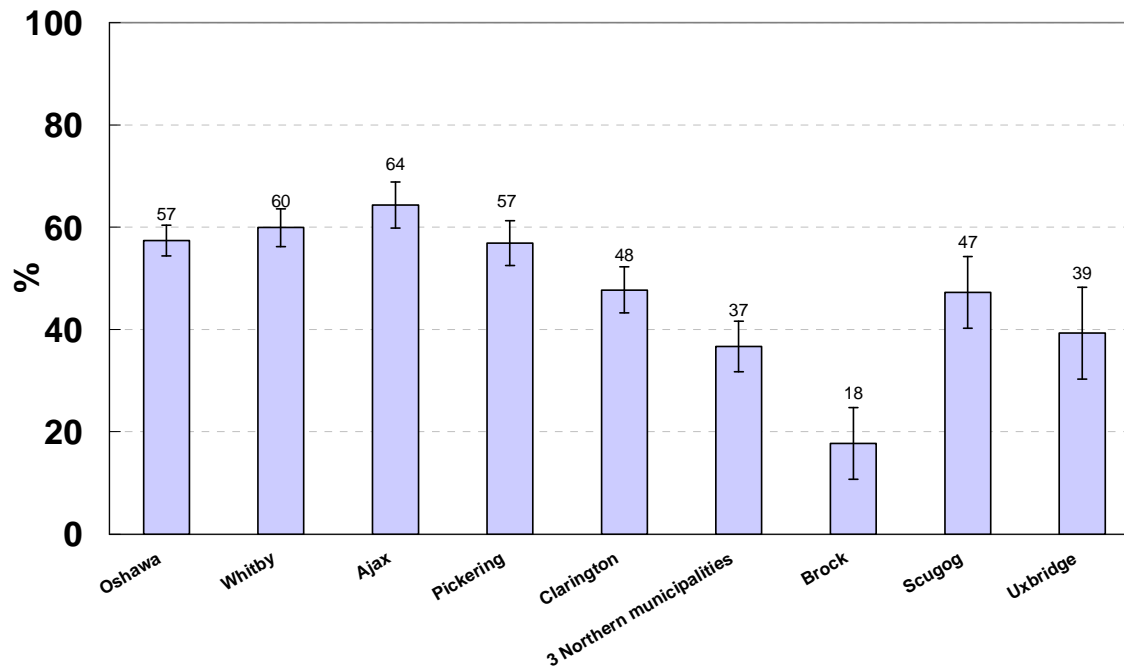
b) Existing Resources, Gaps & Opportunities

- ✚ The overall mix of activities needs to include things that are relevant to all residents.
- ✚ Use of Brock’s existing natural environment and local facilities need to be maximized.
- ✚ Activities will need to accommodate significant community engagement for implementation.
- ✚ Activities that have materials already developed or for which other funds, sponsors or grants are available are preferable.
- ✚ There is an abundance of natural, outdoor resources including a trail system, with a corresponding trail map available
- ✚ Fewer residents in Brock, as compared to any of the other areas in Durham Region, are aware of the trails in the Region and they use the trails significantly less than anywhere else, as illustrated in the charts below Rapid Risk Factor Surveillance Survey (RRFSS data). As well, recreational trail users tend to be female with children in the household, younger (35-50 years old), have higher education level and income, have normal weight and better general health. Among all selected factors, education was significantly associated with recreational trail use.
- ✚ Promoting recreational trails and facilities use is one of the most important components of increasing physical activity as they are the most popular forms of physical activity. (RRFSS)

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



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



- ✚ There are at least six organizations that are in a position to provide leadership to enhanced physical activity opportunities in The Township of Brock: The Brock Youth Centre, the Brock Community Health Centre, Durham Public Health Department, VON Durham, Heart and Stroke Foundation Durham Region and the Township Council. Activities selected will need to appeal to one or more of these groups. As well, the engagement of the community as volunteers will be essential so activities well suited to this approach are required.
- ✚ The existing tax base needs to be able to support any recommended activities. As an example, although the need for a pool was heard in the open houses, through the resident survey and during the key informant interviews,

there is not sufficient infrastructure money available to build such a structure, the request is acknowledged but not included as part of the plan.

c) Evidence of Effectiveness

- ✚ In 2005, Canadians’ most popular leisure-time physical activity was walking. (Physically Active Canadians. Heather Gilmour. Health Reports, Vol. 18, No. 3, August 2007 Statistics Canada, Catalogue 82-003)
- ✚ Individuals are more likely to change their □behavior if there are three things in place:
 - They must have revealed a strong commitment to perform the behaviour, or have formed a strong positive intention to do it.
 - They must possess or demonstrate the skills necessary to perform the behaviour.
 - The environment must be free of constraints that would make it impossible or difficult for the behaviour to occur; the environment should provide opportunities to perform the desired behaviour³.
- ✚ It is unlikely that any single activity will result in change. Therefore, it is the mix of activities that any individual is exposed to that will more likely result in change.
- ✚ Research would support the goal of 10,000 steps per day for adults and approximately 16,500 daily steps for children.
- ✚ There is strong evidence to support the impact of the built environment on the likelihood that people will be more active, especially for purposeful transportation.
- ✚ The U.S. Center for Disease Control and Prevention⁴ has identified eight types of interventions that they recommend for broader uptake, as illustrated below. The Table also includes those interventions for which there is insufficient evidence at this stage to recommend.

Table: CDC’s Community Guide’s systematic reviews of the effectiveness of selected population-based interventions designed to increase levels of physical activity

Intervention	Recommendation
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³ **Leading behavioural scientists suggest the following are essential for behaviour change. (Fishbein et al, 1992).**

⁴ The Guide to Community Preventive Services. CDC. www.thecommunityguide.org

Informational approaches to increasing physical activity	
Community-wide campaigns	Recommended (Strong Evidence)
"Point-of-decision" prompts	Recommended (Sufficient Evidence)
Classroom-based health education focused on information provision	Insufficient Evidence to determine effectiveness
Mass media campaigns	Insufficient Evidence to determine effectiveness
Behavioral and social approaches to increasing physical activity	
Individually-adapted health <input type="checkbox"/> behavior change	Recommended (Strong Evidence)
Health Education with TV/Video game turnoff component	Insufficient Evidence to determine effectiveness
College-age physical education/health education	Insufficient Evidence to determine effectiveness
Family-based social support	Insufficient Evidence to determine effectiveness
School-based physical education	Recommended (Strong Evidence)
Social support in community setting	Recommended (Strong Evidence)
Environmental and policy approaches to increasing physical activity	
Creation and/or enhanced access to places for physical activity combined with informational outreach activities	Recommended (Strong Evidence)
Transportation policy	Insufficient Evidence to determine effectiveness
Community scale urban design	Recommended (Sufficient Evidence)
Street scale urban design	Recommended (Sufficient Evidence)

3.0 METHODOLOGY TO CREATE THE PHYSICAL ACTIVITY PLAN

There were a number of sources of information accessed as input to the creation of the plan. A thorough environmental scan was completed that included referencing all past community reports and plans (including information from past youth forums), looking at regional data and reports and summarizing relevant regional, provincial and national data. Best practices provincially, nationally and internationally were reviewed to identify potential strategies and activities applicable to this setting. Below are the highlights of the data reviewed.

3.1 Resident survey

A survey was conducted with Brock residents between January 24 and February 29, 2008. Residents were given the option of completing the survey electronically online or completing a hard copy version. A copy of the survey can be found in Appendix C. Each resident was sent through Canada Post a print version of the survey as non addressed mail. They were directed to either return the survey to the designated drop boxes in each of the three communities or fax or email it back to the consultants. There were 219 responses to the survey which represents a response rate of just over 4% based on the postal drop to 5080 homes. Those who did respond were not representative of the population in general though. Appendix A provides the detailed comparison of the survey sample compared to Statistics Canada data. They differed in the following ways:

- ✚ 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%)
- ✚ 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.
- ✚ Statistics Canada average income data reports on the categories of a resident working full time, full year. 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.
- ✚ The survey respondents over-represented the married population and under-represented the single, never married population.

- ✚ Those who work on either a full time or part time basis were under-represented in the survey.
- ✚ 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.
- ✚ 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.

3.2 Community Open Houses

There were three community open houses held on February 4th and 5th, 2008. Appendix C contains the invitation and agenda for these open houses and Attachment A to this report is the PowerPoint slide deck used at these events. The events were advertised in the local newspaper and written about in the regular Mayor's column, also appearing in the same paper.

3.3 Key Informant Interviews

Fifteen key informant interviews were completed by phone with stakeholders in the community identified by the Project Steering Committee. Appendix E contains a list of those interviewed.

3.4 Youth Survey

A local youth survey was implemented in various sites across the Township of Brock in May and June of 2008. The survey contained 23 questions in total, five of which were focussed on the Township of Brock Physical Activity Plan development. 17.3% of the identified youth population aged 15-19 completed the survey. The results of that survey can be found in Appendix D.

4.0 RESULTS OF LOCAL RESEARCH

The community resident survey yielded 219 results. Respondents are described demographically below:

- ✚ 65.6% female
- ✚ 47.9% aged 45-64, 28.1% aged 65+
- ✚ 74.7% married
- ✚ 38.1% full time employed; 34.4% retired
- ✚ 88% have seen a doctor in last year
- ✚ 72.4% consider themselves to be in good or very good health
- ✚ 64% have lived in the Township less than 25 years.

In presenting the following results, it is important to remember the demographics above. When asked about their current actions and attitudes regarding Physical Activity, it was determined that 90% feel it is important or very important to get outdoors, competition is not important, 89% value independence, 96% value feeling better mentally and 94% physically, 93% want to improve their physical fitness, walking was the most popular existing activity, followed by gardening/yard work, and home exercise. Furthermore, 50% are active alone, 21% with friends, 20% with immediate family while 43% prefer to be active at home and 28% outside of the home. 83% consider themselves to be as active or more active than other people their own age.

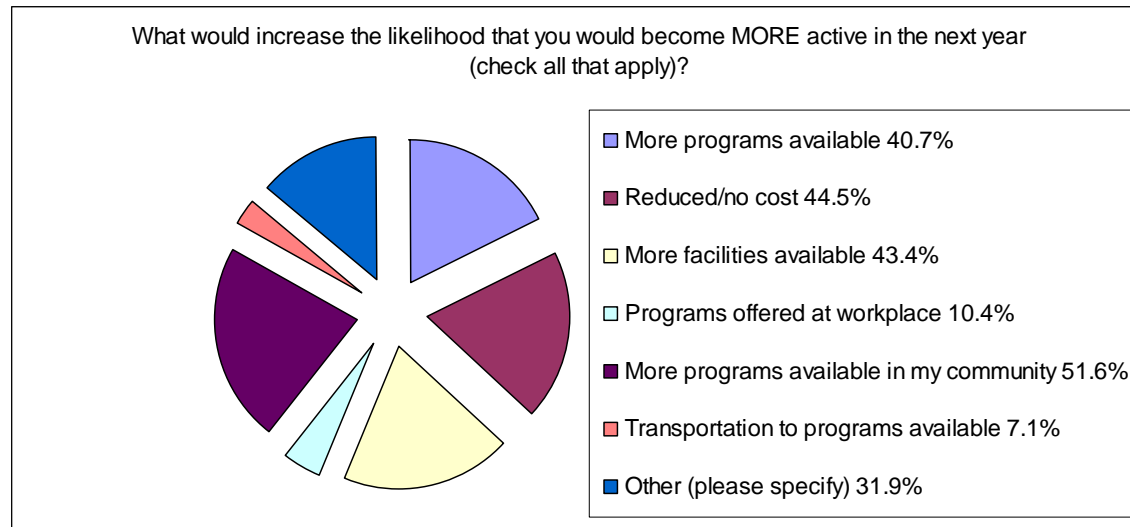
When asked about what they would like to start doing, the top five responses were swimming, walking, yoga / dance, running and aerobics. However, three barriers were identified most commonly:

- ✚ the weather
- ✚ Injuries and other limiting health concerns
- ✚ lack of discretionary finances.

Even with these barriers in place, 84% agree or strongly agree that, if they wanted to, they could easily participate in a physical activity program three or more times a week.

The following table identifies those factors identified to increase the likelihood that respondents would increase their

activity. More programs available in the community and reduced costs were the two more frequent responses.



There was an interest in identifying what physical activity opportunities people would like to see in the Township. Identified twice as often as the next closest option was a swimming pool. Other suggestions, in rank order by frequency of response were:

- ✚ arenas used year round with alternatives to ice surfaces (e.g. volleyball, indoor soccer)
- ✚ better use of school spaces, including the old Cannington school
- ✚ indoor walking trails
- ✚ yoga, fitness, dance classes
- ✚ a gym
- ✚ walking trails
- ✚ a recreation centre
- ✚ more programs like "Range of Motion".

The characteristics used to describe the type of activity in which people were interested was “fun”, especially for elementary school children, teens and seniors; inclusive of friends and peers (for teens and young adults); and, that the intensity is “reasonable” for adult women.

In examining the data gained from the three Open Houses there was no new information to add to that generated above as they were not well attended and many who did come also reported that they had completed the resident survey.

With respect to the 15 Key Informant Interviews conducted, the comments generated reinforced many of the survey results. This intersection of data is known as triangulation and serves to reinforce key findings. From the interviews, there were no suggestions given for alternative uses of facilities, and the most common reason cited for a lack of regular activity was that people were too busy to exercise with the second most common response being cost. Again, there was widespread support for an indoor pool, the high school was willing to be a spot to hold events, informants didn’t feel there was a lack of knowledge about physical activity, and the local newspaper was identified as a key way to reach people. Therefore, these aspects have been reinforced in the Plan components.

5.0 PURPOSE OF THE PHYSICAL ACTIVITY PLAN

The Brock Physical Activity Plan will support the Township’s strategic direction of “Creating a Balance” by contributing to the improved health and well-being of all Township of Brock residents through increased levels of physical activity.

Ten strategies have been identified through which this will be achieved. Four are related to the direct impact or outcome on the residents and follow the typical approach to behaviour change of **raising awareness** and knowledge levels, **developing skills**, and creating an **environment** that provides physical, social and **policy** supports to make the healthier choice the easier choice. Supporting these strategies are five process-related aspects that provide the infrastructure upon which to build a strong community approach to physical activity. These include: **marketing, governing, evaluating, sustaining, engaging the community** and **building partnerships** to support the process.

The Logic Model diagram provided in Section 7.0 of the Plan positions these strategies.

6.0 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.

We believe that the Township of Brock's Physical Activity Plan will:

- ✚ Encourage and increase access to physical activity opportunities for all residents.
- ✚ Explore, promote and maximize usage of Brock's existing natural environment and local facilities to encourage residents to be physically active.
- ✚ 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.
- ✚ 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.

- ✚ Promote the increased use of Township owned/operated/maintained buildings, facilities and amenities in a responsible manner.

7.0 OVERVIEW OF THE PLAN

The Logic Model depicting all the related aspects of the Plan can be found as an Attachment to this report in the form of an Excel spreadsheet.

8.0 GOALS

The **long term goal** of the Brock Physical Activity Plan is to increase the number of Brock residents who are regularly physically active enough to benefit their health. For currently inactive residents, this most often requires that individuals progress through stages of behaviour change that often start with increased awareness, knowledge, skills, motivation, and intent (the cognitive changes) and progress through trials of the behaviour to sustained action (the behavioural changes). This individual cycle requires supportive physical, social and policy environments. These cognitive, behavioural and environmental changes are more clearly defined in the Objectives section of the Plan.

Four **shorter-term goals** need to be addressed throughout the process:

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.

9.0 TARGET GROUP(S)

It is an important foundation of the Plan that **all residents of Brock** see opportunities for themselves to be physically active in the strategies and activities outlined. Certainly not every opportunity will be relevant to the entire population but in the overall mix, the needs of all will be addressed. Several specific activities will be targeted to specific sub-population segments.

One way in which the entire population can be supported is through changes to the physical environment and through policy changes that make the more active choice the easier choice. Recommendations on these types of community-wide activities have been included in the Plan.

10.0 THEME

A community consultation opportunity will be held on September 16th, 2008 with a key area for discussion being the identification of a motivating, relevant theme and associated visual elements to position this in the community as an initiative worth becoming involved with. This would include potential partners, volunteers as well as the public. A theme will be important to set the tone of the initiative, distinguish it from other things, it can provide credibility and will serve to link many activities together so it is clear there is "something bigger going on".

Once determined, the theme would become part of all materials and events. Examples of this include the "PLAY in Bruce Grey" theme or the "in Motion" theme in several other areas. One proposed theme for this plan is:

"Take a Walk in Brock".

11.0 STRATEGIES

Ten distinct yet integrated strategies are proposed within the overall Plan. The first four are geared to the desired behaviour change outcomes in terms of physical activity levels of the community and the other five are related to the necessary supportive processes.

Outcome-Oriented (Behaviour Change) Strategies:

- a) Awareness Raising & Education
- b) Skill Development
- c) Environmental Support
- d) Policy (Development & Implementation)

Process-Oriented Strategies:

- e) Dissemination & Marketing
- f) Community Engagement Strategy
- g) Governance Strategy
- h) Sustainability Strategy
- i) Evaluation Strategy
- j) Community Partnerships

The following table provides a definition of the above approaches:

APPROACH	DESCRIPTION^[1]
Awareness	<i>Awareness</i> refers to health communication aimed at increasing knowledge and/or changing attitudes about the topic being addressed (e.g. physical activity, chronic disease prevention, heart health) in the specific intended population. It includes a mix over time of media (both broadcast or mass media such as TV, radio and newspaper, and narrowcast such as pamphlets and posters), community events such as contests, fairs, and displays, and interpersonal opportunities such as presentations, briefings and symposia.
Community Engagement	<i>Community Engagement</i> involves generating interest in, and commitment to, health-related matters within a community and facilitating community involvement in planning and carrying out initiatives/activities. Includes

^[1] Most adapted from the Ontario Heart Health Program Submission Guidelines, 2005.

APPROACH	DESCRIPTION^[1]
	activities such as partnership building, coalition planning, training, volunteer recruitment and recognition.
Education	<i>Education</i> refers to providing information and the opportunity to develop skills to effect knowledge, attitude and behaviour change. It includes activities for end-users such as low-fat cooking courses, tobacco use prevention computer games, self-help groups, clubs. Also includes activities for intermediaries (those who deliver programs) such as train-the-trainer workshops and peer learning opportunities.
Environmental Support (social and physical)	<i>Environmental Support</i> refers to creating social and/or physical environments that support healthy behaviours (e.g., walking trails, bicycle racks at worksites, healthy food choices in restaurants/ vending machines, point of purchase information, inventories of heart health programs and services). This category does not include policy supports.
Evaluation	Program evaluation is a formalized approach to studying the goals, processes, and impacts of projects, policies and programs.
Governance	The planning, influencing and conducting of the policy and affairs of an organization or group.
Marketing	Marketing activities are all those associated with identifying the particular wants and needs of a target market of customers, and then going about satisfying those customers better than the competitors. This involves doing market research on customers, analyzing their needs, and then making strategic decisions about product design, pricing, promotion and distribution.
Policy development	<i>Policy</i> refers to changing formal or informal rules of governing bodies to support healthy behaviours (e.g., non-smoking bylaws, bylaws for mandatory bicycle lanes, workplace policies). Policy development refers to efforts to introduce a new policy (e.g., advocacy for change, drafting terms of a policy).

APPROACH	DESCRIPTION^[1]
Policy implementation	Policy implementation refers to efforts to assist with policy implementation (e.g., signage, enforcement).
Sustainability	Sustainability is a broad term, generally referring to continuation. Other words also may be used to describe sustainability including long-term viability, survival, durability, longevity and long- term maintenance. ^[2]

12.0 OBJECTIVES & ACTIVITIES BY STRATEGY

12.1 Introduction

The options presented below have been generated from the compilation of the information that was gathered and presented above. In considering the options presented below, they have been organized by the outcome to which they are geared. It is important that a range of initiatives be selected from across the categories in order to ensure a comprehensive approach. Other important considerations in the selection of the initiatives to be undertaken, are the human and financial resources required, the opportunity for early successes that have high community profile, and utilize or expand on existing resources. These criteria were repeatedly mentioned during the data collection phase.

^[2] O'Loughlin, J., Renaud, L., Richard, L., Gomez, L. S., & Paradis, G. (1998). Correlates of the sustainability of community-based heart health promotion interventions. *Preventive Medicine, 27*(5 Pt 1), 702-712.

A) Awareness Raising & Education Strategy

Outcome Objectives:

- A.1. 80% of all Brock Township residents will be aware of the importance of physical activity to a healthy life by 2010.
- A.2. 60% of all Brock Township residents will be aware of the local opportunities to be active that are low cost and accessible.
- A.3. 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.

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET GROUP
<p>PA Plan Launch</p> <ul style="list-style-type: none"> ✚ Passport to Health OR High Profile Speaker Event 	<ul style="list-style-type: none"> ✚ An event is needed to draw people to participate, generate local media coverage, link to physical activity and serve to motivate people to continue their involvement. ✚ Pedometers as “give-away” to all participants ✚ Challenge / contest opportunity (see Passport activity below) ✚ If the Speaker version is selected, an Olympic athlete is suggested (e.g. Simon Whitfield triathlete) or “Hal and Joanne” duo 	<ul style="list-style-type: none"> ✚ Various NGO walking events could be invited to participate ✚ StepsCount sponsorship possible ✚ LEAD PARTNER Local Physical Activity Network 	<ul style="list-style-type: none"> ✚ Adults ✚ Seniors ✚ Families ✚ Children ✚ Youth
<p>Passport to Health</p> <ul style="list-style-type: none"> ✚ Checkpoints in all 3 communities ✚ Prizes for getting to all checkpoints 	<ul style="list-style-type: none"> ✚ Many existing versions on which to build ✚ Could tie to SummerActive (May 8 to June 20, 2008) and WinterActive campaigns ✚ Passport can contain messages and potential space for sponsor ads ✚ Could be linked to a tourism event or strategy as the kick-off the challenge or the presentations to winners 	<ul style="list-style-type: none"> ✚ Could be linked to “Turn Off the Screens” week with public health / Durham Lives! (a best practice) ✚ Method of engaging local businesses in 	<ul style="list-style-type: none"> ✚ Individual and group (families, workplaces, social groups) categories

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET GROUP
	<ul style="list-style-type: none"> ✚ Campaign should last about 6 weeks ✚ Would require periodic boosters within the six weeks to motivate people ✚ Ensure checkpoints take people to places they could be active (e.g. trails) 	<ul style="list-style-type: none"> ✚ terms of prizes ✚ LEAD PARTNER Brock Physical Activity Network 	
<p>Promote Trails – focus on the benefits & addressing common barriers to participation</p>	<ul style="list-style-type: none"> ✚ Build on existing Durham Region map ✚ RRFSS report recommends promoting recreational trails and facilities use as one of the most important components and most popular methods of increasing physical activity; awareness of trails is highly correlated with use ✚ Existing materials from 2006: SummerActive Campaign (Take it to the Trails) ✚ Survey identified that >90% of respondents wanted to get outdoors, be independent, wanted to feel better physically and mentally, look better & control weight (walking qualifies for all of these) ✚ Walking was the most commonly reported current activity in the survey (Ontario & Canadian data also supports this) 	<ul style="list-style-type: none"> ✚ Potential partners: Ontario Trails Council, Public Health, Durham Lives! ✚ LEAD PARTNER Public Health 	<ul style="list-style-type: none"> ✚ All
<p>Arena Dasher Board Ads (could be extended to soccer pitches)</p>	<ul style="list-style-type: none"> ✚ Build on existing campaigns to motivate parents to walk while child is practicing (focus message on benefits) ✚ Map and provide signs for a walking route around the arena (one inside and one outside) and distribute promotional tool with hockey 	<ul style="list-style-type: none"> ✚ LEAD PARTNER Brock Physical Activity Network 	<ul style="list-style-type: none"> ✚ Families ✚ Parents ✚ Children ✚ Youth

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET GROUP
	registrations, at canteen)		
Local distribution of ParticipACTION ads	<ul style="list-style-type: none"> ✚ Already created ✚ No cost to use ✚ High brand recognition ✚ Consistent with local goals ✚ Several KII's identified the value of these ads ✚ Could appear on Web sites, local papers (most frequently recommended communication vehicle) ✚ Youth-specific strategies coming 	<ul style="list-style-type: none"> ✚ ParticipACTION is interested in working with local communities ✚ LEAD PARTNER Brock Physical Activity Network 	<ul style="list-style-type: none"> ✚ All
World Walk Day / International Walk to School Day	<ul style="list-style-type: none"> ✚ Could also include the promotion of many fundraising walks to establish partnerships with NGO's 	<ul style="list-style-type: none"> ✚ Town Council ✚ School Boards ✚ LEAD PARTNER Brock Physical Activity Network 	<ul style="list-style-type: none"> ✚ All
Directory of Community Opportunities <ul style="list-style-type: none"> ✚ Posted to local Web sites & Active 2010 ✚ Gap analysis of what is available 	<ul style="list-style-type: none"> ✚ Suggested by current partners ✚ Active 2010 already set up to do this on their Web site ✚ Will require ongoing maintenance ✚ Summer Student project 	<ul style="list-style-type: none"> ✚ LEAD PARTNER Brock Physical Activity Network 	<ul style="list-style-type: none"> ✚ Adults ✚ Seniors

B. Skill Development

Outcome Objectives:

- B.1. 60% of all Brock residents will know what physical activity options are best suited to positive health outcomes.
 B.2. 40% of all Brock residents will have the necessary skills to pursue their preferred activity.

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
Walk This Way	<ul style="list-style-type: none"> ✚ Resources already developed & endorsed/operationalized by public health ✚ "Best Practice" ✚ Available in French and English ✚ This is a 6 week calendar on which people can plan and/or track their walking ✚ It is geared to those in the Preparation and Action stages of change ✚ Includes messages geared to getting started and maintaining the behaviour ✚ There is a leader's guide to accompany it to orient people to using it with others 	<ul style="list-style-type: none"> ✚ LEAD PARTNER CHC 	<ul style="list-style-type: none"> ✚ All
Point of Decision Prompts	<ul style="list-style-type: none"> ✚ Strong "best practice" evidence ✚ Signs include how many steps to the entrance and benefits of walking ✚ In parking lots, post signs to encourage parking further away & walking in 	<ul style="list-style-type: none"> ✚ LEAD PARTNER Township – for locally owned parking lots ✚ Grocery stores ✚ Faith facilities ✚ Schools ✚ Businesses could sponsor the signs 	<ul style="list-style-type: none"> ✚ Adults ✚ Seniors
Children & Youth Program Staff	<ul style="list-style-type: none"> ✚ Staff and volunteers working with children are trained in active games, many with an emphasis on walking ✚ Adopt an existing training program 	<ul style="list-style-type: none"> ✚ LEAD PARTNER Brock Youth centre ✚ Camp staff 	<ul style="list-style-type: none"> ✚ Children ✚ Youth

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
Training	<ul style="list-style-type: none"> ○ Carabiners with lesson plans ○ "Manual" approach ○ Special event approach (theme weeks) ✚ Approach could carry over to schools for Active Recesses where senior students are trained to lead younger ones in playground games 	<ul style="list-style-type: none"> ✚ Girl Guide / Boy Scouts ✚ Church groups ✚ 4H clubs ✚ School boards 	
TV-based Home Exercise Program	<ul style="list-style-type: none"> ✚ Home based exercise was the second most commonly cited choice (second to walking) in the survey ✚ Addresses the time, transportation and cost factors associated with going to a specific facility ✚ Existing programs could be promoted (given a quality assurance check) or local on posted to cable station ✚ 50% of survey respondents indicated their preference was to exercise alone ✚ Could be a DVD for loan, purchase, give-away (as prize) – likely exists somewhere already 	<ul style="list-style-type: none"> ✚ Centre for Activity and Aging's Home Support Exercise Program (e.g. home visitors) ✚ Video Rental Stores ✚ Libraries ✚ Home care workers and public health home visitors could be trained to promote and reinforce the program ✚ LEAD PARTNER VON 	✚ Seniors
Walking Groups & Clinics	<ul style="list-style-type: none"> ✚ Trained leaders for walking groups and clinics ✚ Utilize schools after hours ✚ Set up walking routes where parents are waiting for children (see Arena Dasher Boards activity) ✚ Incorporate Walk This Way program 	<ul style="list-style-type: none"> ✚ Bring in "Running Room" display at community events ✚ LEAD PARTNER Brock Physical 	<ul style="list-style-type: none"> ✚ Adults ✚ Seniors

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
	✚ Local committee to organize neighbourhood groups	Activity Network	

C) Environmental Support

Outcome Objectives:

C.1. All Brock residents have access to low or no cost opportunities for being physically active.

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
Historical Walks	<ul style="list-style-type: none"> ✚ Potential tourism opportunity ✚ Instil "sense of community" ✚ Map, promote and create signs to visit heritage points ensuring walkers pass by local businesses ✚ Patterned after another program – "Signature Series of Walks" 	<ul style="list-style-type: none"> ✚ LEAD PARTNER Historical Society ✚ Local businesses along a walking route 	<ul style="list-style-type: none"> ✚ Adults ✚ Seniors
Community Use of Schools	<ul style="list-style-type: none"> ✚ Walking groups after hours ✚ Supportive provincial legislation in place ✚ Schools identified as hubs of the community in the survey ✚ Youth leaders could be engaged for Family Fun Nights 	<ul style="list-style-type: none"> ✚ Potential support of HSFO for advocacy efforts ✚ School Boards ✚ LEAD PARTNER Youth Centre 	<ul style="list-style-type: none"> ✚ Seniors ✚ Adults
Connect Trails Across Brock	<ul style="list-style-type: none"> ✚ This work will not only have physical activity benefits but will provide an opportunity to connect communities that do not have a strong history of working together. It will pave the way for other joint work in the future. 	<ul style="list-style-type: none"> ✚ LEAD PARTNER Brock Physical Activity Network – may form a trails subcommittee 	<ul style="list-style-type: none"> ✚ All
Alternative	<ul style="list-style-type: none"> ✚ Alternative Uses for Arena Space – walking routes 	<ul style="list-style-type: none"> ✚ LEAD PARTNER 	<ul style="list-style-type: none"> ✚ All

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
Use of Existing Resources	<ul style="list-style-type: none"> around + Tennis Court Use - Basketball nets at tennis courts; as warm-up / meeting spot for neighbourhood walks + "A Walk in the Park" events – special events to increase traffic to the parks 	Parks and Recreation Committee	



D) Policy

Outcome Objectives:

D.1. Sustainable policies are in place to support individual physical activity choices.

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
Play Works Partnership⁵ - an initiative sponsored by Ontario Trillium Foundation, Laidlaw Foundation, MHP to recognize youth-friendly communities	<ul style="list-style-type: none"> + Existing program through Parks and Recreation Ontario, because: <ul style="list-style-type: none"> o Places to play are becoming less accessible to youth. o Cutbacks mean fewer activities for youth. o Unsupervised activities for youth are seen as too risky. o Volunteers and leaders are ready to burn out. 	<ul style="list-style-type: none"> + Funding available through Parks and Recreation Ontario + Brock Youth Centre + LEAD PARTNER CHC 	+ Youth
Provincial	+ A collaboration of organizations and/or individuals	+ Parks and	+ Youth






⁵ <http://www.playworkspartnership.ca/pdf/PlayWorks.pdf> for more information

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
Consortium on Youth in Recreation	whose purpose is to see youth in quality recreation and physical activity programs in Ontario. The Consortium aims to achieve this by increasing the recreation and sport sector's ability to have a greater impact in achieving a positive youth development approach in recreation and physical activity. A critical aspect of the Consortium's work will be its ideal of youth engagement, whereby the Consortium will work to offer and support the opportunity for youth to be involved in the work of the Consortium when, why and how they want - thereby ensuring that their interests, not those of adults, will drive the youth engagement process.	Recreation Ontario  Brock Youth Centre  LEAD PARTNER CHC	

E) Dissemination & Marketing of the Plan

Outcome Objectives:

- E.1. 80% of all residents of Brock Township are aware of the Physical Activity Plan's existence.
- E.2. 60% of all residents of Brock Township know the theme of the local physical activity plan.
- E.3. All local media are involved in regular coverage of Plan initiatives.

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
Mayor's Column	 Input during data collection suggested this was a well read newspaper vehicle  The Mayor is a strong champion for this initiative	 Local newspaper (Brock Citizen)	 Adults  Seniors

Agency Formal Adoption of Plan	<ul style="list-style-type: none"> ✚ Each Steering Committee partner agency formally adopts the Physical Activity Plan as something they will support in some tangible fashion ✚ Each agency to receive a presentation to staff and Board levels to enhance agency-wide support 	<ul style="list-style-type: none"> ✚ Parks and Recreation Ontario ✚ Brock Youth Centre ✚ LEAD PARTNER CHC 	<ul style="list-style-type: none"> ✚ Partner agencies
Newspaper Feature	<ul style="list-style-type: none"> ✚ News story on the adoption of the Plan with a specific emphasis on the health implications for the population 	<ul style="list-style-type: none"> ✚ Local newspaper 	<ul style="list-style-type: none"> ✚ All
Plan Distribution	<ul style="list-style-type: none"> ✚ Agencies, schools, elected officials, board members of all partner agencies to receive a copy of the Plan 	<ul style="list-style-type: none"> ✚ STEERING COMMITTEE 	<ul style="list-style-type: none"> ✚ Agencies and influential individuals
Plan Branding	<ul style="list-style-type: none"> ✚ Any initiative enacted in the community related to the Plan is branded as such so there is a linking back to the overall project 	<ul style="list-style-type: none"> ✚ Media 	<ul style="list-style-type: none"> ✚ All

F) Community Engagement

Outcome Objectives:

F.1. A diverse group of individuals within the community are actively involved in delivering and supporting physical activity initiatives to the population.

It is recommended that the Community Engagement Principles⁶ from the Centres for Disease Prevention and Control in the US, be considered for adoption within this Plan. These can be found in Appendix G.

This strategy within the Plan is directed specifically to the individual community members, not agencies, who would come forward to volunteer as peer leaders within the initiative.

⁶ <http://www.cdc.gov/phppo/pce/part2.htm>

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	PROPOSED PARTNERS	TARGET AUDIENCE
Establish Three Local Champions <ul style="list-style-type: none"> ✚ Beaverton ✚ Cannington ✚ Sunderland 	<p>Each champion would assist to plan and implement activities and be a local “face” for physical activity.</p> <p>These champions would also participate on the Brock Physical Activity Network</p>	<ul style="list-style-type: none"> ✚ The 41 interested individuals who came forward as a result of the survey 	<ul style="list-style-type: none"> ✚ Passionate individuals
Community Action Teams	<p>Establish a group of interested volunteers in each of the 3 communities, led by the “champion” and supported by the Physical Activity Network. These teams could undertake such things as:</p> <ul style="list-style-type: none"> ✚ Displays / activities / presentations at community events ✚ Leads for community walks ✚ Contact people for media ✚ Exercise break leaders in a variety of settings (e.g. workplaces, schools) 	<ul style="list-style-type: none"> ✚ Current exercise groups / clubs 	<ul style="list-style-type: none"> ✚ Individuals already committed to physical activity
Training – Building Local Capacity <ul style="list-style-type: none"> ✚ Walking group / clinics leaders ✚ Day camp leaders ✚ Physical activity community 	<ul style="list-style-type: none"> ✚ 41 people came forward in the survey as interested in more involvement ✚ Existing training programs (e.g. camp staff) ✚ New physicians potentially coming to the area ✚ Teacher training to deliver daily physical activity requirements ✚ Training of CAT individuals in elements of their potential roles ✚ CFLRI’s evidence-based PACE+ program for physicians to build their skills in counselling patients in physical activity 	<ul style="list-style-type: none"> ✚ Volunteers from the community ✚ Physical activity experts brought into the community to provide the training ✚ Ophea has resources for teachers ✚ LEAD PARTNER 	<ul style="list-style-type: none"> ✚ Individuals with the potential to influence others

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	PROPOSED PARTNERS	TARGET AUDIENCE
<ul style="list-style-type: none"> presentations + Displays / activities at community events and fall fairs + PACE+ for physicians + DPA Training for Teachers 		Brock Physical Activity Network	
Public Recognition of Physical Activity Champions	<ul style="list-style-type: none"> + Profile of those who can support physical activity + Motivation to continue for these individuals and motivation to others 	<ul style="list-style-type: none"> + Media + LEAD PARTNER CHC 	+ All

G. Governance Strategy

Outcome Objectives:

- G.1. 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.
- G.2. A diverse group of individuals and organizations provide leadership in the community.
- G.3. A strong group is able to solicit and accept funds from a variety of sources.

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	PROPOSED PARTNERS	TARGET AUDIENCE
Brock Physical Activity Network	<ul style="list-style-type: none"> + Opportunity for on-going coordination + Access/contact point in the community for 	<ul style="list-style-type: none"> + CHC + HSFO 	+ All

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	PROPOSED PARTNERS	TARGET AUDIENCE
<ul style="list-style-type: none"> ✚ Terms of Reference or Project Charter created ✚ Corporate Sponsorship Policy developed ✚ Financial management practices in place 	<ul style="list-style-type: none"> future opportunities ✚ A rep from each of the 3 local CAT's to be involved ✚ Apply for Ontario Trillium Foundation three year funding for organization and development of the Network ✚ Will be governed initially by the current Steering Committee 	<ul style="list-style-type: none"> ✚ Public Health ✚ Youth Centre ✚ CHC ✚ North House ✚ Durham Lives! ✚ Township of Brock ✚ MHP Field Consultant ✚ Others specific to the initiatives selected (e.g. teachers, physicians) ✚ LEAD PARTNER CHC 	

H) Sustainability Strategy

Outcome Objectives:

- H.1. The infrastructure and successful initiatives of the Physical Activity Plan are sustained beyond 2010.
- H.2. The residents of Brock Township continue to understand the issue of physical inactivity as a significant health risk.
- H.3. Policies and programs are in place that support physical activity over the long term, beyond 2010.

There are four components of a sustainability strategy, each of which is outlined below. Each is operationalized in the other strategies and activities of the Plan. These are based in the Sustainability model of the Ontario Heart Health Resource Centre. www.hhrc.net

Sustain the <i>Issue</i> on the Public & Political Agenda	Sustain the <i>Behaviour Changes</i> People have already made	Sustain the <i>Programs</i>	Sustain the <i>Partnership</i>
<ul style="list-style-type: none"> ✚ Marketing Strategy ✚ Awareness Strategy 	<ul style="list-style-type: none"> ✚ Environmental Support Strategy ✚ Policy Strategy 	<ul style="list-style-type: none"> ✚ Training ✚ Sponsorship ✚ Partnerships ✚ Community Engagement 	<ul style="list-style-type: none"> ✚ Partnerships ✚ Community Engagement

I) Evaluation Strategy

Outcome Objectives:

- I.1. To monitor the activities selected for implementation in terms of the process used for completion.
- I.2. To measure the progress towards the Outcome Objectives contained in the Plan.

The steps involved in a program evaluation, as provided by The Health Communication Unit (www.thcu.ca) are presented below with a brief description of each.

PROPOSED ACTIVITIES	DESCRIPTION
1. Get ready to evaluate	Ensure objectives, indicators and program development support an evaluation.
2. Engage stakeholders	Determine what does each stakeholder want to know through the evaluations.
3. Assess resources for evaluation	Aim for a minimum of 10% of total budget allocated to evaluation and consider skills required.
4. Design the evaluation	Determine what questions will be answered given the resources available.
5. Determine appropriate	Establish the data collection methods, keeping in mind how the

PROPOSED ACTIVITIES	DESCRIPTION
methods of measurement and procedures	data will be analyzed.
6. Develop workplan, budget and timeline for evaluation	Establish the details for how the evaluation will be conducted.
7. Data collection	Implementation
8. Data analysis	Analyze the data collected
9. Interpretation and dissemination of results	Generate findings, learnings, recommendations, implications etc.
10. Take action	Use the evaluation results to "prove" and/or "improve" the program.

J: Community Partnership Strategy

Outcome Objectives:

J.1. A strong partnership is in place to provide leadership and direction to Plan initiatives.

J.2. A long-term plan is in place & adhered to.

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
Recruitment	<ul style="list-style-type: none"> ✚ Create a Brock Physical Activity Network ✚ On an on-going basis, identify groups and organizations with whom the Network would like to work 	<ul style="list-style-type: none"> ✚ Current Steering Committee members ✚ Corporate partners ✚ Service clubs ✚ Faith groups 	<ul style="list-style-type: none"> ✚ Community organizations and groups with an interest in or a potential contribution to

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
Retention	<ul style="list-style-type: none"> ✚ Regular (annual) recognition and profile for the Network as a whole, its members and partners ✚ Regular review of Network operations to ensure efficient and effective ways of work ✚ Monitor progress towards objectives and communicate impact of the Plan on the community 	✚ Network members	physical activity ✚ Network members and partners
Planning	<ul style="list-style-type: none"> ✚ At regular intervals (monthly) examine the work of the Network for necessary adjustments ✚ Annually revisit the Physical Activity Plan to adjust the initiatives as needed ✚ Every 3-4 years, undertake a strategic planning exercise 	✚ Durham Health Department	✚ Network members

The various strategies and activities presented above are intended to be a menu from which the newly formed Physical Activity Network would select their initiatives from over time. Some, such as Recruitment and the Launch would have an obvious place in the earlier activities of the group while others, such as providing training for physicians might be several years down the road. Over time, the goal is to make progress in each of the ten strategy areas, thereby ensuring a comprehensive approach.