

City of Vaughan

The City Above Toronto



Physical Activity Strategy

Active
TOGETHER

April 2008

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PHYSICAL ACTIVITY STRATEGY



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SECTION ONE: PHYSICAL INACTIVITY OVERVIEW

Section One - Physical Inactivity Overview

The City of Vaughan is renowned for providing a wide range of opportunities and facilities to enhance the quality of life in the community. The City is taking a proactive approach to develop strategies in response to the alarming rates of physical inactivity and obesity within Vaughan. The following report captures what exists and what can be done to increase the duration and intensity of active lifestyles of the residents and employees within the City boundaries.

1.1 Introduction – Vaughan’s Vision

Vaughan’s Vision Statement

A city of choice that promotes diversity, innovation and opportunity for all citizens, fostering a vibrant community life that is inclusive, progressive, environmentally responsible and sustainable.

Vaughan Vision 2020

Recreation and Culture Service Statement

The City of Vaughan Department of Recreation and Culture is committed to providing quality recreation and cultural programs and services in an accessible, equitable and efficient manner so as to ensure that all Vaughan citizens have the opportunity to enhance their leisure and quality of life.

The Department of Recreation and Culture is guided by the following principles:

- The Department will strive to provide a variety of recreation and cultural programs that promote health, wellness and active living for all ages.
- The Department will ensure its recreation and cultural programs, services and facilities support the needs of diverse individuals and groups in Vaughan.

The City of Vaughan focuses its efforts in ensuring that all residents are welcomed, included, and enjoy a vibrant and active community life. To this end the Department of Recreation and Culture is well aligned with the vision and provides education, active and creative opportunities, and an infrastructure of facilities, parks and amenities to support healthy lifestyles. The Department will work with community partners to fully utilize the existing resources, programs and opportunities and develop new approaches where gaps exist to combat physical inactivity.

Appreciation in the development of “Active Together” is extended to:

- The Ministry of Health Promotion for funding the development of “Active Together”, Vaughan’s Physical Activity Strategy through the Community in Action Fund.
- The City of Vaughan Recreation and Culture Department for taking the leadership role in the development of the plan.
- The York Regional Boards of Education and the York Regional Public Health Unit for contributing to the development of the Physical Activity Strategy.

1.2 Physical Inactivity – Our National Health Crisis

Physical Activity and Obesity in Canada

Physical inactivity is the single most important factor contributing to ill health and preventable chronic disease. Research shows that physical activity and sport participation play a key role in improving physical and mental health, preventing disease, disability and premature death. There are recent alarming statistical reminders regarding the prevalence and impact of obesity in Canada. In July 2005, Statistics Canada released data showing an estimated 65% of men and 54% of women in Canada were either overweight or obese. The data also reported that obesity rates in children almost tripled between 1978 (3%) and 2004 (8%). Rises in obesity rates in Canada go hand-in-hand with increases in the national rates of preventable chronic diseases.

Messages to adopt an active lifestyle have been consistently presented to Canadians since the mid-70s. To support these public awareness initiatives, governments and organizations with physical activity mandates have implemented a number of programs that provide opportunities for adopting active living behaviours. While these efforts have resulted in modest improvements in levels of physical activity, rates of obesity continue to climb. The cause of this apparent contradiction is not complicated. The rise in obesity rates in Canada is attributed to the fact that, as a society, we are increasing our calorie intake while at the same time burning less energy in physical activity.

Community designs, the convenience of the automobile, longer commutes, sedentary lifestyles and the amount of time spent in front of televisions, computers and game consoles have decreased activity levels over time. The resultant health issues are evident by increased rates of heart disease, type 2 diabetes and some forms of cancer.

Community partners in parks and recreation, health and education are properly positioned to provide a substantial contribution to improvements in local, provincial and national physical activity levels. Community partners must recognize that their mandates involve education plus the provision of information and supportive tools, infrastructure, programs and social environments, to encourage and motivate residents to become more active.

Important Facts about Physical Inactivity and Obesity

Over the last few decades, a growing number of Canadians have integrated some form of physical activity into their daily lives. Yet, studies show that the majority of Canadians are suffering the numerous ill effects that result from sedentary living. Our children in particular are at greatest risk as they grow towards adolescence and into adulthood. According to Canada’s Report Card on Physical Activity for Children and Youth (2006), less than half of Canada’s children meet the minimum daily physical activity requirements to support basic healthy growth and development.

Recognizing the significant public health issue caused by physical inactivity and unhealthy weights, the federal government and most provincial jurisdictions have enacted legislation or undertaken initiatives to confront the problem (selected initiatives are listed in Appendix A).

There are a number of social and economic factors that influenced the development of Vaughan’s Physical Activity Strategy, including:

- Most Canadians (eight in ten) are aware of the benefits of physical activity; however, far fewer (four in ten) practice what they believe (CFLRI 2004).
- According to the Canadian Medical Association, about \$2.1 billion (2.5% of the total direct health care costs in Canada) were attributable to physical inactivity in 1999. A sensitivity analysis indicated that the costs could be as low as \$1.4 billion and as high as \$3.1 billion. About 21,000 Canadian lives were lost prematurely in 1995 because of inactivity.
- In 2004, approximately 6.8 million Canadians ages 20 to 64 were classified as being overweight with an alarming 4.5 million being classified as obese.¹ Dramatic increases in overweight and obesity among Canadians over the past 30 years have pressured many municipalities and other organizations to develop physical activity and healthy eating strategies.
- A 10% reduction in the prevalence of physical inactivity has the potential to reduce direct health care expenditures by \$150 million a year.
- A study entitled the “Economic Impact of Physical Activity in Ontario” estimated that increasing physical activity saves \$364 annually per person for medical costs and industrial injuries.
- In the workplace, active living policies and programs reduce absenteeism, injuries, accidents, disability and compensation costs, health-care costs, and life insurance costs. Based on workplace fitness studies, a one percentage point increase in the proportion of active Canadian adults has been estimated to result in a \$58.9 million increase in productivity to the Canadian economy.

¹ Statistics Canada, Canadian Community Health Survey 2004,
<http://www.statcan.ca/english/research/82-620-MIE/2005001/tables.htm>,

1.3 Canadian Kids Receive a “D” Grade

Active Healthy Kids Canada produces a yearly report card for Canadian children and youth on physical activity. In 2007, Canada’s kids received a failing D grade – similar to the mark in the preceding three years. Some of the key observations were:

- Children and youth scored F’s in both levels of physical activity and overweight and obesity.
- The number of obese children has increased by 35.7% between 2003 and 2006.
- Low grades were scored for the large amount of time kids spend watching TV and using the computer, and family perception and roles regarding physical activity.
- Schools are active in encouraging physical activity and providing physical education classes on at least a weekly basis until middle school (numbers drop significantly in high school).
- There was a slight improvement in the score given to government strategies and investments, from a C- in 2006 to a C in 2007. (Source – Public Health Agency of Canada E-Newsletter)

Research has shown that environmental, behavioural, social, cultural and genetic factors all contribute to the prevalence of overweight children. This suggests that the problem of unhealthy weight and obesity should be framed in the context of a population health approach which considers and acts upon the broad range of factors and conditions that have a strong influence on body weight. Some of these are identified below:

- Children are up to 40% less active than 30 years ago (Ontario Medical Association).
- Over 2/3 of Canadian children are not active enough for optimal growth and development (CFLRI, 1998).
- Children are becoming progressively fatter, weaker and less flexible.
- The prevalence of obesity for children aged 7-13 has tripled over the last 15 years (Tremblay and Williams, 2000).

- The average child spends 3-5 hours a day watching TV and children in Canada are among the highest in the world in time spent playing video games (Canadian Medical Association Journal).
- Sedentary children are showing signs of predisposition to chronic diseases, including the onset of type-2 diabetes and heart disease (College of Family Physicians of Canada).

1.4 Policies in Canada and Ontario

In combination, inactivity and obesity represent a national health crisis. The dire consequences of the crisis are clearly evident considering that the current generation of young Canadians will be the first who will not enjoy the lifespan and quality of health of their parents. In response, federal, provincial and municipal governments are developing strategies to reverse unhealthy trends. Policymakers at all levels of government are searching for ways to encourage populations to embrace healthy living.

Aspects of Vaughan’s Physical Activity Strategy are aligned with relevant national and provincial physical activity and healthy living initiatives. Appendix C contains detailed descriptions of the following Canadian and Ontario policies:

- *The Canadian Sport Policy* sets a vision to enable all Canadians to enjoy involvement in sport to the extent of their abilities. The policy describes goals pertaining to participation, excellence, capacity and interaction that form a common platform from which provincial and territorial authorities can align their jurisdictional efforts.
- *The Integrated Pan-Canadian Healthy Living Strategy* draws connections between several health determinants including physical activity, healthy eating, and living tobacco free. The strategy sets targets for all Canadians with specific emphasis on children, youth, aboriginals and vulnerable Canadians.

- *Active 2010* is the Ontario Physical Activity and Sport Strategy. Focused on the creation of active opportunities for all Ontarians, Active 2010 is to result in a culture of physical activity and sport participation throughout the province.

1.5 Keys to Healthy Living

- For a child, regular physical activity and healthy food choices are essential for optimal growth and development.
- For an older person, physical activity, healthy food choices and other healthy behaviours not only help improve and maintain health, but can prolong independent living in later life.
- By combining physical activity with healthy eating, individuals and families are making healthier choices. Evidence shows the results of these choices can help reduce the risk of heart disease, obesity, type 2 diabetes and cancer.
- Physical activity is not only important for healthy weight control and maintenance, but can contribute to mental health and well being and *may help reduce the chances people will smoke.*

1.6 Trends in Sport and Physical Activity

- For the past 10 years, Canadians (16 years and older) have averaged approximately 6.2 hours of leisure time per day – men have approximately 30 minutes more daily free time than women.
- About 36% of Canadians’ leisure time is spent watching television.
- The amount of time dedicated to physical activity and sport participation has remained relatively steady for the past decade.
- Time spent reading has been reduced as the amount of time in front of computer and television screens has escalated.

- In 1998, one-third of Canadians aged 15 and older participated in sport on a regular basis, down 11% from participation rates in 1992.
- Male sport participation rates (43%) tend to be higher than female participation rates (26%).
- Sport participation levels decrease as people age past 20 years.
- Persons speaking a language other than French or English have the lowest sport participation rates.
- Active Canadians rank “health and fitness” and “relaxation” as the most important benefits of sport.
- Participation in school organized sport increases the probability of participating regularly in sport as an adult.
- A fathers’ participation in sport increased his children’s participation by 11%, while mothers’ participation increased that of her children’s by 22%.
- Sport participation rates increase with education and family income. Participation was twice as high for families with an income of over \$80,000, compared to those with an income of less than \$20,000.
- Lack of time is most often cited as the leading reason for not participating in sport, followed by lack of interest, health, age and disability.

1.7 Benefits of Active Living

To help improve the health status of Vaughan residents, there must be a broad understanding of the benefits of embracing and practising active living. People should be aware that lifestyle choices can have personal health, social and community payoffs. Many of these benefits have been discussed in the preceding sections.

Studies have also demonstrated that daily physical activity has a positive impact on student performance and academic achievement in terms of memory, observation, problem solving and decision making, as well as significant improvement in attitudes, discipline, behaviours and creativity.

A comprehensive summary of the vast array of benefits associated with healthy living appears in Appendix E.

1.8 Vaughan Steps Up to the Plate - The “Active Together” Physical Activity Strategy Overview

The City of Vaughan has identified the need to develop a Physical Activity Strategy for those who live and work within the City boundary. The need for the strategy has arisen out of the alarming rates of inactivity and obesity in Canada and the City would like to take a pro-active approach in ensuring that:

- there is awareness of the inactivity issue within the community
- the infrastructure of programs can meet the potential for increased use
- there are opportunities for joint communication and joint strategies developed with all community partners
- appropriate strategies are developed to deal with various ages and segments within the community
- intervention strategies are developed to prompt and encourage people to increase their level of fitness
- community input is gathered to test as to whether the strategies for the community are appropriate and deemed as workable for the community
- a prioritized plan allows for the implementation of the plan over time
- a measurement tool is utilized to determine if intervention strategies are effective over time

The consulting team of and *Tucker-Reid and Associates*, *The JF Group* and *Monteith Brown Planning Consultants* was contracted to spearhead the development of a Master Plan for the provision of parks, recreation and cultural facilities and services as well as Vaughan’s Physical Activity Strategy. The consulting team developed a detailed work program that is fully described in Appendix F. The work of City staff and the consultants was guided by community input as well as the most current research about the physical inactivity crisis and promising practices that could be applied to Vaughan’s particular circumstances. The results of these efforts are contained in the following sections of this report. While the development of the Physical Activity Strategy is a key initiative in addressing health issues caused by inactivity, poor nutrition and unhealthy weights, the City’s long-term commitment to implementing the

strategic actions of the plan will be imperative to successes in advancing the health status of people that work, live and play in Vaughan.





SECTION TWO: TAKING STOCK IN VAUGHAN

Section Two – Taking Stock in Vaughan

2.1 Population and Activity Levels in Vaughan

The following table displays the age cohorts by classification for recreation and activities in Vaughan and is reflective of the 2006 census data.

| | Age in years | Population (2006) | % of Vaughan residents | York Region | Ontario |
|-----------------------------|----------------|-------------------|------------------------|-------------|---------|
| Pre-school | 0 - 4 | 16,722 | 7% | 6% | 6% |
| School Age | 5 - 14 | 35,833 | 15% | 14% | 13% |
| Youth | 15 - 19 | 19,111 | 8% | 8% | 7% |
| Adults | 20 - 54 | 124,221 | 52% | 52% | 50% |
| Older Adults/Seniors | 55 + | 42,999 | 18% | 20% | 25% |
| | Total | 238,886 | | | |

Source: Statistics Canada, 2006

Observations

- 52% of the population is captured in the 20 to 54 age category. It is important to engage this group early in the strategy as they can influence the active pursuits of families and children thus growing the reach of the initiatives.
- Youth do not engage in organized and direct program opportunities to a great extent and special approaches should be taken to understand their needs and provide space and amenities for unstructured active activities.
- Girls tend to disengage from physical pursuits between the ages of 10 and 14; girls-only activities are appropriate to increase participation in active pursuits.

Activity Levels

The Canadian Community Health Survey completed by Statistics Canada in 2004 measures the activity levels of Canadians and reports out by Health Unit and Region. The following table includes both York and Simcoe Regions but can give a high level indicator as to the activity levels of residents in Vaughan. The results are compiled based through self reporting. Recent research indicates that self reporting is typically overstated, thus the physical inactivity levels may be lower than the report suggests.

| | Physically Active % | Moderately Active % | Physically Inactive % |
|---|---------------------|---------------------|-----------------------|
| York and Simcoe Health Regions (Total) | 25.3 | 23.1 | 45.6 |
| Males | 29.7 | 21.4 | 41.2 |
| Females | 21.0 | 24.7 | 49.9 |

Observations

- 45.6% of the population over 12 years self report being physically inactive
- Approximately 85,000 residents over the age of 14 years can be considered inactive
- A greater number of females (50%) report being inactive as compared to males (41%)
- 69% of the population is moderately active to physically inactive

Overweight and Obesity Levels

The Canadian Community Health Survey provides a synopsis of the percentage of York Region residents who have a Body Mass Index (BMI) of 25.0 or higher. BMI measures the weight to height ratios in adults. The BMI measurement is not intended for children or pregnant or lactating women, but summarizes telling results in the age ranges from 18 – 65+ years.

The BMI percentages and their relationship to weight categorizations are as follows:

- Underweight is a BMI of less than 18.5
- Healthy weight equals 18.5 -24.9 BMI

- Overweight equals 25.0 -29.9 BMI
- Obese weight level is considered over 30.0 BMI

| York Region | Underweight BMI less than 18.5 | Healthy Weight BMI 18.5 – 24.9 | Overweight BMI 25.0 – 29.9 | Obese BMI 30.0+ |
|---|--------------------------------------|-----------------------------------|-------------------------------|--------------------|
| York Region Total Average in % | 2.8 | 50.0 | 33.9 | 11.45 |
| Males | 1.4 | 42.7 | 42.9 | 11.8 |
| Females | 4.1 | 57.5 | 24.8 | 11.1 |

Observations

- 50% of the population over 18 years has acceptable weights
- 45% of the population over 18 years is considered overweight to obese
- A greater number of males are overweight as compared to females

2.2 Barriers to Physical Activity

According to the Canadian Fitness and Lifestyle Research Institute (CFLRI), lack of time, energy and motivation are most frequently rated by Canadian adults as the most critical barriers to becoming and being active, followed by long term illness or disability, cost, feeling uncomfortable or ill at ease, lack of skill and fear of injury. These barriers are consistent with the barriers cited by the residents of Vaughan in the public opinion survey most recently completed. CFLRI reports that women are more likely than men to highlight lack of energy or poor skills as barriers to an active lifestyle. Teenagers are more likely to cite feeling ill at ease.

Two questions with respect to time as barrier to participate in physical activity consider not only leisure time spent in physical activity, but also time spent working and traveling to and from work and other activities. They consider duration, type and intensity of physical activity. Data is derived from the International Physical Activity Questionnaire (IPAQ) and categorizes the population by physical activity level and impact on health or lack of skill. Lack of time is less likely to be reported as a barrier for older age groups. In general, individuals with higher education and incomes report fewer barriers. Public consultation through the public opinion survey confirmed that time as a barrier is present and significant in Vaughan.

2.3 Public Input – Public Opinion Survey

The public opinion survey that was executed by the consulting team was designed to serve both the development of the Master Plan for Parks, Recreation, Culture and Libraries and also to inform the development of the Physical Activity Strategy. Questions were asked of the public, that centred on the number of minutes on average children exercise, barriers to participation, percentage of the population that use community centres, physical activities that are important in community centres, use of parks, active spaces provided by the municipality, interest in investing in active spaces, focus on age group priorities, departmental communications and household income, to name a few.

Minutes per Day of Physical Exercise

The following table depicts the responses to the question posed as to how many minutes on average children in the household were physically active.

| Time/day | Percentage of Children |
|--------------------|------------------------|
| None | 3% |
| 1-29 minutes | 19% |
| 30-59 minutes | 41% |
| 60-89 minutes | 19% |
| 90 minutes or more | 18% |

The question did not specify as to whether the physical activity was moderate or vigorous, however, according to Canada’s Physical Activity Guidelines children should be getting 1 hour of vigorous activity per day. The responses indicate that 37% of the children in Vaughan are participating in an adequate amount of physical activity to maintain a healthy lifestyle while 63% of the children are not. Caution must be taken with this statistic as there is no breakdown of the children’s ages (toddlers and infants may be included) and as well there is evidence that people tend to over report their level of participation in physical activity. In summary, developing this physical activity strategy is a needed exercise to encourage a large percentage of children and their families to engage in physical activity to a greater extent.

Barriers to Participation

77% of Vaughan households indicated a lack of personal time and that they are too busy to participate in leisure activities. Other barriers include: having disabilities (7%); lack of money and activities being too expensive (5%); timing of activities (4%); and lack of desired facilities (4%). In developing the Physical Activity Strategy it will be important to include communications strategies to encourage residents to protect a portion of the day to dedicate to physical activity, as well as to address access for residents with lower incomes.

Use of Community Centres

70% of households have utilized a community centre within the last year. The activities that are most utilized are: aquatics (38%); fitness, weights and aerobics (16%); and gymnasium sports (13%). In total 67% of households are interested in participating in sport and fitness-related activities. Other interests in fitness-related activities include ice sports (8%), bocce (8%) and martial arts (3%).

Use of Parks and Active Spaces

75% of households have visited a park within the last year. Walking (24%) was the most popular activity, followed by use of playgrounds (20%), a need to get outside (8%), soccer (7%), water play (5%), tennis (4%), baseball (3%), basketball (3%), cycling (3%), running or jogging (2%) and outdoor skating (1%) being cited as the other active uses of the parks system. These statistics would indicate that the use of the parks and trails system should be promoted and increases to the number and length of trails may need to be pursued as a means to increase physical activity in Vaughan.

Age Group Priorities

64% of the respondents felt that recreation programs for children and youth should have priority over leisure opportunities for adults. The support for children and youth should be considered a priority for the Physical Activity Strategy as it is felt that engaging these individuals at a young age will have lifelong positive implications and healthy outcomes.

Departmental Communications

71% of respondents felt that the City does a good job of informing the community about parks, community centres, libraries, recreation and cultural services. The Physical Activity Strategy involves the development of a communications and social marketing strategy to encourage active lifestyles and inform residents and businesses of the active opportunities available in Vaughan. The current communications vehicles are well supported and the strategy needs to consider utilizing the existing communications tools and opportunities through community partners as well.

Household Income

20% of respondents reported having a household income of less than \$60,000 and, within that percentage, 6% of the households have an income of less than \$40,000. Given that there is evidence that income is a determinant of the physical activity of an individual, special approaches will need to be taken to include all segments of the population in increasing their physical activity levels.

2.4 Supply of Directly Offered Physical Activities and Initiatives in Vaughan in 2007

Physical Activity Initiatives

The Recreation and Culture Department continues to promote an active, healthy lifestyle to residents of all ages and cultural backgrounds. Direct promotion and promotion through various partners provides the opportunity to inform Vaughan residents of the importance of living a physically active life.

The following outlines how Vaughan’s programs and services, along with various community partners, provide residents with the opportunity to engage in movement oriented activities:

- State of the art fitness facilities that include free fitness and lifestyle counselling for every member.
- The fitness centres and pools have partnerships established with the school boards, community sports teams and various special needs organizations.
- Zero to low cost drop-in activities at the indoor arenas, outdoor skating rinks, pools, skate park and fitness programs.
- Age-specific programs: pre-school (including parent and tot programs), children, youth, adults and older adults. Most of these programs are designed to provide activity while in the program, while others are designed to educate the participants on the various benefits of, and opportunities for, being physically active.
- Various speaker series on a variety of physical activity topics (in partnership with local health centres) for the community centre patrons and older adult clubs.

- o Large, modern, multi-use facilities that provide residents with the opportunity to enjoy several types of activities in one convenient location. Source – Vaughan - Staff Document

The Recreation and Culture Department offers a full range of physical activities to all age groups and abilities. These activities teach participants physical skills and present an opportunity to deliver the “get active” message. The “Active Together” strategy may prompt additional participation and it is important to analyze the capacity in the current offerings to accommodate more registrations in the future.

| Activity/Program | Capacity | Registration/ Members | % of Capacity | #s left on Waiting Lists | Openings |
|------------------------------------|---------------|--------------------------|------------------|-----------------------------|---------------|
| FITNESS MEMBERSHIPS | | 5,339 | | | |
| ACTIVE PROGRAMS: | | | | | |
| Adults | 3,708 | 2,123 | 57% | 35 | 1,585 |
| Older Adults | 1,904 | 1,222 | 64% | 7 | 682 |
| Children | 6,446 | 4,033 | 63% | 84 | 2,413 |
| Pre-school | 10,723 | 8,315 | 78% | 140 | 2,408 |
| Active Camps and Breaks | 10,156 | 8,702 | 87% | 107 | 1,454 |
| Aquatics | 33,737 | 27,008 | 80% | 1,690 | 6,729 |
| Youth | 249 | 146 | 59% | 1 | 103 |
| Special Needs | 135 | 19 | 14% | 0 | 116 |
| Total Active Programs | 67,058 | 51,568* | 77% | 2,379 | 15,490 |

*Does not include fitness memberships

Observations

- The overall capacity of programs in 2007 was over 67,000 openings for participants, while registrations equalled approximately 51,500 or 77% of the capacity. Should the “Active Together” strategy garner additional interest in programs, for the most part there is capacity within the system to accommodate the demand.
- Pre-school and children generate the greatest number of registrants at 93% and supportive messaging with respect to physical activity would reach this audience through the delivery of programs.
- Aquatic programming attracts 52% of the total registrations in all physically active programs, which provides an opportunity to emphasize a physical fitness component into the learn to swim continuum.

City of Vaughan Employee Wellness Program

The City of Vaughan is cognizant of the declining rates of physical activity and has been proactive in implementing support programs centering on health and wellness to its employees. The corporation has recognized the benefits of increased productivity, work attendance and balancing the stresses of work and home life through workplace wellness programs. These initiatives place the City as an example of what a corporation can do to encourage employees to adopt an active lifestyle.

| Program/Initiative | Description |
|--|--|
| Fitness Incentive Program | The City subsidizes 75% of the cost of a fitness membership; 50% discount to employee dependents |
| E-bulletins related to many health and wellness topics | Sent to staff via City's intranet; e.g., Heart and Stroke, Canadian Cancer Society, <i>Healthy Measures</i> newsletter from York Region, Canadian Health Network, newsletters from City's EAP program provider and others. These are typically sent quarterly. |
| Employee Assistance Program (EAP) | Provide support service to staff |
| Smoking Cessation | This program is sponsored through City's Group Benefits Plan |

| Program/Initiative | Description |
|---|---|
| CPR/First Aid/AED training | Offered several times throughout the year |
| Education/Seminars/Workshops/Lunch & Learns | The City offers a wide variety of workshops and seminars on related topics throughout the year; e.g., physical activity, nutritional info, cancer screening, etc. |
| Physical Demands Analysis | As required |
| Pre/Post Employment Functional Assessments | As required |
| Hepatitis (Twinrix) Clinics | These clinics are offered to those employees whose job could put them at greater risk for contracting the Hepatitis (e.g., some public works employees, facilities staff, by-law enforcement, firefighters, etc.) |
| Flu Shot Clinic | Offered on an annual basis for all employees |
| Hearing Clinics | Offered every two years |
| Ergonomics | Assessments and literature provided on request to employees. Workshops also provided. |
| Occupational Health & Safety Program | Policies and guidelines for a wide variety of Health & Safety related matters in the workplace |

2.5 Variety of Choice of Active Opportunities in Vaughan

Vaughan residents enjoy a wide range of choices for active pursuits. The activities are provided by the municipality, community service organizations (including non profit groups), as well as the private sector. The following graphic illustrates the range of active opportunities available to Vaughan residents.



Sampling of Activity & Sport Opportunities in the City of Vaughan

City Opportunities:

Fitness • Basketball • Aquatics • Pre-School Programs • Soccer • Bocce • Volleyball • Badminton • Ball Hockey • Trails • Playgrounds • Youth Recreation Programs

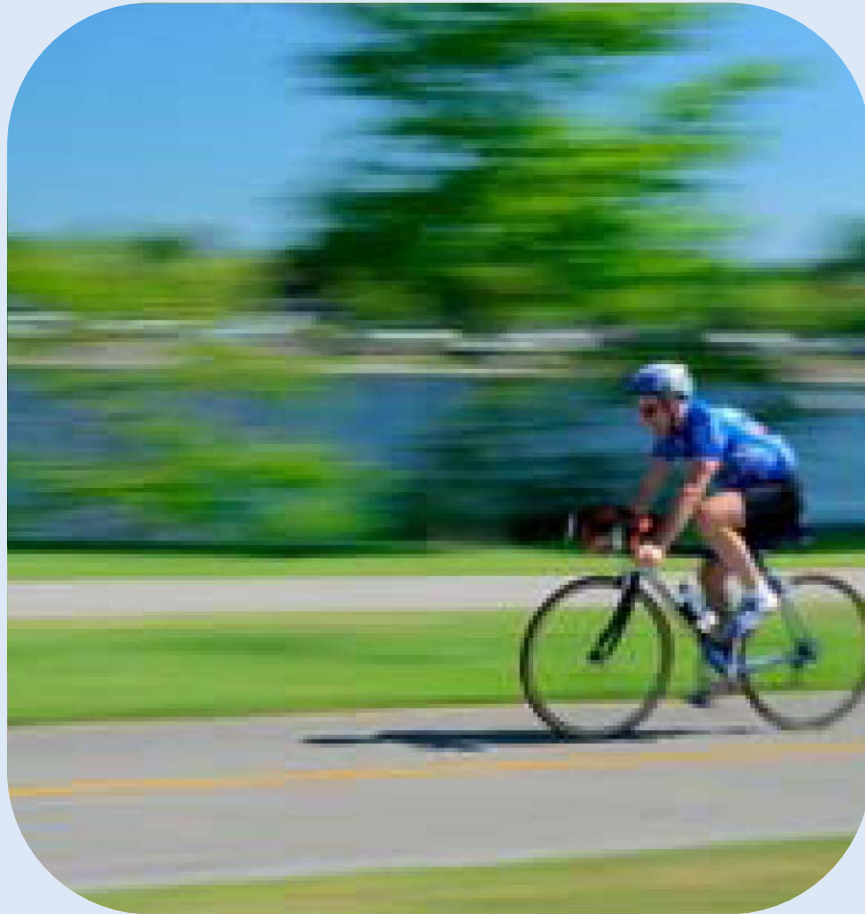
Community Group Opportunities:

Aquatics • Figure Skating • Gymnastics • Hockey • Tennis • Lacrosse • Seniors' Clubs • Baseball • Rugby • Cricket • Soccer • Bocce • Basketball • Softball

Private Opportunities:

Tennis • Dance • Martial Arts • Golf • Fitness • Hockey School • Skiing • Gymnastics • Indoor Soccer





SECTION THREE: RESOURCES AND INTERVENTION STRATEGIES

Section Three – Resources and Intervention Strategies

3.1 A Summary of Relevant Literature

Essentials for Behaviour Change among Inactive Populations

Leading behavioral scientists suggest that the following motivations are essential for behaviour change among inactive populations (Fishbein et al, 1992):

1. They must believe that the advantages (i.e., the benefits, positive anticipated outcomes or expectations) of performing the behaviour outweigh the disadvantages (i.e., the costs, negative anticipated outcomes or expectations).
2. Their emotional reaction to performing the behaviour must be more positive than negative.
3. Performing the behaviour must be consistent with their self-image; performance does not violate personal standards or values that might activate negative self-sanctions (i.e., guilt, self-reprimand).
4. *They must have revealed a strong commitment to perform the behaviour, or have formed a strong positive intention to do it.
5. *They must possess or demonstrate the skills necessary to perform the behaviour.
6. Their self-efficacy to perform the desired behaviour must be high; they must believe they are capable of performing the behaviour under a number of different circumstances.
7. They must perceive more social pressure to perform the behaviour than not to perform it.

8. *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 behaviour.

* Participants in a consensus workshop viewed three of these factors (numbers 4, 5 and 8) as necessary and sufficient for a behaviour to occur. The remaining five variables were viewed as important influences on the strength and direction of a person’s intention to perform any specified behaviour (Fishbein, 1995). Source – Evidenced Based Interventions (Edwards, 2000).

3.2 Evidenced Based Interventions

This section discusses evidence based strategies as cited in a document produced by Parks Recreation Ontario and the Ontario Government, entitled, “Evidence-Based Strategies for Increasing Participation in Physical Activity in Community Recreation, Fitness and Sport”.

Understanding Your Community

It is important to understand the “make up” of a community while designing a plan to increase physical activity. This background research includes the current and projected population and demographics of the community.

Building a Supportive Environment

Leaders can promote social support and supportive networks for physical activity behavior, including:

- Introducing people to each other, using people’s names and encouraging the development of friendships.
- Providing help with relationship-building skills.
- Including activities that can be easily incorporated into family interactions, such as activities that can be enjoyed by children and adults together.
- Encouraging people to find support for their decision to be physically active from coworkers, friends, partners, etc.

- Setting up teams, buddy systems or adopt-an-exercise-partner activities. Holding team events and playful competitions between groups.
- Involving parents, spouses and significant others when possible and appropriate.
- Setting up telephone hot lines and help lines with people similar to the target audience.
- Forming and supporting local walking and sports clubs.
- Conducting family and peer-oriented events, programs and classes.
- Grouping people who have similar concerns, abilities and risk factors for chronic diseases.
- Coordinating self-help and support groups and interactive computer technologies, such as list servers and chat groups.
- Identifying natural leaders and role models in specific groups and grooming them as "champions" of physical activity.
- Providing network members who take on specialized roles with appropriate rewards and recognition.
- Lessening the frequency and intensity of negative social interactions (e.g., this helps a disruptive child gain confidence and learn to be a team player).

James Sallis and colleagues (1998) and William Russell (1999) found that physical activity is enhanced by:

- Access to park and recreation land for safe unstructured activities such as walking and cycling.
- Providing safe, well-maintained walking and cycling paths for commuting.
- Creating aesthetically pleasing parks and tree-lined paths.
- Providing more play spaces for children near their homes.
- Encouraging children to go outside more.
- Providing more convenient exercise facilities near people's homes.

- Providing appropriately designed and staffed programs: barriers to health club use included the perception that staff were too young and too thin, and therefore, the facility was only for very fit people.
- Returning monetary deposits to people who attend a program regularly.
- Using point of decision prompts to increase the attractiveness of the active alternative (for example, posting signs promoting the use of the stairs at the choice point between the stairs and the elevator in workplace settings immediately doubled the use of the stairs) (Russell et al., 1999).
- Designing neighborhoods with shops, schools and people within walking distance.
- Providing mass transit within walking distance.

Use of Multi-Level Community Approach

It is important to combine the efforts of all interested community partners to increase physical activity. All will have different audiences and outreach approaches. Priorities must be determined and each partner must play their part.

3.3 Community Design Considerations for Active Communities

Designing new neighbourhoods and retrofitting existing open spaces and facilities can become a real opportunity to influence active lifestyles. The goal is to create active transportation systems and open spaces that encourage physical activity in a safe environment (which also serves to reduce car emissions). The opportunity to create community design guidelines and review plans at the outset provides an opportunity for departments involved in planning communities and those delivering services to work together and demonstrate a leadership role in encouraging active lifestyles. Ideally, active communities would see all of the following elements in play:

- Mixed-use communities that provide more local services to encourage walking and cycling versus the use of the automobile;

- Safe routes to schools that incorporate sidewalks, increase visibility and allow groups of children to walk safely together with an adult;
- Community connectivity through the use of sidewalks, cycling paths and trails through parks;
- Bikeways can alleviate car use through having cyclists share the roadways with cars and utilize pathways that connect residents to major hubs within the community (schools, major parks, business areas, the waterfront and the public transit system);
- Consistent signage that creates a visual identity, provides interpretation of the environment, landmarks and local history;
- Seating with shade that can provide restful spaces and opportunities to stay out of the sun;
- Designs that allow for walking, dog walking, jogging, in-line-skating, cycling etc., that keep people safe and moving;
- Accessibility considerations to most elements of the open space system;
- Parking and lighting in strategic areas.



SECTION FOUR: VAUGHAN'S “ACTIVE TOGETHER” STRATEGY

Section Four – Vaughan’s “Active Together” Strategy

4.1 Vision – Active Together

A vision serves as a beacon and provides an image of how the community and residents will be impacted as a result of the “Active Together” strategy. A vision speaks of a desired future state and is presented in the present tense.

“Residents and employees have increased their level, duration and intensity of physical activity, have reduced their screen time and are rejuvenated as a result of the “Active Together” strategy.

Goal Statement One

Vaughan residents will have increased their physical activity levels by 10% by the year 2020.

Goal Statement Two

Vaughan residents will have reduced their “screen time” by 10% by the year 2020.

4.2 Guiding Principles

- The strategy should be guided by what has worked elsewhere and should take advantage of best practices of plans in other jurisdictions.
- Successful physical activity campaigns are owned and led by a collective of like-minded community partners.
- The commitment to increasing physical activity must be for the long term; (decades not years).
- Special approaches must be taken to include all Vaughan residents. Equity will mean taking different approaches to include different groups and individuals.
- The strategy will be kept fresh by introducing something different at least every 18 months.

- While the plan should target all age cohorts in Vaughan initially, children and families should be a focus in the second wave.
- The public is already well aware of the importance of physical activity to a healthy lifestyle. Consequently, raising awareness about the benefits of being active will be less important in the plan than helping people understand what they need to do and where they can become physically active in a fashion that meets their needs.
- The strategy should show how easy it is to be active and should create opportunities to develop synergies between the plan and what else is happening in the City.
- Measurement and the ability to demonstrate success will be key to generating political support for the plan and securing long-term funding for physical activity initiatives. Evaluation tools should measure a combination of output and outcome indicators.
- The City's Active Living Coordinators will be valuable resources for the development and implementation of the strategy.
- The strategy should include an education piece indicating what is available and how best to use existing resources and/or physical activity opportunities.
- The strategy should only create additional programs and supporting initiatives where gaps exist.
- The focus of the strategy should be to brand all existing programs and initiatives that support active lifestyles in order to create a visual identity and continuously promote the message.

4.3 Considerations for the "Active Together" Strategy

- The majority of leisure time is spent watching TV, utilizing technology and socializing; (all sedentary activities). If physical activity is not part of one's daily routine, negative long term health impacts will most likely occur. The strategy must seek to reduce screen time.
- Mothers have a greater influence on how much children participate in sport and physical activity; especially if they are active themselves. There is a need to get mothers active and educated about the benefits of physical activity in order to influence family members.
- Special approaches should be made to include girls and women. Female participation drops off in the 10-13 year old range.
- Daily physical activity in schools is critical as it involves all children and has very positive impacts on mental, social, emotional and physical health. The schools will play a major role in ensuring that children and youth are active and other partners will serve to increase the daily levels of activity.
- Participating in sport and physical activity in school has an influence the ability to learn and on participation rates in one's adult years; therefore, it is important to keep the momentum up at the high school level.
- Special approaches will need to be made to include lower income residents, cultural diversity, persons with disabilities and other under-represented groups.
- People may have difficulty with transportation such as getting to sport and physical activities after the school day, some successful initiatives have included offering activities to school children in their own schools.

4.4 Municipal Role in Physical Activity Strategy

Once the “Active Together” strategy is finalized and approved, the municipality would be the “key facilitator” of the plan. Staff (possibly the Active Living Coordinators) would identify what needs to be done and would either assume implementation responsibilities or share the responsibility for activities with other organizations involved in the plan's execution. Until the community partners are engaged in working as a collective the City should work toward finalizing an annual work plan that is attainable and most importantly in the first two years brand and promote what is already being done to support increasing physical activity. In short, the City would quarterback the strategy and facilitate action by partnering with community stakeholders.

4.5 Targeted Populations

Residents who are inactive are at risk of developing obesity, various forms of cancer, diabetes and other chronic diseases. It must be noted that there are some Canadian populations that are less active than the norm and should be included; this should involve taking special approaches that will reach the target audience. More specifically:

- Females tend to be less active than males and show a drop in participation during the pre-teen years;
- Children and youth show declining activity with age;
- Person experiencing financial difficulty cannot afford fees or equipment;
- Persons from diverse background often find barriers in providing input as to their needs;
- Persons with disabilities experience barriers to participation both from an access standpoint and through an adequate supply of opportunities;
- Older adults are becoming more active but also face barriers in terms of transportation.

The City of Vaughan will work to encourage all residents to become more physically active. Priority in the first years of the strategy will focus on the general population to assist in developing active lifestyles for the future.

4.6 “Active Together” Objectives

Working toward the Vision and realizing the Goals over time will require the collective efforts of the community partners and clear involvement from the City of Vaughan. The following objectives and activities will provide a clear path forward and embrace a 5-year horizon.

Objective One: Plan Identity and Recognition

To create an identity and launch for the “Active Together” strategy that will serve to draw attention to the physical activity issue, create a sense of urgency and prompt residents to respond to the call to action.

Objective Two: Strengthening Community Partnerships

To develop and strengthen community partnerships with organizations who can play their part in increasing the level, intensity and duration of physical activity in Vaughan.

Objective Three: Active Programs and Initiatives

To boast an abundant inventory of physical activity opportunities in Vaughan and create programs and initiatives to prompt physical activity where there are apparent gaps.

Objective Four: Infrastructure

To support the maintenance and development of infrastructure and amenities that can increase the capacity and range of choice that enables the enjoyment of safe physical activity.

Objective Five: Social Environments and Support

To enable and support opportunities that foster a welcoming, inclusive and supportive social environment and that increases the number of active residents.

4.7 Objectives and Supporting Initiatives

Objective One: Plan Identity and Recognition

To create an identity and launch for the “Active Together” plan that will draw attention to the physical activity issue and prompt residents to respond to the call to action.

| Initiative | Year One | Year Two | Year Three | Year Four | Year Five |
|--|----------|----------|------------|-----------|-----------|
| o Confirm Strategy Name and develop visual look and logo | √ | | | | |
| o Confirm a Community Champion (e.g., Mayor) and outline respective responsibilities | √ | | | | |
| o Identify community leaders and role models and engage them in the content and delivery of the strategy | | √ | | | |
| o Develop a one page overview and Power Point presentation on the issue of inactivity, what Vaughan is doing presently and what Vaughan plans to do in the future | √ | | | | |
| o Train staff, community leaders, and partners and make presentations to all active and interested partners, community groups and agencies | | √ | | | |
| o Launch a portal on the Vaughan website that hosts the plan, additional information, personal activity audit tools, pedometer challenge log, community partnerships and successes | | √ | | | |
| o Plan a launch that “packs a punch”, alerts residents and businesses to the issue and informs them what they have to do to respond | √ | | | | |
| o Confirm key messages, communications vehicles and any promotional materials (postcards, pedometers, posters, etc.) | √ | | | | |
| o Ensure that the logo and marketing materials (e.g., pedometers) are widely distributed and visible (possibly through the Library system). | | √ | | | |
| o Implement communications and social marketing strategy | √ | √ | √ | √ | √ |



Objective Two: Strengthening Community Partnerships

To develop and strengthen community partnerships with organizations who can play their part increasing the level, intensity and duration of physical activities in Vaughan

| Initiative | Year One | Year Two | Year Three | Year Four | Year Five |
|---|----------|----------|------------|-----------|-----------|
| o Complete a list of public and private partners that will serve to increase physical activity | √ | | | | |
| o Develop an “Active Together Charter” that speaks to the vision for Vaughan, the importance of physical activity, and the role of the stakeholders and partners signed by all partners at a launch event | √ | | | | |
| o Develop Terms of Reference for a Coalition of Community Partners for “Active Together” | √ | | | | |
| o Recruit, select and orient the coalition members and clarify roles and responsibilities | √ | | | | |
| o Host a one day symposium to launch the plan with all community stakeholders so that each can gain some ownership, “play their part” and begin to submit baseline data | | √ | | | |
| o Develop a list of potential sponsors and develop a sponsorship package for various components of the “Active Together” strategy | | | √ | √ | |
| o Strengthen the relationships with the Boards of Education to ensure that access to school facilities and playing fields is maximized | | √ | √ | √ | √ |
| o Confirm - in concert with community partners - second and third year plan targets, deliverables and resources required | | √ | √ | | |
| o List all community partners in the Recreation Guide and on the website as well as their contribution to increasing physical activity in Vaughan | | √ | √ | √ | √ |
| o Host an annual session that highlights new approaches, partnership arrangements, successes and results | | | | √ | √ |

(Objective Two Initiatives Continued)

| Initiative | Year One | Year Two | Year Three | Year Four | Year Five |
|---|----------|----------|------------|-----------|-----------|
| o Develop an awards and recognition program that rewards community and stakeholder efforts and individual successes | | | | √ | √ |

Partnership Framework

The implementation and success of the Physical Activity Strategy relies heavily on the initial and continued commitment of community partners. The Recreation and Culture Department will need to gain the commitment from community partners to initiate this work once the strategy is approved. The following table outlines the suggested partners and their suggested and respective contribution to increasing the level of physical activity in Vaughan.

| Organization | Suggested Contributions |
|--|--|
| Vaughan Recreation and Culture Services | <ul style="list-style-type: none"> o Venue and coordination of meetings o Committee terms of reference o Delivery of programs and initiatives o Data collection, performance measures o Use of the Recreation Guide to promote active living partners o Preparation of the annual report |
| Region of York Public Health | <ul style="list-style-type: none"> o Promotion and education o Assist at special events and other venues o Communications, use of the website o Cross promotion of programs and initiatives |
| Vaughan Public Libraries | <ul style="list-style-type: none"> o Resource collections o Displays o Pedometer tool kit |

(Partnership Framework Continued)

| Organization | Suggested Contributions |
|---|---|
| Vaughan Communications and Marketing | <ul style="list-style-type: none"> ○ Communications and marketing plan ○ Slogan and visual identity ○ Media relations |
| Boards of Education | <ul style="list-style-type: none"> ○ Information dissemination ○ Supportive programs in schools |
| Heart and Stroke Foundation | <ul style="list-style-type: none"> ○ Cross promotion ○ Use of websites |
| Community Sports Representatives | <ul style="list-style-type: none"> ○ Engage in ensuring sport participants are leading active lifestyles |
| Representatives of Various Age Groups | <ul style="list-style-type: none"> ○ Reflect age group needs as the “Active Together” strategy is implemented |
| Cultural Diversity | <ul style="list-style-type: none"> ○ Reflect the needs of various cultures in the implementation of the strategy ○ Champion sports and physical activity in diverse communities |
| Organizations Supporting Persons With Disabilities | <ul style="list-style-type: none"> ○ Ensure that programs and initiatives are accessible ○ Champion sports and physical activity within the community |
| Other Under Represented Groups | <ul style="list-style-type: none"> ○ Reflect community needs of girls and women, low income residents, diverse cultures and other under-represented groups |
| Persons with Specific Skills and Competencies | <ul style="list-style-type: none"> ○ Support the strategy utilizing needed skills and competencies (marketing, fund development / sponsorships etc.) |

Objective Three: Active Programs and Initiatives

To capture an abundant inventory of physical activity opportunities in Vaughan and create programs and initiatives to prompt physical activity where there are apparent gaps.

| Initiative | Year One | Year Two | Year Three | Year Four | Year Five |
|--|----------|----------|------------|-----------|-----------|
| o Strengthen linkages with the Boards of Education to integrate Recreation and Culture Department active programming through a “seamless day concept” and integrating community animators into the schools | | | √ | √ | √ |
| o Develop a monthly theme and focus mostly based on existing events and activities (Heart and Stroke month, SummerActive and WinterActive events, World Walk Day, Healthy Workplace Week, World Physical Activity Day – April, etc.) | | √ | | | |
| o Mark distances on sidewalks and walking trails; provide signage promoting active lifestyles along the way | | √ | √ | | |
| o Walking Campaigns – Form and support the development of additional local walking clubs where current gaps exist o Formalize walking clubs and walk times from all community centres o Promote mall walking clubs – Promenade and Vaughan Mills have current programs | | √ | √ | √ | √ |
| o Place decision prompts in strategic places; e.g., “take the stairs” or “get off the bus a stop or two before your regular stop and walk” | | | | √ | |
| o Work in concert with the Planning Department and the Boards of Education to promote the “Safe Routes to Schools” concept | | | √ | √ | √ |
| o Partner to create active events in and around trails to encourage their use | | | | √ | √ |
| o Promote walking, wheeling and bicycling as an alternative to vehicle transportation | | | √ | | |

(Objective Three Initiatives Continued)

| Initiative | Year One | Year Two | Year Three | Year Four | Year Five |
|---|----------|----------|------------|-----------|-----------|
| o Develop and promote lane swimming programs that swim to a destination | | √ | | | |
| o Create annual open house events in the districts to promote all sports and physical activity opportunities; (e.g., the doors are open for all to come out and try out various activities and sports). | | | √ | √ | √ |
| o Initiate “Bring a Buddy” programs during specific weeks at community centres | | | √ | | |
| o Compile baseline data on what active and sports programs and initiatives exist within Vaughan, their capacity and usage. Monitor use on an annual basis | √ | √ | | | |
| o Promote all active and sport opportunities on the website and in the Recreation Guide | | √ | √ | √ | √ |
| o Promote unstructured play opportunities (public swim, public skate, tennis, playgrounds, trails and open spaces) and the value of unstructured play | | | √ | √ | √ |
| o Complete ongoing needs assessments with active and sport groups as to their satisfaction levels and need for additional active programs | | | | √ | √ |
| o Stay on top of trends and preferences of active pursuits nationally, provincially and locally | √ | √ | √ | √ | √ |
| o Connect and leverage all active events and initiatives (e.g., joint use of the “Active Together” logo). | | √ | √ | √ | √ |

Objective Four: Infrastructure

To support the maintenance and development of infrastructure and amenities that can increase the capacity and range of choice to enable the enjoyment of safe physical activity.

| Initiative | Year One | Year Two | Year Three | Year Four | Year Five |
|--|----------|----------|------------|-----------|-----------|
| o Place priority on the planned construction and refurbishment of recreation and parks infrastructure to maintain the capacity to provide active programs and opportunities | | √ | √ | √ | √ |
| o Ensure that active spaces are audited and considered safe and accessible | | √ | √ | √ | √ |
| o Promote and support planning processes, policies and design guidelines that address active transportation principles and infrastructure | | √ | √ | √ | √ |
| o Support efforts to ensure that infrastructure is accessible regardless of income or ability including green corridors, bike lanes and paths, safe and connected sidewalks, traffic calming and major parks connections | | | √ | √ | √ |
| o Develop signage beside all escalators, elevators and bus shelters to encourage the use of the stairs and walking (e.g., 5,000 steps to the next bus stop, do you have the time to be more active for your health?) | | | √ | √ | |
| o Promote the use of all related active and sport infrastructure (i.e., mall walking clubs). | | √ | | | |
| o Provide updated maps of all areas available for unstructured play (hard copy and on the website) | | | √ | √ | √ |
| o Provide tool kit to enable local neighbourhood groups to host active special events for families | | | √ | √ | √ |
| o Work with existing institutions and agencies to promote physical activity and introduction to sport (Brownies, Girl Guides, Scouting, Big Brothers and Sisters) | | √ | √ | √ | |

Objective Five: Social Environments and Support

To enable and support opportunities to support a welcoming, inclusive and supportive social environment to increase the number of active residents

| Initiative | Year One | Year Two | Year Three | Year Four | Year Five |
|---|----------|----------|------------|-----------|-----------|
| o Encourage activity at the neighbourhood level; train ambassadors from the neighbourhood associations to encourage physical activity | | | √ | √ | √ |
| o Set up activity teams, buddy systems and adopt-an-exercise partner programs. | | | √ | √ | √ |
| o Work with sport organizations to encourage training programs (both off and in season) for participants and also for parents and families | | | √ | √ | |
| o Encourage walking routes for sport spectators before and after games; mark walking routes and information around the arena/ pool or sports fields | | | √ | √ | √ |
| o Identify natural leaders in the community and assist them in becoming champions of physical activity and sport | | | √ | √ | √ |
| o Initiate “door to door” and neighbourhood campaigns to discuss active opportunities in the neighbourhood (utilizing summer students through employment programs) | | | | √ | √ |
| o Arm social support workers and health workers with a physical activity and sport tool kit to enable clients to access physical activity opportunities in the community | | | √ | √ | √ |
| o Ensure that all medical offices are equipped with the PACE Canada toolkit and counselling guide that serves to assist physicians in increasing their patient’s physical activity levels | | | √ | √ | √ |

Objective Six: Including Underrepresented Groups

To reach out and take different approaches to include under-represented groups to ensure that all Vaughan residents are welcome and able to participate in physical activities.

| Initiative | Year One | Year Two | Year Three | Year Four | Year Five |
|---|----------|----------|------------|-----------|-----------|
| o Ensure that the “Active Together” Coalition includes members from under-represented groups (women, diverse populations, persons with disabilities, low income residents) | √ | | | | |
| o Inventory what is being done to include each of the more prevalent under represented groups in Vaughan | | √ | | | |
| o Host annual focus groups with each of the groups to determine what gaps exist, brainstorm around solutions and review the results of previous initiatives | | √ | √ | √ | √ |
| o Include special initiatives and programs on the website, and distribute through supportive social agencies and community organizations to encourage greater inclusion | | √ | √ | √ | √ |
| o Ensure that an award and recognition program is developed that rewards efforts to include diverse populations and those individuals/groups who champion sport and physical activity | | √ | √ | √ | √ |

Objective Seven: Workplace Initiatives

To provide support and encouragement to businesses to offer programs and incentives to their employees in embracing active lifestyles

| Initiative | Year One | Year Two | Year Three | Year Four | Year Five |
|---|----------|----------|------------|-----------|-----------|
| o Vaughan leads by example – promote Vaughan’s wellness program within the organization and develop an annual report that measures its participation and its success | √ | | | | |
| o Utilize the Business Directory to promote the importance of workplace physical activity and wellness and the “Active Together” strategy | | | √ | | |
| o Develop a scan of the businesses that have workplace wellness programs in place | | | | √ | |
| o Develop a tool kit in concert with the Business Improvement Areas and Economic Development and Business Community that prompts business to develop employee wellness programs | | | | √ | |
| o Promote the benefits of wellness programs at relevant forums and equip Economic Development Officers with a tool kit | | | | | √ |
| o Measure the number of businesses that have implemented wellness programs year over year | | | | | √ |
| o Include corporate wellness program excellence in the “Active Together” awards and recognition program | | | | | √ |

Objective Eight: Policy Support Considerations

To remove barriers to participation and promote physical activity through policy considerations.

| Initiative | Year One | Year Two | Year Three | Year Four | Year Five |
|--|----------|----------|------------|-----------|-----------|
| o Vaughan will act as a leader and will include “active targets” as part of staff performance agreements (where possible) | | √ | | | |
| o All directly-offered Recreation and Culture programs will at a minimum include stretching, age appropriate discussions and encouragement regarding increasing physical activity and decreasing screen time | | √ | √ | | |
| o All camps will provide at least one hour in total of moderate to vigorous physical activity per day | | √ | √ | √ | √ |
| o All partners / groups who provide sport and active programs / opportunities and that utilize municipal facilities will be encouraged to be more inclusive of all under-represented groups | | √ | √ | √ | √ |
| o Recognizing the need to take special approaches for under represented groups, Vaughan will provide equitable delivery and facilitation of physically active programs and services | | √ | √ | √ | √ |

Objective Nine: Communications and Social Marketing

To implement a social marketing communications strategy that emphasizes key messages to various age groups about the importance of being active and prompting Vaughan residents to adopt active lifestyles.

Communications will play a strong role in promoting active lifestyles. The messaging must be consistent and in the first few years target the general population. There is strong public recognition for the communications tools that the Department uses to get its message across; the recreation guide and posters in community centres would be a solid starting point in broadening the reach through other communications vehicles as suggested. A more fulsome communications framework is included in Appendix G for the Communications Team to utilize over time.

A simplified communications framework for the Communications Team to utilize over time is illustrated below and more fully described in Appendix G.

| Audience | Key Messages | Communications Vehicles |
|--------------------|---|---|
| The General Public | <p>“Active Together” – Physical activity is critical to your health, lets get active</p> <p>“Active Together” – Start with just 30 minutes three times weekly</p> <p>“Active Together” – Turn off the computer and TV screens</p> <p>“Active Together” – There is an active pursuit for everyone in Vaughan</p> | <p>Recreation Guide</p> <p>Posters in Community Centres</p> <p>Vaughan Website</p> <p>Community Partner websites</p> <p>Local newspapers</p> <p>Water and tax bills</p> <p>Rogers Cable</p> |

Objective Ten: Measuring the Effectiveness of the Physical Activity Strategy

To create a framework that will assist in measuring the effectiveness of the “Active Together” strategy, enable data collection and annual reporting.

| Objective | Inputs | Outputs | Effectiveness |
|--------------------------------------|---|---|--|
| Plan Identity and Recognition | <ul style="list-style-type: none"> ○ Budget ○ Staff | <ul style="list-style-type: none"> ○ Visual identity utilized in concert with like and supporting initiatives | <ul style="list-style-type: none"> ○ # of impressions and uses ○ % of the population that recognize the strategy, initiatives and branding |
| Community Partnerships | <ul style="list-style-type: none"> ○ Total partnership (staff and volunteer) time dedicated in FTEs (full time equivalents) | <ul style="list-style-type: none"> ○ # of active community partner organizations | <ul style="list-style-type: none"> ○ Perception of the effectiveness of partnerships in increasing physical activity |
| Programs and Initiatives | <ul style="list-style-type: none"> ○ Budget ○ Time ○ # of partners and stakeholders | <ul style="list-style-type: none"> ○ Participation #s ○ # of walking clubs - participation by age group | <ul style="list-style-type: none"> ○ Average time spent per week spent engaged in physical activity ○ Fitness levels of various age groups ○ Reduction of screen time |
| Infrastructure | <ul style="list-style-type: none"> ○ Annual capital budget for upgrading and developing new active spaces and active transportation routes | <ul style="list-style-type: none"> ○ Kilometres of trails ○ Square footage of active community facility spaces ○ Green space in hectares | <ul style="list-style-type: none"> ○ Average number of trail uses per week (summer and winter) ○ Use of active facilities |

(Objective Ten Continued)

| Objective | Inputs | Outputs | Effectiveness |
|--|---|---|---|
| Social Environments and Support | <ul style="list-style-type: none"> Staff time spent in a community building capacity with respect to physical activity and sport | <ul style="list-style-type: none"> # of community leaders and early adaptors # of self governing groups # number of participants | <ul style="list-style-type: none"> Satisfaction levels with social supports in encouraging activity |
| Inclusion | <ul style="list-style-type: none"> Staff time spent in engaging under-represented groups in physical activity and sport | <ul style="list-style-type: none"> # of outreach connections New programs for under-represented groups Participation #s | <ul style="list-style-type: none"> Satisfaction levels of under-represented groups |
| Workplace Initiatives | <ul style="list-style-type: none"> Staff time spent promoting workplace Interventions | <ul style="list-style-type: none"> # of workplaces with activity plans in place as a % of total workplaces # of workplace participants | <ul style="list-style-type: none"> Satisfaction levels with workplace supports |
| Policy Support | <ul style="list-style-type: none"> Staff time dedicated to policy development | <ul style="list-style-type: none"> # of new and supportive policies | <ul style="list-style-type: none"> Impact on increased participation and education |
| Public Education and Awareness | <ul style="list-style-type: none"> Staff time Budget Sponsorships | <ul style="list-style-type: none"> # of media and print impressions # of visits to the website # of presentation participants | <ul style="list-style-type: none"> Impact of education/information initiatives and self assessment tools |

4.8 Implementation

The implementation of the “Active Together” Strategy must take a planned and coordinated approach. Once Council has approved the plan, the development of a community coordinating committee will be crucial. Getting like minded community partners together to confirm a terms of reference, launch the strategy and make the “Active Together” initiative known to the community will be important outcomes in the first year. The plan recommends actions in the first two years that will be of additional cost (marketing, logo development, signage, community committee support etc) but the leadership to coordinate the plan can for the most part be absorbed into the existing municipal staff time. It is suggested that \$40,000. per year for the duration of the term of the strategy be budgeted to cover the cost to market and promote the strategy and develop new programs and initiatives. For years two and beyond staff can apply for funding through the Ministry of Health Promotion, the Trillium Foundation and other funders and can leverage resources through the municipal contribution and through community partnerships.

4.9 Conclusion

The City of Vaughan is to be commended for taking a proactive approach to improve the health and active lifestyles of its residents through the development of the “Active Together” strategy. Many active pursuits exist in the community to this end and further promotion and community activation will need to be a focus over the next decade. The “Active Together” strategy provides a coordinated approach with like minded community partners and initiatives that will make the difference over time. Council, staff and community partners must provide continued energies and priority in order to prevent chronic disease and enable optimal health.



APPENDIX A

Important Government Reaction to the Inactivity Issue

The United Nations and the Federal and Provincial Governments have placed new importance at the policy level in increasing activity for citizens of all ages.

- The United Nations Conventions on the Rights of the Child states in article 31 that children have the right to engage in play and recreational activities.
- The new Canadian Sport Policy recently endorsed by all 14 Federal/Provincial/Territorial governments, states that, “Today sport and recreation is widely accepted as a powerful contributor to personal and social development.”
- The Romano Report makes strong reference to the importance of preventative health care through the promotion of activity and participation.
- Most recently the Ontario Provincial Government has directed elementary schools to deliver 20 minutes of physical activity to each child, each school day.
- The Ontario Government has developed Active 2010, a Physical Activity Strategy. The target is to increase physical activity by 10% by the year 2010. Funding programs will support initiating programs to support this goal in communities.

The trend towards a prevalence of unhealthy weights has been observed world wide. The World Health Organization (WHO) refers to the global epidemic of obesity as “globesity”. WHO estimates that there are more then one billion overweight people globally, of whom 300 million are considered obese.

Recognizing the tremendous health implications associated with physical inactivity, WHO assembled a group of experts in 1997 that concluded:

“Without societal changes, a substantial and steadily rising proportion of adults will succumb to the medical complications of obesity; indeed, the medical burden of obesity already threatens to overwhelm health services. The spectrum of problems seen in both developing and developed countries is having so negative an impact that obesity should be regarded as today’s principal neglected public health problem.”²

“The lack of physical activity is a major underlying cause of death, disease and disability. Preliminary data from a WHO study on risk factors suggest that a sedentary lifestyle is one of the ten leading global causes of death and disability. More than two million deaths each year are attributable to physical inactivity”³.

² *Obesity: Preventing and Managing the Global Epidemic*, Report of a WHO Consultation on Obesity, 3-5 June 1997, Executive Summary, p. 2,

http://www.who.int/nut/documents/obesity_executive_summary.pdf.

³ World Health Organization, *Move for Health* 2002

APPENDIX B

Physical Activity Issues Pertaining to Children and Youth

A Report released by Statistics Canada in early 2005 shows an alarming outlook for overweight and obesity in Canada should current trends continue. The study found that approximately one-third of people who were classified as normal weight in 1994-1995 had become overweight by 2002-2003, and nearly one-quarter of those who were initially overweight were classified as obese after the eight-year period.⁴

The rising prevalence of overweight and obesity in Canada is not restricted to the adult population; data for children mirror the trend among adults. Although prevalence data for children may vary due to the use of multiple methodologies in the literature, the trends are consistent in showing rapidly increasing rates of overweight and obesity among Canadian children.⁵ Rates of overweight (including obesity) among children ages 7 to 13 increased by 200%-300% between 1981 and 2001, though they appear to have stabilized somewhat in recent years.

| | % of Overweight Including Obese | | | Obese | | |
|--------------|---------------------------------|---------|---------|-------|---------|---------|
| | 1981 | 1995/96 | 2000/01 | 1981 | 1995/96 | 2000/01 |
| Boys | 10.6 | 32.6 | 29 | 2.0 | 10.2 | 9.0 |
| Girls | 13.1 | 26.6 | 27 | 1.7 | 8.9 | 10.0 |

Sources: Raine (2004), pp. 8-9; CIHI (2004), p. 111

⁴ Christel Le Petit and Jean-Marie Berthelot, *Obesity: A Growing Issue*, Findings from the National Population Health Survey, 2005, <http://www.statcan.ca/english/research/82-618-MIE/2005003/pdf/82-618-MIE2005003.pdf>.

⁵ Raine (2004) and Canadian Institute for Health Information (CIHI), *Improving the Health of Canadians*, Ch. 5, "Obesity," September 2004, pp. 106-147, http://secure.cihi.ca/cihiweb/products/IHC2004_ch5_e.pdf.

More recent results from the 2004 *Canadian Community Health Survey*, indicate that 18.1% of children ages 2 to 17 are overweight, and an additional 8.2% are obese.

What factors influence body weight, and in particular overweight and obesity?

“At the most fundamental level, overweight and obesity result from an imbalance between caloric intake and usage. In support of this perspective, health and nutrition experts cite increasingly sedentary lifestyles resulting from urban planning and technological changes in the way we work; they also point to increasing portion sizes and the poor availability of nutritional food choices in schools and workplaces. However, there is no consensus as to whether the current obesity epidemic in North America is primarily the result of high levels of physical inactivity or high dietary intake of energy-dense foods, and it is likely that both dietary intake and physical inactivity have played a role in the increasing prevalence of overweight and obesity”⁶.

⁶ Peter T. Katzmarzyk and Ian Janssen, “The Economic Costs Associated With Physical Inactivity and Obesity in Canada: An Update,” *Canadian Journal of Applied Physiology*, Vol. 29, No. 1, 2004, p. 104.

APPENDIX C

Canadian and Ontario Policies Related to the Inactivity and Obesity Crisis

The Canadian Sport Policy

The Canadian Sport Policy was developed and launched in 2001 as a result of two years of national consultation and dialogue. The vision of the policy is to have by 2012: *“A dynamic and leading-edge sport environment that enables all Canadians to experience and enjoy involvement in sport to the extent of their abilities and interests and, for increasing numbers, to perform consistently and successfully at the highest competitive levels.”* The policy is supported by four goals; enhanced participation, enhanced excellence, enhanced capacity and enhanced interaction. Each of the goals have been expanded to include specific objectives and are currently moving through further definition and implementation stages. Each Province and Territory is supporting this work to ensure that there is national alignment and long term success.

Ontario Physical Activity and Sport Strategy – Active 2010

The new Physical Activity Strategy was released by Premier McGuinty in October of 2004. Active 2010 is a comprehensive strategy aligned with the key result areas of the Canadian Sport Policy. Specific objectives support enhanced participation, capacity, excellence and interaction. The Vision states; *“Active 2010 will result in a culture of physical activity and sport participation within the province that directly contributes to healthier Ontarians, stronger communities and reduced healthcare costs”*.

Specific goals centre on:

- The creation of opportunities for Ontarians to become involved in quality sport activities
- Enhanced opportunities for Ontarians to become involved in daily physical activity
- An increased number of Ontarians who value and believe participation in sport and physical activity is an integral and essential part of life in Ontario.

Integrated Pan-Canadian Healthy Living Strategy

The Pan Canadian Healthy Living Strategy was developed by the Federal, Provincial and Territorial Ministers of Health in 2003 to address physical inactivity and healthy eating. The strategy sets about to target all Canadians, with specific emphasis placed on reaching children and youth, aboriginals and vulnerable Canadians.

The strategy will focus on developing;

- An inter-sectoral Healthy Living Network
- Research, surveillance and best practice tools
- Inter-sectoral funding
- Communication and Information strategies
- Increased dialogue with Aboriginal stakeholders

APPENDIX D

Trends in Physical Activity and Sport Participation

Trends in Sport and Physical Activity

The average Canadian over 16 years of age has 6.2 hours of leisure time per day. Over the last 10 years the number of leisure hours per day has remained consistent for Canadians, with average leisure time only increasing five minutes per day between 1992 and 1998.

Not surprisingly, age and gender have a relationship with the amount of free time available. Canadian men enjoy 30 minutes more leisure time than women each day.

Allocation of Free Time – Canadians

| Activity | Percentage of Free Time |
|----------------------------|-------------------------|
| Watching Television | 36% |
| Socializing | 31% |
| Sports | 8% |
| Other Active Leisure | 8% |
| Civic & Voluntary Activity | 6% |
| Reading | 6% |
| Movies & Entertainment | 3% |
| Other Passive Leisure | 2% |

On average, Canadians are watching television 2.2 hours per day, which makes it the activity that Canadians are dedicating most of their leisure time to. Between 1992 and 1998, Canadians reduced the amount of leisure time that they devote to reading by 6 minutes per day. Other categories like watching television and active sports have increased by 1 and 3 minutes per day, respectively.

Sport Participation in Canada

Statistics Canada surveyed 10,000 Canadians in 1998 to understand the participation rate and respective trends in sport. The most relevant trends that can be cited to support the work of this strategy include:

- Fewer Canadians reported participating in sport than six years earlier.
- One-third of Canadians aged 15 and older participated in sport on a regular basis, down 11% from participation rates in 1992.
- Male participation rates (43%) tend to be higher than female participation rates (26%).
- Sport participation levels decrease as we age past 20 years.
- Ontario and the Atlantic provinces reported the lowest participation rates.
- The higher the education level attained, the higher the participation rate.
- The higher the income level, the higher the participation rate.
- Persons speaking a language other than French or English showed the lowest participation rates.
- Just over half of Canadian children (54%) aged 5-14 were actively involved in sport.
- Of the 3 million Canadians involved in competitions, over two-thirds were men.
- Active Canadians ranked “health and fitness” and “relaxation” as the most important benefits of sport.
- Hockey, baseball, volleyball, golf and bowling were the 5 sports that people most often participated in through an organization.
- Participation in school organized sport increases the probability of participating regularly in sport as an adult.
- A fathers’ participation in sport increased his children’s participation by 11%, while a mothers’ participation increased that of her children’s by 22%.
- Participation rates increase with education and family income. Participation was twice as high for families with an income of over \$80,000, compared to those with an income of less than \$20,000.

- Among the various reasons for not participating in sport, lack of time was cited most often, followed by lack of interest in participating, health, age and disability.
- A total 9% of Canadians were involved as volunteer helpers and 24% as spectators at sport competitions. More males than females volunteer in sport.

APPENDIX E

The Benefits of Physical Activity

To help improve health status of Vaughan residents, there must be a broad understanding of the benefits embracing an active lifestyle. People should be aware that lifestyle choices can have personal health, social and community payoffs.

- Regular physical activity has the same impact on increasing life expectancy as non-smoking (Cooper Institute, 1989).
- Regular physical activity is a key factor in reducing the risk of heart disease and high blood pressure, type 2 diabetes, colon cancer (by 50%) and the risk of other chronic diseases.
- Regular activity helps in maintaining healthy bones, muscles and joints and reduces the risk of Osteoporosis
- Physical activity and good nutrition are both vital in achieving healthy weights.
- Even regular moderate activity such as a brisk walk delivers significant health benefits.
- Regular physical activity reduces stress and promotes psychological well being.
- More rapid recovery can be achieved through regular physical activity following a serious illness.
- Increasing social networks will provide those who are not engaged in physical activity the support required to continue to be active.
- Older adults who are physically active are more self-confident, more independent and enjoy life more than older adults who are sedentary (Government of Canada, 1983).
- Those who were physically active earlier in life tend to be physically active later in life.
- In childhood and adolescence, physical activity leads to increased bone mass and bone strength (Paffeberger, 1991).

- Physical activity contributes to mental health – including reducing stress, depression and increasing emotional and psychological well being.
- Students who participated in aerobic (daily running) programs achieve higher levels in reading, language and mathematics and better cardiovascular fitness and respiratory efficiency than a control group of students participating only in regular physical education. Studies have shown that increasing the time allotted to physical activity did not lead to a decrease in academic performance. (Source: Guidelines for School and Community Programs to Promote Physical Activity among Young People, 1997).
- Children who participate in organized activities outside of school (such as sports, music, the arts or clubs) tend to have higher self esteem, interact better with friends and perform somewhat better in school according to a national longitudinal study on Children and Youth.
- “Running makes you smarter”. According to a Japanese research team, a 12 week running program significantly improved reaction time and memory skills of their subjects.

APPENDIX F

City of Vaughan Physical Activity Strategy Development Process

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|--|---|
| <p>Step One</p> <p>Environmental Scan</p> | <p>Brings an understanding of the scope of physical inactivity and obesity in Canada and Ontario and the many federal and provincial policies, strategies and initiatives developed to address this issue.</p> <p>Bringing the issue into context in Vaughan and provide learning from other jurisdictions.</p> <p>Review and summary of the relevant materials and resources including information that is available from the York Region Health Unit, surveillance data and the Canadian Community Health Survey.</p> |
| <p>Step Two</p> <p>Community Resource Inventory and Services Assessment</p> | <p>Inventory not for profit and private organizations that provide physical activity opportunities including Boards of Education to private fitness operators. It is critical to inventory and assess the capacity of the collective to provide a full range of opportunities to every age range, culture and resident regardless of ability or background.</p> |
| <p>Step Three</p> <p>Meeting with Community Partners</p> | <p>Meetings were hosted with community partners in order to share strategies/ approaches and ownership for various initiatives emanating from the strategy.</p> |

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| <p>Step Four</p> <p>Community and Stakeholder Input</p> | <p>Gaining input from the residents through the public opinion survey provided an opportunity to highlight existing activity levels and garner suggestions as to opportunities and solutions.</p> <p>Activities included; household survey, key opinion leader interviews, public and staff consultation, and ongoing input from the Steering Committee.</p> <p>Efficiencies were garnered through combining opportunities wherever possible with the Master Planning input processes.</p> |
| <p>Step Five</p> <p>Guiding Principles and Goals</p> | <p>The Vaughan Physical Activity Strategy must articulate approaches to include all Vaughan residents regardless of age, culture, economic circumstance or ability although it is important to target all age groups that to develop lifelong healthy lifestyles. The strategy outlines guiding principles to steer the direction of the plan.</p> <p>Goals and objectives were set to ensure that the strategy is realistic, measurable and that the targets are attainable over time.</p> |
| <p>Step Six</p> <p>SWOT Analysis</p> | <p>Once the environmental scan, background documentation review and input was completed, sufficient information existed to complete an analysis of the strengths, challenges, opportunities and barriers in Vaughan to address physical inactivity. It was important to identify where the strengths, gaps and opportunities lie. This information was useful in confirming the approach to the development of the plan.</p> |

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| <p>Step Seven</p> <p>Barrier Identification</p> | <p>Identification of the physical, behavioural, and attitudinal barriers to participation assisted in developing initiatives to resolve individual and systemic impediments. The strategies, actions and initiatives seek to resolve specific obstructions to participation.</p> |
| <p>Step Eight</p> <p>Partnerships and Promising Practices Identification</p> | <p>Identification of potential partners who have a common interest in reducing physical inactivity and working relationships that will support the work of the plan.</p> <p>Work was completed to research and identify promising practices in other jurisdictions that may be useful in the Vaughan experience.</p> |
| <p>Step Nine</p> <p>Communications Strategy</p> | <p>One component of the physical activity strategy will be to ensure that all residents are aware of both the importance of physical activity and the opportunities available to them.</p> <p>The consultants identified key messages and the best methods of delivery. The Communications Strategy considered existing messaging opportunities through partners and stakeholders and new approaches that could be considered.</p> |
| <p>Step Ten</p> <p>Development of the Draft Plan and Finalization of the Plan</p> | <p>The draft plan will include “Made in Vaughan” physical activity goals and objectives, and a solid path forward.</p> <p>Open houses will serve to present the goals and actions to garner further input into the plan.</p> |
| <p>Step Eleven</p> <p>Implementation and Costing</p> | <p>Emphasis was placed on capitalizing on existing delivery mechanisms and partnerships in order to keep the strategy cost effective.</p> |

APPENDIX G

Communications Strategy

| Audience | Key Messages | Communications Vehicles |
|---|---|--|
| General Public Community Leaders | <ul style="list-style-type: none"> ○ We are not active enough to sustain a healthy lifestyle; lets get active ○ Walk more-drive less ○ Use the stairs instead of the elevators ○ There are active opportunities for everyone in Vaughan ○ Start with just 30 minutes three times per week ○ Every amount of physical activity adds up ○ Promotion of “no cost-low cost” activities | <ul style="list-style-type: none"> ○ Local Papers – “The Liberal Newspaper” ○ Politician’s and Senior staff speeches ○ Newspaper articles ○ Recreation Guide ○ Vaughan and Community Partners Websites and respective communications vehicles ○ Posters in Community Centres and Libraries ○ Point of Decision Opportunities ○ E-distribution list |
| Families | <ul style="list-style-type: none"> ○ Be active together; build healthier families ○ Be a role model for your children ○ Get children outside for unstructured play ○ Have “family active dates” ○ Family play time is important ○ Reduce screen time and increase active time ○ Start with 30 minutes three times per week ○ Where to go for more information | <ul style="list-style-type: none"> ○ Libraries ○ Parks and Trails ○ Community Facilities ○ Water, Tax and Hydro Bills ○ Today’s Parent ○ Roger’s Cable ○ Doctor’s offices |

| Audience | Key Messages | Communications Vehicles |
|---------------------------------|--|---|
| Pre-school/ Children | <ul style="list-style-type: none"> ○ Vaughan has an activity for your child ○ Reduce "Screen Time" to 2 hours max per day and increase active time ○ Try something new and active | <ul style="list-style-type: none"> ○ Early Years Centres ○ School Distribution ○ Sport and Community Group Newsletters |
| Youth | <ul style="list-style-type: none"> ○ Benefits of being active ○ It's OK to sweat! ○ Being active builds self-esteem ○ Dance when no one is watching! ○ What's out there for youth ○ Reduce screen time, increase active time ○ Many no cost opportunities | <ul style="list-style-type: none"> ○ School Distribution ○ Sponsored Short Documentary Contest on City Website ○ Facebook ○ Bus Shelters ○ Malls |
| Adults | <ul style="list-style-type: none"> ○ No Time is No Excuse - Protect the time to be active ○ Build and foster active social networks ○ Use your time wisely- make physical activity a priority ○ Where to go for more information | <ul style="list-style-type: none"> ○ Community Newspapers ○ Place of Worship and Cultural Communications Vehicles ○ Go Station |
| Seniors | <ul style="list-style-type: none"> ○ Exercise with a partner or a group; start with a group of friends (fostering social networks) ○ Live longer-live healthier ○ Physical activity maintains independence and strong bones | <ul style="list-style-type: none"> ○ Senior's Clubs ○ Place of Worship ○ Condo complexes ○ Libraries |
| Workplace | <ul style="list-style-type: none"> ○ Take the active route to work ○ Starting a workplace wellness group ○ Take a fit break and clear your mind ○ A fit staff has less absenteeism and is more productive ○ Active bodies; active minds; the business case for an active workforce ○ Promote dress active days | <ul style="list-style-type: none"> ○ Business Associations ○ Economic Development Vehicles ○ Human Resource Associations |

APPENDIX H

International, National, Provincial and Local Strategies and Initiatives

One of the guiding principles of the Active Together Strategy is to utilize the programs and initiatives that have already been designed and are operable. This approach reduces duplication of efforts, reduces the costs to implement the strategy and quickens implementation. The following table captures relevant programs and initiatives, is not an exhaustive list of all supporting programs in Canada but will provide a sound knowledge base for the implementation team.

| | | | |
|--|--------------------|--|-------------------|
| <p>Government of Ontario – Ministry of Health Promotion</p> | <p>Active 2010</p> | <p>Goals are to increase and enhance opportunities to become more active and increase the number of Ontarians who are active.</p> <p>Programs Include:</p> <ul style="list-style-type: none"> • Pedometer Challenge – Log on and compare your steps taken per day to other Ontarians • Lifestyle Information Network – provides education and awareness through current research and informative articles • Activity Tools – provides tools to; assess your current fitness level (target heart rate, body mass index) • Media – provides posters promoting sport and physical activity • Leslie and Lindsay the Loons – cartoons to promote physical activity in children • HEAL - Healthy Eating, Active Living • Pause to Play – promotes sport and physical activity and connects to sport governing bodies of interest and | <p>Ontario.ca</p> |
|--|--------------------|--|-------------------|

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|---|--|---|--|
| | | <p>encourages children to put down the controller and pause to play</p> <ul style="list-style-type: none"> Trails Open Pilot – promotes trail use, physical activity and healthy lifestyles | |
| Canadian Council for Health and Active Living at Work (CCHALW) | Advancements of Key Project Web Sites | The objective of this project is to update, enhance and promote the Business Case for Active Living at Work and the Stairway to Health initiative Web sites. | www.cchalw.ca |
| Governments of Canada and Ontario | Summer and Winter Active | Get Up – Get Out Program to promote and enable communities across Canada to engage in physical activity. Communities are asked to register activities for two 10 day periods (summer and winter) each year | Prontario.org www.summeractive.org |
| Canadian Fitness and Lifestyle Research Institute (CFLRI) | Physical Activity and Sport Benchmarks/ Monitoring Program | The objectives of this project are: (1) to provide reliable data on the physical activity levels and patterns of Canadians; and (2) to analyze and report on the health, social, and economic factors that support and hinder regular physical activity so that governments can report on progress towards policy goals in the area of physical activity for health, and consider how trends may influence the development of future public policy. | www.cflri.ca |

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|---|--|--|---|
| <p>Canadian Paediatric Society</p> | <p>Paediatricians Promoting Physical Activity for Children and Youth</p> | <p>The objectives of this project are: (1) to enhance the ability of current and future physicians to support and promote healthy active living in the clinical setting through an educational module developed for family medicine residents; (2) to improve the capacity of paediatricians to serve as physical activity advocates in their communities; and (3) to improve the effectiveness of physical activity interventions in the physician’s office.</p> | <p>www.cps.ca</p> |
| <p>Canadian Parks Recreation Association</p> | <p>Everybody Gets to Play (EGTP)</p> | <p>The objective of this project is to increase access to recreation opportunities for low-income children and youth. In doing so, this project focuses on building partnerships and capacity at the national, provincial/territorial and community level in order to deliver EGTP resources and training to thousands of recreation practitioners and volunteers. This project also seeks to establish a more coordinated network of organizations working in collaboration on a common strategic platform.</p> | <p>www.cpra.ca</p> |
| <p>Canadian Parks Recreation Association</p> | <p>Integrated Research and Dissemination Strategy</p> | <p>The objectives of this project are: (1) to synthesize, evaluate and disseminate relevant and current research literature that supports community efforts to increase investment in the provision of environments and activities that encourage physical activity; and (2) to provide academics, post-graduate students, researcher groups/institutions and recreation practitioners with a forum for sharing research findings and best practices and to develop a research agenda</p> | <p>www.cpra.ca</p> |

| | | | |
|---|---|---|---|
| <p>Canadian Society for Exercise Physiology (CSEP)</p> | <p>Ideas to Action: Healthy Living in Canada</p> | <p>The objective of this project is to host the 2005 CSEP conference which brings together national and international experts in the fields of physical activity, nutrition, and chronic disease in order to bridge the knowledge gap and develop integrated strategies in support of the Pan-Canadian Healthy Living Strategy.</p> | <p>www.csep.ca</p> |
| <p>Canadian Society for Exercise Physiology (CSEP)</p> | <p>Canada’s Physical Activity Guides (and support resources) for Children and Youth</p> | <p>The objective of this project is to further develop the implementation strategy to increase the utility of the Guides and support resources through the offering of cross-Canada workshops targeted to teachers.</p> | <p>www.csep.ca</p> |
| <p>Coalition for Active Living</p> | <p>Engaging Canada in the CAL Pan-Canadian Physical Activity Strategy</p> | <p>The objectives of this project are: (1) to increase the CAL member and key stakeholder awareness and commitment to the Pan-Canadian Physical Activity Strategy (PCPAS); (2) to integrate the PCPAS into national initiatives such as the Chronic Disease Prevention Alliance of Canada’s Obesity Epidemic project and the Federal/Provincial/Territorial Healthy Living initiative; and (3) to update the PCPAS based on new data, evidence and initiatives.</p> | <p>www.activeliving.ca</p> |
| <p>Coalition for Active Living</p> | <p>Policy Watch Mechanism</p> | <p>The objective of this project is to identify, communicate and suggest appropriate responses to policies of national significance, which are likely to influence the physical activity status of Canadians. More specifically, policies will be identified that affect all Canadians where they live, learn, work and play.</p> | <p>www.activeliving.ca</p> |

| | | | |
|---|---|--|---|
| <p>Easter Seals March of Dimes</p> | <p>Active Living for Youth Living with Disabilities</p> | <p>The objective of this project is to help youth with disabilities take greater control of their health futures by becoming Youth Ambassadors. More specifically, this project will build on the Active Living Alliance for Canadians with a Disability (ALACD) Youth Ambassador Program by expanding it into key programming activities of the Easter Seals organization in order to prepare youth with disabilities to become peer advocates for physical activity when they return to their communities after summer camp.</p> | <p>www.esmodnc.org</p> |
| <p>Evergreen</p> | <p>Investigating the Impacts of Green School Grounds on Physical Activity</p> | <p>The objective of this project is to assess how green school grounds influence the quality and quantity of physical activity for children.</p> | <p>www.evergreen.ca</p> |
| <p>Family Service Canada</p> | <p>Families and Schools Together: Towards Active Living for Kids (FASTTALK)</p> | <p>The objective of this project is to increase parents’ and their children’s (aged 0-12) knowledge of health promoting behaviours, particularly physical activity and nutrition, in order to improve their lifestyle choices</p> | <p>www.familyservicecanada.org</p> |
| <p>Go for Green</p> | <p>Active Transportation</p> | <p>The objective of this project is to encourage Canadians to choose modes of transportation that require human power, such as walking, cycling or in-line skating, in order to increase physical activity levels and control body weight. This project also strives to increase the level of awareness among Canadians about the physical and economic benefits of choosing active transportation, particularly for short trips.</p> | <p>www.goforgreen.ca</p> |

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|------------------------------------|--|---|--|
| Go for Green | Active & Safe Routes to School | The objective of this project is to encourage students from Kindergarten to Grade 6 to use active modes of transportation to and from school. | www.goforgreen.ca |
| Government of Ontario | Mandatory Physical Education | The Ministry of Education has initiated 20 minutes of mandatory physical activity for school aged children in grades one to six. | www.edu.gov.on |
| Region of York | Take a Walk in the Forest Program Cycling Master Plan | Promotes use of over 2,100 hectares of York Region Forest Proposed to add approximately 700 kms of bike lanes, trails and bike routes in the first two phases | York.ca |
| Heart and Stroke Foundation | Jump Rope for Heart Walk for Heart | Provides resources and information to increase active and healthy lifestyles to prevent heart disease | Heartandstroke.ca |
| City of Vaughan | Pedestrian and Cycling Master Plan | Creates design standards and promotes development of bicycle trails and pathways throughout the city | Vaughan.ca |
| Boards of Education | 20 minutes of mandatory physical activity per day | Both Boards of Education have developed resources and are providing tool kits and professional development opportunities for teaching staff to support the mandatory 20 minutes per day of physical activity. | YRDSB 416-969-8131 YCDSB 416-713-2711 |

| | | | |
|--|---|--|--|
| <p>York Region – Public Health Unit</p> | <p>The Public Health Unit is involved with many community partners including the Boards of Education and the Recreation Departments to increase physical activity levels in schools and the public to engage in active and leisure pursuits.</p> <p>The unit provides resources, education sessions, supporting information and fulfils their role to provide resources and assistance to combat inactivity and obesity</p> | <p>The Public Health Unit’s School Team provides consultation and resources related to promoting Physical Activity. Programs which the unit promotes include:</p> <ul style="list-style-type: none"> ○ Active and Safe Routes to School (International Walk to School Day and IWALK Club) ○ Fitness Ambassador Program ○ Recess Activity Program ○ Turn Off the Screens Week <p><u>Supporting Websites</u></p> <p>Active and Safe Routes to School:</p> <p>Active Schools – reward program:</p> <p>Active Healthy Kids:</p> <p>Activ8:</p> <p>Canadian Association of Health, Physical Education, Recreation and Dance:</p> <p>Canadian Intramural Recreation Associations:</p> <p>Daily Physical Activity Video and Teacher Handbook:</p> <p>Daily Vigorous Activity Resources:</p> <p>Everyone Jump Teacher's Guide:</p> | <p>1-800-361- 5653</p> <p>goforgreen.ca</p> <p>www.ophea.net</p> <p>www.activehealthykids.ca</p> <p>www.activ8.org</p> <p>www.capherd.ca</p> <p>www.ciraontario.com</p> <p>www.heartandstroke.ca</p> <p>www.edu.gov.on.ca</p> <p>everyonejump@ophea.net</p> |
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| | | <p>Heart Healthy Kids Program</p> <p>Hearty Party</p> <p>Kinaesthetic teaching strategies:</p> <p>PHE Curriculum Support Binders (K-8) & resources National Center for Chronic Disease Prevention and Health Promotion</p> <p>Teacher's Guide to Physical Activity</p> <p>Health Canada: www.healthcanada.ca</p> <p>Games Kids Play:</p> <ul style="list-style-type: none"> • Turn of the screen week (April) • Active and safe routes to school • Walk to school day and walking clubs • Recess activity programs • Fitness ambassador program | <p>www.heartandstroke.ca</p> <p>heartyparty.com</p> <p>www.mindsinmotion.org/creative.html</p> <p>.ophea.net</p> <p>cdc.gov/HealthyYouth/index.htm</p> <p>www.healthcanada.ca/paguide</p> <p>gameskidsplay.net</p> |
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