



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.

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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.

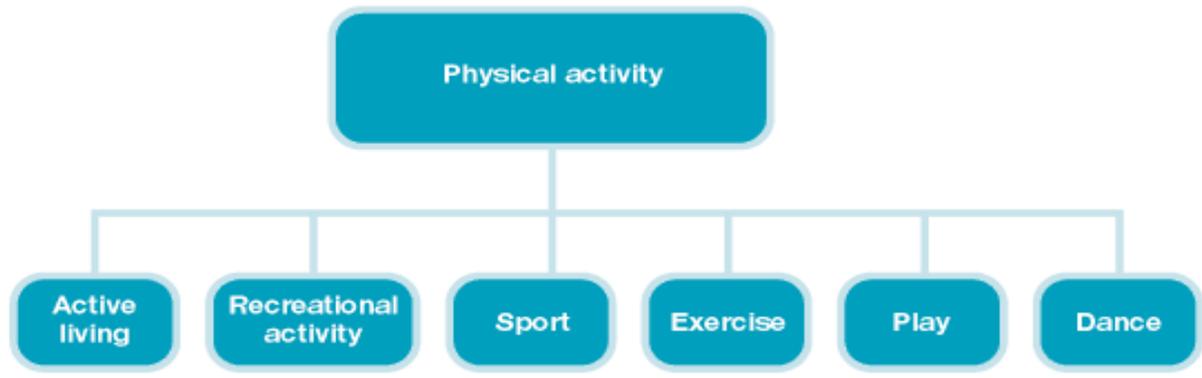
A Steering Committee has been formed and submitted a proposal to the Ontario Ministry of Health Promotion under the Communities-in-Action Fund (CIAF), part of the provincial Active 2010 initiative. This comprehensive strategy aims to achieve higher physical activity rates and increased sport participation 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

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

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 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.

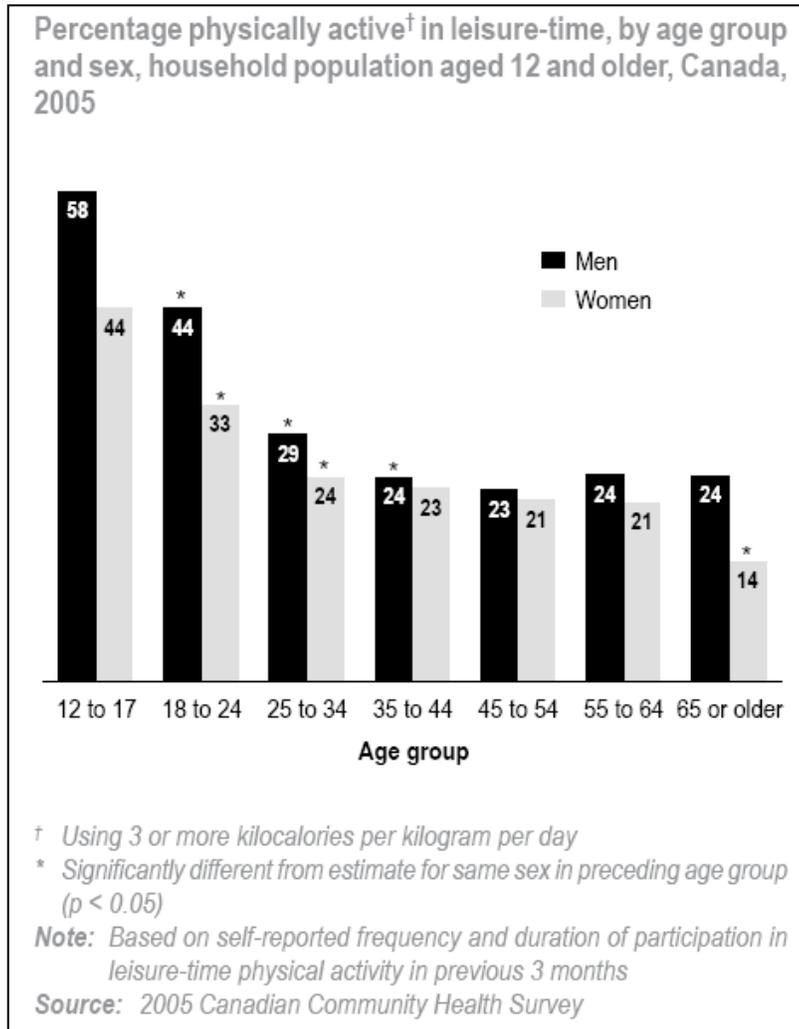
- ✚ 60% (±3%) of individuals in the overweight and obese category were males compared to 40% (±3%) of females.
- ✚ The prevalence of overweight or obesity was lowest in Durham Region young adults (18-24 years) compared to older age groups (45-64 years).
- ✚ Durham Region adults with less than high school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

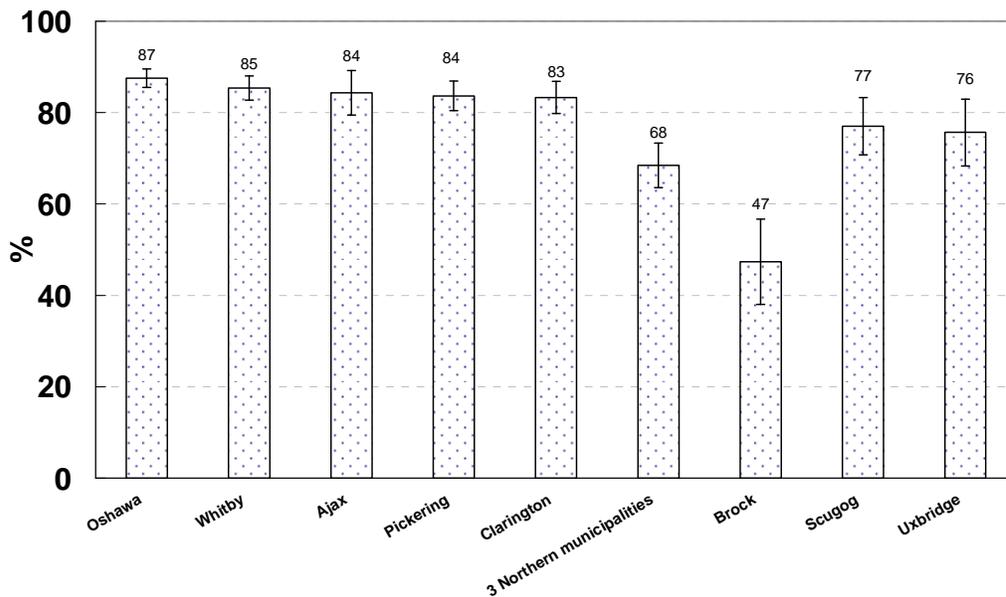
- ✚ Other than summer day camp, no other formal recreation programs are currently provided by the Township and this is not anticipated to change. Other options will be necessary.
- ✚ Because of the lack of public transportation in the area, activities need to be fairly close to home.
- ✚ Low or no cost 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

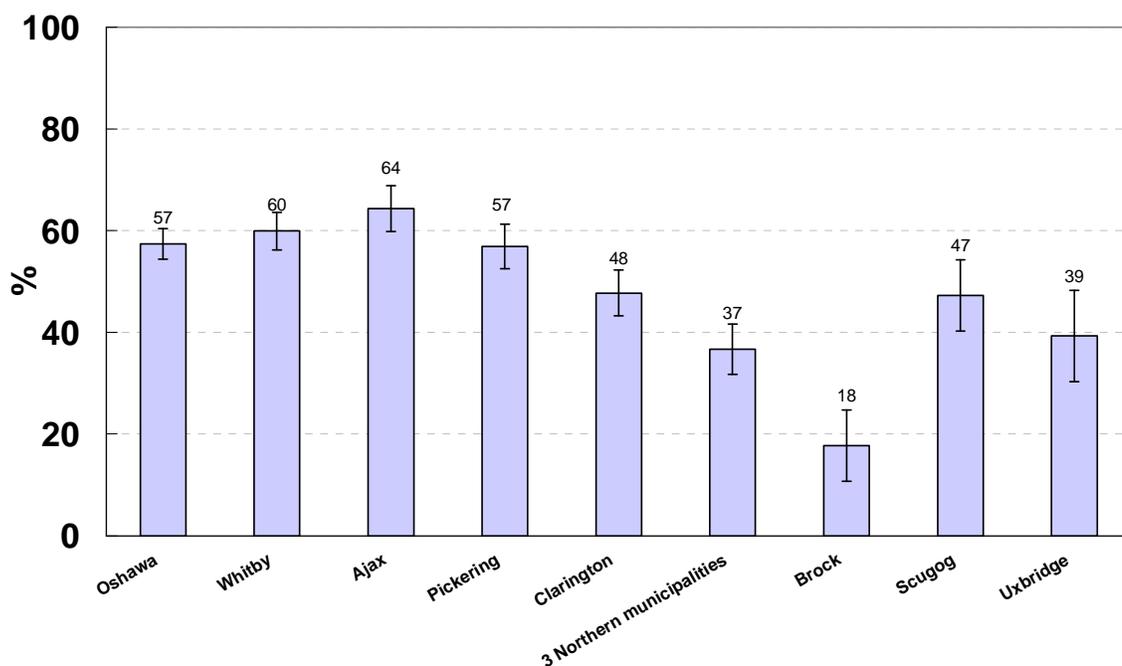
- ✚ The overall mix of activities needs to include things that are relevant to all residents.
- ✚ Use of Brock's existing natural environment and local facilities need to be maximized.

- ✚ 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.

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

- ✚ 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
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)

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

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.

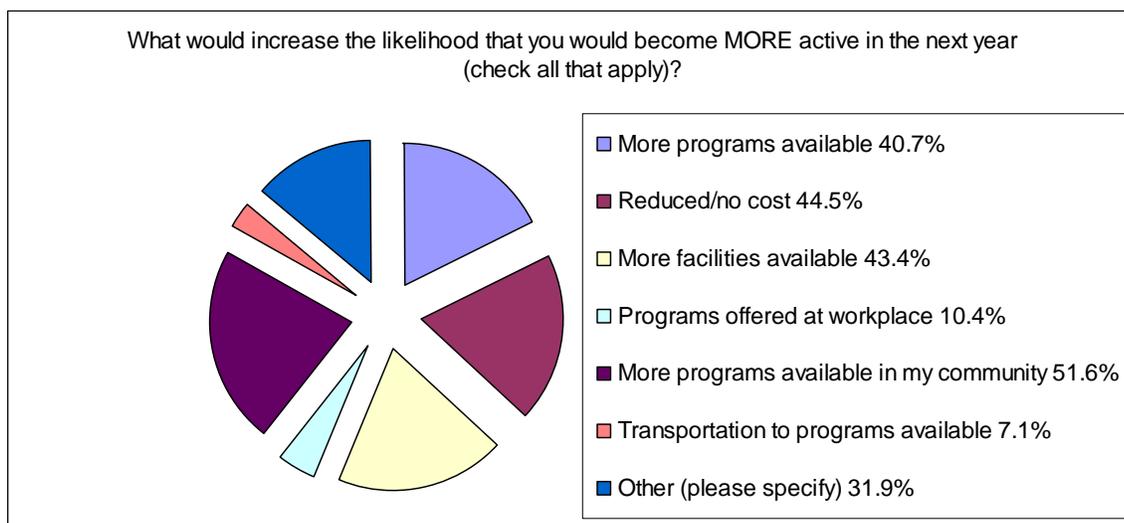
In presenting the following results, it is important to remember the demographics above. When asked about their current actions and attitudes regarding Physical Activity, it was determined that 90% feel it is important or very important to get outdoors, competition is not important, 89% value independence, 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:

5. To increase the local resource base to support the implementation of an effective and comprehensive physical activity plan in The Township of Brock.
6. 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.
7. To increase the number of individuals and organizations who actively support the provision of opportunities for Brock residents to be physically active.
8. 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

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

APPROACH	DESCRIPTION ^[1]
	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 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).
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]

^[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.

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.

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
PA Plan Launch + Passport to Health OR High Profile Speaker Event	+ 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	+ Various NGO walking events could be invited to participate + StepsCount sponsorship possible + LEAD PARTNER Local Physical Activity Network	+ Adults + Seniors + Families + Children + Youth
Passport to Health + Checkpoints in all 3 communities	+ Many existing versions on which to build + Could tie to SummerActive (May 8 to June 20, 2008) and WinterActive campaigns	+ Could be linked to "Turn Off the Screens" week with public	+ Individual and group (families, workplaces, social

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET GROUP
<ul style="list-style-type: none"> ✚ Prizes for getting to all checkpoints 	<ul style="list-style-type: none"> ✚ 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 ✚ 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"> health / Durham Lives! (a best practice) ✚ Method of engaging local businesses in terms of prizes ✚ LEAD PARTNER Brock Physical Activity Network 	<ul style="list-style-type: none"> groups) categories
<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 registrations, at canteen) 	<ul style="list-style-type: none"> ✚ LEAD PARTNER Brock Physical Activity Network 	<ul style="list-style-type: none"> ✚ Families ✚ Parents ✚ Children ✚ Youth
<p>Local distribution of</p>	<ul style="list-style-type: none"> ✚ Already created ✚ No cost to use 	<ul style="list-style-type: none"> ✚ ParticipACTION is interested in 	<ul style="list-style-type: none"> ✚ All

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET GROUP
ParticipACTION ads	<ul style="list-style-type: none"> + 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"> working with local communities + LEAD PARTNER Brock Physical Activity Network 	
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 	+ 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 	+ 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 	<ul style="list-style-type: none"> + LEAD PARTNER CHC 	+ All

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
	<ul style="list-style-type: none"> ✚ 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 		
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 Training	<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"> ○ Carabiners with lesson plans ○ "Manual" approach ○ Special event approach (theme weeks) ✚ Approach could carry over to schools for Active Recesses where senior students area trained to lead younger ones in playground games 	<ul style="list-style-type: none"> ✚ LEAD PARTNER Brock Youth centre ✚ Camp staff ✚ Girl Guide / Boy Scouts ✚ Church groups ✚ 4H clubs ✚ School boards 	<ul style="list-style-type: none"> ✚ Children ✚ Youth
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 	<ul style="list-style-type: none"> ✚ Seniors

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
		reinforce the program  LEAD PARTNER VON	
Walking Groups & Clinics	 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  Local committee to organize neighbourhood groups	 Bring in "Running Room" display at community events  LEAD PARTNER Brock Physical Activity Network	 Adults  Seniors

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	 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"	 LEAD PARTNER Historical Society  Local businesses along a walking route	 Adults  Seniors
Community Use of Schools	 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	 Potential support of HSFO for advocacy efforts  School Boards  LEAD PARTNER Youth Centre	 Seniors  Adults
Connect Trails Across Brock	 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	 LEAD PARTNER Brock Physical Activity	 All

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
	together. It will pave the way for other joint work in the future.	Network – may form a trails subcommittee	
Alternative Use of Existing Resources	<ul style="list-style-type: none"> + Alternative Uses for Arena Space – walking routes 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 	<ul style="list-style-type: none"> + LEAD PARTNER Parks and Recreation Committee 	+ All

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 Consortium on Youth in Recreation	<ul style="list-style-type: none"> + A collaboration of organizations and/or individuals 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 	<ul style="list-style-type: none"> + Parks and Recreation Ontario + Brock Youth Centre + LEAD PARTNER CHC 	+ Youth

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

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
	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.		

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	<ul style="list-style-type: none"> + Input during data collection suggested this was a well read newspaper vehicle + The Mayor is a strong champion for this initiative 	<ul style="list-style-type: none"> + Local newspaper (Brock Citizen) 	<ul style="list-style-type: none"> + 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.

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	PROPOSED PARTNERS	TARGET AUDIENCE
<p>Establish Three Local Champions</p> <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
<p>Community Action Teams</p>	<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
<p>Training – Building Local Capacity</p> <ul style="list-style-type: none"> ✚ Walking group / clinics leaders ✚ Day camp leaders ✚ Physical activity community presentatio 	<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 	<ul style="list-style-type: none"> ✚ Individuals with the potential to influence others

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

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	PROPOSED PARTNERS	TARGET AUDIENCE
<ul style="list-style-type: none"> ns ✚ Displays / activities at community events and fall fairs ✚ PACE+ for physicians ✚ DPA Training for Teachers 		PARTNER 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"> ✚ Terms of Reference or Project Charter created ✚ Corporate Sponsorship Policy developed ✚ Financial management practices in place 	<ul style="list-style-type: none"> ✚ Opportunity for on-going coordination ✚ Access/contact point in the community for 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"> ✚ CHC ✚ HSFO ✚ Public Health ✚ Youth Centre ✚ CHC ✚ North House ✚ Durham Lives! ✚ Township of Brock ✚ MHP Field Consultant ✚ Others specific to the initiatives selected (e.g. teachers, 	✚ All

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	PROPOSED PARTNERS	TARGET AUDIENCE
		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.

PROPOSED ACTIVITIES	DESCRIPTION
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 methods of measurement and procedures	Establish the data collection methods, keeping in mind how the 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 physical activity
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 	<ul style="list-style-type: none"> ✚ Network members 	<ul style="list-style-type: none"> ✚ Network members and partners

PROPOSED ACTIVITIES	DESCRIPTION / RATIONALE	POTENTIAL PARTNERS	TARGET AUDIENCE
Planning	<ul style="list-style-type: none"> <li data-bbox="342 205 941 310">✚ At regular intervals (monthly) examine the work of the Network for necessary adjustments <li data-bbox="342 317 941 390">✚ Annually revisit the Physical Activity Plan to adjust the initiatives as needed <li data-bbox="342 396 941 468">✚ 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.

APPENDICES

APPENDIX A: Brock Resident Survey



Township of Brock Physical Activity Strategy Resident Survey

Over half of the people who live in the Township of Brock do not get enough physical activity to be healthy. Ideally, they would be at least doing something like walking 30 minutes a day. This is a big part of such health problems as diabetes, cancer, heart disease and obesity. The Province of Ontario, through the Active 2010 project, has provided funding to the Township of Brock to create a plan to help change this. We would like your input to create this plan.

Here's how you can help us:

- Complete this survey and get it to us through one of these choices:
 - Drop it in a Drop Box at one of these locations:
 - Beaverton Community Employment Centre, 397 Simcoe Street, Beaverton
 - Beaverton Foodland, 383 Simcoe Street, Beaverton
 - Beaverton Arena, 176 Main Street, Beaverton
 - Fisher's Independent Grocers, B30 Beaver Avenue, Highway 12
 - Cannington Foodland, 35 Cameron Street East, Cannington
 - Township of Brock Municipal Office, 1 Cameron Street East, Cannington
 - Cannington Arena, 91 Elliott Street, Cannington
 - Flindall's Freshmart, 97 River Street, Sunderland
 - Sunderland Arena, 20 Park Street West, Sunderland
 - Email it back to sbmoore@rogers.com
 - Fax it to 519.446.3329
- It is also available online at www.townshipofbrock.ca
- All of the responses will be kept confidential.

A: A Bit about You

Please answer only those questions you feel comfortable sharing.

A1. Are you (check one)

- Male Female

A2. Are you (check one)

- 18- 24 years of age 25-44 years of age 45-64 years of age 65+

A3. Before taxes, what were your total personal and total household incomes last year? (check one from each column)

- | <u>Total Personal Income</u> | <u>Total Household Income</u> |
|--|--|
| <input type="checkbox"/> Less than \$10,000 | <input type="checkbox"/> Less than \$10,000 |
| <input type="checkbox"/> \$10,000 - \$15,000 | <input type="checkbox"/> \$10,000 - \$15,000 |
| <input type="checkbox"/> \$15,000 - \$19,000 | <input type="checkbox"/> \$15,000 - \$19,000 |
| <input type="checkbox"/> \$20,000 - \$24,000 | <input type="checkbox"/> \$20,000 - \$24,000 |
| <input type="checkbox"/> \$25,000 - \$34,000 | <input type="checkbox"/> \$25,000 - \$34,000 |

- \$35,000 - \$54,000
- \$55,000 and over
- prefer not to respond

- \$35,000 - \$54,000
- \$55,000 and over
- prefer not to respond

A4. What is your marital status? (check one)

- Married (including a common-law relationship)
- Divorced
- Separated
- Widowed
- Single (never married)

A5. Please indicate your postal code

A6. How would you describe yourself? (check one)

- Student full time
- Student part time
- Homemaker full time
- Homemaker part time
- Employed full time
- Employed part time
- Retired: since _____
- Unemployed or on strike since _____

A7. What is the highest level of education you have reached? (check one)

(If you are a student, please indicate your current level of education)

- Elementary or less
- Some secondary school
- Secondary diploma
- Some post secondary
- Community college or CEGEP diploma
- One or more university degrees

A8. During the last 12 months....

Did you see or talk to a doctor about your health?
 No Yes: how many times _____

Did you see or talk to any other kind of health professional?
 No Yes: how many times _____

How many nights did you spend in a hospital, a nursing home or a convalescent home?
 None _____ nights

A9. In general, how would you describe your state of health? (Check one)

- Very good
- Good
- Average
- Poor
- Very poor

A10. About how many years have you lived in the Township of Brock? _____ Years

B: Physical Activity and You

B.1 In a typical week, how many hours do you spend doing the following activities

Place a ✓ in the appropriate box	Hours per week					
	0 hr	1-2 hrs	3-4 hrs	5-9 hrs	10-15 hrs	15 + hrs
Watching television						
Reading						
Crafts or hobbies done mainly on your own						

Visiting with relatives						
Visiting with friends						
Attending cultural events (such as musicals, performances or plays)						
Organizing or coaching physical activity or sport programs(volunteer)						
Involvement with religious groups or church activity						
Involvement in service/fraternal orgs (such as Rotary or Kinsmen)						
Involvement with social or entertainment groups (such as a card club or cooking club)						
Other group activities (please specify)						
1.						
2.						

B2. Spare time provides a chance to reach many different goals. How important is it to you to reach each of these goals in your spare time?

	Very important					Not at all important
	1	2	3	4	5	
Just relaxing, forgetting about your cares						
Getting together with other people						
Having fun						
Earning money						
Getting outdoors						
Competing, winning						
Feeling independent						
Feeling better mentally						
Feeling better physically						
Improving/maintaining physical fitness						
Challenging your abilities/learning new things						
Looking better, controlling your weight						
Taking risks, seeking adventure						

B.3 Who around you is physically active on a regular basis? Please check all that apply.

- partner/spouse members
 close friend(s)
 co-workers
 family members
 other: please describe _____

B.4 The following activities refer to physical activities that are not related to work. Have you done any of the following physical activities in the past 12 months?

Please check yes or no and if yes, indicate approximately how many times you would have participated in that activity each month

	Y e s	N o	# times per month													
			J a n	F e b	M a r	A p r	M a y	J u n	J u l	A u g	S e p	O c t	N o v	D e c		
Walking for exercise																
Cycling																
Jogging or running																

Lack of time due to other interests					
Lack of energy, too tired					
Lack of athletic ability					
Lack of programs, leaders or accessible facilities					
Lack of a partner					
Lack of support from family/friends					
Lack of babysitting services					
Cost					
Lack of self discipline or willpower					
Self conscious, ill at ease					
Long term illness, disability or injury					
Fear of injury					

C.2 From those things that make making it difficult for you to be more active, which, for you, is the most challenging?

C.3 Would you agree or disagree that, if you wanted to, you could easily participate in a physical activity program 3 or more times a week for at least 20 minutes at a time? (check one)

- Strongly agree Agree Disagree Strongly disagree

C.4 In the coming year, how often do you intend to participate regular in physical activity?

- Never Less than once per week 1-2 times per week
 3 times per week 4-5 times per week 6 or more times per week

D: What Would Make a Difference?

D.1 What would increase the likelihood that you would become MORE active in the next year? (Check all that apply)

- More programs available Reduced/no cost More facilities available
 Programs offered at workplace More programs available in my community
 Transportation to programs available Other (please specify)
-

D.2 What, if any, current programs, services, facilities available in your community that support physical activity do you feel should be discontinued? Why?

D.3 What programs, activities, facilities are needed in your community to support/encourage inactive people to get moving?

b) Of those you suggested above, what one do you feel is the most needed? Why?

D.4 Who in your community is and who is not aware of the benefits and rewards about being physically active?

	Aware	Not Aware
Elementary - school aged children (K-Grade 8)		
Teens (13-17)		
Young Adults (18-24)		
Adult Women (25-64)		
Adult Men (25-64)		
Seniors (65+)		

D.5 What, suggestions would you have for alternative uses of current facilities and resources in your community that would help in getting the community more active?

D.6 What focus or theme would you suggest for the Township of Brock’s Physical Activity Strategy (2008 – 2010)?

D.7 How do we get the word out? How do we reach the people in the community? Consider media opportunities, events, and interpersonal opportunities (such as small group presentations)?

D.8 Given the current involvement of the Township in supporting physical activity, including facilities, what suggestions would you have for the future, especially with respect to enhanced use of current facilities (e.g. arenas, ballparks, soccer fields)?

D.9 How do we motivate people to become more active in their community in the Township of Brock?

	Key motivator
Elementary – school aged children (K- Grade 8)	
Teens (13-17)	
Young Adults (18-24)	
Adult Women (25-64)	
Adult Men (25-64)	
Seniors (65+)	

E: Further Involvement

E.1 In which of the following ways would you like to be involved in the Township of Brock’s Physical Activity Strategy? (choose all that apply)

- On the planning committee to work with the current committee and consultants to develop the plan.
- As a promoter or ambassador of opportunities to be physically active.

If you checked either of the above, please provide contact information

Name: _____ Telephone #: _____ Email: _____

- Not sure yet.
- Not at all because _____

F. Closing

F.1 Anything else you would like to share with us in order to help over 50% of your community in getting active?

Thank you. Your input is invaluable to our process and we appreciate your response!

APPENDIX B: Comparison of Township of Brock Physical Activity Survey Respondent Characteristics to Statistics Canada 2001 and RRFSS 2006 Data

Gender

	Township of Brock PA Survey	Statistics Canada 2001
Male	35.6%	49%
Female	64.4%	51%
		Source: Statistics Canada Census, 2001.

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%)

Age

	Township of Brock PA Survey	Statistics Canada 2001
25-44 years	28.5%	26%

45-64 years	47.7%	23%
65+	23.8%	16%
		Source: Statistics Canada Census, 2001.

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.

Personal Income

The average income for a Township of Brock resident working full time, full year, according to Statistics Canada 2001 was \$38,155. Twenty one percent were recorded as earning less than \$20,000 per year; sixty two percent were recorded as earning between \$20,000 and \$59,999. Sixteen percent were recorded as earning over \$60,000.

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.

Marital Status

	Township of Brock PA Survey	Statistics Canada 2001
Married	76.7%	56.7%
Widowed	8.7%	8.0%
Divorced	8.7%	6.9%
Separated	2.7%	3.9%
Single (never married)	3.3%	24.5%
		Source: Statistics Canada Census, 2001.

The survey respondents over-represented the married population and under-represented the single, never married population.

Type of Work

Statistics Canada 2001 reported a 65.4% participation rate in the workforce. This includes all those residents who were employed in any capacity in the week prior to the Census data gathering. The survey respondents reported that a total of 53.4% were in the workforce, either full or part time (43% full time, 13.4% part time). 31.5% of the survey respondents described themselves as retired. Those who work on either a full time or part time basis were under-represented in the survey.

Highest Level of Education

	Township of Brock	Statistics Canada 2001
Some elementary	1.3%	Not reported
Some secondary	5.4%	30.6%
Secondary completed	15.8%	22.9%
College completed	29.5%	21%
University completed	31.5%	12.4%
		Source: Statistics Canada Census, 2001. DURHAM REGION

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.

State of Health

	Township of Brock	RRFSS 2006
Excellent/Very Good ⁷	33.1%	56.2%
Good	41.9%	32.1%
Fair/Poor	25%	11.4%
		Source: Rapid Risk Factor Surveillance System, Ontario, Canada 2006

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.

⁷ RRFSS used choices of Excellent/Very Good, Good or Fair/Poor. Brock survey used choices of Very Good, Good, Average and Poor. Average and Poor were combined as comparison to Fair/Poor on RRFSS

APPENDIX C: Materials for Community Open Houses

(i) Invitation



THE CORPORATION OF

THE TOWNSHIP OF BROCK

IN THE REGIONAL MUNICIPALITY OF DURHAM

1 CAMERON ST. E., P.O. BOX 10, CANNINGTON, ONTARIO L0E 1E0 (705) 432-2355

PHYSICAL ACTIVITY PLAN

NOTICE OF OPEN HOUSES

The Township of Brock, in collaboration with the Brock Community Health Centre and Brock Youth Centre, and with the assistance of a Communities in Action Fund grant, is developing a Physical Activity Plan and Strategy which will serve to promote physical activity among our residents. The Steering Committee has enlisted the services of a consultant, DuBFit, to assist in the preparation of this strategy.

Members of the public, service clubs, religious organizations, sporting groups of all ages, and other community groups are cordially invited to attend an open house to offer your views and suggestions to increase levels of physical activity among Township residents. The public is also encouraged to complete a resident survey to assist the Steering Committee in developing an appropriate strategy for the future.

Open Houses/Workshops will be held at the following locations:

Cannington Community Centre, 95 Elliot Street, Cannington
Monday, February 4, 2008 – 7:00 p.m. – 9:00 p.m.

Beaverton Community Centre, 176 Main Street, Beaverton
Tuesday, February 5, 2008 – 2:00 p.m. – 4:00 p.m.

Sunderland Community Centre, 20 Park Street, Sunderland
Tuesday, February 5, 2008 – 7:00 p.m. – 9:00 p.m.

Further information may be obtained by contacting:

Thomas G. Gettinby, MA, MCIP, RPP, CMO
Deputy Clerk-Administrator
Corporation of the Township of Brock

1 Cameron Street East, P.O. Box 10,
Cannington, Ontario, L0E 1E0
(705) 432-2355(Tel)
(705) 432-3487 (Fax)
tgettinby@townshipofbrock.ca

(ii) Agenda

Township of Brock
Physical Activity Strategy
Community Open Houses
Feb 4 and 5, 2008

1. Welcome and introductions (15 minutes)
2. Project overview (20 minutes)
 - need for the strategy
 - funding
 - process
 - timelines
 - outcomes
3. Questions – small group discussion if enough attendees – 15 minutes per question
 - 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, do you have suggestions 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?
4. Strategy Theme – whole group discussion of suggestion of potential themes for the strategy (15 minutes)
5. Wrap up, thank you and next steps (10 minutes)

APPENDIX D: Brock Youth Consultation Survey Results (Brock Community Health Centre)

A local youth survey containing 28 questions was implemented in various sites during the months of May and June 2008. Those sites included CERC (Community Employment Resource Centre) in Beaverton, DASS (Durham Alternative Secondary School) in Sunderland and Brock High School in Cannington. A total of 154 youth were interviewed.

The survey contained 5 questions, that were included in the high school setting interviews, that were intended to inform and understand the youth's perspective for the undergoing Brock Physical Activity Plan. Although the survey did not have a scientific formulation, this was designed to provide an effective tool to consult the youth community and assess their local needs, expectations and priorities. Approximately 150 surveys were tabulated which reflects a 17.3% return rate.

Youth responses - Demographics

3.4.1 Female 46%, Male 53%, Other 1%

3.4.2 Beaverton 31%, Sunderland 29%, Cannington 25%, other 15%

3.4.3 Grade 9:27%, Grade 10: 24%, Grade 11:23%, Grade 12:16%,DASS 10%

- What are the barriers that stop you from being physically active?
 - Lack of local recreation/sports programming (34%)
 - School load or homework tasks (18%)
 - Lack of accessible transportation (12%)
 - Not having or lack of disposable time (12%)
 - Work commitments (7%)
 - TV/computer time (6%)
 - Negative attitude/lack of interest (5%)
 - Health issues (overweight) (3%)
 - Others (3%)

- What factors will help you to become/stay more physically active?

The youth were much more specific about the community needs/assistance that will help them to become more active. Facilities and programs focused most of the youth attention.

- 48% see the need for more recreational youth facilities
- 37% would like to see more recreational youth friendly and fun programs
- 8% want more sports teams or youth clubs
- 6% expressed that lack of transportation was a factor

- 3% mentioned that cost was a factor

- Can you suggest some “catchy” themes to help promote the Brock PAP among youth?
 - Have Fun, Stay Active, Live Life!
 - Get off your Bum, Have some Fun!
 - Break the Barrier, Get Active!
 - Get Active, Stay Active!
 - Health, not Wealth!
 - No Fat Kids!
 - Stay Healthy!
 - Get in Action!
 - Get Fit Now!
 - Get Active Now!
 - Good Sports!
 - Do you want to be fat? I didn’t think so!
 - Live Life, Stay Fit!
 - Get Out and Be Active!
 - Go Get it, Get Fit!
 - Get Smooth, not Chunky!
 - Eat right, Stay Healthy!
 - Be Fit or Be Fat!
 - Get Moving Lazy Bones!
 - Don’ be Lame, Get in the Game!
 - Exercise and Eat Healthy!
 - Sporty, Healthy, Happy!
 - Stop Being Lazy and Do Something!

- What is the best way to outreach youth (connect with you)

Every youth uses the same means of communication which are;

- 42% prefer emails and 37% cell phones as first or second option
- 30% mentioned school is the best way to connect with them

- How important is it for local youth to have representation and a real voice?
 - Generally youth think it is important (77%) to have representation to voice their needs.

APPENDIX E: List of Key Informants Interviewed

ORGANIZATION	INDIVIDUAL INTERVIEWED
Beaverton Agricultural Society	Nancy Briggs
Beaverton Chamber of Commerce	Monica Rogers
Beaverton Minor Baseball	Dorothy Murphy
Brock High School	Kelly Boehm
Cannington Horticultural Society	Don Real
Community Care Durham	Joanne Lloyd
Community Development Council Durham	Ben Earle
Community Employment Resource Centre	Shannon Inglis
Durham Region VON	Cheryl Generaux
Durham Family Serives	Paul Atkinson
Durham Farm & Rural Family Resources / Early Years	Erin O'Dacre
Durham Hospice	Kirsten Schmidt Chamberlain
Lakeview Manor Home	Lorraine Gurney
Nurse Practitioner	Janet Marchand
Sunderland Ringette	Mike Bishop

APPENDIX F: Key Informant Interview Guide

Township of Brock Physical Activity Strategy Stakeholder Survey

- 1.0 Purpose:** To gain recommendations from approximately 50 stakeholders regarding:
- Currently popular physical activities for residents (broken down by demographics).
 - Needed physical activity opportunities in the Township.
 - A potential theme or focus for a Township physical activity strategy.
 - Interest in participating in planning and/or implementing a Township physical activity strategy.
 - Current or planned physical activity initiatives for the Township physical activity strategy to complement or collaborate with.
- 2.0 Methodology**
Questions, once approved by the Steering Committee, will be circulated to the 50 stakeholders selected to be interviewed, on << date >>. Surveys would be conducted within a two week window. A reminder notice would go out just prior to the survey.
- 3.0 Survey Content**
- A. Background Information (confirm)**
- A.1 Name
- A.2 Title

- A.3 Organization
- A.4 E-mail address (we will send everyone the flyer for the Open Houses)
- A.5 Phone number

Introduction – Key Points

- Brock Township focus; small Steering Committee in place to get the process started; we are gathering some information as a first step
- To be followed by survey of residents, open house forums for discussion, and the development of a plan
- Funding to undertake this process is part of the provincial Active 2010 strategy
- Developing a physical activity plan to increase pa levels of those currently inactive
- Physical activity is a broad term that encompasses sport, recreational activities such as walking, exercise, fitness as well as some types of occupations
- You have been nominated as a Key Informant to this process
- Interview should take about <<x>> minutes; will only discuss you those questions that you feel are relevant to you
- There will be a report produced compiling the results which will be available to those being interviewed.
- It is possible to complete the survey on paper or electronically if necessary, or to have it passed on to others in this format for input, by <<date>>.

B. Current Services – we want to make sure we have a solid picture of what opportunities are currently available to residents.

B.1

Age Group	What you are currently offering?	For each type of service you provide, which is the most popular? (Please be as specific as possible - name, time, location)
Preschool	Skill development programs (E.g. figure skating lessons)	
Elementary- school aged children	Recreational opportunities (E.g. open gym)	
Teens	Competitive opportunities (E.g. hockey leagues)	
Young Adults (18 – 25)	Fitness opportunities (E.g. weights, aerobic/pilates classes)	
Adult Women	Walking opportunities (E.g. indoor walking program, trails)	
Adult Men	Other:	
Seniors		
Other:		

- B.2 Generally, what characteristics do popular programs share? Why do people like them?
- B.3 If more people were motivated to participate in your programs, could you manage more participants?

YES NO

EXPLAIN: _____

B.4 Do you (or will you), between now and 2010, offer any of the following:

Promotional Events (E.g. Open House, Buddy Week, Terry Fox Runs, Dog Walkathon) to increase traffic?

If YES, please describe: _____

Communication Campaigns (print or media-based messages to promote physical activity generally; not a program – like the ads from ParticipACTION)?

If YES, please describe: _____

Changes to the community that make it easier for people to be active? (work done to create an environment that is more supportive of physical activity such as building trails, bike lanes on roads, bike racks for public use)

If YES, please describe: _____

Developing Supportive Policies? (work done to change policies in schools, workplaces, local government that supports physical activity such as variable fee schedules to accommodate people of low income or workplaces that offer flexible work hours)

If YES, please describe: _____

B.5 If you offer programs, do you currently offer any subsidies for people of limited income? How often is this option used? What else can you tell us about this to help us better understand the needs of people in the community living in low income situations and their physical activity levels?

C. Needed Initiatives to Address Barriers to Being Active

C.1. a) Based on national data collected in 2002⁸, only 48% of Ontarians are regularly active (at a minimum level of approximately 30 minutes of walking each day)? In Brock Township, why do you think this % is so low? What are the primary barriers here that make it difficult for people to be regularly active? We are particularly interested in the degree to which you feel cost is a barrier.

Age Group	Barriers to being regularly active – highlight the one for each population that you think is the greatest barrier
Preschool	

⁸ Canadian Fitness and Lifestyle Research Institute. <http://www.cflri.ca/eng/levels/index.php>

Age Group	Barriers to being regularly active – highlight the one for each population that you think is the greatest barrier
Elementary- school aged children	
Teens	
Young Adults (18 – 25)	
Adult Women	
Adult Men	
Seniors	
Other:	

- c) Which of the groups above would you suggest is most inactive in this community? Why do you feel this is the case?
- d) What would you suggest would be needed in your community to support inactive people to get going?
- e) Of those you suggested above, what one do you feel is the most needed? Why?

C.2 a) Tell me about what you feel the awareness level is like in the community regarding the benefits and rewards about being physically active.

b) Which population from the list above (C.1.a.) do you feel has the highest awareness of the benefits? Which has the lowest?

C.3 What do you feel would motivate each of the groups below to be more active?

Age Group	Key Motivators to becoming regularly active are ...
Preschool	
Elementary- school aged children	
Teens	
Young Adults (18 – 25)	
Adult Women	
Adult Men	
Seniors	
Other:	

C.4 a) What, if any, opportunities to be physically active in the community do you think are under-utilized?

b) For any identified, how could this be changed?

c) Are there currently available opportunities to be physically active in the community that you feel are not needed? If so, which ones and why?

d) What, if any, suggestions would you have for alternative uses of current facilities and resources that would aid in getting the community more active?

C.5 What focus or theme would you suggest for the Township of Brock's Physical Activity Strategy (2008 – 2010)?

C.6 Given the current involvement of the Township in supporting physical activity, including facilities, what suggestions would you have for the future, especially with respect to enhanced use of current facilities (e.g. arenas, ballparks, soccer fields)?

C.7 Which, if any, of the options suggested in B.4 do you think SHOULD be offered, and why? Please be as specific as possible.

C.8 How should physical activity messages best be conveyed to the following populations? Consider media opportunities, events, and interpersonal opportunities (such as small group presentations)? How does this change by smaller communities within Brock Township (i.e. between Cannington, Beaverton and Sunderland)

- Preschool
- Elementary- school aged children
- Teens
- Young Adults (18 – 25)
- Adult Women
- Adult Men
- Seniors
- Other:

D. Involvement

D.1 In which of the following ways would you like to be involved in the Township of Brock's Physical Activity Strategy? (choose all that apply)

- On the planning committee to work with the current committee and consultants to develop the plan. Why or why not?
- As a provider/organizer of enhanced physical activity programs. Why or why not?
- As a promoter of opportunities to be physically active. Why or why not?
- Not sure yet. What would convince you to become involved? Where is the hesitation coming from?
- Not at all because _____

E. Closing

E.1 Anything else you would like to share with us in order to help over 50% of your community in getting active?

E.2 Who else in the community would you recommend be consulted in this process? (contact info?)

Thank you for your time and contribution.

Alice Strachan & Nancy Dubois
Consultants
DU B FIT
dubfit@rogers.com

APPENDIX G : CDC Community Engagement Principles

BEFORE STARTING A COMMUNITY ENGAGEMENT EFFORT . . .

1. Be clear about the purposes or goals of the engagement effort, and the populations and/or communities you want to engage.
2. Become knowledgeable about the community in terms of its economic conditions, political structures, norms and values, demographic trends, history, and experience with engagement efforts. Learn about the community's perceptions of those initiating the engagement activities.

FOR ENGAGEMENT TO OCCUR, IT IS NECESSARY TO . . .

- 3 . Go into the community, establish relationships, build trust, work with the formal and informal leadership, and seek commitment from community organizations and leaders to create processes for mobilizing the community.
4. Remember and accept that community self-determination is the responsibility and right of all people who comprise a community. No external entity should assume it can bestow on a community the power to act in its own self-interest.

FOR ENGAGEMENT TO SUCCEED . . .

5. Partnering with the community is necessary to create change and improve health.
6. All aspects of community engagement must recognize and respect community diversity. Awareness of the various cultures of a community and other factors of diversity must be paramount in designing and implementing community engagement approaches.
7. Community engagement can only be sustained by identifying and mobilizing community assets, and by developing capacities and resources for community health decisions and action.
8. An engaging organization or individual change agent must be prepared to release control of actions or interventions to the community, and be flexible enough to meet the changing needs of

the community.

9. Community collaboration requires long-term commitment by the engaging organization and its partners.