

PHYSICAL ACTIVITY STRATEGY

REPORT CARD



APPROVED BY COUNCIL ON JUNE 18, 2013

PURPOSE

The Physical Activity Strategy was developed to provide a clear course to improve the levels of physical activity in Wolfville. Development of a Physical Activity Strategy is required by the Province's Department of Health and Wellness as part of the Municipal Physical Activity Leadership Program.

COMPLETED/OPERATIONALIZED - 49%

The Bike Skills Park and the Acadia indoor track have been completed

Wayfinding signage design has been developed for parks and trails

Recommendations from the Transportation Study and Parks and Open Space Master Plan are being considered and included in annual budgets for implementation

Recreation staff work with planning to ensure appropriate incorporation of recreation facilities within new developments

Staff continue to work with Landscape Grand Pre and the Marsh Bodies to develop educational materials and address recreation usage of dyke roads

Established a bulletin board at Cochrane's Pharmasave as a way to reach out to underserved populations

Internally staff is completing a Program Review and Mudley Fund Review

Annual Wolfville hosts a Community Development (formally Recreation Management) student from Acadia

Host annual bike week activities for commuters and residents

Re-activated the Wolfville Recreation Facebook page to communicate recreation and physical activity opportunities with the community

NOT TO BE DONE - 10%

Gain a broader understanding and awareness of the barriers and motivation issues for residents with special needs and underserved populations

Identify key messages and piggyback on existing campaigns

Identify and enlist community champions and role models to enhance profile of physical activity benefits

Develop consistent Healthy Eating Policies for facilities, programs and events.

NOT COMPLETED - TO BE DONE - 10%

Create a recognition program for physically active residents and community groups to celebrate successes

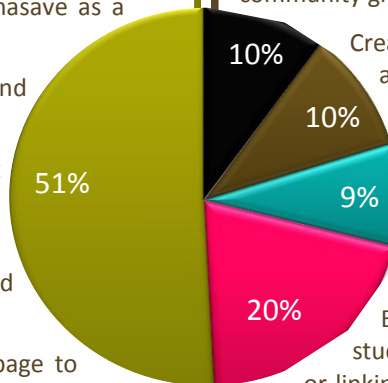
Create a "welcome to Wolfville" info package (online and hardcopy) featuring PA opportunities

Coordinate event(s) (i.e. Club Night) to highlight available program offerings

Gain a broader understanding and awareness of the barriers and motivation issues for residents with special needs and underserved populations

Engage Acadia University in project work and studies, especially for introduction to new technology or linking information on physical activity, health and well-being to personal data

Participate in Ipsos Ried Physical Activity Survey in 2016



IN-PROGRESS - 20%

Continue with PATH Focus Groups to evaluate and reinforce the strategy

Renegotiate community use of school to include increased community access to investigate municipal role in partnership agreement

Explore and recommend solutions to barriers such as: user fees, program costs, scheduling, transportation and childcare

Support community organizations in creating and offering a variety of programs

Assess future skateboard facility needs

Support and promote After School Programming Goals and Keeping Pace recommendations

MOVED FORWARD - 9%

Identify under used facilities for physical activity and explore possible user groups and activities

Investigate practicality of a long term AT/Bike Plan.

Audit road traffic patterns for cyclists, pedestrians and drivers

Increase inclusivity and accessibility to programs for children from underserved populations by offer assistance with adapting programs, relationship building and policy development

Identify gaps in program accessibility and offer groups and organizations assistance with adapting programs for typically underserved populations

The following recommendations are moved forward to be considered in the Active Transportation Plan:

- Investigate practicality of a long term AT/Bike Plan.
- Audit road traffic patterns for cyclists, pedestrians and drivers.
- Actively pursue Rail Trail connections with neighbouring communities and develop marketing and economic links with business community

The following recommendations are moved forward to be considered in the Core Traffic Study:

- Audit road traffic patterns for cyclists, pedestrians and drivers.

The following recommendations are moved forward to be considered in the Facilities Assessment and Gap Analysis:

- Identify under used facilities for physical activity and explore possible user groups and activities
- Identify gaps in programs and facilities accessibility on an ongoing basis

Recommendations NOT TO BE DONE:

- Identify key messages and piggyback on existing campaigns (ie. THRIVE!, Keeping Pace, Bring Back Play, etc.)
- Identify and enlist community champions and role models to enhance profile of physical activity benefits
- Establish communication networks across sectors to reach diverse audience (i.e. Health Promoting Schools and Family of Schools).
- Continue with PATH Focus Groups and plan or participate frequently in well attended community events to maintain lines of communication with residents.
- Develop consistent Healthy Eating Policies for facilities, programs and events.
- Review the physical activity strategy twice yearly following the community consultations and PATH focus groups
- Pilot street closures for individual and family recreation use