

A Physical Activity Capacity Building Tool

This tool will be updated, as new information is available.

To access the latest version visit:

<http://www.gov.ns.ca/ohp/srd/activekidshealthykids/resources.htm>

Developed by the South Shore Active Communities Committee

Part of Active Kids Healthy Kids
Nova Scotia's Physical Activity Strategy
for Children, Youth and Families

Revised February, 2005

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INTRODUCTION

Healthy, active lifestyles are an important factor in the over all health of individuals, families, schools and the community as a whole. Inactivity is a modifiable risk factor in the prevention of chronic diseases such as type II diabetes, respiratory diseases, osteoporosis, and some cancers. In Canada every year, 21,000 lives are lost prematurely due to physical inactivity. On the other hand, we know that regular physical activity contributes to health and well-being. Regular physical activity not only aids in the prevention of chronic diseases it improves physical and mental well-being, aids in our ability to learn, and enhances healthy growth and development.

Physical activity improves individual health, brings families together, enhances school spirit and helps bind communities. Communities that invest in accessible physical activity opportunities for all community members are investing in the immediate and long-term economic and social health of their community. Active children who are nurtured within their family, and who feel a sense of belonging and support in their schools and communities are likely to become active, healthy adults.

Only ½ of Canadians 12 years of age and older are physically active enough for health benefits (Canadian Community Health Survey, 2000-01). Similarly, over half (52%) of children and youth aged 5-17 are not active enough for optimal growth and development (Canadian Fitness and Lifestyle Research Institute). Between 1981 and 1996 the incidence of obesity has *tripled* among girls and boys (Canadian Medical Association Journal). Research in Nova Scotia, reveals similar trends in activity levels. The chart below shows the percentage of students in Nova Scotia who achieved the recommended amount of physical activity, which is 60 minutes of accumulated moderate to vigorous physical activity each day.

Percentage of Nova Scotia Students Active Enough for Health Benefits

2001 – 2002	Grade 3	Grade 7	Grade 11
Male	90%	62%	12%
Female	92.3%	44%	6.9%

OBJECTIVE

The main objective of this document is to encourage community capacity building initiatives that are directed towards increasing physical activity and improving the health and well-being of our communities. It is in the context of population health and capacity building, that the South Shore Active Communities Committee presents this document as one way of sharing information and resources that are available nationally, provincially, regionally and within each county on the South Shore. This document is meant to be an ongoing “work in progress,” to allow for community feedback, revisions and additions as the climate of resources and information sharing progresses. It is our hope that this tool allows you to share resources, nurture partnerships, and build on the existing capacities and strengths in your own community to overcome the challenges to participation in physical activity. Community capacities can take many forms; affordable programs that encourage respectful, inclusive and fun physical activity opportunities for people of all income levels; environments that lend itself to physical activity (e.g. safe places to walk, cycle, roller blade, skateboard); partnership development to ensure sustainability and to prevent the duplication of services; or policies such as community access to school agreements that encourage inclusive and accessible opportunities to participate in physical activity.

LAYOUT

The document is organized into three main sections. Section 1 is a compilation of resources at the national level and Section 2 is a compilation of resource at the provincial level. The information in Sections 1 and 2 has

been taken from brochures and websites and correspondence with contact representatives. Contact information is provided for each resource.

Section 3 includes a brief summary of the South Shore Active Communities Committee, however the majority of Section 3 is a compilation of information and views expressed by community members within Lunenburg, Queens, Shelburne and Yarmouth Counties. Recreation personnel, health, social service workers, and families from these four Counties were interviewed to find out about physical activity in their area. Additionally, Community Forums on Physical Activity were held in 2004 and 2005 providing forum participants with an opportunity to share information and resources and develop partnerships for improved physical activity. The information and contributions shared at the forums are also integrated into this Capacity Building Tool.

For each County, policies, infrastructure and programs have been identified and captured as community strengths and community needs. This section concludes with a segment on the identified challenges to physical activity.

As this document is an ongoing work in progress, we welcome your input and feedback. Please feel free to contact committee members with your inquires, comments, suggestions and information.

Yours in Community Health,

Kari Barkhouse , Public Health Services DHA 1	543-2431
Brian Doucet , Community Services, Yarmouth District Office	742-0724
Jonathan Fourdraine , Shelburne Mental Health	875-4200
Rosemary Guyette , (previous member) Yarmouth Mental Health	
Carla Malay , Heart and Stroke Foundation, Western Nova Scotia and Queens County Community Health Board	682-2048 354-5508
Peter McCracken , (previous member) Yarmouth Leisure Services	
Shelley Moran , (previous member) Public Health Services DHA 1	
Trudy Payne , Municipality of the District of Chester Recreation Department	275-3490
Gerry Pitman , Tri-County Regional School Board	749-5679
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Debby Smith , South Shore Sport and Recreation Division, Office of Health Promotion	543-5000

The South Shore Active Communities Committee

SECTION 1: NATIONAL

In 1997, the Federal, Provincial and Territorial Ministers responsible for Sport, Recreation and Fitness committed to *decrease* physical *inactivity* by 10% by the year 2002. On a positive note, research indicates a 6% *decrease* in the levels of *inactivity* between 1998 and 2002. However, there is still much work to be done. Again, in 2003 the Federal, Provincial and Territorial Ministers responsible for Sport, Recreation and Fitness set a new goal- this time to *increase* the levels of physical activity in each province and territory by 10 % by the year 2010.

1.1 Health Canada

Physical Activity Unit

Health Canada's Population Health Fund has designated \$3 million to the Physical Activity Unit. This Unit has the lead responsibility for delivering on the federal government's role in physical activity. The work of the Unit is based on an approach to partnerships that is multi-sectoral, multi-level, and multi-disciplinary. The Physical Activity Unit's mission is "to improve the health and well-being of Canadians through regular physical activity."

Initiatives supported through the Physical Activity Unit include the creation and publication of Physical Activity Guides, The Business Case for Active Living at Work, Stairway to Health, and the Coalition for Active Living, all which are briefly described below.

Physical Activity Guides

The following guides can be ordered free of charge at 1-888-334-9769 or visit:

www.healthcanada.ca/paguide

- Canada's Physical Activity Guide to Healthy Active Living
- Canada's Physical Activity Guide to Healthy Active Living for Older Adults
- Canada's Physical Activity Guide for Children and Youth
- Family Guide to Physical Activity for Children
- Teacher's Guide to Physical Activity for Children
- 'Gotta Move!' Interactive Magazine for Children
- Physical Activity Chart & Activity Stickers for Children
- Family Guide to Physical Activity for Youth
- Teacher's Guide to Physical Activity for Youth
- 'Let's Get Active!' Interactive Magazine for Youth

The Business Case for Active Living

The Business Case for Active Living, a joint venture of Health Canada and the Canadian Council for Health and Active Living at Work (CCHALW) is a new internet resource. The site summarizes research indicating that workplace active living can improve productivity, morale, and job satisfaction, while reducing employee absenteeism and turnover. It also includes "how to" sections, tips and case studies of active workplaces. For more information or to find out how to make your workplace an active one, visit:

www.activelivingatwork.com

Stairway to Health

A joint venture of Health Canada and the Canadian Council for Health and Active Living at Work (CCHALW), the Stairway to Health Program, is a fun and easy way to increase physical activity. Point of decision prompts (posters located at stairwells and elevators) and virtual challenges are available for people/organizations/schools to increase stair use. For more information or to register visit: <http://www.hc-sc.gc.ca/hppb/fitness/index.html> and link to "Stairway to Health"

Coalition for Active Living

The Coalition for Active Living (CAL) is funded through Health Canada's Physical Activity Unit. CAL is a national action group of over 40 organizations advocating to ensure that the environments where Canadians live, work, learn and play support regular physical activity. CAL is responsible for the development of a framework for the Pan-Canadian Strategy. Their goal is to implement a comprehensive, national, integrated, and collaborative strategy to promote health through increasing the physical activity levels of all Canadians by 10% by 2010 in each province and territory. There are five components to the physical activity strategy for Canada:

1. Health and Public Policy
Priorities include federal, provincial, municipal policies and legislation, coordinated public, private and voluntary sector actions, coordinated and integrated chronic disease prevention/health promotion, training and development, national leadership, program and service delivery, and a community focus.
2. Community Physical Environments
Supportive infrastructures includes urban design, municipal master plans, community mobility and active transportation, indoor and outdoor recreation facilities, roadways and transportation corridors, and accessible and convenient trails/pathways.
3. Supportive Social Environments
Priorities include health behaviour change programs adapted for individual needs and targeted populations such as children and youth, older adults, persons with disabilities, Aboriginals, interventions in workplaces, schools and neighbourhoods, culturally sensitive approaches, evidence based interventions and considerations for socio-economic barriers.
4. Public Education
Priorities include increased emphasis on physical education in the school system, social marketing, community wide campaigns, mass media strategies, targeted messaging for inactive and priority populations, common physical activity messages for all sectors
5. Research and Knowledge Exchange
Comprehensive research and surveillance systems to implement knowledge about effective strategies and current trends in policies, plans, and practices to reduce inactivity.

For more information or to download a copy of the Framework for a Pan-Canadian Physical Activity Strategy visit:

<http://www.activeliving.ca>

1.2 Go for Green, The Active Living & Environment Program



Go for Green, The Active Living & Environment Program is a national, non-profit, charitable organization. Their mission is to encourage outdoor physical activity that protects, enhances and restores the environment and whose vision is to nurture commitment and action that improves our health and the health of the environment. This organization works to:

1. create healthy, safe and accessible environments

2. provide opportunities for Canadians to experience, value and learn to protect the environment while being active outdoors.
3. encourage active transportation alternatives to counter our growing reliance on short trip automobile use.
4. build local, regional and national partnerships and alliances that help Canadians "Go for Green"

The following are some of the programs offered through Go for Green:

Active Transportation

Go for Green's Active Transportation Program encourages Canadians to choose modes of transportation that require *human power*, such as walking, cycling, skating or skiing, for a cleaner environment and improved personal health. They offer helpful resources such as *Making the Case for Active Transportation*, *Retrofitting Communities for Sustainable and Healthy Active Transportation* and the *Community Cycling Manual (Planning & Design Guide)*, *Walk & Roll: A Guide to Active Transportation To, From, and At the Workplace*. These resources and many others can be ordered directly from:

www.goforgreen.ca

Trails Canada

Trails Canada promotes community trail initiatives across Canada through a sustainable web-based resource centre. The website includes an inventory of over 3800 trails.

www.trailsCanada.com

Active and Safe Routes to School

Active and Safe Routes to School (ASRTS) encourages active modes of transportation to and from school. The *Walking/Cycling School Buses* and *International Walk to School Day and Week* are two initiatives that promote active transportation. To obtain tools and resources or to register your school for the international event visit:

www.goforgreen.ca/asrts

Gardening for Life

Gardening is the second most popular physical activity for adults. Go for Green supports natural gardening, including the careful use of water, tree planting for home energy efficiency, and avoiding the use of harmful chemicals. *Fact sheets of Gardening* and *The Physical Benefits of Gardening* are available at:

www.goforgreen.ca/gardening

Go for Green Prescription

Go for Green prescription is a pad of paper, similar to the prescriptions used by doctors for medication, prescribing physical activity (opposed to medication) to encourage health. The prescription is available at:

www.goforgreen.ca/goforgreen_prescription

Winter Green

Winter Green encourages people to brave the cold and participate in outdoor winter activities. The following resources *Get Winter Active! Tips, Tools and Cool Ideas for Leaders*, *Get Winter Green!* and *Making your Event or Activity Winter Green* can be downloaded at:

www.goforgreen.ca/winter_green

Ice Dreams

Ice dreams supports the rebirth of unstructured, outdoor play and encourages the development and use of community outdoor rinks. For more information visit:

www.icedreams.ca

National Go for Green Awards

Go for Green recognizes communities, schools and workplaces in Canada for outstanding achievements in active living and environmental stewardship. For more information visit:

www.goforgreen.ca/awards

For more information on National chapter of Go for Green contact:

Go for Green
Unit 16
5480 Canotek Rd.
Gloucester, ON
K1J 9H6
Tel: 1-888-822-2848
Email: info@goforgreen.ca
www.goforgreen.ca

For Provincial information on Go for Green contact:

Jody Conrad
Nova Scotia Go for Green Consultant
c/o Nova Scotia Office of Health Promotion
Sport and Recreation Division
5516 Spring Garden Rd., Suite 200
P.O. Box 864
Halifax, NS
B3J 2V2
Tel: (902) 424-7589
Fax: (902) 424-0520
Email: conradjo@goforgreen.ca

1.3 Canadian Association for the Advancement of Women and Sport and Physical Activity

The Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS), is a national not-for-profit organization that works in partnership with Sport Canada and with Canada's sport and active living communities to achieve gender equity in the sport community. CAAWS strives to increase opportunities for girls and women to become active in sport and physical activity as participants and leaders. Since 1981, CAAWS has positioned itself as an agent of change, using cooperation, collaboration and consultation to achieve this goal. CAAWS provides expert advice, positive solutions, and support to the sport and active living community through leadership, research, and communication. For more information:

Canadian Association for the Advancement of Women and Sport and Physical Activity
N202-801 King Edward Avenue
Ottawa, Ontario
K1N 6N5
Tel: (613) 562-5667
Fax: (613) 562-5668
Email: caaws@caaws.ca
www.caaws.ca

1.4 Canadian Fitness and Lifestyle Research Institute

The Canadian Fitness and Lifestyle Research Institute (CFLRI) aims to enhance the well-being of Canadians through research and communication of information about physically active lifestyles from the complementary perspectives of the health professions, and the sociological, psychological, physiological and biological sciences. The *Lifestyle Tips* column provides motivational and easy-to-read information including practical suggestions for integrating physical activity into daily life. The *Professional Corner* is an extensive database - searchable by target groups, settings and strategies - of recommended actions and statistics that helps inform planning of initiatives. CFLRI offers easy-access resources like surveys, publications and their study series such as *Increasing Physical Activity: Supporting Children's Participation*. For more information contact:

Canadian Fitness and Lifestyle Research Institute
201-185 Somerset Street West
Ottawa, Ontario
K2P 0J2
Tel: (613) 233-5528
Fax: (613) 233-5536
Email: info@cflri.ca
www.cflri.ca

1.5 Lifestyle Information Network

The Lifestyle Information Institute (LIN) is the home of Canada's extensive online National Recreation Database - a storehouse for the knowledge and collective wisdom of ideas around programs, service, training and tools. LIN also monitors the media for the latest relevant news. For more information contact:

Lifestyle Information Institute
1185 Eglinton Avenue East, Suite 502
Toronto, Ontario
M3C 3C6
Tel: (416) 426-7176
Fax: (416) 426-7421
E-mail: info@lin.ca
www.lin.ca

1.6 Canadian Association for Health Physical Education, Recreation and Dance

The Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD) is a national, charitable, voluntary-sector organization whose primary concern is to influence the healthy development of children and youth by advocating for quality, school-based physical and health education. CAHPERD provides advocacy, education, resources and communication support. For more information contact:

Canadian Association for Health, Physical Education, Recreation and Dance
403-2197 Riverside Drive
Ottawa, Ontario
K1H 7X3
Tel. (613) 523-1348 or 1-800-663-8708
Fax. (613) 523-1206
Email: info@cahperd.ca
www.cahperd.ca

1.7 Canadian Pediatric Society

The Canadian Pediatric Society (CPS) launched a national strategy on healthy active living for children and youth. On the website below you will find information, resources and links useful for community development in the area of physical activity.

www.cps.ca/english/proadv/HAL/index.htm

1.8 Canadian Parks and Recreation Association

The Canadian Parks and Recreation Association (CPRA) is the national voice for a vibrant grassroots network with partnerships that connect people who build healthy, active communities, and impact the everyday lives of Canadians. Functions include advocacy, partnership development, communication and promotion, and education opportunities. For more information contact:

Canadian Parks and Recreation Association
404 - 2197 Riverside Drive
Ottawa, ON K1H 7X3
Tel: (613) 523-5315
Fax: (613) 523-1182
E-mail: cpra@cpra.ca
www.cahperd.ca

1.9 Active Healthy Kids Canada

Active Healthy Kids Canada is a national charitable organization directed toward the development of active healthy children and youth in Canada. Active Healthy Kids Canada believes that children, regardless of their gender, cultural heritage or the economic status of their families or communities, should have access to quality physical activity opportunities. Active Healthy Kids Canada provides advocacy, policy recommendations and expertise and helps establish and maintain effective governance for physical activity. Programs offered through Active Healthy Kids Canada include Active8 and Ready-Set-Go. See below for details

Active8

Activ8 (K-8) is a school-based physical activity challenge program and consists of eight pre-planned lessons for each grade (K-8) including warm-ups, cool-downs and everything in-between. Activ8 MOGA (Most Outrageous Group Activity) is a school wide, one-day activity challenge, planned and organized by students and teachers to have a high percentage of students involved in the group activity. An event manual is provided to interested organizers. Resources for Activ8 are available at www.activehealthykids.ca.

Ready-Set-Go

Ready-Set-Go is a sports website for families. The site contains information for parents, and children including resources, articles, advice and interactive games.

www.ReadySetGo.org

Active Healthy Kids Canada
1185 Eglinton Ave. E., Suite 501
Toronto, ON M3C 3C6
Phone: (416) 426-7120
Toll Free: 1-(888)-446-7432
Fax: (416)-426-7373
Email: info@activ8.org
www.activehealthykids.ca

1.10 Heart and Stroke Foundation of Canada

The Heart and Stroke Foundation of Canada is a non-profit organization working to improve the health of Canadians by preventing and reducing disability and death from heart disease and stroke through research, health promotion and advocacy. Visit the website to access resources, advocacy support and research or refer to the contact information contained in the Provincial section of this document.

www.heartandstroke.ca

SECTION 2: PROVINCIAL

2.1 Department of Health, Office of Health Promotion

The Premier created the Office of Health Promotion (OHP) in December 2002 to improve the health of Nova Scotians. The Office was formed by bringing together the former Sport and Recreation Commission with aspects of Population Health branch of the Department of Health. Based on the review of existing work, gaps and priorities, consultations with stakeholders, the Office has identified 8 strategic priority areas:

1. Physical Activity (See Office of Health Promotion Sport and Recreation Division below)
2. Healthy Eating
3. Tobacco Control
4. Injury Prevention
5. Addiction Prevention
6. Healthy Sexuality
7. Chronic Disease Prevention
8. Communications and Social Marketing

For more information on these areas of focus visit: www.gov.ns.ca/ohp

2.2 Office of Health Promotion, Sport and Recreation Division

The Office of Health Promotion, Sport and Recreation Division's (SRD) mandate is to provide policies, programs and services that maintain, enhance and create quality sport, recreation and fitness opportunities, in order to improve health and contribute to the social and economic well-being of all Nova Scotians. The Division provides information, publications, resources, programs, funds, policies, strategies and studies for sport, recreation, outdoor recreation, active living and facilities. Some initiatives and programs of SRD include Active Kids Healthy Kids, Physical Activity Enhancement Grants, Fair and Safe Play, National Coaching Certification Program, Nova Scotia Outdoor Leadership Program, Trails Nova Scotia, and Walking and Wheeling Quarterly. See below for details.

For information and services offered on the South Shore contact:

Debby Smith
Regional Representative
Office of Health Promotion
South Shore Sport and Recreation Division
99 High Street, Suite 200
Bridgewater, NS B4V 1V8
Tel: (902) 543-5000
Fax: (902) 543-0676
smithde@gov.ns.ca
www.gov.ns.ca/ohp/srd

Active Kids Healthy Kids

Active Kids Healthy Kids (AKHK) is a provincial strategy directed at increasing levels of physical activity for children, youth and families. The strategy was developed by a working group of government and non-government leaders and informed by ground-breaking research and extensive community consultations.

Active Kids Healthy Kids Vision:

In the year 2010, Nova Scotia will be known as a province that experienced a fundamental shift in its support for active, healthy lifestyles for children, youth and families. Communities, schools and workplaces will welcome, encourage and support physically active lifestyles.

The strategy has six interdependent components, all of which are aimed at increasing the levels of physical activity.

1. Policy and Program Development
To initiate and coordinate government leadership and planning to implement the Active Kids, Healthy Kids strategy
2. **Active Communities**
To mobilize and build the capacity of families, schools, local government and community organizations to increase the number of children and youth who are active enough for health benefits. ***The South Shore Active Communities Committee falls under this component (Please refer to the regional section of this document for details)***
3. Active School Communities
To increase physical and social environments that support active, healthy lifestyles among children and youth through collaboration among teachers, students, parents, administrators, and community leaders in sport and recreation, health, and other interested sectors
4. Active Community Environments
To create safe and accessible physical environments that will encourage young people to increase active modes of transportation, such as walking and cycling
5. Public Education
To educate and motivate children, youth, and their families to increase their levels of physical activity
6. Evaluation and Monitoring
To evaluate the impact of the various components of the strategy on the physical activity levels of children and youth in Nova Scotia

Physical Activity Enhancement Grants

Grants up to \$10,000 are available to help support community initiatives to increase participation in organized and unstructured forms of sport and recreation. Eligible applicants include organizations who aim to provide a new or expanded opportunity to previously inactive groups and/or increase participation in daily activity. Projects that won't be funded include capital construction, land acquisition, fundraising events, debt, special events, team travel or uniforms. For more visit www.gov.ns.ca/ohp/srd or contact:

Debby Smith
Regional Representative
Office of Health Promotion
South Shore Sport and Recreation Division
99 High Street, Suite 200
Bridgewater, NS B4V 1V8
Tel: (902) 543-5000
Fax: (902) 543-0676
smithde@gov.ns.ca
www.gov.ns.ca/ohp/srd

Fair & Safe Play

Fair and Safe Play promotes respect, sportsmanship, knowledge, access and participation in Nova Scotia sports. If your school, organization or group is interested in learning more about Fair and Safe Play or would like assistance with fair and safe play issues contact

Mark Smith
c/o Office of Health Promotion
Sport and Recreation Division
5516 Spring Garden Road
Halifax, NS B3J 1G6
Tel: (902) 425-5450
Fax: (902) 425-5606
Email: msmith@sportnovascotia.ca
<http://www.gov.ns.ca/ohp/srd/fairsafe>

National Coaching Certification Program

The National Coaching Certification Program (NCCP) is a training and certification program for coaches, offered across Canada in over 60 sports. The program was designed to meet the needs of a wide range of coaches — from those who introduce youngsters to sport to those who work with Canada 's high-performance athletes. For more information about the NCCP, contact:

Liz Pace
Provincial Coaching Coordinator
Office of Health Promotion
Sport and Recreation Division
5516 Spring Garden Rd
Halifax, NS B3J 2V2
Tel: (902) 424-3913
Email: pacelt@gov.ns.ca

Nova Scotia Outdoor Leadership Program

The Nova Scotia Outdoor Leadership Program (NSOLD) aims to enhance the quality and quantity of outdoor leaders in Nova Scotia through a comprehensive, experiential leadership development process. NSOLD provides participants with the knowledge and training to become informed, more experienced outdoor leaders. This results in safer, more enjoyable and environmentally sensitive experiences in our back country. The program is designed for volunteers and professionals, 17 years of age and older, who want to become outdoor leaders or who wish to upgrade their current outdoor and leadership skills. Courses range from 1 day to weekend. Examples of groups using NSOLD Program training include youth-serving agencies, schools, volunteer organizations, government departments, organizations in the private sector, universities, and of course, individuals who want to enhance their own personal development. For more information contact:

Office of Health Promotion
Sport and Recreation Division
Jody Conrad, Co-Chair NSOLD
P. O. Box 864
Halifax, NS B3J 2V2
Phone: 902-424-7589
Email: conradjo@gov.ns.ca
www.gov.ns.ca/ohp/srd

Nova Scotia Trail Information Project

The Nova Scotia Trail Information Project set a goal in 1996 to inventory all recreational trails in the province. Close to complete, the resulting website contains colour maps and information for over 250 trails across the province including sea kayak and canoe route information, shared-use trails, snowmobile trails and the Trans Canada Trail in Nova Scotia. www.trails.gov.ns.ca

Walking and Wheeling Quarterly

Walking and Wheeling Quarterly is an electronic newsletter of Pathways for People, a project of the Ecology Action Centre in partnership with the Nova Scotia Office of Health Promotion, Sport and Recreation Division and part of the Active Kids, Healthy Kids Physical Activity Strategy. It is meant to share information on active transportation (walking, biking, in-line skating, skateboarding, scootering, etc.) initiatives in Nova Scotia and beyond. Walking & Wheeling Quarterly is published in September, December, March and June. Anyone interested in active transportation in Nova Scotia may sign onto the distribution list for Walking & Wheeling Quarterly. Send a message to asrts@ecologyaction.ca and ask to be added to the list. For more information contact:

Pathways for People
c/o Ecology Action Centre
1568 Argyle Street, Suite 31
Halifax, NS B3J 2B3
Tel: (902) 422-5055
Fax: (902) 422-6410
Email: asrts@ecologyaction.ca
www.ecologyaction.ca

2.3 Department of Community Services

In 2004, the Department of Community Services (DCS) allocated over \$726,000 in grants to 124 licensed part day child care centres throughout the province for materials and resources to support the provision of increased physical activity opportunities. The Sport and Recreation Division (SRD) of the Office of Health Promotion developed a resource titled *Active Living for Early Childhood* to accompany the grants (located at www.gov.ns.ca/ohp/srd under Active Kids Healthy Kids). DCS and SRD are collaborating to heighten awareness and knowledge about physical activity among community services staff, child-care providers, and instructors and students of early childhood education institutions. For more information contact

Virginia O'Connell, Director
Early Childhood Development Services
Department of Community
P.O. Box 696
Halifax, NS B3J 2T7
Tel: (902) 424-5489
Fax: (902) 424-0708
Email: oconneva@gov.ns.ca

2.4 Department of Education

The Department of Education (DOE) has made significant contributions and commitments to increasing the levels of physical activity in school settings. Listed below are some of the strategies to improve physical activity levels.

Community Use of Schools

Bill 48, currently being drafted and revised, would make schools facilities and equipment available to youth groups after school hours. If passed, schools would be asked to develop policies based on this Bill. The concept of "Community Use of Schools" builds on the tradition of extending the education process into the whole community.

Time to Learn

The Time to Learn Strategy paper (2002) includes the recommendations that boards and their schools develop a strategy to provide 30 minutes per day for physical education/physical activity programs for grades primary-6 and that they review time for learning in grades 7-9 in physical education and physical activity programs. Curriculum guides recommend that schools set the goal of a minimum of 30 minutes daily, or its equivalent, for physical education. Currently the Department is monitoring allotment of instructional time for physical education, grades primary-9.

Development

The Department of Education is promoting use of Activ8, a school-based physical activity challenge program consisting of eight pre-planned lessons for grades kindergarten to grade 8. (See Active Healthy Kids Canada in the national section of this document for more information on Activ8). The Department is developing a new curriculum for physical education grades 10-12. In addition curriculum for Physically Active Lifestyles 11, a compulsory half-credit course, has been revised.

Active School Communities Pilot Schools

Eight schools throughout Nova Scotia are pilot sites for "Active School Communities" (a component of the Active Kids Healthy Kids provincial strategy). Between 2002 and 2005 the pilots will test a comprehensive program that includes after-school programs, student leadership, co- and extra-curricular activities, and increased opportunities everyday for physical activity. The Active School Communities will include students, parents, teachers, sport and recreation groups, universities and colleges, business and community organizations and public health. Along the South Shore, Hebbville Academy and Evelyn Richardson Memorial Elementary School are the pilot schools for this strategy.

For more information on the Department of Education's involvement in physical education and physical activity initiatives please contact:

Ann Blackwood, Director
English Program Services
Department of Education
PO Box 578
Halifax NS B3J 2S9
Tel: (902) 424-5745

2.5 Sport Nova Scotia

Sport Nova Scotia (SNS) is a non-profit association representing provincial sport governing bodies. SNS is a voice for sport that promotes the benefits of health, personal development and achievement for all participants. SNS provides support, direction and leadership to its member organizations in their delivery of sport opportunities to Nova Scotians. Some of SNS's initiatives include the KidsSport Fund, Sport Futures Leadership Program, Leadership in Community Sport and Nova Scotia Amateur Sport Fund. See below for details.

KidSport Fund

KidSport is a fund that facilitates children's' participation in organized sport by helping families overcome financial barriers which prevent, or limit, their participation. KidSport will provide funding for approved applications. For more information and for guidelines for application contact:

KIDSPORT NOVA SCOTIA
c/o Sport Nova Scotia
5516 Spring Garden Rd., 4th Floor
Halifax, NS B3J 1G6
Tel: (902) 425-5450 ext 354
Fax: (902) 425-5606
Email: sportns@sportnovascotia.ca
www.sportnovascotia.ca

Sports Futures Leadership Program

Through support from Active Kids Healthy Kids, the Sport Futures Leadership Program works with community organizations and recreation groups throughout Nova Scotia to increase the number of Nova Scotians who commit to quality physical activity. This includes both recreational/non-competitive and competitive opportunities for young and old (masters, 30+ year olds) alike. Sport Futures is designed to provide leadership in sport that are structured, fun, teach self-confidence, develop friendships, promote fair play, offer physically and emotionally safe environments and promote self-improvement. For more information contact:

Mark Seaborn
Sport Nova Scotia
5516 Spring Garden Road, 4th Floor
Halifax, NS B3J 1G6
Tel: (902) 425-5450
Fax: (902) 425-5606
Email: mseaborn@sportnovascotia.ca
www.sportnovascotia.ca

Leadership In Community Sport

Leadership in Community Sport is a guide for parents, teachers and sport volunteers. In partnership with the Doctors Nova Scotia, Leadership in Community Sport is a survival kit for volunteers, which incorporates Fair and Safe Play principals and provides information on topics such as organizing a practice, parent-coach meetings, filling a volunteer role and ensuring safety in sport. The resource can be viewed or downloaded free of charge through the Sport Nova Scotia website (www.sportnovascotia.ca click Programs and then Leadership in Community Sport). Hard copy versions are available upon request for a nominal fee. To compliment this resource traveling workshop sessions are also available. For more information contact:

Mark Seaborn
Sport Nova Scotia
5516 Spring Garden Road, 4th Floor
Halifax, NS B3J 1G6
Tel: (902) 425-5450
Fax: (902) 425-5606
Email: mseaborn@sportnovascotia.ca
www.sportnovascotia.ca

Nova Scotia Amateur Sport Fund

The Nova Scotia Amateur Sport Fund is Sport Nova Scotia's primary funding program. The program has been established to assist and promote the development of athlete-centred amateur sport in Nova Scotia by making financial assistance available to individuals and organizations within the sport system. It assesses applications and allocates funds to Nova Scotia athletes, coaches, officials, community sport organizations and provincial sport organizations. It enables sport organizations to raise funds and permits eligible donors to receive official tax receipts for their contributions. It offers anyone the opportunity to make a donation to: amateur sport in general; to one of the Sport Fund's allocation categories (athlete, coach, official, organization); or to the sport of their choice. For more information contact:

Mark Seaborn
Sport Nova Scotia
5516 Spring Garden Road, 4th Floor
Halifax, NS B3J 1G6
Tel: (902) 425-5450
Fax: (902) 425-5606
Email: mseaborn@sportnovascotia.ca
www.sportnovascotia.ca

2.6 Recreation Nova Scotia

Recreation Nova Scotia (RNS) is a vibrant, province wide, not for profit organization that promotes the values and benefits of recreation and leisure. In partnership with volunteers, professional, students, government, business, allied sectors and the recreation community, RNS advocates on behalf of all Nova Scotians for high quality accessible recreation and leisure opportunities. RNS is managing several initiatives of the province's Active Kids Healthy Kids strategy and is involved in other initiatives that support increased physical activity opportunities, some of which are listed below. For general information about RNS services, programs and resources contact:

Recreation Nova Scotia
5516 Spring Garden Road, Suite 309
Halifax, NS B3J 1G6
Tel: (902) 422-1128
Fax: (902) 422-8201
Email rns@sportns.ns.ca
www.recreationns.ns.ca

HIGH FIVE

HIGH FIVE is a holistic approach to assuring quality in the development of sport and recreation programs for children. It promotes safety, well-being and healthy child development. HIGH FIVE provides training for leaders and coaches, program evaluation tools, resources, parent and public education to ensure that children have the best possible sport and recreation experience. To receive training and resources contact:

Debbie Bauld
Provincial HIGH FIVE Coordinator
Recreation Nova Scotia
5516 Spring Garden Road, Suite 309
Halifax, NS B3J 1G6
Tel: (902) 425-1128
Fax: (902) 422-8201

Email: dbauld@HIGHFIVENS.ca
www.recreationns.ns.ca

Accessibility Project

Recreation Nova Scotia along with its national partner, The Active Living Alliance for Canadians with a Disability, believe strongly in full and equitable access to active living opportunities for all persons. Visit <http://www.recreationns.ns.ca/program/include.htm> for valuable information concerning both organizations roles, initiatives and services that exist to advocate and educate for persons with disabilities who want to enjoy a healthy active lifestyle.

“June is Recreation Month” Campaign

RNS has launched an ongoing campaign “June is Recreation Month” to celebrate and recognize the contributions that recreation makes to the quality of life in Nova Scotia. RNS has produced a tool kit for community leaders and is hosting a photo contest and a creative expressions campaign. For a listing of events taking place visit www.recreationns.ns.ca. If you are organizing an event or know of an event taking place in your community and it is not listed on the June is Recreation Month web site, please let RNS know about it. An event can be submitted on the RNS web site and forwarded by fax to 902-422-8201.

Active Kids Healthy Kids Projects

RNS is hosting and managing an online searchable database of resources, programs and tools in the province that supports physical activity. Also included on the web site below are evidence-based interventions and success stories of programs that improve physical activity. A monthly electronic bulletin is available for distribution to subscribers, which includes updates and information on local, provincial and national physical activity initiatives. RNS is also working to educate organizations and the public with the distribution and promotion of Health Canada's Physical Activity Guide to Healthy Living. The focus is to integrate key messages into existing parent education initiatives. To access the database, to subscribe to the e-bulletin or to access information and resources on physical activity visit, www.activekidsns.ca. In the Spring of 2005, RNS will be hosting a provincial forum entitled Children and Youth Living in Poverty to address the financial barriers to participation in recreation opportunities. Details and information are forthcoming.

2.6 Alliance for Healthy Eating and Physical Activity

The Nova Scotia Alliance for Healthy Eating and Physical Activity is an informal network of agencies and individuals with an interest in promoting healthy eating and physical activity for overall health, and healthy body weight. Alliance members bring diverse talents and perspectives together to jointly identify priority areas for action related to healthy eating and physical activity. The Alliance works to achieve its mandate through a Coordinating Group and the following Action Groups: Physical Activity Action Group, Resource Sharing Action Group, Healthy Eating Action Group and the Networking Action Group.

For more information on the Alliance please visit www.hpclearinghouse.ca or contact:

Cathy Chenhall
Alliance Co-Chair
Healthy Eating Coordinator
Office of Health Promotion
10th Floor, Joseph Howe Building
1690 Hollis St.,
Halifax, NS B3J 2R8
Phone: (902) 424-3749

Fax: (902) 424-4716
E-mail: chenhacl@gov.ns.ca

Or

Judy Purcell
Alliance Co-Chair
Prevention Coordinator
Cancer Care Nova Scotia
5th Floor, Bethune Building
1278 Tower Road
Halifax, NS B3H 2Y9
Phone: (902) 473-6063
Fax: (902) 473-4631
E-mail: judith.purcell@ccns.nshealth.ca

2.7 Health Promotion Clearinghouse

The Health Promotion Clearinghouse supports and builds the capacity of organizations and volunteers by coordinating and providing timely access to community health promotion resources. It does this through work of its coordinator, who will respond to questions by email, phone and fax, and a comprehensive website containing information on organizations, partners, events and opportunities, best practices and tobacco control, healthy eating and physical activity resources and more. The Clearinghouse can also put you in touch with mentors and resource people to assist with your health promotion work.

Health Promotion Clearinghouse
Phyllis Price
Interim Coordinator
Toll Free: 1-877-890-5094
Halifax Area: (902) 494-1917
Email: hpclearinghouse@dal.ca
www.heart-health.ns.ca or
www.hpclearinghouse.ca

2.8 Heart and Stroke Foundation of Nova Scotia

The mission of the Heart and Stroke Foundation of Nova Scotia is to further the prevention and reduction of death and disability from heart disease and stroke through the support of research, education and the promotion of healthy living. The following are some of the health promotion programs offered in Nova Scotia:

Jump Rope for Heart

Jump Rope for Heart is a fun, easy event that builds school spirit and unity. Children collect pledges, learn about heart healthy living and getting active, support Heart and Stroke Foundation research and earn exciting thank-you prizes. Jump Rope for Heart is a skipping event held in elementary schools (both indoors and outdoors) as part of gym class or school special event. This program is one of the most successful and long-standing programs of the Heart and Stroke Foundation. Jump Rope for Heart creates a fun, contagious, physical activity event for children (ages 5 to 10) that builds school unity to help fund medical research, health promotion and health education.

Hoops for Heart

Hoops for Heart is the graduating program to Jump Rope for Heart, with the additional focus on student leadership. The program compliments intermediate physical activity in teaching basketball and heart health. Children collect pledges, learn about heart healthy living and getting active, support Heart and Stroke Foundation research and earn exciting thank-you prizes. Hoops for Heart is a basketball event that combines fitness, fun and fundraising. Hoops for Heart is the cool activity that gets youth (ages 11 to 14) active, excited and team spirited while having fun to support the Heart and Stroke Foundation.

For information on Jump Rope for Heart or Hoops for Heart please contact:

Alison Graham, Provincial Program Coordinator
Heart and Stroke Foundation of Nova Scotia
5161 George Street, 7th Floor
Halifax, Nova Scotia B3J 1M7
Tel: (902) 423-7530
Fax: (902) 492-1464
Toll-Free: 1-800-423-4432

The HeartSmart™ Active Fun Kit for Families

The HeartSmart™ Active Fun Kit for Families is designed to support families to find fun, practical ways to become more active and live a healthy lifestyle. This educational tool demonstrates the importance of physical activity and the many ways in which physical activity can be incorporated into your daily life. By providing examples of activities that can be done at work or in front of the T.V., as well as traditional activities, the Active Fun Kit helps families reach a level of physical activity that can result in health benefits. With sponsorship from Manulife Financial the Heart and Stroke Foundation of Nova Scotia has also developed a guide for using the Active Fun Kit with a group. To obtain an Active Fun Kit for Families contact:

Carla Malay
Community Health Promotion Coordinator
Western Nova Scotia
c/o 5523 Spring Garden Road, Suite 204
Halifax, NS
Toll free: 1-800-423-4423
Tel: (902) 354-3283

Physical Activity Counselling for Health Professionals

Physical Activity Counseling for Health Professionals is a new program that the Heart and Stroke Foundation of Nova Scotia is developing in partnership with the Sport and Recreation Division of the Office of Health Promotion, Cancer Care Nova Scotia and the Alliance For Healthy Eating and Physical Activity. The program is designed to provide health professionals with the training and tools they need to encourage their clients to incorporate physical activity into their daily lives.

Physical Activity Basics

The Heart and Stoke Foundation of Nova Scotia is also developing Physical Activity Basics, a program for those interested in learning how much physical activity is required for health benefits, what counts as physical activity, how much activity is required by children and youth, as well as tips and techniques for motivating yourself and others to get more active.

For information on Physical Activity Counseling for Health Professionals, Physical Activity Basics and other physical activity initiatives contact the Director of Health Promotion.

Heart and Stroke Foundation of Nova Scotia
5161 George Street, 7th Floor
Halifax, Nova Scotia B3J 1M7
Tel: (902) 423-7530
Fax: (902) 492-1464
Toll-Free: 1-800-423-4432
www.heartandstroke.ca

2.9 Nova Scotia Trails

The Nova Scotia Trails (NSTF or Nova Scotia Trails Federation) is a not-for-profit organization that acts as the governing body for trail groups throughout Nova Scotia. NSTF helps trail groups to build, maintain, and manage trails. Recently NSTF developed a new motto: **TAKE TRAILS TO H.E.A.R.T.** The letters in HEART stand for Health, Environment, Arts (Culture and Heritage), Recreation, and Transportation. Trails to Heart recognizes the role trails play in increasing opportunities for physical activity and helping to make it an integral part of community life. For more information contact:

Jim Vance, Executive Director
Nova Scotia Trails Federation
5516 Spring Garden Road, 4th floor,
Halifax, NS B3J 1G6
Tel: (902) 425-5450 ext 325
Fax: (902) 425-5606
Email: info@novascotiatrials.com
nstrails@sportnovascotia.ca

2.10 Active & Safe Routes to School

Active & Safe Routes to School (ASRTS) encourages the use of active modes of transportation to and from school, such as walking and cycling, in a safe and healthy environment. It is a national Go for Green program coordinated in Nova Scotia by the Ecology Action Centre in partnership with the Nova Scotia Office of Health Promotion, Sport and Recreation Division. To find out how to develop active and safe routes to school or to register for International Walk to School Day Week, October 4 to 8 and Walk to School Day on October 6 contact:

Janet Barlow
Ecology Action Centre
1568 Argyle Street, Suite 31
Halifax, Nova Scotia B3J 2B3
Tel: (902) 429-2202
Fax: (902) 422-6410
Email: eac@ecologyaction.ca
www.ecologyaction.ca

2.11 Nova Scotia Fitness Association

The Nova Scotia Fitness Association provides standardization of fitness leadership training in Nova Scotia. In partnership with the Sport and Recreation Division of the Office of Health Promotion, the Association

delivers a Youth Fitness Leader Certification Program, the first of its kinds in North America. This program trains and certifies youths aged 15-17 to teach fitness classes to children and youths aged 5-18. It is envisioned these young leaders will instruct group fitness classes within a variety of settings such as schools, children's clubs, municipal recreation centres, YWCA/YMCA and private fitness/dance facilities. This is an initiative of the province's Active Kids Healthy Kids Strategy. For more information contact:

Nova Scotia Fitness Association
Diane Bellefontaine, Office Manager
c/o Sport Nova Scotia
5516 Spring Garden Road, Suite 309
Halifax, NS B3J 1G6
Tel: (902) 425-1128 ext 224
Fax: (902) 422-8201
Email: diane@nsfa.info
www.nsfa.info

2.12 HeartWood Centre for Community Youth Development

HeartWood is a leader in youth development programs in Nova Scotia, annually working with over 3,500 youth in discovering their 'personal best'. Heartwood's mission is to work with youth to develop their skills and confidence as community builders. They train and support adults, young adults and agencies in skills to support meaningful youth participation in building healthy communities.

HeartWood Centre for Community Youth Development
33 Leary Fraser Rd., Dayspring, NS
RR#7 Bridgewater, NS, B4V 3J5
Phone: (902) 543-8531
Fax: (902) 543-8245
E-mail: home-place@heartwood.ns.ca
<http://www.heartwood.ns.ca>

SECTION 3: THE SOUTH SHORE

3.1 The South Shore Active Communities Committee

Created in November 2002, the South Shore Active Communities Committee (SSAC) is a regional and inter-sectoral working group directed towards increasing the number of children, youth and families that are active enough for health benefits. The committee consists of representatives from South Shore Health, Yarmouth/Shelburne and Lunenburg/Queens Recreation Directors/Coordinators Association, Shelburne Mental Health, Tri-County Regional School Board, Yarmouth District Department of Community Services, Heart and Stroke Foundation Western Region, Queens County Community Health Board, Nova Scotia and South Shore Sport and Recreation Division, Office of Health Promotion and a Physical Activity Capacity Coordinator.

The Committee strives to work collaboratively with community groups and organizations, fostering partnerships and building capacities so that physical activity becomes a regular part of the lives of children, youth and families. The committee takes a population health approach recognizing that physical activity, as a personal health practice, is but one of the social determinants of health. Other determinants of health such as income, education, social support networks, social and physical environments are addressed in our approach to involving communities, building partnerships and collaborating across sectors. The committee is dedicated to overall chronic disease prevention. Linkages to healthy eating initiatives, tobacco control strategies, recreation, mental health, community services and education are an integral part of the Committee's strategy to reduce barriers and build capacities that support increased physical activity.

The goal of SSAC is to mobilize and build, in a sustainable way, the capacities of families, schools, health authorities, local government, and community organizations to increase the number of children and youth who are active enough for health benefits.

SSAC has identified four main objectives. Listed below each of the objectives are some of the actions the Committee has taken to achieve the objectives.

1. To enhance the capacity of community organizations and partnerships.
 - Identify key stakeholders in the promotion of physical activity
 - Interview key stakeholders to identify strengths and needs
 - Develop "Physical Activity Capacity Building Tool," distribute, garner feedback and update
 - Partner with community groups and host Community Forums on Physical Activity for each County to build community capacities
 - Provide presentations and workshops, on physical activity promotion and attend trade shows/volunteer showcases to promote physical activity
 - Partnership development with Recreation Departments, Community Groups, Family Resource Centres, Youth organizations, Community Health Boards, Schools, School Committees, School Boards, Health sectors, Department of Community Services, Mental Health, Heart and Stroke Foundation.
2. To decrease barriers to participation in physical activity.
 - Develop collaborative partnerships to create an Active Communities Fund for each County on the South Shore (In Queens, Shelburne and Yarmouth Counties SSAC grant committee partnered with the County Community Health Boards and in Lunenburg County the SSAC grant committee partnered with Lunenburg/Queens Recreation Coordinator's/Directors Associations)
 - With partners, promote fund, review applications and provide support/resources to grant recipients

3. To increase physical activity opportunities in school environments.
 - Promote Active Communities Funds for physical activity in schools
 - Provide support/resources to grant recipients
 - Coordinate a “Spring into Action” Physical Activity School Challenge
 - Promotion of Active and Safe Routes to Schools
 - Help create partnerships to promote active and safe routes (e.g. Bridgewater Safe Routes Group who are creating a map of safe routes in Bridgewater)
 - Work with Active School Community pilot projects (Hebbsville Academy and Evelyn Richardson Memorial Elementary School)
 - Identify best practice criteria for schools and share information
 - Presentation to Principals on promotion of physical activity
 - Information sharing with School Advisory Councils

 4. To improve family awareness and commitment to physical activity.
 - Promote Active Communities Funds for family physical activity
 - Provide support/resources to grant recipients
 - Promotion of family physical activity in local newspapers
 - Help facilitate leadership training in physical activity for Family Resource Centres using the Coresport program
 - Help disseminate family activity resources (e.g. Heart and Stroke’s Family Fun Kit, Health Canada Physical Activity Guides)
 - Capacity building in the creation and delivery of February Family Fun – Physical Activity Winter Challenge
-

The following is a compilation of information and views expressed by community members in Lunenburg, Queens, Shelburne and Yarmouth Counties. Recreation personnel, health, social service workers, and families from these four Counties were interviewed to find out about physical activity in their area. Additionally, Community Forums on Physical Activity were held in 2004 and 2005 providing forum participants with an opportunity to share information and resources and develop partnerships for improved physical activity. The information, feedback and contributions shared at the forums have been integrated into this Capacity Building Tool.

Each section is organized to present the community assets identified by the key informants that exist to support physical activity. Policies at various levels that promote and support physical activity are identified, including federal, provincial, regional, and municipal, as well as organizational policies implemented by physical activity related organizations and groups. Infrastructural supports, such as indoor and outdoor facilities, open spaces, and personnel are presented, along with various programs offered throughout each county. Specific areas of need for policy, infrastructure and program development are also identified. Each section concludes with an overview of challenges to physical activity promotion, programming, and participation as indicated by those interviewed.

3.2 Lunenburg County

Community Assets for Promoting Physical Activity

Policies

There are several broad policies that promote physical activity in the County. Some are legislated acts, some are defined strategies, and others are broad approaches to physical activity and health.

- The Provincial Trails Act
- The Day Care Act (mandated play time, space and equipment)
- Smoke free space legislation
- Active Kids, Healthy Kids Strategy
- National Physical Activity Week
- Go for Green policies and initiatives
- Rails to Trails policy
- Canada's Food Guide
- ParticipAction
- Population health approach used by many service providers
- Youth Travel Policy
- Open space policies and strategic plan
- Task force on Off Highway Vehicles (OHV)
- Joint Multi-Purpose Facility- Site Selection and Design Committee
- "8-pack to go" policy – get 8 people in Lunenburg Municipality and Recreation Department will help start the program

There are also several grants available within the County that can support physical activity. These include:

- Various grants for community groups (Municipal Recreation Community Grant Programs, Community Health Board Wellness Fund, Sport and Recreation Community Development Grant Program)
- Capital grants (Municipal Recreation Capital Grant and Sport and Recreation Facility Development Grant Program)

In schools, there are several policies to support physical activity, including:

- Recess time, open gym on cold days
- Physical education teachers must be certified instructors
- Safety code for playground equipment
- Unofficial "no cut" policy for teams
- Physically Active Lifestyle (PAL) and healthy eating curriculum, part of Health education curriculum in grades 4-6
- Mandatory participation in intramurals at Hebbville Academy School

Many of the organizations and groups in Lunenburg County that were part of this inventory indicated that physical activity and/or overall health and wellness are part of their mandate or mission. Some of the groups indicated that they offered, or were aware of other programs or groups that offered support for program fees in order to promote participation. Such access policies included:

- Assisted memberships for low income families
- Discounted family memberships
- Fees based on cost recovery, not profit
- Low cost or no cost programs for youth
- Free access to facilities for youth
- Free membership in lieu of volunteer hours
- Program gift certificates for families in need

- Chester PRO Kids Fund, Promoting Recreation Opportunities for Kids Fund for low income families
- Providing ½ priced memberships at a local gym for staff
- Gift certificate program sent to community service organizations and schools to support children's participation in summer programs offered through the Municipality of the District of Lunenburg
- Youth Subsidy Grant for participation in sport and recreation programs offered through the Town of Bridgewater Parks, Recreation and Culture Department

Finally, there is open access to playgrounds and trails. The Towns of Lunenburg and Mahone Bay and the Municipality of District of Chester also appear to have school access policies providing the use of school facilities to community groups and organizations.

Infrastructure

Indoor Facilities

Some facilities are municipal owned some are community association owned

- Community halls
- Arenas
- Indoor rinks
- Curling clubs
- Weight rooms
- Privately owned indoor pools
- Recreations centres/complexes
- Family Resource Centres
- School facilities
- Youth centres
- Day care centres
- Community room for fitness classes
- Youth group meeting areas
- Fitness centres, including women only and a YMCA
- Michelin Social & Athletics Club (outdoor rink, ball field)

Outdoor Facilities & Open Spaces

There are many open spaces throughout the county that offer unstructured opportunities for physical activity, including:

- Miles of trails, including protected and preserved areas
- Parks and green space
- Ball parks, soccer fields and basketball courts
- Skateboard parks
- Lakes and skating ponds
- Tobogganing hills
- Beaches
- Golf courses
- Outdoor skating rinks
- Yacht clubs and marinas
- Boat landings and wharfs
- Outdoor pools
- Grassy area for sports
- Playgrounds and equipment
- Areas for biking, not on road
- Tennis courts

- Chester Basin Recreation Park
- Outdoor rinks and toboggan hills – MARC
- BMX Bike Park – Municipality of the District of Lunenburg Recreation Department
- Bridgewater track
- Michelin Social & Athletics Club (gym, fitness facility)

Personnel & Human Resources

Many people are involved in and devoted to promoting physical activity throughout the county, including:

- Town/municipal recreation directors, full-time, part-time staff, and summer staff
- Lots of volunteers working as coaches, fitness instructors, advocates...
- The Community Health Board
- Youth and youth groups
- Teachers
- Contract workers
- Many community associations (700+ within Lunenburg County)
- Hebbville Academy – Pilot school for Active School Communities, a component of the Active Kids Healthy Kids Strategy
- Public Health Services: Tobacco Control Strategy Coordinator, Nutritionist, Chronic Disease Prevention Coordinator
- Rehabilitation Services
- Legions
- New Germany Rink Committee
- Municipal Councils
- Bridgewater Safe Routes Group/Lunenburg Co. Active Communities

There are also many partnerships within and between different groups, organizations and facilities intended to support physical activity. The groups and organizations included in this survey reported partnerships with others, such as:

- Schools
- Towns, municipalities
- Private businesses and clubs
- Various community groups, such as Brownies and Scouts
- Farmers' Associations
- Government sectors, such as Sport and Recreation, Public Health, Justice, Education, Community Services, and Health (i.e. hospitals)

Programs

Physical Activity

There are many different programs offered throughout the county. Several program characteristics emerged from among these programs. These characteristics include:

- Programs for all ages
- Free, low cost and higher cost programs
- Drop-in and more structured programs
- Classes, courses, and certification programs
- Active and passive (i.e. hobby, games like bingo) programs

- Before and after school programs
- Lunenburg/Queens Special Olympics
- Elderfit program

Some of the programs offered by many of the municipal units include:

- Organized sports, like volleyball, basket ball, soccer, baseball, gymnastics and minor hockey, curling, golf, tennis, sailing, horseback riding and bowling
- Clubs, like walking, hiking, gardening and outdoors clubs
- Groups, like playgroups, youth groups and parent groups
- Fitness and aerobics classes, as well as Tai Chi, yoga and pilates
- Dance, including ballet, step and country, and belly dancing
- Martial Arts
- Girl guides, boy scouts, sea cadets
- Day camps and summer programs
- Train-the-trainer classes
- Equipment and clothing exchanges
- Lunch-time intramurals at schools
- Extra curricular sports after school
- Walk-to-School Day
- Terry Fox Run
- Come play in our Woods – Municipality of District of Lunenburg strategy

Some physical activity opportunities in more rural communities include:

- Various fitness classes
- Teen gym nights
- Pre-teen dances
- Learn to run clinics

Family Resource Centres offer many interesting, low cost programs that support physical activity such as:

- Playgroups
- Preschool and infant programs
- Parent groups
- Before and after school programs
- Day Camps
- A drop-in youth facility
- Girls on the Move program (girls only program offering a variety of physical activities)
- Pre-teen nights
- Rental space used for dance, yoga, pilates and drama classes

Other Healthy Living Programs

There were many other programs reported that promote healthy living more generally. Such programs also play an important role in getting people out and participating.

- Seminars and clinics (e.g. nutrition seminars, well women's clinic)
- Parent support and education programs
- Injury and Fall prevention programs
- VON Caregivers Campaign

- Healthy eating and snack programs
- Breastfeeding support groups
- Children's reading programs
- Fundraising initiatives, such as dances

In particular, there are many programs for youth that provided overall healthy living messages, including but not limited to physical activity.

- Girls on the Move (girls only program offering a variety of physical activities)
- Physically Active Lifestyles curriculum in schools
- Personal Development and Relationships curriculum
- Junior leadership programs
- Babysitter training courses
- Baby Think it Over
- PRO Kids
- Arts and drama programs
- Kids Against Tobacco Smoke (KATS)
- Park View Education Centre and Forest Heights Community School Wellness Days for teens

Public Awareness & Communications

Many different communications strategies and tools were used to get the message out about physical activity and specific programs, events, and opportunities.

- Newsletters
- Brochures
- Websites
- Newspaper, radio and cable advertisements
- Public Service Announcements
- Posters
- Word of mouth
- 1-877-777-9550 or 543-9550 (Tuesday – Saturday 7 am – 10 am) "Be Well Connected" line to access community, health, social and government resources.

Notably, Lunenburg County has a Cooperative Recreation Program Brochure that includes information on programs offered throughout the towns, municipalities and the YMCA, all in 1 brochure.

Other Community Strengths

Several key strengths were identified in Lunenburg County.

- Leadership and a strong volunteer base
- Heartwood Centre for Community Youth Development
- Good partnerships, particularly with schools and private businesses
- Good natural environment, including beaches and an extensive trail system
- Accessible, low cost programs
- Lots of activity based organizations
- A successful walking campaign
- An active outdoor club
- Youth becoming more involved, particularly in social justice issues

Some of the organizations and groups involved in this survey also indicated that there are some very good facilities in this County, particularly for the smaller towns.

Further Support Required to Advance Physical Activity

Policy Needs

Some broad level policies were identified that are needed in order to support physical activity. These include:

- Workplace physical activity policies
- Policies to address rural issues
- Policies to support quality of life for residents
- Inclusive policies, particularly addressing program fees
- School board assistance with after school travel

Some specific policy actions that were recommended include:

- Accessible and affordable public transportation
- Insurance coverage for community groups
- Free rental policies for children's physical activity programs
- Trail use policy banning ATV use on trails
- Secure operating grants rather than project-based funding
- Allow people to try an activity before paying registration
- More family rates for registration

It appears that more school policy around physical activity promotion could also be effective in supporting physical activity in the County. This includes:

- Dedicated school staff for outdoor recreation
- Physical Education classes everyday for all students
- Implement Quality Daily Physical Education in the schools
- A blanket statement on school access
- Changes to liability policies
- Open access in the evenings for families, particularly at rural schools

In rural areas it was noted that more road signs are needed to denote areas where children may be present and playing, as well as reduced speed limits.

Infrastructure Needs

Additional infrastructural and program needs were identified too:

- Facility improvements, including schools
- And/or multipurpose recreation and wellness complex
- Pools in particular, as well as more fields, tracks, rinks, parks and playgrounds
- Racket ball and squash facilities
- Bike racks
- Day time programming for shift workers
- Day care and programming in the evenings for the children of shift workers
- More active programming through libraries

In terms of human resources, some needs were also identified:

- Increased partnering

- Consolidated efforts between Recreation Departments, towns, municipalities, day cares, Family Resource Centres, and the YMCA
- A volunteer database
- More volunteers and community champions
- A Who's Doing What directory
- Involvement of the medical society

Finally, some specific needs for rural communities were identified:

- Sidewalks and safe lanes for active transportation
- Paved areas for basketball
- Trained personnel (e.g. dance instructor)
- Access to land
- Access to trails from community centres

Broader Community Needs

Some broader needs were identified within the community:

- A general health and wellness movement
- Increased awareness of the benefits of physical activity
- Access for all
- Supports for persons with disabilities
- Social supports for low income families
- Recreation legislated as an essential service
- Funding for programs and facilities
- Training opportunities for staff
- A university in the area – resources, facilities, research, opportunities

Challenges to Physical Activity

Many challenges to physical activity participation and promotion emerged. The challenges can be grouped into these 4 inter-related themes:

- Transportation Issues
- Community Issues
- Youth Issues
- Schools

Transportation Issues

Lack of transportation, including personal vehicles and public transportation systems, present a major barrier to participation and access to programs. However, in addition to this, there were challenges identified that prevent active transportation such as walking, biking or skate boarding:

- Bi-laws regarding skateboarding and roller-blading on sidewalks or other public property
- Lack of bike lanes, skate parks and even sidewalks in some areas
- Car insurance too high for community and day care centres, preventing outings to physical activity facilities or open spaces
- Fine for not wearing a helmet is \$300 in parts of the county, while it is only \$25 in the rest of the province.
- School bussing, preventing children from walking

Many suggested that to address the last issue here, students should be let off the bus 1 mile from school and walk the rest of the way, with chaperones. However, one key informant noted that existing policies may present a challenge to the “walking school bus” approach.

Community Issues

There were many challenges identified that face communities wanting to participate in physical activity. Most significantly, poverty presents a major barrier to affording program fees, as well as sporting equipment (e.g. hockey equipment, soccer shoes, bicycles and helmets, etc.). Other related challenges included:

- Fees for Brownies and Scouts are often too high
- Fee subsidies “label” children
- Living in an apartment means kids have nowhere to play outside
- Both parents have to work, leaving kids at home alone

Other challenges include:

- Lack of awareness
- Lack of time, people are very busy
- An aging population
- Declining school enrolment
- Lack of leadership development opportunities

Many challenges were also identified for rural communities, such as:

- Few facilities
- Lack of playgrounds and equipment
- No sidewalks or bike lanes
- Poor road signage
- Transportation to town facilities
- Too few people to support programming
- Few instructors for specialized programs
- Access to schools and other spaces

Some ideas to address the issues facing rural communities were to 1) develop partnerships with Auxiliary, Kinsmen, Legions and medical centres for space to hold classes and programs, and 2) conduct an asset inventory in rural areas.

Additionally, it was noted that community groups often bear the burden of providing most of the physical activity programming. Such groups face many challenges to providing their services, including:

- Insurance and liability issues for accessing schools and community spaces
- Decreased funding and grants for summer programs
- Decreasing volunteer base
- Continuously having to apply for new funding and grants
- The lack of grants for operating costs

Youth Issues

Many challenges were identified to engaging youth in physical activity, including:

- Video games and television
- Peer influence
- Few programs on the weekend
- Many kids are home by themselves, parents are at work, no one to play with, encourage activity, or be a role model
- Subsidized or sponsored children are “labeled”
- Health problems, such as obesity and asthma
- Poor nutrition, not enough energy

School Issues

Several challenges to accessing school facilities were identified:

- Insurance and liability issues
- Very complex process just to use space for physical activity programs
- User fees

In addition, some challenges related to school policies:

- Physical activity has to be built into the entire school system and curriculum
- Bussing, prevents walking and participation in activities after school
- Complimentary bussing for living closer to the school and residing along a bus route
- Mandatory 300 minutes of instruction per day
- Risk management policies, limit outdoor education due to liabilities
- Skateboarding policies

3.3 Queens County

Community Assets for Promoting Physical Activity

Policies

Physical activity and/or overall health and wellness were included in the mandates of the organizations involved. In addition to their own mandates, other broad policies or organizations exist to support physical activity in the county, including:

- The Active Kids, Health Kids Strategy
- Sport Nova Scotia
- The Office of Health Promotion
- The Heart and Stroke Foundation
- Healthy Eating, Active Living (HEAL) subcommittee of the Queens County Community Health Board
- National Physical Activity Week
- Financial assistance for low-income families to participate in recreation through the Region of Queens - Kids on the Move Fund

There are also several grants available within the County that can support physical activity. These include:

- Various grants for community groups (Municipal Recreation Community Grant Programs, Community Health Board Wellness Fund, Sport and Recreation Community Development Grant Program)
- Capital grants (Municipal Recreation Capital Grant and Sport and Recreation Facility Development Grant Program)
- Support for hockey fees from Lion's and Rotary clubs for families that can't afford them

In schools, there are several policies to support physical activity, including:

- Recess time, open gym on cold days
- Physical education teachers must be certified instructors
- Safety code for playground equipment
- Unofficial "no cut" policy for teams
- Physically Active Lifestyle (PAL) and healthy eating curriculum, part of Health Education curriculum in grades 4-6

Additionally, the West Queens Community Centre has a small fee \$2.00 per person to come into the centre to play sports.

Finally, legislated smoking restrictions help to support physical activity messages in the community.

Infrastructure

Indoor Facilities

Within the county there are several facilities that offer opportunities for physical activity, including:

- An arena
- School gyms
- Curling rink
- Family Resource Centre
- West Queens Community Centre
- 1 private indoor pool
- Astor Theatre Society – rental access (e.g. dance classes)
- Gym facilities (not family oriented)

Outdoor Facilities & Open Spaces

There are also many open spaces where physical activity can be supported. These spaces offer opportunities for structured or organized activities (e.g. team sports, leagues), and more unstructured activities (e.g. individual use, pick-up activities).

- 2 beaches
- 2 outdoor pools
- Trails
- Playgrounds
- Parks
- Soccer fields
- Green space and wilderness
- Baseball diamonds
- Portable outdoor rinks
- Softball fields
- Tennis courts
- Marinas
- Mersey River – access for small boats
- Brooklyn and Port Mouton Marnia
- Keji National Park
- Cross County Skiing areas in North Queens

Personnel & Human Resources

Many people are involved in and devoted to promoting physical activity throughout the county, including:

- Full-time and part-time staff
- Volunteers, parents, coaches
- Seasonal staff
- Physically Active Lifestyles curriculum in schools
- The municipality
- Municipal Council
- The recreation department
- Fishermen
- Church groups and women's groups
- Fire department
- Queens County Community Education Facilitator
- Community Health Board
- Community organizations providing physical activity programs
- Healthy Eating, Active Living Committee of the Queens County Community Health Board
- Public Health Services: Tobacco Control Strategy Coordinator, Nutritionist, Chronic Disease Prevention Coordinator
- Schools (e.g. Dr. John C. Wickwire - cross-country skis)

Some partnerships exist between community groups and the recreation department to support physical activity, as well as between Family Resource Centres and community centres to share resources and facilities. A great new partnership with a fire department has led to the donation of land for developing a multi-purpose court for tennis, basketball and skateboarding.

Programs

Physical Activity

- Walking groups
- Walk-to-school Day
- Various tournaments
- Terry Fox Run
- Scavenger hunts
- Air Cadets
- Beach days
- Bike day events

- Annual fall festival
- Swimming lessons and public swims
- Well women's and child clinics
- Girl guides, boy scouts, and scout camp
- Milton Sprint and Marathon Club
- Milton Canoe and Camera Club
- Adult darts nights
- Lunch-time intramurals at schools
- Family picnics and garden parties
- Extra curricular sports after school
- Fitness classes, including yoga and aerobics
- Curling, minor hockey and minor baseball
- Lunenburg/Queens Special Olympics
- Old Fashion Family Picnic in the Park – Region of Queens
- Schools (e.g. Dr. John C. Wickwire - cross-country skis)
- Lunenburg/Queens Special Olympics

Many of these programs are offered at a relatively low cost. There are also programs focused on promoting physical activity specific among young girls.

Parents 'n Tots in Port Medway started an interesting program that paid for youth coaches to establish a baseball league, and paid for the first year of registration for parents.

The Family Resource Centre offers many family-oriented programs that promote physical activity for all ages, including:

- Babies on the move
- Family walks
- Hockey, basketball, and soccer clubs
- Gymnastics

Other Healthy Living Programs

There were many other programs reported that promote healthy living more generally. Such programs also play an important role in getting people out and participating.

- Kids on the Move Fund (to support kids under 19 to participate in physical activity programs)
- Girls on the Move (girls only program offering a variety of physical activities)
- Babysitter's course
- Physically Active Lifestyles curriculum in schools
- Personal Development and Relationships curriculum in schools
- Healthy breakfast and lunch programs
- Healthy eating poster campaign
- Community development programs
- Junior Leadership programs
- Conversational French language classes
- Life drawing, water colours, woodworking
- True Colours workshop (interpersonal relationship tool)
- 55 Alive for mature drivers and defensive driving
- First aid and CPR training
- WHMIS training
- Kids Against Tobacco Smoke (KATS)

Public Awareness & Communications

Some different communications strategies and tools were used to get the message out about physical activity and specific programs, events, and opportunities.

- The local paper
- Brochures
- Posters
- A website
- CKBW
- Banners

The West Queens Community Centre has a corporate partnership with the Irving Gas Station to do advertising for events and activities at the centre.

Other Community Strengths

Other strengths identified by the key informants included:

- This is a safe community
- Lots of natural areas – beaches, trails
- Many dedicated volunteers
- There are a lot of opportunities for such a small community
- Programming is self-directed and community based
- Youth becoming more involved, particularly in social justice issues
- Parents 'n Tots, community-based

Further Needs to Promote Physical Activity

Policy Needs

Several areas of need for more supportive policy were identified, including:

- More school policies to support physical activity among youth
- School board assistance with after school travel
- Quality Daily Physical Education (QDPE) should be implemented in the schools
- More funds and grants specifically for physical activity programming
- Mandatory sidewalk policy for housing developments
- Hiring policy for more staff and direct programming
- Ensure more movement based activities through the recreation department
- Transportation funds for people living in rural communities

There was also a need identified for workplace physical activity policies to support participation. Such policies might include:

- Wellness programs
- Gym memberships
- Healthy food choices at work
- Corporate challenge events

Infrastructure Needs

Additional infrastructure needs were also identified:

- More bike paths and walkways
- Bike racks

- Strategic playground planning
- Facility updates and improvements, including schools
- Multi-purpose recreation facility or community centre
- Supports for new/more programs
- Maintain community schools

A need for more partnering between community groups and organizations was highlighted. Partnership development is needed between community groups and:

- Education/school board
- South Shore Health
- Business
- Family services
- Mental health services

Broader Needs Within The Community

Some broader needs were also identified, including:

- Increased public awareness – to address this, resources are needed to support public service announcements and a general wellness campaign
- A strategic plan for physical activity promotion with children
- A broad perspective on health
- More volunteers to expand on the small base of volunteers that does exist
- More funding for communities
- A university in the area – resources, facilities, research, opportunities
- Programming for teens to promote physical activity
- Role models in the community

Challenges to Physical Activity

Many challenges to physical activity participation and promotion emerged. The challenges relate to these 3 inter-related themes:

- Transportation Issues
- School Policy
- Community Issues

Transportation Issues

Lack of personal and public transportation options for many households presents an obvious barrier to physical activity participation, particularly for low-income households and those living in rural communities.

There also appear to be several challenges to promoting active forms of transportation, such as walking, biking, and skateboarding:

- No skate park
- Skateboarding and roller-blading not allowed in certain areas
- Lack of sidewalks in some communities
- Bussing kids right to school, prevents students from walking

An idea was proposed to address the bussing issue. The idea is to drop kids off away from the school so they can walk to school together for some distance. For safety, the students could be chaperoned by volunteers looking for some opportunities for being active and/or the road could be closed for that time period.

School Policy

Several challenges to physical activity emerged with regard to school policy:

- Bussing right after school, prevents participation in after school activities (both at the school or in the community)
- Bussing directly to school, particularly at consolidated schools
- Bussing for anyone outside of 1.5 kilometres
- Complimentary bussing for those inside the kilometre limit but residing along a bus route
- Mandatory 30 minutes of instruction per day
- Cutbacks to Physical Education – more dedicated physical activity time is needed and a school staff person needs to be dedicated to physical activity and healthy eating
- Risk management policies limit outdoor education due to liabilities
- Community access to school facilities and liability and insurance issues

An idea was offered for the school access issue, which was to hire a safety monitor for community school use activities.

There is also some concern about the affect of centralizing the schools on kids and the community. It seems to be hampering community spirit and preventing kids from getting to know one another.

Community Issues

Finally, some challenges regarding the general community were raised, including:

- Increased use of video games
- Shrinking volunteer base
- Few community leaders
- Rural communities lack facilities and face challenges to accessing programs and facilities in town
- The viability of facility-based programming
- Aging population
- Declining school enrolment
- Many programs and facilities are not geared to families
- Many low-income families cannot afford the fees associated with participating in physical activity programming

3.4 Shelburne County

Community Assets for Promoting Physical Activity

Policies

Many different policies were identified that help to promote physical activity for residents of Shelburne County. Broadly at the provincial or local level the policies included:

- The provincial Tobacco Strategy and local smoking policies and by-laws
- Fair play policies
- Community access to school facilities, particularly a new school that will offer a gym, art facilities, and a stage
- Support for underprivileged youth to participate in certain programs, including Big Brothers/Big Sisters
- No ATV use of public trails in some areas
- Financial assistance for low income families to participate in sport and recreation, Shelburne Kids Fair Play Fund – a partnership initiative of the 5 municipal units in Shelburne
- Municipal recreation by-laws
- FISHNET – Policy Advocacy Committee

There are also several grants available within the County that can support physical activity. These include:

- Various grants for community groups (Municipal Recreation Community Grant Programs, Community Health Board Wellness Fund, Sport and Recreation Community Development Grant Program)
- Capital grants (Municipal Recreation Capital Grant and Sport and Recreation Facility Development Grant Program)

Within the groups and organizations surveyed, certain policies were also in place to support physical activity. Some indicated that physical activity was built into the mandate or mission of their organization, using such approaches as population health, determinants of health, promoting overall health and well-being, or capacity building/participatory approaches. Policies to support such missions included:

- Dedicated budget for physical activity programming and/or facilities
- Promotional communications and public relations
- Free access to certain facilities or programs
- A program development grant for individuals and groups
- Funds to train leaders
- Hiring personnel with experience or backgrounds in physical activity

Infrastructure

Indoor Facilities

Many physical activity facilities exist throughout the county. These include:

- Arenas
- A pool
- Tennis courts
- Curling club
- Yacht club
- Golf course

- Churches
- Driving range
- Recreation and community centers
- Community Halls
- Schools
- An arts centre with dance space
- High school gymnasium
- Community Action Program for Children
- Day care centre
- Youth Resource Centre
- Family Resource Centre
- Fitness Centres (including women's only)
- Fit Folks Fitness Centre

Outdoor Facilities & Open Spaces

Throughout the county are open spaces that can support physical activity, including:

- Trail systems
- Soccer fields, baseball diamonds, and basketball courts
- Parks and playgrounds, including playground equipment
- The beach
- An outdoor rink
- Green spaces
- Hunting and fishing grounds
- A boardwalk
- Waters for boating
- An 8-lane track (coming soon!)
- Shelburne Harbour Yacht Club - Sailboats
- River Hills Golf Club
- Abnormal Skate Park

Personnel & Human Resources

Many people are involved in and devoted to promoting physical activity throughout the county, including:

- Town/municipal recreation directors, full-time and part-time staff, and summer staff
- Recreation coordinators and/or program staff
- Lots of volunteers working as coaches, fitness instructors, advocates...
- Big Brothers and Big Sisters
- The Shelburne County Community Health Board
- Active and involved youth and youth groups, including a youth led facility
- Bikes/Boards/Blades – creation of a skate board park
- The Community Use of Schools Committee
- Teachers, including a physical education teacher
- Pre-school teachers and day care workers
- Evelyn Richardson Memorial Elementary School – Pilot school for Active School Communities, a component of the Active Kids Healthy Kids strategy
- Nova Scotia Teacher's Association
- Primary Elementary Teacher's Association
- Public Health Services: Tobacco Control Strategy Coordinator, Nutritionist
- Victorian Order of Nurses (V.O.N.)
- Shelburne County Special Olympics Coordinator
- Church groups
- Little People's Place Child Care Centre

- Community Action Program for Children (CAP-C)
- King Street Centre
- Our House Youth Wellness Centre
- Shelburne County's Women's Fishnet
- Royal Canadian Air Cadets
- Children's Wellness Day Committee
- Health Association of African Canadians (HAC)
- On the Margins, Black Women's Health Project
- Black Employment Resource Centre
- Black Women's Health Office
- Active School Community Coordinator (Evelyn Richardson Memorial Elementary School)
- Youth Action Team, Barrington Regional High School and Shelburne Regional High School

Shelburne Heart Health Action Team is a group of representatives from local community groups, organizations and municipalities who meet approximately every 6 weeks to share information, knowledge, and to network, partner and support one another's healthy living initiatives (which includes healthy eating, active living, tobacco use prevention/reduction). Contact your local Recreation Department to get involved.

There are also many partnerships between different groups, organizations, and facilities intended to promote and support physical activity. The groups and organizations surveyed reported partnerships between their organizations and others, such as:

- Schools
- Libraries
- HRDC
- Private sector businesses
- Heart Health Action Team
- SCAT – Shelburne County Active Team
- Different facilities (arenas, golf club, curling club, correctional facility)
- Community Use of Schools Committee
- Volunteer Committee

Programs

Physical Activity

There are many different programs offered throughout the county. Several program characteristics emerged from among these programs. These characteristics include:

- Both active and more passive activities (e.g. hobbies, bingo, cribbage)
- Programming for all ages
- Women's groups and young girls programs
- Youth groups
- Both drop-in programs and more structured programs
- Team sports and individual programs
- Fairly pricey programs, as well as low cost, very low cost, and pay as you go programs

Some of the programs offered were common to some of the towns and communities throughout the county, such as:

- Organized sports (hockey, soccer, baseball, basketball)

- Different classes (fitness, dance, yoga)
- Walking groups (morning and/or evening)
- Day camps (ballet, archery, flag football, golf)
- Public skating and swimming
- Swimming lessons
- After school programs

Other less common programs that were reported were:

- Karate
- Gymnastics
- Biking trips
- Archery at Shelburne Regional High School
- Youth Bowling
- Learn to Sail and sail boat racing
- Air Cadets
- Shelburne County Garden Club
- Lockeport Dory Club
- Adult Badminton at Shelburne Regional High School

There were also many one-time events that included physical activity components, such as:

- The Terry Fox Run
- Scavenger hunts
- Corporate challenge
- Road races

Finally, some creative and interesting physical activity programs were reported:

- Recycled bikes and recycled sporting equipment programs
- A summer festival with many activities, including lobbball, soccer, tennis and golf tournaments, garden tours, dances and so on.
- Big Brothers and Big Sisters has some interesting initiatives to promote physical activity
 - The Big Bunch – weekly activities and events for kids who are on the waiting list for a big brother or big sister
 - Kids 'n' Cops – a partnership with local police that, among other things, includes games between kids and cops.
 - Bowl for Kids Sake – a community fund raiser.
- Community Action Program for Children also has interesting initiatives to promote physical activity
 - Jumpstart – modified gymnastics program for preschoolers
 - Fit 'n' Fun Families program for parents and guardians

Other Healthy Living Programs

There were many other programs reported that promote healthy living more generally. Such programs also play an important role in getting people out and participating.

- Kids fair play fund
- Healthy eating programs
- Youth leadership programs
- Smoking cessation programs
- Lifestyle makeovers
- Canada Fit Week events
- Well Women's Clinics
- Holistic health workshops
- A health resource directory
- KATS – Kids Against Tobacco Smoke
- Help with transportation
- Black Pioneer Acting Group
- On the Margin's Black Women's Health
- Aqua Drive

The youth health and support centre offers a variety of very interesting programs for youth, including:

- A 'zine' produced by youth
- Education and employment assistance
- Teen support groups
- Community involvement

Big Brothers/ Big Sisters also offers other programs focused more on general well-being and emotional development, including:

- Life Choices (for girls 11-13)
- Right for Me (for boys 11-13)
- In school mentoring
- Emotional support

Public Awareness & Communications

Many different communications strategies and tools were used to get the message out about physical activity and specific programs, events, and opportunities. The organizations involved used:

- Brochures and posters
- Ads in newspapers, newsletters, and on the radio and cable TV
- Letters to the editor
- Advocacy
- Press releases
- Special events
- Word of mouth (considered important for literacy issues)
- Networks
- Windows, bulletin boards and displays at malls and other public spaces
- Public Service Announcements
- Websites
- T-shirts

Shelburne County also offers some very innovative strategies for getting the message out there:

- The Youth Activity Fair – a physical activity trade show
- Seniors Expos – promoting physical activity for senior citizens
- A Trail Guide

Other Community Strengths

Strengths were identified within the community to support physical activity. Many of the strengths refer to community assets already listed above. For example:

- Beaches
- The Boardwalk
- Staff and volunteers
- The recreation departments
- Special events programming

In addition to these strengths, certain positive characteristics of the community were also identified:

- Positive attitudes
- Supportive and friendly communities

- Good geography
- Low cost programs
- Self-initiative

Despite the many community assets in Shelburne County to support physical activity, there were other needs identified that could further help to promote participation. These are presented in the following section.

Further Needs to Promote Physical Activity

Policy Needs

Several policy supports were identified that could help to further promote physical activity in Shelburne County. Many related to the need for increased funding to support physical activity programming and participation. Provide funds to:

- Employ more staff
- The community needs to know about resources that are available
- Offer more programs
- Support the participation of low-income families
- Address access and transportation issues

The need for specific actions or bi-laws were also identified:

- Implement bi-laws to keep ATVs off all trails
- Develop a long-term strategic plan for the area
- Mandate physical activity components into all programs
- Reinstate the Shelburne County Active Team
- Policy for ensuring physical activity opportunities for people who experience mental and physical challenges

Finally, the need for more comprehensive school policies to support physical activity was identified. Specific school policy needs include:

- Improved community access to schools
- A community school coordinator
- Mandatory outdoor recess (students can currently choose to spend their recess indoors)
- Mandatory participation in physical education classes in all grades (students can currently choose not to take P.E.)

Infrastructure Needs

Additional infrastructure needs were also identified:

- Facility upgrades and upkeep
- Areas for safe walking, including sidewalks in many communities
- Pools
- Increased networking, partnerships and information sharing among groups and organizations, making it possible to pool resources and funds, address needs and prevent overlap
- A new school
- Training opportunities for staff and volunteers

Broader Needs Within The Community

- Increased awareness of the benefits of physical activity
- Community development/ Community economic development
- Leadership development
- Jobs!

Some ideas for increasing awareness and promoting physical activity included a teen promotion campaign, and “sport futures” to expose people to new activities.

Challenges to Physical Activity

Many challenges to physical activity participation and promotion emerged. The challenges relate to these 4 inter-related themes:

- Economic issues
- The community
- Social supports
- Schools

Economic Issues

A key barrier to offering opportunities for, and participating in, physical activity relates to the costs. Several economic issues were identified that make it difficult to offer opportunities for physical activity, as well as for some to participate.

- Job and industry loss
- Community landmarks closing (e.g. military base, correctional facility, fisheries)
- Increasing poverty
- Less funding for programs
- Costs associated with equipment and facility upkeep
- Lack of facilities in rural communities

The Community

Many issues with regard to changes or trends in the community emerged that present challenges to physical activity promotion and participation.

- An aging population
- Youth retention and out migration
- A shrinking volunteer base
- No sidewalks in some communities
- Disrepair of some facilities
- An increased police presence

There also appeared to be challenges with regards to skateboarding in certain communities, despite its popularity among youth as an activity of choice.

- No skate parks
- Skateboarding prohibited in some areas
- Tension between local governments and youth regarding skateboarding

Social Supports

Challenges were identified that prevent or inhibit participation for many people. Social supports are needed for:

- People with disability
- Transportation, particularly from rural communities and for low income households
- Low income households, in the form of free open spaces, low cost registration fees, and fee waivers
- Youth services, particularly to reach those not already actively involved
- A general physical activity promotion campaign

Schools

Some challenges were identified in regards to school policies and facilities.

- Not enough dedicated/mandated P.E. time
- Bussing to schools prevents participation in after school programming
- Community access to school facilities, and liability issues
- Bike rack location – often in inconspicuous areas where bikes can be easily vandalized or stolen
- No safe storage area/system for skateboards

3.5 Yarmouth County

Community Assets for Promoting Physical Activity

Policies

Many different strategies and structures were identified that help to promote physical activity for residents of Yarmouth County. Broadly at the provincial or local level these included:

- Active kids/ Health kids
- The Office of Health Promotion
- Sport and Recreation
- Public Health
- Yarmouth Leisure Services
- Minor Sports
- Sport Canada
- Municipal recreation departments
- Preservation & development of railway tracks for walking, biking, riding etc.
- Yarmouth County Community Health Board
Physical activity deemed a priority area through a community needs assessment
- 3 year plan by Recreation Central (subcommittee of Yarmouth Central Home and School) to improve and make our playground a community area

There are also several grants available within the County that can support physical activity. These include:

- Various grants for community groups (Municipal Recreation Community Grant Programs, Community Health Board Wellness Fund, Sport and Recreation Community Development Grant Program)
- Capital grants (Municipal Recreation Capital Grant and Sport and Recreation Facility Development Grant Program)

Physical activity and/or overall health and wellness were included in the mandates of the organizations involved. In addition, other organizational policies existed to support physical activity, including:

- Sidewalk and trail development
- Community-school access agreements
- Fee subsidies, fundraising to support low-income children, and/or access to all
- Fair play, safe play
- Self-responsibility
- Outdoor play each day (day care facility)
- Community leisure grants (for programs)
- Kids First Fund, Yarmouth Leisure Services: financial support for children to participate in recreation and leisure services

Infrastructure

Indoor Facilities

Many physical activity facilities exist throughout the county. These include:

- Fitness centres
- Arenas
- Bowling alleys
- A youth centre
- Schools
- Family Resource Centre
- Day care facilities
- Boys and Girls club
- Community halls
- School gyms
- Golf and curling club

In addition, there is also a YMCA, offering the following facilities:

- Pool
- Day care
- Games room
- Gym equipment
- Camp Wapomeo

Outdoor Facilities & Open Spaces

There are also many open spaces where physical activity can be supported. These spaces offer opportunities for structured or organized activities (e.g. team sports, leagues), and more unstructured activities (e.g. individual use, pick-up activities).

- Soccer fields
- Trails
- Beaches
- Horseshoe pits
- Playgrounds
- Provincial park
- Tennis courts
- Skate park
- Beach volleyball courts
- Baseball and softball fields
- Ball hockey and Basketball courts, including one with night lights
- Community Centres
- Yacht Club
- Aquatics Club
- Hebron Complex – baseball and tennis courts
- Provincial Parks
- Recess Buckets (physical activity equipment for children at Central School at Recess time)

Personnel & Human Resources

Many people are involved in and devoted to promoting physical activity throughout the county, including:

- Recreation Departments
- Summer staff
- Junior leaders
- Fitness instructors
- Gym Supervisors
- Public Health Services: Tobacco Control Strategy Coordinator, Nutritionist
- Full time and part time staff
- Many volunteers
- Yarmouth County Community Health Board

In addition, there are many groups and organizations throughout the county that are involved in physical activity, including:

- Karate Clubs
- Junior Golf Club
- Boys and Girls Club
- Schools
- Bike Again
- Figure Skating Club
- Youth groups
- Seniors groups
- Special Olympics
- Yarmouth Recreation and Leisure Services
- Seniors Dance Group (Kickin' Country)
- Healthy Active Yarmouth Interdisciplinary Group
- Active Community Tri-county Volunteer Partnership
- Community Playground and Improvement Group
- Girl Guides and Boy Scouts

There are also many partnerships within and between different groups, organizations and facilities intended to support physical activity. The groups and organizations included in this survey reported partnerships with others, such as:

- HRDC, for job creation

- Community Services
- Libraries
- Public Health
- Schools, for community use
- Federal government, for special events grants
- Fire Department, Paramedics, RCMP
- Halls and churches

Some innovative partnerships were also reported, including:

- The YMCA & Junior Hockey – players are given YMCA memberships in exchange for advertising at hockey games
- South Centennial School & the Boys and Girls Club – a hockey sponsorship program which provides rink time and equipment to youth
- Healthy Active Yarmouth (HAY) is a group of representatives from local community groups, organizations and municipalities who meet approximately every 6 weeks to share information, knowledge, network, partner and develop healthy living projects.

Programs

Physical Activity

There are many different programs offered throughout the county. Several program characteristics emerged from among these programs. These characteristics include:

- Programs for all ages
- Variety of fees, some low cost or free for recreation programs
- Many water-based activities and programs
- Girl-focused program
- Active and more passive activities
- Lots of outdoor, environmental education and appreciation activities
- Leadership building programs
- Indoor/Adult Walking programs
- Pedometer Development Program
- Proposed Community Garden (Women's Centre and Parent's Place)

Some of the programs offered for children and youth included:

- Girls on the Move and Youth on the Move
- After school programs and drop-ins
- Gym nights
- Play groups
- Jump In! Physical activity program for pre-schoolers, My Friend's Place Day Care and Play & Learn Groups
- Family events
- Day camps and summer camps
- Swimming
- Sports night at Meadowfields
- In service programming
- March break camp
- Skating: CanSkate, StarSkate, CanPower, Syncro Skating, Teen Skating Programs
- Bowling
- Beyond the Bell After School Program
- Power Hour After School Program
- PALS: Peer Activity Leaders at Central School and Meadowfields (gr. 5 & 6 students lead younger students in physical activities at recess)
- Recess Buckets program at Central School (physical activity equipment for students during recess)

- YMCA Big Tykes (4 & 5 yr. olds, 1 hour/week of physical activity)
- Physical Activity Hour at the YMCA

Opportunities for involvement in organized sports and activity included:

- Soccer teams
- Baseball teams
- Ballet and dance
- Karate
- Yoga
- Regattas
- Sport expos
- Swimming lessons
- Synchronized swimming
- Adult dancing lessons
- Kayaking courses
- Canoeing and Kayaking at Lake Milo
- Skiing trips
- A marathon and half marathon
- A duathlon (running and biking)
- Running, cycling and mall walking groups
- Minor Hockey at the Mariner Centre
- Tri-County Equestrian Club

Some other programs existed to support participation in physical activity, including:

- Hockey sponsorship program
- Bike Again – providing bikes
- Clothing and equipment exchange
- Kids First Fund and Minor Sport fee waivers
- Physical Activity Challenge
- Seniors groups, events and workshops
- Good Beginnings – a program for new moms to promote physical activity with your children

Other Healthy Living Programs

There were many other programs reported that promote healthy living more generally. Such programs also play an important role in getting people out and participating.

- Girls on the Move (girls only program offering a variety of physical activities)
- Kids First Fund
- Junior leadership program
- Youth Matters
- Health eating/meals and snacks
- School breakfast programs
- Hygiene awareness
- Children's cooking classes

Special events

- Family Fall Harvest Festival]
- Sport and Activity Volunteer Showcase
- Winter Carnival
- Canada Day
- Hallowe'en Grave Trail event
- Community Leisure Groups Forum

Senior 50 plus programs

- Sentimental Journey
- Seniors dances
- Fireside monthly potluck suppers
- Social bowling
- Social days
- Trips and tours: Eagle Watch, Apple Blossom, Gardens, PEI, Great Scare Crow Cape Breton

Public Awareness & Communications

Many different communications strategies and tools were used to get the message out about physical activity and specific programs, events, and opportunities. The organizations involved used:

- Brochures
- Websites
- Public speaking
- Word of mouth
- Newsletters
- Notices
- Dissemination of reports
- Posters and information flyers
- Church bulletin
- Email list

Some innovative strategies included the sports expos, to show case certain sports, and the seniors workshops on the Fun! For the Young at Heart Day.

Other Community Strengths

Other community strengths identified by the key informants included:

- The strong infrastructure
- Lots of service providers and volunteers
- Proactive, supportive community
- Business support
- An established, trusted Family Resource Centre
- Hockey sponsorship program

Further Needs to Promote Physical Activity

Policy Needs

Several policy supports were identified that could help to further promote physical activity in Yarmouth County. Some broad level policies that were identified included:

- Work place physical activity policies
- Policies to support active transportation, including rural adaptation
- Snow clearance policy to get people out walking
- Bussing policies to provide pick-up from after school programs
- Facility development and on-going improvements
- Reconceptualize recreation as an essential services, this means stop cutting funds to recreation
- Long-term strategic plan
- Education and awareness campaign
- Policies to help older people be active
- Smoke free policies

One idea was to develop a marketing strategy for physical activity using a similar approach to the tobacco/quit smoking campaign.

Other policies were identified that are needed to support participation, such as:

- Supports for parents
- Transportation
- More free and low cost programs
- Supports for Guides and Scouts
- Provide access to facilities for non-profit groups

Infrastructure Needs

Many infrastructural needs were also identified. In terms of facilities, this included:

- Facilities to promote active transportation, including side walks, bike lanes and trails, street lights and good signage
- Facility development in underserved areas, including South end Yarmouth
- More municipally owned facilities in rural areas
- Better location and accessibility to facilities
- Increase access to waterfront and remove barriers
- Soccer field in Yarmouth

In terms of human resources, some further needs were identified:

- More staff and volunteers
- Youth leadership development
- More people to participate
- Increased fundraising for preventative care
- Involvement of the medical society
- More feedback from the public

Program Needs

- Clean Community Challenge (walking around the community to clean up garbage)

Broader Needs Within The Community

It was identified that increased awareness about the need for and benefit of physical activity is needed. As mentioned, a marketing strategy and directed campaign were recommended. In addition to awareness, other needs were:

- Funding for programming, development, improvements...
- Better access to schools, year round
- Positive attitudes toward physical activity

Challenges to Physical Activity

Many challenges to physical activity participation and promotion emerged. The challenges relate to these 3 inter-related themes:

- Accessibility
- School Policy
- Community Issues

Accessibility

The biggest challenge to accessibility related the cost of participating in physical activity. Costs associated with program fees, equipment fees and transportation can present a major barrier to participation for many families.

School Policy

Several challenges to physical activity emerged with regard to school policy:

- Bussing right after school, prevents participation in after school activities (both at the school or in the community)
- Bussing directly to school prevents students from walking
- User fees to access school facilities and liability insurance issues.
- Complex process of developing community use agreements

One idea that emerged was to bus children to within a mile from school and then let them walk the remainder of the way. There was also an idea to offer bussing later in the evening to allow students to participate in after school programs or activities.

Community Issues

Several trends and characteristics of the community emerged that present challenges to physical activity promotion and participation.

- Poor urban planning
- The need for more councillor support
- Fee increases
- Decreasing volunteer base
- No sidewalks or bike lanes
- Funding/sustainability
- Building buy-in for change
- Community rivalry
- Transportation to facilities
- An aging population
- Too few people to support programming
- No loitering bi-laws
- Helmet laws

Appendix A: PHYSICAL ACTIVITY ACRONYMS

National

CCHALW	Canada and the Canadian Council for Health and Active Living at Work
CAL	Coalition for Active Living
ASRTS	Active and Safe Routes to School
CAAWS	Canadian Association for the Advancement of Women and Sport and Physical Activity
CFLRI	Canadian Fitness and Lifestyle Research Institute
LIN	Lifestyle Information Institute
CAHPERD	Canadian Association for Health, Physical Education, Recreation and Dance
CPS	Canadian Pediatric Society
CPRA	Canadian Parks and Recreation Association

Provincial

OHP	Office of Health Promotion
SRD	Sport and Recreation Division
AKHK	Active Kids Healthy Kids, Nova Scotia's provincial strategy to increase levels of physical activity for children, youth and families
NCCP	National Coaching Certification Program
NSOLD	Nova Scotia Outdoor Leadership Development Program
DCS	Department of Community Services
SNS	Sport Nova Scotia
RNS	Recreation Nova Scotia
NSTF	Nova Scotia Trails Federation or Nova Scotia Trails
ASRTS	Active & Safe Routes to School

Regional

SSAC	South Shore Active Communities Committee
CDPS	Chronic Disease Prevention Strategy
CDP	Chronic Disease Prevention