

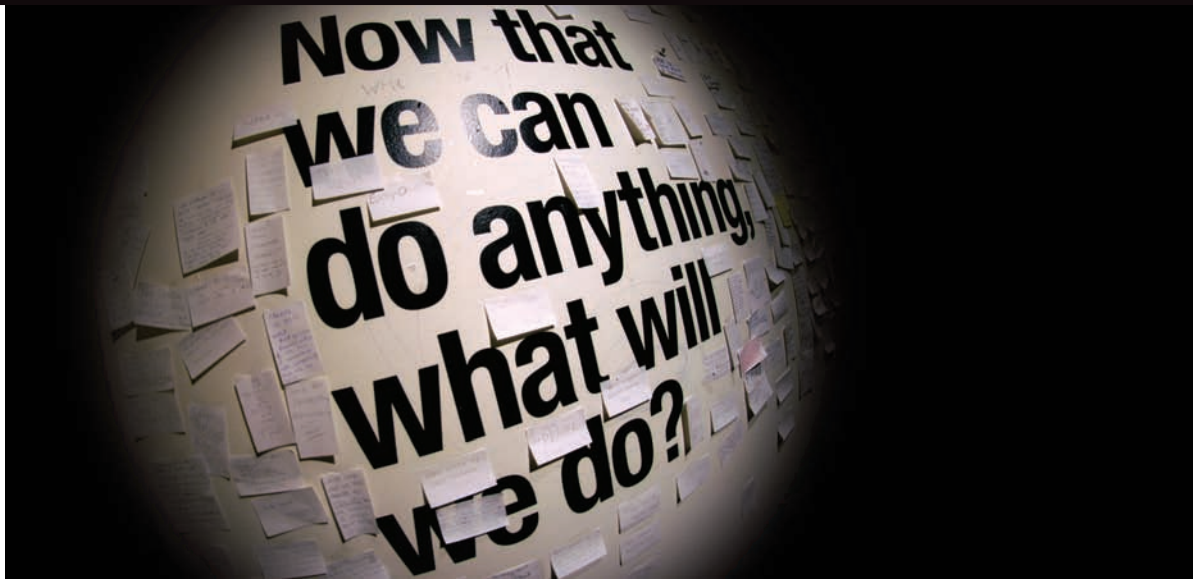
Physical Activity Strategy

BC on the move

FALL 2008

INSIDE

- 2 Walk BC
- 3 Everybody Active
- 4 Community Based Awareness



BUILT ENVIRONMENT & ACTIVE TRANSPORTATION

BEAT - The Path to Health

Collaboration between the areas of urban planning and public health is key to advancing opportunities for physical activity at the community level.



A joint initiative of BC Recreation and Parks Association and the Union of BC Municipalities.

Matt Smillie, photo

The built environment and the impacts of land-use planning on physical activity is becoming a hot topic amongst health practitioners and municipal leaders.

The BEAT initiative is encouraging collaboration between these and other groups to leverage knowledge and resources that will enable development of connected, walkable communities.

In partnership with Smart Growth BC and the Provincial Health Services Authority, the BEAT is hosting a range of opportunities to learn the latest research, share information (planning practices) and develop strategic priorities at Regional Summits

across the province. The first summit will be held October 14 in Kelowna and features a key note address by Michael Haynes, Director of TransActive Solutions in Ottawa, a company dedicated to increasing walking and biking in communities. Michael has also been personally trained by Al Gore to make presentations for *The Climate Project*.

The BEAT is supporting investments in active transportation and community planning by awarding grants ranging between \$15,000 and \$25,000 over the next two years to 20 BC communities. The first grant recipients were announced in July. (The next phase of grants will be available early in 2009.)

continued on page two »



BC on the move

BEAT

continued from page one »

For more information, contact Cara Fisher, BEAT coordinator, at cfisher@bcrpa.bc.ca 604.629.0965 x 255

Grant Communities	Projects
City of Colwood	Active Transportation Plan
Town of Golden	Active Transportation Plan
District of Invermere	Active Transportation Network Plan
District of Kent	Bicycle Network Plan – District of Kent & Harrison Hot Springs
Regional District of Nanaimo	Community Active Transportation Assessment
City of Prince George	Pathways Master Plan
Town of Qualicum Beach	Bicycle Network Plan
City of Quesnel	Bicycle Network Plan
City of Rossland	Active Transportation Plan
District of Sparwood	Active Transportation Plan

WALK BC



Lead the Way!

Walking is the Best Medicine...



A joint initiative of the Heart & Stroke Foundation of BC & Yukon and the BC Recreation and Parks Association.

To register, or for more information, contact Lindsay Richardson, Walk BC coordinator, at lrichardson@bcrpa.bc.ca or at 604.629.0965 x 256

More than 2000 years ago, Hippocrates taught his patients that “walking is the best medicine.” Walking is a simple way to improve health and reduce the chances of developing the health concerns associated with inactivity. Who better to promote walking to BC residents than physicians?

Physicians play a key role in reaching individuals who are at highest risk for health problems associated with inactivity. As a result, in partnership with BC Medical Association and the BC College of Family Physicians, Walk BC has created the Physician Engagement Program to support physicians across BC to prescribe walking to their inactive patients aged 35-54. Registration is open to physicians around the province with over 110 physicians registered so far. Registered physicians receive:

- | | |
|---|--|
| <p>Participant Kits:</p> <ul style="list-style-type: none"> ● Introductory letter ● Walking handbook ● Pedometer ● Pedometer pointers ● Local walking information | <p>Physician Kits:</p> <ul style="list-style-type: none"> ● Introductory letter ● Promotional posters ● Prescription pads ● Stage of readiness questionnaires |
|---|--|



Regional Workshops

Walk BC is rolling out regional workshops for walk organizers, programmers and leaders. Workshops will cover a variety of topics including the benefits of walking, developing leadership, advertising, motivation, shifting habits, setting goals, and injury prevention.

Walk BC Regional Workshops will be offered in each of the seven BCRPA regions in October and November 2008. Check our website often for details at www.walkbc.ca.

Increasing Access through Seed Grants

Groups already working on increasing physical activity levels can use funds to collaborate and explore potential options and solutions that make sense for their community.



A joint initiative of BC Recreation and Parks Association and the Heart & Stroke Foundation of BC & Yukon.

For more information, contact Donna Lee, Everybody Active coordinator, at dlee@bcrpa.bc.ca 604.629.0965 x 257

Photo courtesy of Canadian Association for the Advancement of Women and Sport and Physical Activity – Mariann Domonkos Photography

Everybody Active seed grants are offered to inspire collaboration and action that will result in increased opportunities for physical activity, especially for people on low incomes.

This summer, the following organizations were awarded funds to take a lead in mobilizing their communities:

- Centre for Integration of African Immigrants
- City of Campbell River
- City of Coquitlam
- City of Kelowna
- City of Penticton
- Hazelton Secondary School
- Healing Our Spirit
- Kelumc Circle of Friendship Society
- Little Mountain Neighbourhood House Society
- Native and Inuit Nurses Association of BC
- Powell River Model Community Project for Persons with Disabilities
- Social Planning Cowichan
- West Shore Parks and Recreation Society

Second Grant Cycle Begins in September

A second phase of seed grants are available to community organizations and local governments to create or expand networks that will champion increasing opportunities for physical activity in their community. Applications are available on our website and are due October 31, 2008.

Additional Tools and Resources on the Website

- Profiles of promising practices to inspire you
- Fact sheets to help build your case
- Additional funding opportunities to build on your Everybody Active seed grant
- Web-links for other great resources on the internet



Regional Workshops

Everybody Active is visiting several communities around the province starting in October. Participants will share and discover new aspects of community development that will help with increasing access to physical activity. ●



BC on the move

COMMUNITY BASED AWARENESS

Inspiring Change

Being active is more than just a matter of personal choice.



A joint initiative of BC Recreation and Parks Association and the Heart & Stroke Foundation of BC & Yukon.

For more information, contact Andrea Keen, Community Based Awareness coordinator, at akeen@bcrrpa.bc.ca or at 604.629.0965 x 254

Jon Apostol, photo



In order to inspire inactive adults to increase their levels of physical activity, we need to understand behaviour patterns, their attitudes and beliefs toward involvement in regular physical activity and the social and environmental supports available in the community.

According to the Canadian Fitness & Lifestyle Research Institute, Canadians generally indicate that improved outreach and social support would help them

become more active. One way to do this is to provide programs and opportunities that involve little or no cost to the participant. Residents of areas characterized by low socio-economic status were more likely to participate in walking, now being promoted across the province through *Walk BC*. The *BEAT* initiative supports municipalities with creating a built environment that is supportive of walking, including ensuring access to paths and walking trails with proper lighting and safe open spaces.

In order to successfully increase levels of physical activity in BC, we must understand the needs, values and effective ways of communicating with the inactive. While we know many of the barriers to living an active lifestyle, we also need to understand more about the characteristics of particular segments: men, women, cultural, geographical and socio-economic.

The Community Based Awareness initiative is conducting target segmentation research and developing tools for communities to reach out to inactive citizens and connect them with opportunities that can engage and assist them with living more active and healthy lifestyles. ●

DATES TO WATCH FOR



BEAT – The Road to Health
Regional Summits – (Active Transportation Planning for Your Community) October 14, 2008, Coast Capri Hotel in Kelowna

Everybody Active
Seed Grants (phase 2) – September 1 - October 31, 2008
Regional Workshops – Fall / Winter 2008
Community Leader & Staff Training Workshops – Fall / Winter 2008

Walk BC
Regional Workshops – Fall / Winter 2008
Physician Registration – Ongoing

Community Based Awareness
Social Marketing Workshops – Winter 2008/09
Research Phase – Spring & Summer 2008
Province Wide Physical Activity Campaign – Spring 2009



An initiative of these BC Healthy Living Alliance Members



EDITOR:
Andrea Keen
T 604.629.0965 x 254
E akeen@bcrrpa.bc.ca

DESIGN:
KÜBE Communication Design Inc.