

Physical Activity Strategy

BC on the move

WINTER 2009

INSIDE

- 2 Walk BC
- 3 Built Environment & Active Transportation
- 4 Community Based Awareness



EVERYBODY ACTIVE

Removing Barriers, Increasing Access

Are you ready to get Everybody Active this year?



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

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

Photo by: Lin Sun, Tobogganing in Richmond, BC

So far more than 30 organizations in BC have received funding from Everybody Active to help communities address barriers to physical activity and recreation. Finding out what those barriers are and identifying solutions for them requires communities to bring together a diverse group and collaboratively develop a course of action.

Two Vancouver Island communities have been busy after receiving Everybody Active seed grants last spring. In the Cowichan Valley, Social Planning Cowichan combined their passion for social justice with the Active Communities team's expertise in active living. The two groups are committed to working together to remove barriers to participation across the regional district. Upcoming projects include conducting a needs assessment and focus groups with adults

living in poverty. The teams are also encouraging their local government to review policies to ensure that local issues regarding access are addressed.

With the Everybody Active seed grant, the Active Campbell River Committee hosted focus groups with low-income members of their community in order to better understand the barriers to participation in physical activity and recreation. The focus groups also brainstormed potential solutions. Their input ensures that policy and program recommendations made by the Active Campbell River Committee are informed by low-income community members. This project connected the team with a new set of organizations to work with. Together they developed an action plan for 2009 to address the issues raised so far.

continued on page two »



BC on the move

Everybody Active continued from page one »

Everybody Active has teamed up with Everybody gets to play™, a national community mobilization model to help address barriers to recreation. Everybody Active has sponsored workshops in ten communities across BC: Cranbrook, Dawson Creek, Nanaimo, the Nisga'a Nation, Salmon Arm, Seabird

Island, Smithers, the Sunshine Coast, Surrey and Williams Lake.

Everybody Active will be delivering another round of province-wide workshops in 2009. Topics will include engagement, social inclusion through recreation, making the case for access, and promising practices in recreation access. Visit the Everybody Active website for information on hosting workshops at local or regional events. ●

WALK BC

Leading the Way for Walking Programs in BC

Join the Walk BC Website Today!



A joint initiative of the Heart and 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@bcrrpa.bc.ca or at 604.629.0965 x 256

Photo by: Mariann Domonkos Photography - Courtesy of CAAWS (Canadian Association for the Advancement of women and Sport and Physical Activity)

At the heart of any successful walking program is the leader. The Walk BC regional training workshops held in 2008 have been a huge success, with over 200 participants attending eight training sessions hosted around the province. Community members interested in becoming walk organizers, as well as recreation programmers and leaders, learned how to create a successful walking program or enhance an existing program in their community. Training workshops were conducted in partnership with Sport Med BC (original developers of the Sun Run training program.) "Many leaders don't see themselves as leaders, or the tremendous impact their encouragement can have, especially on beginning walkers," says Lynn Kanuka, former Olympian and SportMed BC's RunWalk Coach. "The training helps bring out their leadership qualities and provides participants with Walk BC's tools and resources that will help them to motivate and train friends, family, neighbours, co-workers and others."

Walk BC's "online community" at www.walkbc.ca is another great resource for anyone interested in developing a walking program. The site is continuing to gain momentum after its launch this past September. Resources are updated weekly, though all members are encouraged to post their own tools, tips, questions and stories about starting or running individual or group walking programs. If you haven't read the success story posted on the Walk BC site by



Judy Wesley of Hazelton, BC, be sure to find out how her walk leader keeps her and her community strong! Members of Walk BC are regularly entered into contests to win prizes such as a trip to Whistler to attend BCRPA's upcoming symposium this May.

Finally, Walk BC's Physician Engagement Program provides doctors who register with a range of resources they can provide to patients who would benefit from starting a simple walking program. The Physician Engagement Program provides doctors with immediate and practical tools for their patients to start or increase their physical activity levels, such as a pedometer and a book to track their steps per day. Patients can also learn about the health benefits of walking and how to get started with a program through the local information provided in their kit. Over 185 physicians are currently registered and prescribing walking to their inactive patients. The next time you visit your physician, ask them if they have heard about the Walk BC Physician Engagement Program, and get them to visit www.walkbc.ca to find out more. ●



BUILT ENVIRONMENT & ACTIVE TRANSPORTATION (BEAT)

Building on a Year of Success



The start of a new year is great time to take stock of our accomplishments, measure our success, and find more ways to improve.



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

Photo above: Michael Haynes, the keynote speaker is leading the group on a walkabout and community assessment during the Built Environment Summit in Kelowna, October 14, 2008.

The BEAT will build on successes of 2008, such as hosting the first *Built Environment Summit*, providing active transportation planning grants and producing a number of new resources (available on our website) all intended to help make our communities in BC healthier places to live.

The Okanagan Summit in Kelowna this past October kicked off a series of four regional events to be held across BC before March 2010. More than 60 professionals from local governments, parks and recreation, planning, engineering, the private sector, and not-for-profit organizations came together to network, collaborate and identify strategies that will support active transportation planning. The diverse range of participants added to the collective knowledge and problem-solving capacity for a number of challenges that have been identified across a range of sectors, and resulted in a 92% satisfaction rating for the one-day event. Keynote speaker, Michael Haynes, noted that while BC is the leader across Canada in active transportation planning, our culture still regards cycling - and even walking - as a recreational activity rather than a low cost, healthy form of transportation. The next summit is scheduled to take place in the spring of 2009 in Nanaimo, and will continue the dialogue on how communities can help shift this mindset of citizens and governments, and even accelerate it through careful planning, educating the public, and developing policy and of course

funding for infrastructures. We know that as communities increase capacity for walking and cycling, activity levels will begin to increase and eventually contribute to a decrease in obesity rates and an increase in health and well being of residents.

Last spring, the BEAT provided 10 local governments with more than \$200,000 in community planning grants to help design more “walkable” and “bikeable” built environments. Another round of grants is underway for 2009 and will be awarded sometime in March.

The BEAT’s partnership with the SFU City Program and the University of British Columbia’s Bombardier Chairholder in Sustainable Transportation has resulted in a second year of the popular speaker series “Shifting Gears”. These lectures are offered free in the Lower Mainland and will host world-renowned speakers and will explore connections between transportation, health and the built environment. The series will increase awareness of the way we design our communities and transportation systems, and how investing in the future of our transportation needs in this way can impact our health and the environment.

Visit the BEAT website often to keep up with grant opportunities, active transportation planning resources and related events. ●



BC on the move

COMMUNITY BASED AWARENESS

A Marketing Action Plan to Inspire Change



Who says we don't need a M.A.P. to navigate the marketing landscape?



A joint initiative of BC Recreation and Parks Association and the Heart and 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

The Community Based Awareness (CBA) initiative is developing a M.A.P. that will help communities navigate the sometimes rocky terrain of marketing. The "Marketing Action Plan" is a guide to a kit of tools and resources that CBA is developing to extend communities' reach to less active 35-54 year olds. Research shows us that almost half of British Columbians aged 35-54 are not physically active in their leisure time. Getting this group more engaged and active is also likely to influence the activity levels of children and senior family members.

Creating a buzz through marketing requires research, planning and coordination (especially in terms of timing)! The M.A.P. will serve as a guide to a kit that contains ready-to-use tools and templates - from posters to point of decision prompts, to advertising and public service announcements. The tools are designed to create a buzz and get people moving with messages that serve as little reminders about the benefits of regular physical activity. Communities are encouraged to include

local opportunities for physical activity - even if it is just a prompt that inspires or challenges your workplace to take the stairs. The action plan estimates the investment in time, resources and dollars to implement each of the tools. CBA is now providing 25 grants of up to \$4,000 each to assist communities with the implementation of tools in the kit. Grants open January 5 and close February 27.

Starting in spring, CBA will also host marketing workshops around the province to support participants with the implementation of the kit. Participants in the marketing workshops do not need to apply or receive a CBA grant in order to take part! This way, communities around the province can launch their own physical activity campaigns, promote their events and take part in a province-wide effort to get people moving! 2009 is sure to be an exciting year as we build on the groundswell of activities with many of our partners that are working to move British Columbians towards a healthier way of living, working and playing. ●

DATES TO WATCH FOR



BEAT – The Road to Health
Grants – January 30, 2009
Regional Summits – Spring 2009, Nanaimo, BC

Everybody Active
Seed Grants (phase 3) – January - February 13, 2009
Seed Grants (phase 4) – April - May 29, 2009

Walk BC
Workshops – Spring 2009
Physician Registration – Ongoing

Community Based Awareness
Grants – Jan 5 – Feb 27, 2009
Workshops – Spring 2009
Province Wide Physical Activity Awareness Campaign – Spring / Summer 2009



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BC Healthy Living Alliance Members

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DESIGN:
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