Physical Activity Strategic Plan

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Active Living Coordinator

April, 2011
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Summary

In 2010, the Municipality of Argyle was given the opportunity to introduce the Municipal Physical Activity Leadership Program (MPAL) into their organization. The program highlights the fact that there are benefits in health, social, economic and environmental associated with increasing physical activity levels in communities. MPAL recognizes that half of our population is sedentary and that our youth are becoming less active. The government of Nova Scotia has set a goal of increasing the number of Nova Scotians active enough for health benefits by ten percent by 2010. This program is intended to support the important role played by municipalities in providing opportunities for physical activity, through the provision of qualified leadership at the municipal level. This job entails the preparation and implementation of a strategic physical activity plan.

A physical activity plan is a strategic document to guide local government and partners to increase awareness and increasing participation in structured and unstructured physical activity. Plans will be based on participation trends, community asset mapping and public consultation and will include multi-level strategies to overcome barriers to participation, an action plan and a budget. It is part of a province wide initiative to enable local municipalities to improve their planning for physical activity. This is a cost sharing initiative between the municipality and Health and Wellness.

The physical activity strategy for the Municipality of Argyle will address the problem of the low levels of physical activity within the municipality. The strategy will focus on key goals like leadership, communication, access to physical activity opportunities and facilities, policy development and awareness of the benefits of regular practice of physical activity. These focus goals were brought forward by a steering committee and reinforced by a physical activity strategy committee and public consultations.
Outline of steps

1. **General overview.**
   Defining a job description for the new position. Understanding the process of what is a Strategy and reading past strategies. Finding the resources needed to begin the process. Establishing a plan of the plan is key to begin the process. Knowing what needs to be done to accomplish a successful strategic plan.

2. **Steering committee.**
   A small group of leaders in the Municipality of Argyle to steer the project in the general direction of where it should be headed. Once this has been done the steering committee has done its task and has no raison d’être.

3. **Situation analysis.**
   To achieve the goals of this step is to gather as much information on the Municipality of Argyle. Understanding what already exists and what the residents want and need is crucial to this step. A separate committee was formed to begin the analysis of information and decide the next steps.

4. **Where do we want to be and how do we get there?**
   Together with the committee we decide the goals of the strategy and the actions that need to take place to achieve these goals. Each action has a lead agency who takes control of the action.

5. **Evaluation.**
   Updating the strategy to assure all actions are being followed through according to the timeline.
Planning Timeline

July-August 2009
- Municipal Survey

January 2010
- Ipsos Reid Survey was conducted in the Municipality of Argyle.

February 2010
- General overview of strategies from other municipalities. Meet and consult with other ALC to begin the process of planning the plan.
- Begin writing the plan of the plan.

March 2010
- Establish a “steering committee” to help plan the basic roles of the strategy and create a draft vision, mission and goals. The steering committee thought up questions that they found important to ask the community at the community meetings.
- Ipsos Reid Survey Results are back

April 2010
- Establish a “working group” to explain the strategy and help with the community meetings.
  o Questions
  o Assist
  o Analyze

Sept 2010
- Book facilities and advertise community meetings

Sept 2010
- Host the meetings

Sept/Oct 2010
- Process the information gathered from the community meetings
- Have another working group meeting to go over the results gathered
- Report the results to group and make a list of priorities and brainstorm additional pieces for the strategy.

Jan/Feb 2011
- Develop the 5 year- Physical Activity Action Plan

May 2011
- Community Meetings for municipal strategic plan
- Presentation to community
- Council Endorsement
- Implementation stage begins

April 2012
- Re-evaluation of the process and the strategy
Acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALC</td>
<td>Active Living Coordinator</td>
</tr>
<tr>
<td>HW</td>
<td>Health and Wellness</td>
</tr>
<tr>
<td>Mun.</td>
<td>Municipality</td>
</tr>
<tr>
<td>P.A.</td>
<td>Physical Activity</td>
</tr>
<tr>
<td>PASC</td>
<td>Physical Activity Strategy Committee</td>
</tr>
<tr>
<td>Rec</td>
<td>Recreation</td>
</tr>
<tr>
<td>Rec. Dir.</td>
<td>Recreation Director</td>
</tr>
<tr>
<td>S.C</td>
<td>Steering Committee</td>
</tr>
<tr>
<td>W.G.</td>
<td>Work Group</td>
</tr>
<tr>
<td>M.S.</td>
<td>Municipal Survey</td>
</tr>
<tr>
<td>I.R.</td>
<td>Ipsos Reid Survey</td>
</tr>
<tr>
<td>MPAL</td>
<td>Municipal Physical Activity Leader</td>
</tr>
<tr>
<td>MODA</td>
<td>Municipality of the District of Argyle</td>
</tr>
</tbody>
</table>
Physical Activity

In Canada, there are a multitude of physical activity guides that tailor to specific age groups. In 2011, the Canadian Society for exercise physiology created new physical activity guidelines. The Canadian physical activity guides say we should accumulate 60 minutes of physical activity per day to stay healthy or to improve our health. The guides are grouped by different age categories; children (5-11 years), youth (12-17 years), adults (18-64 years) and older adults (65 or better).

The recommendations of physical activity for each group are a little different. In the past, everyone was required to do 60 minutes of physical activity per day. The new requirements for children and youth are 60 minutes of daily physical activity and adults and older adults require 150 minutes of physical activity per week. To download or to view the Canadian physical activity guides please visit: www.csep.ca.

The benefits of regular activity are improved fitness, better posture and balance, better self-esteem, weight control, stronger muscles and bones, feeling more energetic, relaxation and reduced stress and continued independent living in later life. The practice of regular physical activity can reduce the chance of health problems such as heart disease, obesity, high blood pressure, adult-onset diabetes, osteoporosis, stroke, depression, colon cancer and even premature death. Choosing a variety of activities is key. In the past different activities were divided into: endurance activities like jogging and playing hockey; flexibility activities like stretching and yoga and strength enhancing activities like weight lifting. Now the guide simply gives activities of how to be active. Their biggest goal is to reduce screen time (computer, television) and sedentary extended sitting time. For more information on these guides please visit the csep site, to see the physical activity guidelines please see appendix 1.  

Guidelines for children 5-11 years
Guidelines for youth 12-17 years
Guidelines for adults 18-64 years
Guidelines for older adults 65+

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1 CSEP Guidelines
Steering committee

The steering committee was put together to begin the process of where the strategy should be headed. There were three members of the initial S.C.;

Julien Boudreau, Active Living Coordinator for the Municipality of Argyle
Brenda LaGrandeur, Community Development officer for the Municipality of Argyle
Ginette d’Entremont, Recreation Director for the Municipality of Argyle

The ALC assembled this group because of their position in the municipality and their impact on the start of the process. Brenda had previously created a Tourism strategy for the Municipality of Argyle and had very good advice on how to create a mission, vision and goals for the PAS. Together they created a draft mission, vision and goals.

Vision
“The residents of the Municipality of Argyle are the healthiest individuals in Nova Scotia.”

Mission
“Create environments, policies and programs that support residents in making healthy lifestyle changes.”

Goals
1. Increase the number of physical activity leaders in the municipality
2. Enhance the communication in the municipality to increase the awareness of the benefits of physical activity and to promote physical activity opportunities.
3. Improve access to physical activity opportunities.
4. Improve access to physical activity facilities.
5. Increase local, municipal and organizational policies that support physical activity.

The steering committee also thought of questions that could be asked at the community meetings. The SC thought it was important to touch each community because they all have different needs and wants. The questions were as follows:

1. What physical activity opportunities would you like to see developed in your area?
2. What are obstacles preventing your area from being physically active?
   a. What could we do to change this?
3. Who are the physical activity Leaders in your community
4. How would you describe the availability of sport/recreation facilities and other physical activity opportunities in your area?
5. What is the best way to get information to you?
6. What motivates you to be physically active or what would motivate you to become more physically active?
7. What would help your friends and family to become more active on a regular basis?

A presentation was given by the SC on physical activity to seniors of the municipality. Different categories of questions were asked to seniors to test the waters before having a community meeting.

The next step was a meeting with Debby Smith, Health and Wellness representative for the South Shore to review the process and to go over the mission, vision and goals brought forth by the steering committee.

A summary of all these meetings are in the following chapters.
**Work Group (WG)**

The Physical Activity Strategy is a collaborative work that is put together with the help of a work group. The work group meets to discuss the planning process of the strategy.

The purpose of the workgroup is to provide support, advice and direction to the development and implementation of a comprehensive physical activity strategy. The work group is a voice for the residents for the Municipality of Argyle. The work group was picked in a strategic way. An invitation was sent out to twenty people and everyone who accepted the invitation is a member. The work group has a nice mix of young and old and people with varying occupations. An occupation in the health field was a bonus to the group because they could bring their work experiences to the group.

**Member Responsibilities:**

1. To attend and participate in meetings
2. To assist in the strategy development
3. To provide advice regarding strategy development
4. To support the Active Living Coordinator
5. To identify existing physical activity resources
6. To brainstorm new ideas
7. To promote strategy interest
8. To identify and build physical activity partnerships
9. Yearly Report presented to committee by the ALC. The ALC is accountable to this committee.

**Members**

Julien Boudreau (Active Living Coordinator)
Ginette d’Entremont (Recreation Director)
Mathieu Muise (Physiotherapist)
Cindy Comeau (Sports Animator; CSAP)
Dustin Goodwin (Sports Animator; Tri-County)
Monique Surette (Dietitian)
Natalie d’Entremont (Nakile Nursing Home)
Greg Cottreau (Coach)
Flossy Jacquard (Senior Groups)
Linda Dulong (Physical Education Instructor)
Debby Smith (Health and Wellness)
**Where are we now?**
We will take a look at what the recreation department looks like at the present time. Here is a list of events, facilities and local leaders.

**Argyle Recreation Commission annual events/ Programs**

<table>
<thead>
<tr>
<th>Summer (June-Sept)</th>
<th>Fall</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Music Camp</strong></td>
<td>Haunted Court House</td>
</tr>
<tr>
<td><strong>Dance Week</strong></td>
<td>Yarmouth Athletic Awards banquet</td>
</tr>
<tr>
<td><strong>Adult Trail Walk</strong></td>
<td>NCCP Coaching Clinics</td>
</tr>
<tr>
<td><strong>Crafty Kids (2)</strong></td>
<td><strong>Senior Events</strong></td>
</tr>
<tr>
<td><strong>P.A. Exploration Week</strong></td>
<td>Floor hockey</td>
</tr>
<tr>
<td><strong>Photography</strong></td>
<td>Minor Soccer</td>
</tr>
<tr>
<td><strong>Workshop</strong></td>
<td><strong>Senior Events</strong></td>
</tr>
<tr>
<td><strong>Sport Camps</strong></td>
<td><strong>Senior Events</strong></td>
</tr>
<tr>
<td>Indoor soccer</td>
<td>Picnic</td>
</tr>
<tr>
<td>Badminton</td>
<td>Games</td>
</tr>
<tr>
<td>Volleyball</td>
<td>Seniors for sale</td>
</tr>
<tr>
<td>Ultimate Frisbee/</td>
<td>Golf</td>
</tr>
<tr>
<td>Flag Football</td>
<td>Carpet bowling</td>
</tr>
<tr>
<td>Handball</td>
<td><strong>Winter</strong></td>
</tr>
<tr>
<td></td>
<td>P.A. day</td>
</tr>
<tr>
<td></td>
<td>Bus Trip</td>
</tr>
<tr>
<td></td>
<td><strong>Spring</strong></td>
</tr>
<tr>
<td></td>
<td>Day Camp</td>
</tr>
</tbody>
</table>

*These are the activities that are related to physical activity.

**Argyle Recreation Commission Members**

<table>
<thead>
<tr>
<th>TBA – Chairperson</th>
<th>Malcolm Madden - Councilor</th>
<th>Kendrick d’Entremont</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amy Cottreau – Vice</td>
<td>Bruce Hubbard - Councilor</td>
<td>Vernon Pothier</td>
</tr>
<tr>
<td>Chairperson</td>
<td>Scott Surette</td>
<td>Peter Hansen</td>
</tr>
<tr>
<td>Roderick Murphy Jr.- Councilor</td>
<td>Nicole Albright</td>
<td>Aldéric Boudreau</td>
</tr>
<tr>
<td></td>
<td>Greg Pottier</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maurice Babin</td>
<td></td>
</tr>
</tbody>
</table>

**Inventory**

**Resources**

**Outdoor Recreation Facilities**

1. Amirault’s Hill Tennis Court
2. Amirault’s Hill Ball field
3. Drumlin Heights School Soccer Field
4. Drumlin Heights School Multi-purpose Court
5. East Pubnico Soccer Field (converted from old ball field)
6. École Belleville Soccer Field
7. École Pubnico Soccer Field
8. École Secondaire de Par-en-Bas Multipurpose Court
9. École Secondaire de Par-en-Bas Soccer Field
10. Kemptville Ball field
11. Kemptville Multi-purpose Court
12. Plymouth School Multi-purpose Court
13. Plymouth School Soccer/Ball field
14. Pubnico South Ball field
15. Quinan Multi-purpose Court
16. S.A.R. Ball field
17. S.A.R. Tennis Court
18. Surette’s Island Ball field
19. Tusket Ball field
20. Wedgeport Ball field
21. Wedgeport Multi-purpose Court
22. Wedgeport Soccer field and Track
23. West Pubnico Multi-purpose Court
24. Trails (47 kilometers pass through our municipality)
25. Golf Course
Recreation Facilities
- École Secondaire de Par-en-Bas (Gymnasium)
  - Alderic Boudreau, Physical Education Teacher
- École Belleville (Gymnasium)
  - Linda Dulong, Physical Education Teacher
- École Wedgeport (Gymnasium)
  - Kelly Cottreau, Physical Education Teacher
- École Pubnico-Ouest (Gymnasium)
  - Jodie d’Entremont and Joëlle d’Entremont, Physical Education Teachers
- Drumlín Heights Consolidated School (Gymnasium)
  - Sr. Gary Hobbs, Jr. Adam Burton, Physical Education Teachers
- Plymouth School (Gymnasium)
  - Terry Robertson, Physical Education Teacher

Community Clubs/Halls
- Knights of Columbus Wedgeport
- Legion Wedgeport
- Girl Guide Hall Wedgeport
- Wedgeport Fire hall
- Plymouth Hall
- Hubbard’s Point Community Hall
- Amirault’s Hill Fire Hall
- Twin Village Social Club Amirault’s Hill
- Club Social des Isles- Surette’s Island
- Surette’s Island Fire Hall
- Quinan Club des Audacieux
- Quinan Fire Department
- Eel Brook Fire Department
- Eel Brook Community Center
- Salle de Poumbcoup
- Pubnico Fire hall
- Middle West Pubnico Legion
- Pubnico Legion
- Pubnico and Area Lion’s Club
- East Pubnico Fire hall
- East Side Community Center
- East Side Community Centre
- Twin Village Social Club
- Club Social des Isles
- Club Acadien
- Abram’s River Hall
- Glenwood Community Hall
- Central Argyle Community Hall
- Harbour Hill Community Hall (Comeau’s Hill)

Local annual events
- Jeux de l’Acadie
- Argyle Abuptic Festival
- Festival International de Par-en-Bas
- Wedgeport Family Softball tournament
- Wedgeport Tuna Tournament
- Tern Festival (birding weekend)

Community Organizations
- Argyle Minor Soccer Club
- Yarmouth Minor Baseball
- School Running Club
- Senior Clubs in : Wedgeport, Sainte-Anne du Ruisseau, Quinan, West Pubnico and East Pubnico
- Jeux de l’Acadie- Délégation Par-en-Bas
Summary

It is easy to focus on what Argyle doesn’t have but we do have assets that we can build on. The physical activity strategy for Argyle will focus on new but will also try to build on what we already have.

The Argyle Recreation Commission is an advisory committee that helps guide the Recreation Department into its yearly events. The purpose of their existence is to give guidance and advice to the Department. They are also involved in interviewing summer staff, they help out at yearly events as volunteers and they assist monthly meetings. At the monthly meetings, the ARC is the voice of the municipality. There are also councilors on the committee and they report back to council meetings. For more information on the ARC or to know how you can get involved, please contact the recreation department.

The Municipality of Argyle has various courts, fields and facilities. If we take the time to visit these sites we can quickly note that some of these have been vacant for some time or have not been maintained. Looking forward at the Ipsos Reid results we can note that baseball is no longer a popular sport in Argyle but soccer has now taken its place. This could be a reason why most of our baseball facilities have been let go, but there are still senior groups who use these fields. We also have heard in our community meetings that residents would like to see a softball tournament in all of our districts. For this reason we have to take initiative to look more in-depth at our facilities, we need to know who is responsible for the location and budget for repairs.

Argyle has many local sporting groups and community groups. Very few of them have been listed here. Again, looking forward we have heard that residents are not aware of what is happening in their community. Working on promotion of events, programs and of our local sporting/community groups will grow our awareness. We are lucky enough to have community halls all across our municipality. These halls are not being used to their full potential either.
Who are we serving?

In this section we will take a look at who is living in the Municipality of Argyle and what physical activity is already taking place. Before we can start creating objectives, goals and actions we have to take the time and see who we are tailoring our programs to. We seek to compile a list of what the residents say they want in their community as well.

The tools used to gather this information are the Ipsos Reid Survey, Municipal Survey, Community Meetings, Réseau Santé and Municipal Meetings.

Ipsos Reid Survey (I.R)
The 2010 Ipsos Reid survey reached out, in January, to the residents of Argyle to ask them specific questions on their current levels of physical activity, their satisfaction with the recreation department, amongst other important information that is helpful with the creation of a physical activity strategy. The survey reached its goal of 300 replies.

Demographics
**Common Physical activities**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>59%</td>
</tr>
<tr>
<td>Hockey</td>
<td>11%</td>
</tr>
<tr>
<td>Jogging/Running</td>
<td>8%</td>
</tr>
<tr>
<td>Biking/Cycling</td>
<td>8%</td>
</tr>
<tr>
<td>Outdoor Activities</td>
<td>7%</td>
</tr>
<tr>
<td>Housework/Yardwork</td>
<td>6%</td>
</tr>
<tr>
<td>Swimming</td>
<td>5%</td>
</tr>
<tr>
<td>Fishing</td>
<td>5%</td>
</tr>
<tr>
<td>Gym</td>
<td>5%</td>
</tr>
<tr>
<td>Golf</td>
<td>4%</td>
</tr>
<tr>
<td>Exercise machines</td>
<td>4%</td>
</tr>
<tr>
<td>Weightlifting</td>
<td>4%</td>
</tr>
<tr>
<td>Yoga</td>
<td>3%</td>
</tr>
<tr>
<td>Fitness Classes</td>
<td>3%</td>
</tr>
<tr>
<td>Martial Arts</td>
<td>3%</td>
</tr>
<tr>
<td>Skating</td>
<td>3%</td>
</tr>
<tr>
<td>Do not participate</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Summary**

After analyzing the data from the survey it is safe to say that our municipality is mostly structured of baby boomers with an average age of 48. Our residents are mostly without children, either they have moved away or they do not have any. Argyle’s residents have been living here for a long time and they state that most have lived here for more than 20 years. The citizens of Argyle see themselves as being of average physical fitness. The fitness level of our residents, according to them, is of an average level. The number one method of being active for our residents is walking. The usage of our facilities are very low, more research is needed on why our facilities are not being used. With walking being such a high percentage (59%), more walking opportunities should be explored such as trails, track and field facility, walking clubs or marathons.
Municipal Survey (M.S.)

From July to August 2009 the Municipality of Argyle reached out to its citizens with a Resident Community Survey. The survey reached 104 residents via telephone and 27 via internet for a total of 131 interviewed. The survey asked various categories of questions; Demographics, Customer Service, Communication / Website / Newsletter, Recreation, Tourism, Property Inspection, Heritage, Other Services and Community engagement. To view a detailed list of answers to this survey please visit our website: www.munargyle.com.

The M.S. did ask a specific question that the I.R. did not and that is what the preferred language is. The results came in at almost an even split: English 43.1% and French 50.9% (Other: 6.0%). The results are close and prove that we have a diverse culture.

Demographics

The M.S. asked what the residents would like to see in our community, here are a few responses that were re-occurring.

- The school work together to allow public use of weight lifting equipment
- Exercise demonstrations like yoga, running, Pilates to show public about them but in conjunction with a festival
- More for Seniors
- More Baseball/Softball
- Public skating events
- Winter Hockey Tournaments,
- Not a lot for Ages 20’s to 50’s,
- Music Nights (Concerts/Open Mics) For Young and Old,
- Winter Snow Days, More weekend Events
Community Meetings

In order to serve our community we had to go into our municipality and ask the residents what they would like to see in a physical activity strategy. This process will never be complete because there will be new residents coming to Argyle and as the times change the habits of the residents will change. We, the physical activity work group, will continue to go into the community and ask the residents what they would like to see happen to increase physical activity.

Here is a list of the locations and dates that we went:
October 4th - École Wedgeport (Gym)
October 5th - École secondaire Par en Bas (Cafeteria)
October 12th - École Pubnico (Gym)
October 13th – Drumlin Heights (Cafeteria)
All meetings are held from 7-9 pm

We asked the group the following questions
8. What P.A opportunities would you like to see developed in your area?
9. What are obstacles preventing your area from being P.A.?
   a. What could we do to change this?
10. Who are the P.A. Leaders in your community
11. How would you describe the availability of sport/recreation facilities and other P.A. opportunities in your area?
12. What is the best way to get information to you?
13. What motivates you to be P.A. or what would motivate you to become more P.A.?
14. What would help your friends and family to become more P.A. on a regular basis?

Here is a brief summary of what was said at these four meetings:

Promotion
At every session attended and from email received all had the same complaint. “I would have gone if I would had known about it. Where did you advertise? Well, nobody told me.” It is for this reason we included the question: What is the best way to get information out to you? We have received a variety of options such as; email distribution lists, facebook, phone calls, newsletters. Most of these we already do but we will have to modify. Another great suggestion was the creation of a community calendar that would post all the events of the Municipality, not solely the ones that Recreation organizes but all the events that are being held in our area. The seniors attending the session said that they are un-aware of the benefits of physical activity and they do not know what to do. An educational aspect has to be added to the strategy to educate not only the seniors but the entire municipality on how to be active and what it brings to longevity.

Infrastructure
Another barrier to physical activity is the lack of physical activity infrastructure in Argyle. The arena, pool and fitness centers are all located outside the municipality. At most of the sessions, the comment was said that the residents of Argyle were frustrated and did not want to travel any more to frequent a gym or pool or to attend an activity. They want to have a location in Argyle where they can be active and be inside from the elements.

Sidewalks
All the sessions mentioned sidewalks. They talked about the lack of sidewalks or the fact that they are not being maintained during the winter months. Ipsos Reid survey says that 59% of residents enjoy walking and walk as a means to be active. If we have no infrastructure the sidewalks are their only means of walking. Another suggestion brought to the table by an avid biker, was to pass a policy that all new roads have an extended shoulder to provide space for bikers. It does not have to be on both sides of the road but big enough to drive a bike. Residents always say that during winter it is not only too cold but too dark to walk after work. They mention that there are insufficient street lights for them to walk in safety.

Activities/Events
Not only were the participants un-aware of the events/activities that the Recreation Department offers or promotes but they had some suggestions to make them better. One resident said “You need to make sure you know who you are tailoring your needs to, you have to know who you are making these events for!” There are few to no events for families to participate together, few to no events for adults and too many events are during the summer months.

Repairs
A barrier that can be tackled sooner rather than later is repairs to infrastructure that we own. Each community has mentioned a location they wish would be maintained and repaired.

Trails
There are beautiful trails that pass through our Municipality but they are not being used to their fullest potential.

Dividing communities
Far too often the Municipality is divided into communities for festivals and for leisure activities. At the sessions most people did not know why but said they would love to see more inter-community events/games. An example given was the lob ball tournament in Wedgeport to expand and have a family tournament with the winning families from each community. Bringing Argyle together as a Municipality and not individual communities is key to our success in growing our region.

*for a detailed list of everything that was said at the community sessions please consult the Physical Activity Community Sessions Report.

The residents of Argyle have identified these as barriers and opportunities they would like to see addressed in their community. The goals and actions of the strategy should reflect what they would like to see.

Réseau Santé
In the spring of 2010, the Active Living coordinator, Recreation Director and Community Development officer were invited to present to the Group Réseau Santé about physical activity. Réseau Santé is a group put together to increase health services in French to residents. There were 40 seniors present at the presentation. After a brief presentation on physical activity the seniors were asked a few questions. For a detailed list of answers please see Appendix 2.

In brief, the seniors enjoy physical activity. They find physical activity to be fun but they have concerns when it comes to being active in Argyle. The lack of sidewalks, the amount of dogs that are loose next to the road and no safe biking lanes make physical activity unsafe for seniors. They explain how the roads are unsafe and how there are no opportunities during the winter time.
The seniors present explain to us how the volunteers that are in Argyle are always the same. What they mean by this is it is always the same people volunteering at every event. Volunteer recruitment should be on the agenda in this strategy according to them.

**Municipal Community Meetings**

The Municipality of Argyle is conducting community meetings to research information for their strategic plan. Beginning in March, they will reach out to all 9 districts in the municipality to get each community feedback. Four meetings have been completed up to now and the notes from these meetings are available on the municipal website www.munargyle.com.

Information pertinent to recreation and physical activity arising from these meetings are similar to those from the physical activity community meetings and Ipsos Reid/Municipal survey. The residents are not satisfied with the quality and quantity of services offered. They are looking for more sidewalks and more specific activities in their district. They highlight that their biggest fear for their community is vandalism done by the teens in our area. Residents say the reason for this vandalism is because teens have nothing to keep them occupied. While listing assets, all communities underline their community halls, fire halls, churches and schools. As we already know these locations are under-utilized.

**Who are we serving? Summary**

The residents of Argyle have attended the meetings with big numbers at some meetings and with smaller numbers at others. The quantity of participants was not our target but the quality of the information. Argyle has proud residents and is happy to call Argyle home.

We have many assets here and most residents are aware of what we have. They are discouraged by the shape of our facilities and the amount they are being used. Residents are looking for more means to be active and are having a hard time to find the time to be active. The same people are always the leaders in our community and we are desperately looking for more volunteers and leaders in our community. Promotion is another topic that residents would like to see improved in our area, they are not aware of what is happening and would like to know. Low attendance at events and programs could be due to lack of promotion. Families and teens seem to be left out in the planning process of events and programs in the Recreation Department and residents would like to see teens of the streets and doing something productive in their communities.

With this information we are now looking at what can we do to improve on physical activity opportunities for our residents. With all the data collected we will now look at objectives, goals and action plans to increase physical activities. Partners will be brought in to help with this process.
# Physical Activity Implementation Action Plan

## Goal #1: Increase the number of physical activity leaders in the Municipality

<table>
<thead>
<tr>
<th>Objective</th>
<th>Strategy Plan</th>
<th>Action Plan</th>
<th>Lead</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 1.1</td>
<td><strong>Workplace wellness</strong>&lt;br&gt;Create a workplace wellness program.</td>
<td>→ Research other workplace wellness programs.&lt;br&gt;→ Create and implement a workplace wellness program for the Municipality of Argyle employees.&lt;br&gt;→ Evaluate success of program.</td>
<td>ARD Council</td>
<td>2011</td>
</tr>
<tr>
<td>By December 2011,</td>
<td>the Argyle Recreation Department will create a workplace wellness program in which employers within the municipality would encourage employees to incorporate physical activity into their lifestyle through group activities and incentives.</td>
<td><strong>Data Collection</strong>&lt;br&gt;Create a list of local businesses with 10 or more employees.</td>
<td>ARD Council</td>
<td>2011</td>
</tr>
<tr>
<td>the Argyle Recreation Department will create a workplace wellness program in which employers within the municipality would encourage employees to incorporate physical activity into their lifestyle through group activities and incentives.</td>
<td><strong>Workplace wellness</strong>&lt;br&gt;Encourage businesses and employees to include wellness into their missions and values</td>
<td>→ Create a database of businesses in the Municipality of Argyle with 10 or more employees&lt;br&gt;→ Keep an updated list of who has a P.A. plan and who has created a new one.</td>
<td>ARD Tax Dept. PASC Council</td>
<td>2011</td>
</tr>
<tr>
<td>Objective 1.2</td>
<td><strong>Presentations</strong>&lt;br&gt;Create presentation that will be presented to businesses and the public about workplace wellness programs.</td>
<td>→ Create a model workplace wellness program&lt;br&gt;→ Introduce workplace wellness initiatives in local businesses&lt;br&gt;→ Incorporate P.A. in roles of summer staff</td>
<td>ARD Council</td>
<td>2011</td>
</tr>
<tr>
<td>By December 2013,</td>
<td>3 companies or businesses with 10 or more employees will participate in a workplace wellness program facilitated by the Argyle Recreation Department.</td>
<td><strong>Presentations</strong>&lt;br&gt;Create presentation that will be presented to businesses and the public about workplace wellness programs.</td>
<td>ARD Council</td>
<td>2011</td>
</tr>
<tr>
<td>Objective 1.3</td>
<td>Support Physicians and Healthcare providers</td>
<td>Objective 1.4</td>
<td>South Shore Active Communities Committee that meets to discuss physical activity opportunities on the South Shore</td>
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<tr>
<td>By September 2013, the Argyle Recreation Department will partner with both high schools to provide coaching and training certifications to students in grades 10-12.</td>
<td>Support committee</td>
<td>South Shore Active Communities Committee that meets to discuss physical activity opportunities on the South Shore</td>
<td>Support committee</td>
<td></td>
</tr>
<tr>
<td>Coaching Certification Recreation Department offers Part A of the Coaching certification.</td>
<td>Increase the attendance at the certification</td>
<td>→ Support committee</td>
<td>ARD 2011</td>
<td></td>
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<tr>
<td>→ Offer the course more often</td>
<td>→ Offer Make a Move</td>
<td>ESPB DH</td>
<td></td>
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<tr>
<td>→ Take the training to be an instructor of this course</td>
<td>→ Increase the knowledge of Move More program</td>
<td></td>
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<tr>
<td>Support Physicians and Healthcare providers</td>
<td>→ Create a hand out of places and opportunities to be active in Argyle.</td>
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<tr>
<td>→ Make a connection with Nursing and Senior Homes</td>
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<tr>
<td>Objective 1.4</td>
<td></td>
<td>By 2014, the Argyle Recreation Department will have supported 2 local initiatives that encourage physical activity.</td>
<td>South Shore Active Communities Committee that meets to discuss physical activity opportunities on the South Shore</td>
<td></td>
</tr>
<tr>
<td>Fitness Instructors/ Youth Fitness Instructors</td>
<td>Offer fitness training opportunities</td>
<td>Fitness Instructors/ Youth Fitness Instructors</td>
<td>Offer fitness training opportunities</td>
<td></td>
</tr>
<tr>
<td>Recruit and train fitness instructors</td>
<td>Find leaders that would take the courses</td>
<td>Recruit and train youth fitness instructors</td>
<td>Find leaders that would take the courses</td>
<td></td>
</tr>
<tr>
<td>Recruit and train youth fitness instructors</td>
<td>Find youth leaders in the high schools to put on activities for younger kids.</td>
<td></td>
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<tr>
<td>Objective 1.5</td>
<td>Support youth engagement initiatives</td>
<td>ARD 2011</td>
<td>Support youth engagement initiatives</td>
<td></td>
</tr>
<tr>
<td>By 2014, The Municipality of Argyle will have trained 5 amounts of leaders to promote physical activity.</td>
<td>Offer fitness training opportunities through BaM!</td>
<td>Support youth engagement initiatives</td>
<td>ARD 2011</td>
<td></td>
</tr>
<tr>
<td>→ Make training opportunities more accessible to P.A. leaders that want to increase their knowledge</td>
<td>→ Participate in BaM!</td>
<td>Support youth engagement initiatives</td>
<td>ARD 2011</td>
<td></td>
</tr>
<tr>
<td>Training Opportunities Fund/subsidize training opportunities that support physical activity.</td>
<td></td>
<td>Support youth engagement initiatives</td>
<td>ARD 2011</td>
<td></td>
</tr>
</tbody>
</table>
| Expand the social and personal network of P.A. Leaders | → Promote and create opportunities for trainers to be certified/recertify and to have first aid training.  
→ Take first aid training to become an instructor.  
→ Find stakeholders who have similar strategies or have common goals  
→ Create partnerships  
→ Support Physical Activity groups.  
→ Attend Argyle Recreation Commission meetings and support the committee  
→ Contact social clubs  
→ Do Lunch and Learns with local businesses and nursing homes. |
**Goal #2: Enhance the communication in the Municipality to increase the awareness of the benefits of physical activity and to promote physical activity opportunities**

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Strategy Plan</th>
<th>Action Plan</th>
<th>Lead</th>
<th>Start Date</th>
</tr>
</thead>
</table>
| **Objective 2.1**  
By 2015, Municipality of Argyle will have developed a brand name and logo, promoting physical activity so that 60% of the residents will be aware of the logo and what it stands for. | Establish a brand for the Municipality of Argyle physical activity strategy | → Create a logo and a brand name  
→ Link logo and name to websites and local programs that the strategy supports. |      |            |
| **Objective 2.2**  
By 2012, MODA will have a Facebook page and website, dedicated to physical activity benefits and opportunities in the area so that 600 residents will be aware of what’s available to them. | Use new means of communication. Update website to make it more accessible for residents. Add a physical activity section to the site. Explore potential of a Facebook site. | → Creation of Facebook site  
→ Use Facebook to communicate events  
→ Encourage the update of the site  
→ Push to have a Physical Activity section on the site.  
→ Keep the site up to date  
→ Create a social media marketing campaign to promote physical activity. |      |            |
| **Objective 2.3**  
By 2012, All events for seniors will include information about physical activity benefits and opportunities available to them. | Promote benefits and opportunities in local businesses and physical activity facilities in the area. Use local media to our advantage to promote the benefits of physical activity and to promote our events. | → Promote in senior gathering locations; Churches, Legions, social clubs  
→ Promote in physical activity facilities; golf courses  
→ Use local newspapers (Vanguard, Chronicle Herald, Le Courier, Lobster Bay Shopper)  
→ Use radio announcements (CJLS, CIFA, CKBW)  
→ Hard copy paper |      |            |
<table>
<thead>
<tr>
<th>Objective 2.4</th>
<th>Develop and implement a promotion plan. Communicate and implement the strategy in the community to ensure that the residents of Argyle are aware of the Physical Activity Strategy</th>
<th>Expand the importance of the PAS to the residents of Argyle.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Community Consultations/meetings Keep up to date with the trends and what interest the residents of Argyle</td>
<td>Facilitate community sessions to ask questions and gather information on P.A. in Argyle.</td>
</tr>
<tr>
<td></td>
<td>Make our events more accessible for everyone in our community.</td>
<td>Make presentations on Physical Activity in Community Halls and Centers.</td>
</tr>
<tr>
<td></td>
<td>Reaching out to the senior population of Argyle.</td>
<td>Community Sessions for the Physical Activity Strategy</td>
</tr>
<tr>
<td></td>
<td>Creating events for the municipality at Nursing homes.</td>
<td>Updating the information being fed to the Recreation Department</td>
</tr>
<tr>
<td></td>
<td>Make the logo known</td>
<td>Meet with Council to access district specific assets and needs.</td>
</tr>
</tbody>
</table>
| **Promotional Videos**  
Develop promotional videos | → Create videos to play at the schools that promote physical activity in general  
→ Promote a specific activity such as Yoga or Zumba. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Collaborate with Health Promoting Schools and Écoles en Santé</strong></td>
<td>→ Communicate with these two groups and link goals and actions.</td>
</tr>
</tbody>
</table>
| **Reduce Screen Time**  
Reduce the amount of time residents spend in front of the television and computers.  
Communicate in messaging, reducing sedentary time. | → Familiarize with Live and Unplugged  
→ Encourage residents to reduce screen time and increase P.A. |
| **Day Camps**  
Promote physical activity and healthy living in day camps. | → Review staff manual and assure physical activity has importance.  
→ Regular physical activity in Day Camps |
| **Newsletter**  
Municipality of Argyle creates a newsletter that goes out quarterly. | → Add physical activity blurb on the Municipal Newsletter.  
→ Promote Physical Activity opportunities in the newsletter. |
**GOAL #3: IMPROVE ACCESS TO PHYSICAL ACTIVITY OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Strategy Plan</th>
<th>Action Plan</th>
<th>Lead</th>
<th>Start Date</th>
</tr>
</thead>
</table>
| **Objective 3.1** MODA will have a separate budget item to offer grants to P.A. groups in the Municipality by 2011-12 | Grants The Argyle Recreation Department offers grants to community groups that seek financial help with their event, group or organization. | → Continue supporting community groups  
→ Make a separate budget item to offer grants to Physical Activity groups.  
→ To continue using Kids Sport Support Jumpstart  
→ Find more financial support that will increase physical activity |          |            |
| **Objective 3.2** The recreation staff of MODA will implement 4 family events (i.e. walking, snow shoeing, Nordic walking, etc.) by 2012 and every year thereafter. | Family Centered Programs Increase the amount of family oriented programs not age specific | → Update the inventory of events and activities of the Recreation Department and fill the gaps (Family)  
→ Intergenerational connections (walking, gardening, picnics) |          |            |
| **Objective 3.3** MODA will post, led by the IT Department, the Ipsos Reid survey and community PA surveys on the municipal website by April 1<sup>st</sup> 2011. | Update physical activity section on website | → Post Ipsos Reid Survey and community surveys on website.  
→ Post physical activity guidelines on website |          |            |
| **Objective 3.4** MODA will offer complete financial assistance for registered certifications (Zumba, Yoga, and Fitness) to people in the community in return the leaders shall offer 3 free sessions in MODA by 2013. | Free Programs Encourage leaders in the community to offer free events or programs in the municipality. | → Assist local leaders to assure that they can offer free sessions. |          |            |
| Objective 3.5 | By 2012, MODA will develop a specific strategy to target vulnerable groups. | Vulnerable Groups  
Develop a plan that will identify what groups are more vulnerable to lack of Physical Activity | → An in depth research of the residents of Argyle and who are lacking in physical activity, opportunities and access to physical activity.  
→ Support, encourage and create more female only events, initiatives and programs. |
|-----------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Objective 3.6 | By 2015, the Recreation Director shall organize a girls’ softball league (3 teams) in and around the Municipality of Argyle and the Recreation Director will communicate with Phys-Ed teachers regarding the plans for a girls’ softball league. | Recreation Director will support the female softball league | → Manage the league  
→ Promote the league |
| Objective 3.7 | Annually, the Recreation Department will provided the coaching clinic and referee clinic in French (3 per year with one being French) | NCCP coaching clinic | |
| Objective 3.9 | By 2012, MODA will initiate or support communication organizations to increase P.A. opportunities. | Incentive Programs  
Create and support incentive programs to motivate residents to be more active | → Bodies and Mind! (BaM!)  
→ Support Jeux de l’Acadie  
→ Train coaches and referees in French  
→ Increase the amount of coaches and referees |
|                |                                                                                                                                                  | Jeux de l’Acadie  
French Acadian mini-Olympics that happen every year. |                                                                      |
<table>
<thead>
<tr>
<th>Outdoor Opportunities</th>
<th>Increase usage of Trails</th>
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<tbody>
<tr>
<td>Increase outdoor play and opportunities</td>
<td>Increase usage of Trails</td>
</tr>
<tr>
<td>Nature Education initiatives</td>
<td>Meet with provincial and municipal trail groups</td>
</tr>
<tr>
<td>Heart and Stroke Walkabout</td>
<td>Promote Walkabout</td>
</tr>
<tr>
<td>Provincial walking initiative</td>
<td>Create walking opportunities and motivate residents to walk</td>
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<td></td>
<td>Offer Walkabout</td>
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<td></td>
<td>Recruit workplace leaders</td>
</tr>
<tr>
<td>Traditional and Non-Traditional Activities</td>
<td>Find geocaching leaders</td>
</tr>
<tr>
<td>Support, promote and create tradition and non-traditional physical activity opportunities for youth</td>
<td>Promote and inform residents on Geocaching</td>
</tr>
<tr>
<td>Geocaching</td>
<td>Find geocaching leaders</td>
</tr>
<tr>
<td>Using GPS technology to find treasures around the world.</td>
<td>Promote and inform residents on Geocaching</td>
</tr>
</tbody>
</table>
**GOAL #4: IMPROVE ACCESS TO PHYSICAL ACTIVITY FACILITIES**

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Strategy Plan</th>
<th>Action Plan</th>
<th>Lead</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 4.1</td>
<td>Inventory Update</td>
<td>→ Take inventory of sites&lt;br&gt;→ Visit sites and note updates&lt;br&gt;→ Create a budget for repairs&lt;br&gt;→ List how they are being used</td>
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<tr>
<td>Annually repair outdoor recreation facilities so that by 2014 all 20 are</td>
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<td>safe for use</td>
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<tr>
<td>Objective 4.2</td>
<td>Develop plan to promote use of track</td>
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<tr>
<td>By 2012, a new track and field facility will be constructed and available</td>
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<tr>
<td>for public use</td>
<td></td>
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<tr>
<td>Objective 4.3</td>
<td>School Accessibility&lt;br&gt;Make the schools in Argyle more accessible to all</td>
<td>→ Contact CSAP and Tri-county school board to better understand the policies and procedures in regards to community usage of schools.</td>
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<tr>
<td>By 2013, one new community use of schools agreement will be established.</td>
<td>residents by walking with principals to develop agreements.</td>
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<tr>
<td>Objective 4.4</td>
<td>Identify priority groups/ assess interest / develop opportunities.</td>
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<tr>
<td>Working with the 6 senior groups within MODA, by 2014 develop senior PA</td>
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<tr>
<td>programs in 3 community centers.</td>
<td></td>
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<tr>
<td>Objective 4.5</td>
<td>With Recreation department, develop maintenance fund and communicate.</td>
<td>→ Support the Yarmouth County Active Transportation plan&lt;br&gt;→ Increase A.T. opportunities in Argyle&lt;br&gt;→ Develop a guide that will promote and support the use of our trails and park.</td>
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<tr>
<td>By 2012, create a trail maintenance fund to support groups in maintaining</td>
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<tr>
<td>trails.</td>
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<tr>
<td>Objective 4.6</td>
<td>Preparing kits that families can borrow to practice physical activity</td>
<td>→ Inventory of equipment&lt;br&gt;→ Gather and create family kits with different tools, sporting equipment and guides for</td>
<td></td>
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<tr>
<td>Develop and promote community family activity packs (5) for families to</td>
<td>Equipment lending&lt;br&gt;Have a bank of equipment that can</td>
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<tr>
<td>borrow by 2011.</td>
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</table>
and will be available to the residents to borrow to allow them to be physically active.

<table>
<thead>
<tr>
<th>Objective 4.7</th>
<th>By 2013, identify and promote the facilities available for PA use so that 10% more residents are making use of these facilities.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Traditional and Non Traditional Facilities</td>
</tr>
<tr>
<td></td>
<td>The Municipality of Argyle is full of senior halls, community centers.</td>
</tr>
<tr>
<td></td>
<td>Develop inventory and promotional resource</td>
</tr>
<tr>
<td></td>
<td>→ Take inventory of equipment</td>
</tr>
<tr>
<td></td>
<td>→ Repair old equipment</td>
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<td></td>
<td>→ Buy new equipment as needed</td>
</tr>
<tr>
<td></td>
<td>→ Create and inventory of traditional and non-traditional facilities.</td>
</tr>
<tr>
<td></td>
<td>→ Communicate with managers of facilities</td>
</tr>
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<td></td>
<td>→ Support and implement the Community Engagement Program of YSMRA</td>
</tr>
<tr>
<td>Objectives</td>
<td>Strategy Plan</td>
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<td>------------</td>
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</tbody>
</table>
| **Objective 5.1**<br>By 2012, MODA will develop and approve a workplace wellness policy that supports P.A. for staff and council. | Workplace Wellness Policy | → Communicate to local businesses the importance of P.A.  
→ Implement a workplace wellness policy in the Municipality of Argyle. | | |
| **Objective 5.2**<br>By 2011, MODA shall incorporate PA in its grants to organizations applications, identifying PA as a specific measurable. | Amend Municipal Grant Policies | → Compile and document policies relating to active living and physical activity and integrate practices into policies. | | |
| **Objective 5.3**:<br>By 2015, MODA will complete 3 revision sessions of the PA strategic Plan. | Revise the Physical Activity Strategy to ensure it is still achieving its goals and intentions. | → Meet with work group and conduct revision of strategy | | |
| **Objective 5.4**<br>By 2013, 3 schools and 2 businesses (>10 employees) in Argyle will develop a PA policy component for their operation. | Advocate for municipal policy that encourages P.A.  
Decrease the number of by laws that discourage physical activity. | → Advise and inform officials during planning stages and before infrastructure is decided on physical activity opportunities.  
→ Research on policies that discourage physical activity in the Municipality of Argyle | | |
| **Objective 5.5**<br>By 2014, MODA will develop and approve a policy that mandates the municipality to offer PA programs and events for special needs groups. | Develop policy that includes everybody  
Identify barriers to inclusion | → Create a policy to make our programs, facilities and events more accessible to everyone.  
→ Policy that allows everyone to play | | |
**Evaluation**

Every plan needs a way to see if it is successful. The physical activity strategic plan for the Municipality of Argyle will use different indicators of success to measure its accomplishment.

**Objectives**
Throughout the document there are objectives and actions that are listed. If the strategic plan is to be a success these objectives and actions will be executed before their deadline days.

**Provincial Indicators**

*Objective*
The province is seeking a 10% increase in health enhancing physical activity levels across the municipal population over a five year period starting in 2010.

*Current*
IPSOS Reid survey indicated that 41% of residents describe their level of physical fitness as good. In a typical week, residents are getting 30 minutes of physical activity 3 times a week on average, according to IPSOS.

**Municipal Indicator**

*Objective*
Achieving a 10% increase in resident satisfaction in the following IPSOS Reid questions.

i) Overall satisfaction with the recreation program and services
   a. Currently: 57% are satisfied

ii) Overall satisfaction with encouraging residents to become physically active
    a. Currently: 55% are satisfied

iii) Overall satisfaction with the variety of available recreation programs and services.
    a. Currently: 50% are satisfied

iv) Overall satisfaction with Recreation facilities
    a. Currently: 54% are satisfied

There will be an evaluation strategy developed based on the goals and objectives.
Appendix 1

Guidelines for children 5-11 years

Canadian Physical Activity Guidelines

FOR CHILDREN - 5 – 11 YEARS

Guidelines

For health benefits, children aged 5-11 years should accumulate at least 60 minutes of moderate- to vigorous-intensity physical activity daily. This should include:

- Vigorous-intensity activities at least 3 days per week.
- Activities that strengthen muscle and bone at least 3 days per week.
- More daily physical activity provides greater health benefits.

Let’s Talk Intensity!

Moderate-intensity physical activities will cause children to sweat a little and to breathe harder. Activities like:

- Bike riding
- Playground activities

Vigorous-intensity physical activities will cause children to sweat and be ‘out of breath’. Activities like:

- Running
- Swimming

Being active for at least 60 minutes daily can help children:

- Improve their health
- Do better in school
- Improve their fitness
- Grow stronger
- Have fun playing with friends
- Feel happier
- Maintain a healthy body weight
- Improve their self-confidence
- Learn new skills

Parents and caregivers can help to plan their child’s daily activity. Kids can:

- Play tag – or freeze-tag!
- Go to the playground after school.
- Walk, bike, rollerblade or skateboard to school.

- Play an active game at recess.
- Go sledding in the park on the weekend.
- Go “puddle hopping” on a rainy day.

60 minutes a day. You can help your child get there!
Canadian Physical Activity Guidelines

FOR YOUTH - 12 – 17 YEARS

Guidelines

For health benefits, youth aged 12-17 years should accumulate at least 60 minutes of moderate- to vigorous-intensity physical activity daily. This should include:

- Vigorous-intensity activities at least 3 days per week.
- Activities that strengthen muscle and bone at least 3 days per week.
- More daily physical activity provides greater health benefits.

Let’s Talk Intensity!

Moderate-intensity physical activities will cause teens to sweat a little and to breathe harder. Activities like:

- Skating
- Bike riding

Vigorous-intensity physical activities will cause teens to sweat and be ‘out of breath.’ Activities like:

- Running
- Rollerblading

Being active for at least 60 minutes daily can help teens:

- Improve their health
- Do better in school
- Improve their fitness
- Grow stronger
- Have fun playing with friends
- Feel happier
- Maintain a healthy body weight
- Improve their self-confidence
- Learn new skills

Parents and caregivers can help to plan their teen’s daily activity. Teens can:

- Walk, bike, rollerblade or skateboard to school.
- Go to a gym on the weekend.
- Do a fitness class after school.
- Get the neighbours together for a game of pick-up basketball, or hockey after dinner.
- Play a sport such as basketball, hockey, soccer, martial arts, swimming, tennis, golf, skiing, snowboarding…

Now is the time. 60 minutes a day can make a difference.
Guidelines for adults 18-64 years

Canadian Physical Activity Guidelines

FOR ADULTS - 18 – 64 YEARS

Guidelines

To achieve health benefits, adults aged 18-64 years should accumulate at least 150 minutes of moderate- to vigorous-intensity aerobic physical activity per week, in bouts of 10 minutes or more.

It is also beneficial to add muscle and bone strengthening activities using major muscle groups, at least 2 days per week.

More physical activity provides greater health benefits.

Let’s Talk Intensity!

Moderate-intensity physical activities will cause adults to sweat a little and to breathe harder. Activities like:

- Brisk walking
- Bike riding

Vigorous-intensity physical activities will cause adults to sweat and be ‘out of breath’. Activities like:

- Jogging
- Cross-country skiing

Being active for at least 150 minutes per week can help reduce the risk of:

- Premature death
- Heart disease
- Stroke
- High blood pressure
- Certain types of cancer
- Type 2 diabetes
- Osteoporosis
- Overweight and obesity

And can lead to improved:

- Fitness
- Strength
- Mental health (morale and self-esteem)

Pick a time. Pick a place. Make a plan and move more!

☑ Join a weekday community running or walking group.
☑ Go for a brisk walk around the block after dinner.
☑ Take a dance class after work.
☑ Bike or walk to work every day.
☑ Rake the lawn, and then offer to do the same for a neighbour.
☑ Train for and participate in a run or walk for charity!
☑ Take up a favourite sport again or try a new sport.
☑ Be active with the family on the weekend!

Now is the time.
Walk, run, or wheel, and embrace life.

CSEP | SCPE
THE SOLO STANDARD IN EXERCISE SCIENCE AND PERSONAL TRAINING

www.csep.ca/guidelines

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Guidelines for older adults 65+

Canadian Physical Activity Guidelines

FOR OLDER ADULTS - 65 YEARS & OLDER

Guidelines

To achieve health benefits, and improve functional abilities, adults aged 65 years and older should accumulate at least 150 minutes of moderate- to vigorous-intensity aerobic physical activity per week, in bouts of 10 minutes or more.

It is also beneficial to add muscle and bone strengthening activities using major muscle groups, at least 2 days per week.

Those with poor mobility should perform physical activities to enhance balance and prevent falls.

More physical activity provides greater health benefits.

Let’s Talk Intensity!

Moderate-intensity physical activities will cause older adults to sweat a little and to breathe harder. Activities like:

- Brisk walking
- Bicycling

Vigorous-intensity physical activities will cause older adults to sweat and be ‘out of breath’. Activities like:

- Cross-country skiing
- Swimming

Being active for at least 150 minutes per week can help reduce the risk of:

- Chronic disease (such as high blood pressure and heart disease)
- Premature death

And also help to:

- Maintain functional independence
- Maintain mobility
- Improve fitness
- Improve or maintain body weight
- Maintain bone health and
- Maintain mental health and feel better

Pick a time. Pick a place. Make a plan and move more!

- Join a community urban poling or mall walking group.
- Go for a brisk walk around the block after lunch.
- Take a dance class in the afternoon.
- Train for and participate in a run or walk for charity.
- Take up a favourite sport again.
- Be active with the family! Plan to have “active reunions”.
- Go for a nature hike on the weekend.
- Take the dog for a walk after dinner.

Now is the time.
Walk, run, or wheel, and embrace life.

www.csep.ca/guidelines
Appendix 2
Community Sessions
Réseau Santé
COMMUNITY SESSIONS

A summary of the community sessions that were held from October 5th to 15th in the Municipality of Argyle. Questions were prepared in advance and the answers were noted to continue work on the Active Living Strategy.
Community Sessions

Wedgeport
October 5th 2010, École Wedgeport
Attendance (7): Simon LeBlanc, Michel Pothier, Liette Comeau, Vernon Doucette, Mona Winchester, Johnny Boudreau, Kelley Cottreau

What P.A opportunities would you like to see developed in your area?
- More sidewalks (more specific; from the Church to the fire hall)
  o Very well used
  o Walking is the most popular activity in Wedgeport
  o Clare has 23kms of sidewalks.
- No rails to trails in Wedgeport (Pleasant Lake), is there any chance to connect to the trails from Wedgeport?
  o Funding to repair the trail in Wedgeport
  o Access
- Infrastructure
  o Tennis Court needs repair
  o Indoor recreation facility
- Leash by laws? Do they exist in Argyle? (Dogs)
  o Dogs are an obstacle to Physical Activity
- Outdoor Rink

What are obstacles preventing your area from being P.A.?
- No walking when it is dark
  o Open school for walking (Ex: Clare open twice a week for walking)
  o Gym should be open in Wedgeport
- No facilities
- Central facility in Tusket?
  o There is no difference driving 15 minutes to Yarmouth or 15 to Tusket.
- Fire hall in Wedgeport
  o Line dancing and Tai Chi for seniors
- Knights of Columbus
  o Not used, could it be changed into a fitness hall?

Who are the P.A. Leaders in your community?
- Jessica Aucoin- Dance
- Walkers
- Zumba Instructors- Lola
- Coaches
- Gym Teachers- Kelly Cottreau
- Sport Animators- Cindy Comeau
- Active Living Consultant- Michel Comeau
- Always the same volunteers that do all the events
How would you describe the availability of sport/recreation facilities and other P.A. opportunities in your area?
- Summer- Soccer
- Softball tournament for the families (Expand the tournament to all of Argyle)
- Fishing Tournament
- Leaving Argyle in search of sports (Yarmouth)
- No ponds in the area
- Sidewalks not ploughed.

What is the best way to get a hold of you?
- Direct approach
  - Call me
- Calling committee
- Email distribution list

Notes/ Additional Questions
- When the renovations are made to the school the community should get together and attach a center to the school for a workout/fitness section.
- There are too many halls and clubs that are not being used. Firehall, Knights of Columbus, Legion, Boys and Girls Club, etc... we should only have one main facility that everyone can use and share the cost.
- Simon- can we organize floor hockey for younger kids and have it free?
- Is there a paid staff that can open the school?
  - Janitor works 3 hours twice a week and there are activity during those times.
- Foyer École- Fun night once a month
- Vernon- Cross country skiing, Good activity and good place to do so around the school.
- Share the activities that you are doing (calendar)
- Leaders for each sport
- There are pool tables at the Knights and the Legion
- More people would participate if they were invited.
- More attendance at Zumba if they provided babysitting
- Michel- IOs there a liability insurance for the fitness leaders
- Seniors- is there someone qualified to go to a person home to educate them on physical activity?

Tusket
October 6, 2010
École Secondaire de Par-en-Bas
Attendance (7) : Peter Boudreau, Cyril LeBlanc, Pauline Bourque, Roland Bourque, Charles Brittain, Barb Brittain, Ginette Surette
Argyle Recreation Commission (1) : Nicole Albright
Councilors (1): Malcom Madden
Strategy Members (4): Julien Boudreau, Ginette d’Entremont, Linda Dulong, Monique Surette

What P.A opportunities would you like to see developed in your area?
- Floor hockey for women
- Learn to run clinics
- Sidewalks (well used where they are)
- Recreation Department should organize activities in facilities available and divide by age.
- We don’t have exercise gym other than the one in Pubnico.
  - What would you need? Bikes, weights, treadmills
- Do people use the trails?
  - Promotion of events and more specifically the trails, we did not even know they were being used. Have an event planned out for the groups to go walking.
- Seniors have clubs and social groups to play cars and socialize
  - We need to take advantage of these groups and talk to them about what they would like to have offered to them
  - Most seniors do not exercise and only sit during group settings
  - Educate the seniors on how to be active at home
    - While sitting
  - Wii bowling for seniors
- Marathons/Triathlon

What are obstacles preventing your area from being P.A.?
- Work
- Walking on the shoulders are difficult (Quinan/Belleville)
- Lack of motivation (better off working out in groups)
- Better to have a scheduled class to keep active
- Certain communities lack organization and leaders to organize activities

Who are the P.A. Leaders in your community?
- Marco Albright- showing by example
- Coaches
- Physical Education Teachers
- Josh Shufelt – Personal Trainer
- We are lacking leaders in the community

How would you describe the availability of sport/recreation facilities and other P.A. opportunities in your area?
- Available if you know about them
- Not aware of what goes on
- Monthly calendar stating what goes on

What is the best way to get a hold of you?
- Municipal newsletter
- Facebook
- Email
- Notes to the schools
- Radio (CJLS/CIFA)

**Notes and Extra Questions**
- Suggestion: Tournament between communities instead of just witting the main communities. They call the main communities (Tusket, Wedgeport and Pubnico)
- The group had a struggle to name leaders in their community; the leaders that do exist are not well known and they would like to be informed on who they are.
- **How available are the physical activity facilities in your area?**
  - Available if you know about them
  - Not aware of what goes on
  - Suggested a monthly calendar stating what goes on
- Frank Campbell
  - Has a property with exercise equipment and various recreation opportunities that he is willing to open up his property for whoever wants to use it.
- **Would you want a gym in Tusket?**
  - YES!, with a tredmill, bikes, cardio room and free weights
  - Important to have a fitness instructor showing seniors on what they could be doing
- Need to have more leaders in the community
- **What motivates you to be active?**
  - Health issues, Weight loss, Have fun
- **What would help you and your friends and family to be more active?**
  - More promotion
  - Organization
  - Would like more activities planned within the Municipality rather than travelling to Yarmouth.
  - Focus on different age groups
  - Know who you are tailoring your needs to
- Activities at the Belleville school, what would interest you?
  - Badminton, volleyball, washer tournaments, league nights or pick up nights, girls night
- More activities for 20-40 age groups
- Fix roads for walking

**Pubnico**
October 12, 2010
École Pubnico

Attendance (4) : Cecil d’Entremont, Charlene LeBlanc, Jacinta d’Entremont, Carl d’Entremont, Rachael Surette
Municipal office staff (1): Scott Muise
Strategy Members (3): Julien Boudreau, Ginette d’Entremont, Cindy Comeau

**What P.A opportunities would you like to see developed in your area?**
- Repairs
  - Tennis court
  - Soccer field
- Paved shoulders for bike riding
  - Why is the side of the road not paved?
- Yarmouth County Active Transportation meetings, we need a representative from Argyle.
- Ron Day (Trails Association)
- Who is responsible for plowing the sidewalks?
  - Salt?
- Triathlon? (not solely for adults but for youth also)
- Playground at the Pubnico school in need of repairs (No chairs or bleachers for older adults to sit and watch their children)

**What are obstacles preventing your area from being P.A.?**
- Winter, weather, darkness
- Laziness
- Sidewalks not cleared
- Activities with children in winter time are non existant
- School had a sliding night
- Promote a healthy family lifestyle
- Kayaking and swimming (Glenwood Park)
- Not convenient
- Note: Dogs are mostly on leashes in this area
- Pubnico Health Club
  - Dark and dingy facility
  - Used by men 15-40 years of age
  - What would help?
    - Ladies night, intimidating to work out with men

**Who are the P.A. Leaders in your community?**
- Rosanne and Heather
  - Learn to run
  - See someone running and they are encouraged to do the same
  - Warden Alderic

**How available are physical activity facilities**
- Golf course is closed
- Need a car to use the facilities or to get to the nearest facility

**What is the best way to get information to you?**
- Charlene’s blog
- Social media
- Mail outs
- Facebook
- Advertise everyone’s activities on the Municipal Website

**Notes and extra questions**

**What motivates you to be physically active?**
- Health, be outside, with friends

Walking day to school- did not work?
March break activities
- Buridge students have the same break as the school and they host a day camp
- High school kids (Grade 12 could host the same camp)
Victoria Cycling Club- contact them and find out if they host events.

What would help your friends and family be more active?
- Lots of snow and more outdoor fun
- Lack of infrastructure is preventing them
- Bike lane to get to school

Everyone wants something but no one wants to offer help.
No sidewalks or crosswalk at the school
- Public awareness; campaign needs to happen if you put a sidewalk or crosswalk.
No bike rack at the school
School is always looking for ways to increase PA
CSAP schools chose physical education as a goal
How many kids are not able to participate due to the cost?
Golfing nights for kids
Soccer is not expensive

Argyle
October 13, 2010
Drumlin Heights School
Attendance (2) : Joanne Archibald, Frank Roding
Physical Education Instructors(2) : Gary Hobbs, Dave Gordon
Municipal office staff (1): Brenda LaGrandeure
Strategy Members (2): Julien Boudreau, Ginette d’Entremont

What physical activity opportunities would you like to see developed in your area? What is missing?
- Archery
- Dragon boat races
- Fitness classes at Drumlin School
- Learn to run- try to get the locals involved
- Trail
- Cardio Room at the school
- Cross country skiing

What obstacles prevent you from being active?
- Travel
- Communication, notification of events
- Sidewalks

Who are the physical activity leaders in your community?
- Jackie and Gayland Goodwin (Victoria Cycling Club)
- Chris Mackenzie
- Gym Teachers
- Recreation Department Staff

**How would you describe the availability?**
- none in Argyle

**Best way to get information out to you?**
- email
- radio

**Notes and extra questions**
- Outdoor rink
- Indoor soccer facility (Multi-purpose sport centre)
- **What would help your friends and family be more active?**  
  - More programs
  - Indoor facility
  - Glenwood park for swimming

**Emails and Calls**
Here is a list of ideas sent to me via email, phone calls or face to face conversations.

**Kempt Recreation**
I received a phone call from a lady in Kempt. She mentioned to me that Kempt was a ways out of the Municipalities central hub of Tusket and that I should go visit their recreation center and see what we could do to help them.

**Walking boot camp**
This idea is for a walking club but with a twist. The lady mentioned that it already existed but has died down since it first started. The group would meet at a specific location and walk while exercising. She said with an organized group such as this one it would force her to get outside and move.

**Bringing things to Argyle**
The autho of the email often found that she was driving her child to Town to attend activities such as swimming, skating and dance. In her opinion, Yarmouth recreation seems to have a large schedule in the summer and other times with activities for children at no charge. Activities Such as hip hop dance day this past summer etc... Also, Yarmouth Recreation holds various days for children for free and she often found herself traveling to Town for her child to participate in activities. Does the Municipality involved with Yarmouth Recreation? She has felt that over the years and especially before her daughter was school age it was difficult to find activities (sports) for 3-4 years old. ie. Gymnastics and timbit soccer (both offered in HRM for that age group). A lot of activities seemed to be for school aged children in her opinion

**List of ideas**
1. I know this is an expensive one but I seriously feel this would be such a great idea and is so needed as the YMCA is very much lacking in everything!! A pool facility with a wave pool for the kids, an Olympic size pool and a warm tot pool with sauna, steam room, fitness room possibly and dance rooms for various classes such as dance classes, gymnastics, aerobics, play area and also child minding....A big one for sure :)
2. Indoor and or outdoor mini golf
3. Indoor racquetball/squash court
4. Indoor climbing wall could be part of the Pool facility as well...
5. Waterslides for summer fun
6. Waterpark/attached to a playground. You can check out what I mean by this by going to Beckwith Park / Frog Park online as well as Peter Pan Park online as well. These are both in Victoria, BC
7. Indoor play zone with lots of tubes and slides, small rides you can look up kazoomcafe.com online for an idea of this.
8. An outdoor park with zip lines, rope swings, scrambling net walls, hanging nets, floating logs, wobbly bridges and others...one area designed for smaller kids and one for bigger kids and adults. You can look up Wild Play Elements Park online for this as well.
9. Pave a portion of the old railway so it could be used for rollerblading and stop the use of snowmobiles and 4 wheelers on the old railway as they destroy the trail, then it would also be safer to use for walking, running, hiking and biking. Also in the winter instead of having these snowmobilers and 4 wheelers people could use the trail for cross country skiing and snow shoeing.
10. Make trails to connect to the old railway trail from the communities around for easier access to the trail.
11. Longer sidewalks in the communities for safer and longer walking
12. Technical biking trails in the woods for a bit older kids and adults
13. Children's farm/petting zoo with farm animals for the kids to see and pet with a duck pond for the kids to feed. A corn maze and possible and little train to ride on or have hay rides.

Tennis in Tusket
Residents are un-aware of the availability of the tennis court in Tusket.
Réseau Santé

Session sur l’activité physique avec les aînés

Questionnaire

Bâtiments et espaces à l’extérieur
1. Expliquer : Aller pour une marche dans votre communauté
   - C’est le fun, so donne la faim, exercices, c’est relaxant, permet de changé l’idée
   - Melbourne et Quinan- Aucun « sidewalks », les voitures.
   - Aucune place pour des bicyclettes
   - Wedgeport- Chiens nous apeurent
2. Expliquer : aller dans un bâtiment
   - Douzaine de marche est trop difficile
   - Le bureau municipal est un inconvénient (payé mes taxes à la Caisse Populaire)

Transport
1. Expliquer : le système de transport
   - Aucun système de transport dans notre communauté
     - Taxis, Autobus
   - Aime les services de Clare
   - Service pour les aînés
2. Expliquer : aller pour un voyage dans votre communauté
   - Arranger les chemins
   - Aucun endroit pour les bicyclettes
   - « Trails and Rails »- veulent pas aller marché parce qu’il y a des véhicules à tous terrain qui passent.

Sociale
1. Es ce que c’est facile de socialisé dans votre communauté?
   - Facile quand la température est plaisant
   - Dans l’hiver les « plough » ne passent pas.
2. Combien active (1 à 5) êtes vous dans les activités de la communauté?
   1-0 2-coupe 3-4 ou5 4- 7ou 8 5- majorité

Communication et Information
1. Es ce que vous recevez de l’information adéquat de votre communauté?
   - Plupart disent que oui
2. De quel moyen recevez-vous ces informations ?
   - Bulletin d’église
   - Affiches (shoppe, Caisse Populaire, Red Cap)
   - Newsletter
   - Post office
   - Courriel (majorité)
   - Site de la municipalité
   - Radio (CIFA et CJLS)
Note : Bulletin sur CBC sur la télévision GRATUIT)

Bénévolat
1. Es ce que vous êtes des bénévoles ?
   - Majorité on dit que oui
2. Que faites vous comme bénévoles ?
   - Église, Senior Club, Piquée, Court House, Village de Pouthcoup, Musée, Ladies aux hopitaux.
3. Es ce qu’on a besoins de plus de bénévoles? Si oui, où?
   - On devrait avoir plus de jeunes bénévoles; par ce qu’on est les même qui fait partie de chaque groupe.

Service de santé
1. Quel est votre expérience avec des services de santé dans votre communauté?
   - Les médecins ne restent pas (« je suis déjà sur mon troisième »)
   - Besoins de plus de médecins
   - Pas de services dans les communautés, seulement Pubnico.
   - Pas oublier VON ou Yarmouth Argyle Health Services
   - Dr. Loveridge
     - Walk in cliniques
   - Ambulancier seulement à Pubnico
   - Aucun Physio, Nutritioniste

Loisirs et Activité physique
1. Combien Actif êtes vous ?
   - 1-0  2-3  3-6  4-5  5-majorité
2. Connaissez-vous les bienfaits de l’A.P ?
   - Enlève le stress
3. Connaissez-vous des activités dans votre communauté?
   - Tai chi, Line Dancing, Jeux de cartes, BINGO, golf, chant d’église, darts, pêche jardinage,
     regarder des oiseaux, ménage, tendre le gazon
   - pas beaucoup de club de marche
4. Autre activité physique que vous aimeriez avoir?
   - scrabble ( concourt de scrabble)
   - Horseshoe
   - Washers
   - danse
   - Journée d’activité physique- bicyclette, marche, marche dans la nature
   - Senior games avec des activités plus physique que seulement jeux de cartes.