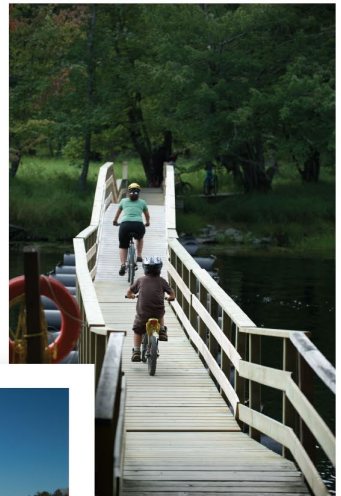




REGION OF QUEENS MUNICIPALITY PHYSICAL ACTIVITY STRATEGY



2020 - 2025

*“It is health that is real wealth and not pieces of gold and silver.”
Mahatma Gandhi*

Table of Contents

| | |
|--|----|
| Acknowledgements | 3 |
| Mayor’s Message | 4 |
| Message - Department of Recreation and Healthy Communities | 5 |
| Overview | 6 |
| The Common Vision | 6 |
| Background | 7 |
| Project History/Planning Process | 8 |
| Key Definitions..... | 9 |
| What was Learned..... | 10 |
| Vision Statement, Mission and Core Values..... | 11 |
| Goal Statements..... | 12 |
| Objectives/Actions – Goal #1..... | 13 |
| Objectives/Actions – Goal #2..... | 14 |
| Objectives/Actions – Goal #3..... | 14 |
| Objectives/Actions – Goal #4..... | 14 |
| Objectives/Actions – Goal #5..... | 15 |
| Framework..... | 15 |
| Monitoring and Evaluation | 16 |
| References | 16 |
| | |
| Appendix A: 2016 Nova Insights Survey | |
| Appendix B: Steering Committee/Stakeholder Data | |
| Appendix C: Public Consultation Data | |
| Appendix D: Queens County Demographics | |

Acknowledgements

Region of Queens Municipality would like to acknowledge the following individuals for their contributions to the development of the Physical Activity Strategy.

The members of our Steering Committee; Celeste Johnson, Taryn Jollimore, Lindsey Reinhart, Hubert Rodden, Tara Smith, Stacy Thorburn, Mya Uhlman, Councillor Jack Fancy and Councillor Raymond Fiske. They provided valuable input, and the passion each showed for improving the lifestyles of our residents and their communities was evident.

Debby Smith, South Shore Regional Manager with the Communities, Sport & Recreation division of the Communities, Culture and Heritage Department provided sound advice and a wealth of information at every step of the process, and contributed a “big picture” perspective that greatly improved the strategy.

Thank you to the residents of Queens and representatives from different agencies who came to our public meetings or stakeholder consultations. Your input opened our eyes to some of the challenges facing residents that were critical to be included in the document. Your contributions to the community and clients you serve are commendable.

Frank Gallant from Peak Experiences, who guided our group through the process, brought many new and interesting ideas and perspectives from his varied career as a consultant. Frank inspired us to think boldly and globally as we delved into the task.

Mayor's Message

With 220 kilometres of Atlantic coastline, numerous rivers and lakes, pristine nature trails and wilderness areas, coupled with world class built infrastructure, Queens County is a great location to live, work and play. We are a community with abundant opportunities for residents and visitors of all abilities and interests to lead active, healthy lifestyles. The assets in Queens, both built and natural, enhance our daily lives, and have been significant forces in encouraging new residents to choose to relocate here, and for our residents to flourish.

To achieve success in any venture, residents and businesses (the beneficiaries) must be central to the development of any strategy. I would like to thank the members of the Steering Committee and the Department of Recreation and Healthy Communities for providing direction, insight, compassion, and community pride in working on Region of Queens Municipality's 2020-2023 Physical Activity Strategy.

This Physical Activity Strategy is a document that has come into existence following much community consultation, local focus groups and engagement with our residents; the result, as you will see, is a strategy that focuses on the strengths recognized during community consultations, and builds on the identified needs. The strategy takes a community approach that is inclusive of the diversity of our vibrant communities. It encourages collaboration and partnerships between the Municipality, non-profits and various levels of government to enhance social connections and opportunities. Our residents must have enjoyable, affordable options to be able to live an active lifestyle.

Council looks forward to the objectives of the 2020-2023 Physical Activity Strategy being implemented, and allowing more residents in Queens County to be engaged in daily physical activity with supports from peers and community resources that inspires others to enjoy all stages of their life. Whether you choose to be active in a recreational facility or other built environment, or if you prefer to enjoy one of Queens County's abundant, pristine, natural spaces, we commend you on the choice you have made to be active!

Yours truly,

A handwritten signature in black ink that reads "David Dagley". The signature is written in a cursive, flowing style with a long, sweeping tail on the final letter.

David Dagley
Mayor

A Message from the Department of Recreation and Healthy Communities

Many questions have been asked in the planning process for this document. Yet many more remain unasked. They are difficult questions, and we must look inward as a community for answers.

Have we considered the most vulnerable and least engaged when we talk about physical activity? Are there systemic problems? Has everything reasonably been done to ensure that everyone, regardless of age or ability, can be physically active in their local surroundings? Are communities and neighbourhoods age-friendly for walking? Are social and policy supports in place? Do we have a diversity of people in our teams, programs, and activities? Are medical professionals equipped to discuss the importance of leading active lives with their patients? Do people take advantage, both individually and as families, of our parks and natural surroundings?

When we work collaboratively to ask and address these questions with the goals, objectives, and actions suggested in this Strategy as a guide then it will be a starting point for strengthening and changing lifestyles, attitudes, communities, and people's lives for the better as they opt to move more as we "Engage – Inspire – Support".

Thank you to the advisory committee, leaders of community organizations and residents who support and encourage friends, family and neighbours to be physically active with them and enjoy a multitude of facilities, parks, trails, organized sport, recreation and cultural activities.

Sincerely,

Meaghan Roberts
Director

Norm Amirault
Physical Activity
Coordinator

Overview

The Physical Activity Strategy is a call to action for community organizations, agencies, business, educational and municipal leaders to address the serious problems associated with physical inactivity. Low levels of physical activity in the Municipality and South Shore area reflect a recognized national and global “inactivity crisis”, and increasing the physical activity levels of our residents in schools, communities and at home is a public health imperative.

The strategy also recognizes documented evidence of the negative health, social, economic and environmental impacts of inactivity, sedentary behaviour and compromised food security. Physical inactivity must be addressed through a coordinated and collective community response. The Physical Activity Strategy responds to this challenge by identifying key result areas, objectives for each, and specific actions from which work plans that identify leads and partners, priority target groups and timelines flow.

The strategy plots a course for moving forward towards more engaged, more active/less sedentary population and communities that are connected better within themselves and with other communities. It contains high level elements of definitions, vision, mission and values that provide a framework for the goals, objectives and actions outlined in the strategy.

To affect change and achieve improvements in physical activity levels for all residents of Queens, a set of goals and objectives for the following key result areas is recommended:

1. Increased awareness of the value of physical activity and the opportunities to make it a part of daily activity.
2. Increased inclusion and access to recreation.
3. Social connections.
4. Partnerships for active living.
5. Building local capacity.

The Physical Activity Strategy charts a clear course for the future that will improve the levels of physical activity in Queens. To succeed, community organizations, business, schools, government leaders and agencies must respond to this call for action, embrace the strategy and actively participate in its implementation.

The Common Vision

The Common Vision is a Canada where all Canadians move more and sit less. The Common Vision is for all that have a stake in promoting physical activity and reducing sedentary living in Canada do so together. To make progress bold new steps must be taken.

Physical activity is one of the most basic human functions. It can happen at home, school, work, during leisure time and while getting from place to place. Historically, physical activity was incorporated into people’s daily lives through physically demanding work, less reliance on

automation and less dependency on automobiles. It was easier to be active because work, chores and daily living in general were more physically demanding. Furthermore, the lives of many indigenous peoples historically were based on holistic relationships to the land, where physical activities were part of everyday living and cultural orientation.

Today, physical activity has largely been designed out of our lives. What's more, many people think they have to go out of their way to be physically active – that it's something done only during leisure time, at a gym or on a sports field. It's important to acknowledge that the societal shift away from physical activity has taken decades; it will take time to reverse this trend and return to a more active society.

While many Canadians know the benefits of incorporating movement in their daily lives and they enjoy the positive impact it has on their overall physical and mental health, an alarming amount are not active enough for optimal health.

How we work together to change this trend and help achieve *The Common Vision* is laid out in the physical activity strategy.

Background

Municipal Physical Activity Leader (MPAL) position was first staffed by Meaghan Roberts from October 2008 – June 2010, during which time our first Physical Activity Strategy was prepared. It was approved by Council December 2009, and its vision was that *“All residents of Queens County will choose to be and are supported to incorporate physical activity into our daily lives where we live, work, and play – contributing to a stronger community and healthier people.”*

Some of the key directions in that strategy were:

- Targeted and universal initiatives (special and whole population)
- Comprehensive approach - Sustainable
- Community Engagement
- Partnerships
- Structured vs unstructured activities
- Maximizing assets
- Social support key (ie. Walking groups)

The position was eliminated June 2010, then reinstated September 2016, and filled by Diana Johnson until September 2017. Current MPAL Norm Amirault has been in the position since November 2017.

Municipal Physical Activity Leader positions across the province are funded partly by the Department of Communities, Culture, and Heritage (CCH), and staff principles include:

1. Cooperation with other municipal staff to use the Physical Activity Strategy to identify potential actions from other Departments;
2. Priority is on physical activity outcomes;
3. Duties should reflect the diversity of the Physical Activity Strategy requiring multiple actions covering policy and program development, public awareness and social and built environments; and
4. Municipal Physical Activity Leader is expected to participate in regional physical activity teams and projects.

The Physical Activity Strategy is designed to integrate provincial and municipal objectives around physical activity to guide the work of the Municipal Physical Activity Leader within the Region of Queens Municipality's Recreation and Healthy Communities Department.

Provincial role:

1. Continue to support the Municipal Physical Activity Leader Program through cost-sharing between the Communities, Culture, and Heritage Department and Municipalities; and
2. Continue to provide resources and professional development to municipal units through the Communities, Culture, and Heritage Department.

Municipal role:

1. Continue to support the role of the Municipal Physical Activity Leader/Coordinator.
2. Continue to build and strengthen partnerships at the local and provincial level; and
3. Align our activities to increase physical activity with the Memorandum of Understanding of the Municipal Physical Activity Leader position and provincial strategies such as "Let's Get Moving".

Project History/Planning Process

The planning process began in early 2019 when a call for proposals was developed and sent to qualified consultants. Frank Gallant/Peak Experiences Consulting was the successful proponent.

After issuing an Expression of Interest, a Steering Committee was formed, which included citizens Celeste Johnston, Taryn Jollimore, Lindsey Reinhart, Hubert Rodden, Tara Smith, Stacy Thorburn, Mya Uhlman, as well as Councillor Jack Fancy and Councillor Raymond Fiske, Director Meaghan Roberts and Debby Smith of CCH.

The Steering Committee met three times, which included stakeholders meetings. Five public meetings were also held or planned in Caledonia, Liverpool, Port Medway, Port Mouton, and Greenfield.

Through the Peak Experiences website, an online portal offered more input in the form of a SWOT (Strengths/Weaknesses/Opportunity/Threats) analysis, which was done by invite only. This data will be used, as work plans are developed to implement the strategy. The consultant also did an extensive review of appropriate documents, including:

- RQM Physical Activity Strategy (2010)
- Queens Place Needs Assessment (2007)
- Citizen Needs Assessment (2016)
- Queens Aquatic Society Study (2017)
- Provincial “Let’s Get Moving” Strategy
- Shared Recreation in NS Strategy
- Strategies from other rural municipalities

The 2020– 2025 Physical Activity Strategy is based on the following principles:

- Equity
- Partnerships
- Whole Population Reach
- Community Involvement
- Evidence-Informed and Effective
- Focuses on Inactive/Sedentary Populations
- Focus on Females Across the Lifespan
- Walking and Biking as Part of Daily Living
- Current Recreation Mandate and Priorities
- Includes the Whole of Municipal Government
- Comprehensive
- Tailored to community
- Builds capacity
- Sustainability

It also aligns with the Memorandum of Understanding for the MPAL position.

Key Definitions

The Shared Strategy for Advancing Recreation in Nova Scotia, defines recreation as:

“The experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community well being.”

The definition of physical activity comes from the World Health Organization:

“Physical activity is defined as any bodily movement produced by skeletal muscles that requires energy expenditure.”

The definition of a Community Hub was developed by the Steering Committee:

“A community hub is a focal point for community engagement and development, based on cultural patterns of living and gathering, for purposes of work, play, and education. Each hub is as unique as the community it serves.”

What Was Learned

Queens has a passion for recreation, volunteerism, sport, and culture, but despite having ample resources, both built and natural, generally is not as healthy as it could be.

Things that are valued:

- Access to beautiful spaces; beaches, trails, woods
- **Healthy communities**
- Cultural diversity
- Schools are a vital part of the community
- Our volunteers
- The friendliness of the residents
- Lifestyle
- Medical services in our area
- Municipal transportation, Queens County Transit

Residents would like to see:

- Opportunity to try something new and different; experiment
- Inclusion
- Accessibility
- Generational connection
- The participation of newcomers
- To walk/cycle to school, work, shopping, recreation
- Community centres and halls as gathering places (ie. churches)

Barriers identified:

Geography:

- The rural nature of Queens County has a strong impact on physical activity accessibility

Support:

- Childcare at programs
- Lack of supports
- Financial support needs to be available

Volunteerism:

- Volunteer burnout
- Lack of support
- Required to be social workers
- Volunteer cohort aging

General:

- Some communities lack facilities
- Poor communication
- Technology as a problem, not a solution
- Commitment is lacking/positive role modeling for youth
- Lack of general health education- food- exercise- connection

Uniform themes in our meetings:

- Supporting the work of volunteers
- Increased promotion of existing opportunities
- More partnerships
- Encouraging social connectivity
- Supporting existing recreational facilities
- Developing new recreational facilities; such as trails
- Schools as hubs of physical activity, and increased usage

Vision Statement

We move more and support individual health and community vibrancy.

Mission Statement

Engage – Inspire - Support

Our Core Values – What is Most Important to Us

1. Equity and Inclusion

Inclusive and equitable physical activity services are welcoming to all, and supports are in place to assist accessibility.

2. Capacity Building and Customization

Individual volunteers and community organizations are supported to provide physical activity opportunities relevant to participant needs and to build capacity through shared leadership and collaboration.

3. Collaborative Partnerships

An interconnected set of government, nongovernment and private partners provide, and assist citizens to provide recreation, sport and physical activity services and opportunities.

4. Social Connections

Engage in physical activity with families, friends, neighbours and other communities to enjoy social connections and relationships.

5. Playful, Joyful and Fun

Opportunities for unorganized and unstructured play activity that is spontaneous, meaningful, enjoyable and internally motivating for the participant.

6. Diverse and Innovative Opportunities

People are encouraged to experiment and try new and diverse ways to move and recreate.

7. Connections with Nature

Diverse outdoor settings; including forests, hills and valleys, lakes and beaches; to explore and enjoy through a system of parks, trails, and other infrastructure.

8. Welcoming and Safe Space and Places

An environment that is physically and emotionally safe where people can participate, meet new people, try new things, explore different possibilities, reach beyond constructed boundaries, and build confidence.

9. Throughout the Lifespan

All ages experience movement throughout their day where they live, work, and play. Adults are encouraged to participate in a minimum of 30 minutes every day; young people 60 minutes.

Goal Statements

Goal #1: Let's Get Moving : *Increase awareness of the value of physical activity and the opportunities to make it a part of daily activity.*

Goal #2: Inclusion and Access: *Increase inclusion and access to physical activity for populations that face geographic, financial, and social constraints to participation.*

Goal #3: Social Connections: *Improve social and physical environments so they invite daily physical activity.*

Goal #4: Partnerships for Active Living: *Improve partnerships across all sectors to increase physical activity opportunities.*

Goal #5: Building Capacity: *Improve community capacity to develop physical activity opportunities and encourage movement.*

Goal #1: Increase awareness of the value of physical activity and the opportunities to make it a part of daily activity.

Objective 1.1: Increase the number of people walking in Queens County.

Actions:

- Develop a comprehensive walking initiative to provide opportunities for people to walk in their community.
- Identify and support leaders to encourage walking groups and develop social connections in their community.
- Identify and promote the best places to walk indoors/outdoors in Queens.

Objective 1.2: Educate residents to bring movement into their daily lives, at home, in their community, and at work.

Actions:

- Promote safe places to walk, bike and paddle in and around communities.
- Educate cyclists and drivers of the benefits of sharing the road, and educate cyclists about safe cycling.

Objective 1.3: Queens will be a lead in promoting physical activity to improve health.

Actions:

- Promote “movement is medicine”.
- Work with health care professionals/physicians to deliver physical activity resources to patients.

Objective 1.4: Encourage and promote utilization of existing trails, outdoor spaces and facilities for unstructured play.

Actions:

- Implement uniform and cohesive signage and maps to identify length, time, number of steps and a trail description at Municipal trails and parks.
- Expand Municipal equipment loan program, play box initiative, and promote non-traditional activities that encourage outdoor play.
- Promote the benefits of participation by supporting local programs, expanding our “Try it on Us” program, and through the equipment loan program.
- Align with and promote provincial initiatives that encourage outdoor play.
- Promote family and community wellbeing through recreation and physical activity by promoting opportunities to explore, learn and have fun in a safe and supportive setting.

Objective 1.5: Develop movement literacy throughout the life span.

Actions:

- Provide information to residents on ideal levels of movement for their age group to improve health.
- Support the outdoor play movement by working with Day Care and Family Centres to support outdoor and movement literacy for participants and families.
- Work with existing senior groups to bring physical activity to gatherings and programs utilizing staff and community volunteers.

Goal #2: Increase inclusion and access to recreation for populations that face geographic, financial, and social constraints to participation.

Objective 2.1: Identify and reduce barriers to physical activity.

Actions:

- Complete and present Policy # 87, “Recreation for All”, to Council for approval.
- Review best practices around removing financial and other constraints to participation for residents of rural municipalities.
- Work with the community and relevant groups, such as the Western Region Poverty Coalition, to identify methods, approaches and strategies that will enhance physical activity for underserved citizens.
- Examine the feasibility of expanding the Equipment Loan Program to include accessible equipment.
- Provide access to municipally-owned equipment at schools and recreational activity locations.
- Explore increasing transportation options for those who face this as a barrier.
- Promote and encourage increased use of schools.

Goal #3: Improve social and physical environments so they invite daily physical activity.

Objective 3.1: Support organizations to identify and decrease isolation to assist people in connecting.

Actions:

- Explore and promote models to connect individuals through walking, social, and physical and other community activities to reduce social isolation.
- Support opportunities to address social and geographic isolation, poverty, illness, and lack of access to transportation.

Goal #4: Improve partnerships across all sectors to increase physical activity opportunities.

Objective 4.1 - Explore opportunities to foster physical activities with our partners in the health care system and representative agencies.

Actions:

- Explore forming a Community Health Team to organize physical activity, wellness and nutrition programming.
- Partner with mental health organizations to promote physical activity as an important way to help people manage and improve their mental health.
- Support community partnerships with non-traditional facilities, such as churches, libraries, workplaces, and businesses, to foster physical activity and social connectivity.
- Explore usage of local facilities, such as community halls, in non-traditional ways to promote physical activity and connectivity.

Goal #5: Improve community capacity to provide physical activity opportunities and programs that increase movement.

Objective 5.1 – Support and enhance communities as hubs to advance physical activity.

Actions:

- Support existing social and built infrastructure through enhanced communication, coordination, recognition, and the Community Investment Fund.
- Support the development of leaders in communities to deliver programs.
- Assist community organizations to communicate more effectively.
- Provide businesses with information to develop a wellness ideology and strategy.
- Assist community organizations with identifying gaps and assets to address them to aid their on-going planning.

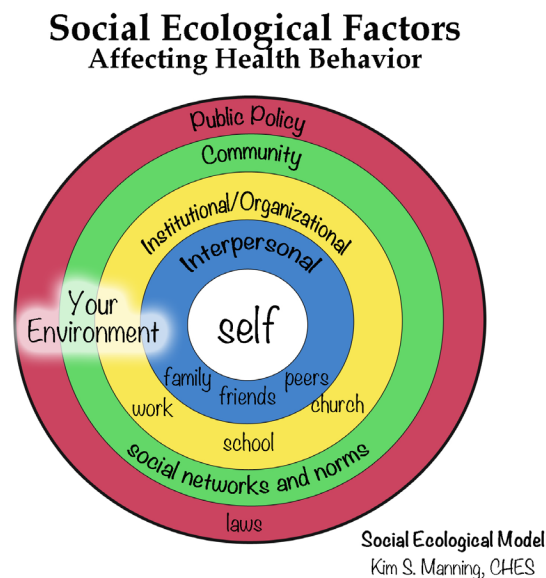
Physical Activity Strategy Framework

The Physical Activity Strategy is based on the Social-Ecological Model, which focuses on four main areas: Individual, Social Environment, Physical Environment (built & natural) and Policy.

The Social-Ecological Model helps to identify the different factors that enable or act as barriers to participation in physical activity. Healthy behaviors, including regular physical activity, are thought to be improved when environments and policies support healthy choices and individuals are motivated and educated to make these choices.

In order for behavior change to occur there needs to be a combination of interventions at the individual, environmental (physical & social) and policy levels.

Local data and knowledge has been incorporated into this model in order to create a strategy that will address local needs.



Monitoring and Evaluation

The final step in any planning process is to monitor and evaluate progress. A monitoring and evaluation plan will help the Department track and assess the results of our efforts throughout the life of the plan. It is a living document that should be referred to and updated on a regular and timely basis, with timelines specified to ensure the plan is on track.

Department of Recreation and Healthy Communities' Municipal Physical Activity Leader will use annual operational plans to review progress towards meeting the strategic aims and objectives of the strategy, and keep appropriate records so that progress can be assessed and for reporting to Council and the Department of Communities, Culture, and Heritage. This will involve, at the implementation stage of the strategy, being clear on primary actions required, as the breadth of the plan makes such prioritization necessary.

This plan will include some existing documents, such as the annual operational template produced by the Department of Communities, Culture, and Heritage as well as new templates developed to keep on track and to meet timelines.

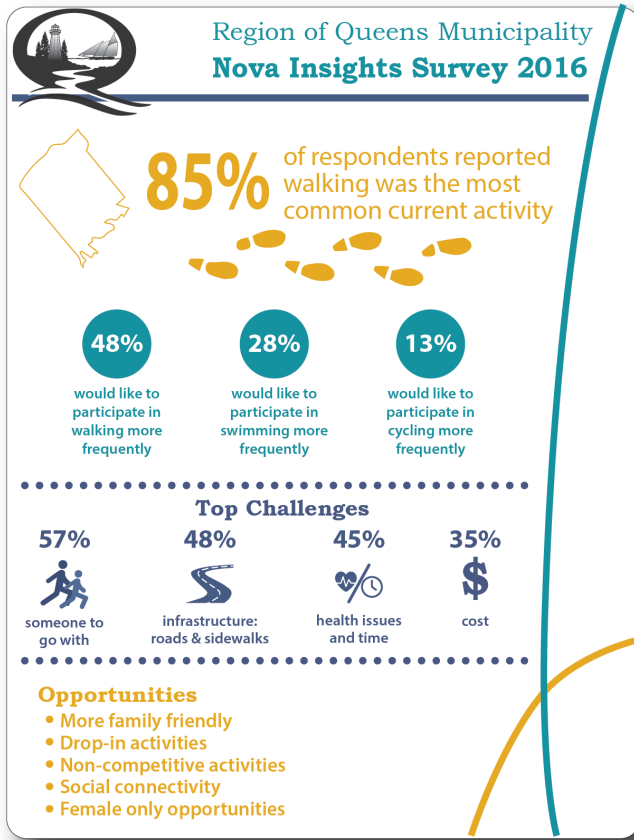
When reviewing progress towards achieving the strategy's goals and objectives, the following will be considered:

- Ensure that activities are kept within the parameters of the Physical Activity Strategy goals, objectives, and actions;
- Ensure that activities are consistent with the Region's vision, mission and values;
- Ensure that partners and the public are kept up to date on progress, and;
- Keep under review internal and external changes, which may require adjustments to the Strategy to achieve its goals/objectives.

References

- A Common Vision for Increasing Physical Activity and Reducing Sedentary Living in Canada: Let's Get Moving (2018)
- SHIFT: Nova Scotia's Action Plan for Positive Aging (2017)
- Pathways to Wellbeing A Framework for Recreation in Canada (2015)
- Shared Strategy for Advancing Recreation in Nova Scotia (2015)
- Region of Queens Physical Activity Strategy (2010)
- Nova Insights Survey (2016)
- Let's Get Moving Nova Scotia: action plan for increasing physical activity (2018)
- ParticipAction's Report Card on Physical Activity in Adults (2019)

Appendix A - 2016 Nova Insights Survey



The market research company Nova Insights conducted 200 telephone interviews with residents 18 years and older between November 3 and December 7, 2016.

Their findings included;

Walking was the most common current activity at 85%, followed by household tasks at 80%, and home exercise at 36%. There was little difference by gender (88% - 81%), and is more popular among ages 40 and over. Citizens also wish they could walk more (48%), followed by swimming (28%), and biking (13%).

Top choice for more frequent participation amongst all age groups is walking, and females were more interested in swimming.

A very strong majority wish they could walk or bike (current level of bicycling is minimal) more for active transportation, but some barriers for biking and walking are connectivity,

the quality of roads, sidewalks and footpaths, lighting, and route maps. Barriers and challenges varied among different ages, but also included people to participate with (57%), infrastructure – road and sidewalks (48%), health issues and time (45%), and cost (35%).

Citizens overwhelmingly prefer outdoor, natural and accessible spaces for their physical activity, and places that citizens do not have reasonable access are indoor pools, roadsides, natural waterways and trails.

Opportunities identified were:

- More family friendly, drop in, non-competitive activities (particularly for females)
- Social influence higher for 18-39 year olds
- Social connections would likely encourage people to participate more regularly
- More champions for encouragement
- Female only opportunities

Appendix B - Steering Committee/Stakeholder Data

Steering Committee Meeting #1: Thursday, August 22, 2019

Question #1: Desired Outcomes

- Seniors more active
- Fitness integrated at work
- Relationship with physical activity
- Make physical activity important
- Accessibility: home, work, school
- Habitual and lifelong
- Provide rewards and incentives
- Increase social engagement and connectivity (ie. decrease loneliness)
- Challenge the status quo with marketing, relationships, storytelling, etc.
- Support the start of new initiatives
- Partnerships with communities in existing organizations and infrastructure
- Identification of target groups of populations especially the vulnerable
- Alignment with “Let’s Get Moving”

Question #2: Who are the Community Stakeholders?

- Healthcare professionals, educators, providers, churches, community halls and centers, government, existing groups and organizations, sport, service clubs, 4H, afterschool programs, recreation/culture, QASL
- Employers, employee associations and unions, youth (ie. student councils, individuals with disabilities, every day person)
- Education / Training (ie. walking leaders, funding sources, instructors training, etc.)

Question #3: What Are the Key Problems, Challenges and Barriers to Physical Activity

- Promotion and marketing of what is going on, especially to each community
- Creation of new groups and organizations to lead initiatives (ie. community lead with support)
- Addressing barriers to participation (ie. financial, transportation, ability, isolation, etc.)
- Inclusion of all ages
- Clear goals, priorities and roles for staff
- Availability (ie. skill level, location, offering, scheduling)
- Income (ie. individual, funding, community)
- Lifestyle/habit time, peer group
- Infrastructure (ie. sidewalks, center, community)
- Social anxiety, self-esteem, relationships with physical activity
- Create and maintain the right conditions
- Leadership
- Social infrastructure
- Value shift (ie. technology)
- Access to injury rehabilitation
- Accessing volunteer drivers for transportation
- Communication

- Physical barriers
- Safety, security and trust
- Outdoor track and pool accessibility
- Culture/thinking
- Lack of safe biking and working active transportation routes
- Isolation
- Lack of motivation
- Intimidation
- Negative judgement from others

Question #4: Big Ideas and Innovations

- Increase movement in physical activity as part of the culture
- Expand access to community halls (ie. transportation)
- Local paper or newsletter that covers entire county
- Community centre (ie. run by students to help seniors or seniors helping seniors)
- Communications (ie. email, electronic boards, pamphlets, etc.)
- Promote community potlucks and socials
- Sidewalk, waiting for school buses
- Rewards, break on taxes, life points (ie. possibly for business that incorporates physical activity)
- Recreation activity leadership course
- Use technology to promote physical activity (ie. participation app)
- Exercise is medicine incorporated into healthcare
- GPS, trail teams, geocaching
- “Be Like” campaign
- Park parties and flash mobs
- Community school
- Hop on hop off transportation
- Physical activity components of all things, work and communities
- Communities built around people walking (ie. pedestrian only zones)
- Pick up games

Local Stakeholders Meeting #1: Thursday, August 22, 2019

Question #1: What’s Driving Change

- A shift in values influence changes in society (ie. climate change, decreased consumerism, unstructured play)
- Initial success of a program
- Relationships
- Shifting demographics, people moving in and bringing new cultural norms and new attitudes embracing physical activity
- Less free time (ie. perception)
- Less connection with nature
- Technology/social media
- Social anxiety
- Parenting style

- Sedentary jobs
- Negative media messages on people
- Loss of sense of small-town community and what often brings people together (ie. churches, schools, stores, events)
- Access to in home entertainment (ie. Netflix, 150 channels)
- Less kids in the population
- Healthcare crisis and support services
- Loss of social connections (ie. visiting, playing cards, back to the basics, socializing, being outside)
- Parents lost ability to role model physical activity

Question #2: What is the Importance of Physical Activity within the Services you provide?

- Provide social interaction
- Remove the barriers (ie. transportation and financial)
- Improve mental and physical health
- Change of attitude and lifestyle
- Building community
- Healthier community is a happy community
- Achieve success within their capability
- Inclusion
- Reduce health costs
- Decrease medication
- Vibrant workforce - vibrant communities
- Fun Fun Fun
- Relieves boredom
- Increased attention and learning, better mental, social, emotional well-being
- Independence
- Coordination (ie. fine motor skills)
- Healthy social norms
- Injury prevention and recovery
- Increased mentorship and leadership
- Team building and cooperation

Question #3: What Role Does Physical Activity Play in the Lives of the People you Engage With?

- Maintains quality-of-life
- Gives a person something to do
- Feel better (ie. feelings of well-being)
- Increase self-esteem, confidence and competitiveness
- Physical health
- Increased ability to do work and be productive
- A pathway to mentorship
- Reduces depression
- Improved mental health

- Reduces need for medication
- Increase physical strength, flexibility, mobility and balance
- Increased independence
- Open the door to growth and development
- Physical literacy
- Joy and passion
- Keep you out of trouble
- Increased attention and learning
- Mentoring and leadership
- Succession planning, coaching, further programming
- Coping strategies
- Physical work ethic
- Job preparation and skills
- Cohesive community (ie. connection to their local environment)
- Increased initiative
- Access to other resources
- Creates and strengthens relationships and builds social skills

Question #4: What do we Value and Hold Important

- Our access to beautiful spaces (ie. beaches, trails, woods)
- Being able to walk and cycle to key destinations (ie. school, work, shopping, recreation)
- Our community centres and halls as community gathering places (ie. churches)
- Our shared celebrations
- Opportunity to try something new and different; experiment
- Those excluded are included
- Spaces and places are accessible to all
- Generations connect
- Pride in a healthy community
- Cultural diversity
- Schools being a vital part of the community
- Volunteerism
- Services
- Resiliency
- Mutual support
- Value physical activity
- Participation of newcomers
- Friendliness of the residents
- Lifestyle, medical services in our areas and municipal transportation (ie. Queens County Transit)
- Dedicated doctors and medical support

Question #5: What is at Stake Regarding the Current State of the Physical Activity

- Schools
- Lifelong love of physical activity
- Mental, social and emotional health

- Increased risk of diabetes and health issues
- Services/older adults
- Mobility, location and well-being, independence, increased morbidity, isolation
- Public health
- Protecting our future generations
- Infrastructure to enhance and protect programs
- A culture and mindset of increased physical activity
- Healthcare costs
- Not as active, isolation, unhealthy, mental health
- Workforce (ie. not able to do the work and 12 hour shifts, burnout, wear and tear on the body)
- Lack of finances
- Low self-esteem
- Overweight and unfit
- Self-conscious and stuck in a rut
- Programs not available or accessible
- Buddy system
- Lack of volunteers
- Sustainability of infrastructure
- Changing needs and demographic shift
- Organizations cannot provide for an increase in chronic disease and accompanying increase in health care costs

Potential Strategies

Strategy #1: Connecting Organizations and Partnerships

- Connecting organizations and partnerships
- Inter-agency involvement (ie. what is being done and monopolized on)
- Involve schools in more things
- A centre to connect youth and seniors
- Queens Care Society (ie. start the senior body program)
- Develop a strategy to encourage different groups and organizations to work together
- Create social events in community halls
- More informal grants, cost sharing options (ie. funding for programs especially new ones such as, kayaking and golf)
- Enable joint community activities (ie. better competition between communities)

Strategy #2: Training Leaders and Volunteers

- Invest in training volunteers
- Support the passionate people who are looking to make a difference in our communities
- Monitor and role model to staff and programs more often/closely
- Support for leaders
- Increase of leadership
- Identify, support and mentor volunteer leaders
- More physical help for seniors at home (ie. beyond VON and Home Care)
- Encourage and offer leadership training, physical activity, crafts, cards, etc.
- Training coaches

Strategy # 3: Strengthening Programming

- Congruent programming for parents and kids
- Help to get new ideas and initiatives started
- Community physical activity challenge
- More community activities that are low cost
- More community activities away from QPEC
- Use green space in RQM for increasing physical activity
- Walking school bus (ie. dropping the kids off one kilometre away from the school - safe zones)
- Volunteer walking supports
- Have students work with seniors (ie. events at community halls)
- Encourage pick up sports and board games etc.
- Create cycling activities
- Set up electronic noticeboards
- Ambassadorship (ie. all ages, wide geography, provide support)
- Protection and enhancement of natural local environment for physically activity
- Create bike lanes
- Tax breaks, prize draws, health points
- Train people to offer positive enforcement clinics

Strategy # 4: More Effective Communications

- Communication (ie. link information, social media, signage, people messengers)
- Communications (timing is everything)
- Creative ways to communicate well in advanced (ie. not just the internet)
- Queens County newsletter
- Communication
- Seniors more active
- Information on available instructors and programs (ie. especially for seniors)
- Financial assistance with advertisements of programs, schedules, suppers and events
- Provide info on all available funding
- Access to information on building maintenance
- Develop traditional and new communication techniques
- Identify target groups who are underserved by physical activity

Strategy #5: Strengthening Infrastructure

- Build on existing infrastructure in Caledonia (ie. soccer field, track)
- Creation of regulation sized recreation facilities at schools
- Queens Place, one day a week free access
- Senior centre
- Mental health drop-in center
- Encourage and enhance outdoor spaces
- Assessing and enhancing built environments
- Accessible facilities for individuals with both physical and intellectual disabilities
- Transportation

Strategy #6: Building Community Capacity

- Working with planners to enhance community walk-ability
- Building our community and using what we have
- Connecting communities (ie. what is happening, how do we get involved)
- Increase geographically accessible recreation spaces
- Communication for seniors
- Inclusion of all ages
- Create outdoor senior walking track
- Promote accessibility
- Work towards safe and accessible places for physical activity

Under Represented Stakeholder Groups: Wednesday, August 28, 2019 (2:00 – 4:00 pm)

1. What Needs to Change?

- Access or free memberships to the gym (ie. punch card)
- Transportation support
- Walking track at Queens Place free; no fee
- Provide some activities that are completely universal and free
- Invest in more HUBS so the activities are spread out, accessible and easy to get to
- When youth are bussed to school provide activity where they are (ie. free activities)
- Reduce emphasis on organized sports and replace with unstructured activities
- Help people feel valued, welcomed and wanted and reduce stigma
- Create opportunities that would allow connection with people (ie. help co-ordinate)
- Ensure more creative communication processes (ie. facebook, newsletter, electronic billboard)
- Help seniors and youth connect
- Personal invitations to activities, events or social gatherings (ie. buddy system)
- Ask people what they want
- Make social connections
- Relationships are key for communication
- Safe places to walk, bike and move in communities
- Learning with activity (ie. canoe and camera clubs)

2. What are the Key Problem or Challenges?

- Apathy, lack of motivation
- Lack of childcare supports
- Transportation
- Income
- Self-esteem
- Never exercise in their lives
- Lack of relationships, social isolations
- Competing priorities
- Aging and declining populations
- Phones on all the time
- Car culture (ie. communities designed for people not vehicles)

3. Best Windows of Opportunities

- Movement based activities while youth are in school and for people at work
- Activity bus (ie. transit support that would allow people to hop on/hop off)
- Access Queens County Transit to help transport youth home from activities
- Use social media to communicate and help connect people
- Purposefully create connectivity to North and South Queens to build relationships
- Use existing groups (ie. connecting with existing organizations to help create new activities)
- People are hungry for connection
- Movement connections outside of sport
- Freeplay activities
- Gathering places
- Signage (ie. trail distances)

4. Big Ideas and Innovations

- Nitap program for indigenous programs
- Change the culture to a “can do” attitude
- Think differently and take risks
- No registration fees (ie. have the municipality invest, and create policies to support)
- Support a community school pilot project
- After school bus supports
- Foot loose and fancy-free program (ie. program in New Brunswick)
- Set goals for community based weight loss or a distance walk (ie. walk across Canada as a community)
- Formalize movement based activities with local physicians (ie. exercise is medicine)
- Queens Connect (ie. South Shore Connect)
- “Steps to Connect” program
- Child care support
- Village on a diet

5. Barriers to Change

- Child care
- Transportation
- Income
- Self-Esteem
- Apathy
- Not knowing the people we are trying to serve
- Relationship (ie. liaison person for connection)
- Knowledge
- Education

6. What’s Important to You?

- Sense of belonging and self-worth
- Creating connections to reduced isolation
- Mobility and independence

- Belief they are being heard and listened to
- Level of independence and self-sufficiency
- Sense of well-being
- Basic needs are met (ie. food security, housing, etc.)
- Access to appropriate level of movement-based activity/opportunities
- Know the activity will not negatively impact health
- Unstructured and flexible activities
- Key Strategies
- Accessible activities at school with transportation provided
- Identify existing programs and people who are using it so we can target non-user
- Training opportunities and support for volunteers
- Leadership development
- Community school established with municipal support
- Community activity program/campaigns
- Communication co-ordination
- Community “navigator” for access to movement, training, etc.
- Accountability and transparency of funding for under represented populations and communities

Appendix C - Public Consultation Data

Community of Caledonia – Monday, September 23, 2019 (6:30 - 8:30 pm)

1. What Needs to Change

- Change the way we think (ie. walk instead of drive to store)
- More services and activities locally to reduce need to drive (ie. local team sports league)
- Increase group activities (ie. morning/evening walking group)
- Prioritize resources and funding for infrastructure that helps people move (ie. continued expansion of local walking trails)
- Increase communication of existing infrastructure (ie. signage, advertising)
- Facilitating more access to national park
- Transportation
- Increase opportunities for training/ local experts to run/coordinate
- Knowledge/increased awareness of funding opportunities
- Ability to access funding
- Student involvement in local groups
- Bringing ideas/talents/skills back from other communities
- Wildcat as a partner
- Paid person in NQ to coordinate recreation

2. Nature of the Problem/Challenge

- Facilities and access/awareness
- Local facilities
- Volunteers
- Connect grants to people/communities
- Apathy/attitudes
- Lack of connectivity
- Communication
- Coordinator of programming
- School/community
- Winter/darkness is a problem
- Access to school gymnasium

3. Best Windows of Opportunity

- Community school as a Hub
- Keji- Year round services/facilities by 2021
- MTRI
- Brookfield Mines Trail
- Harmony Park
- Beach volleyball
- Skate Park
- Swimming pool
- Guides

- Greenfield Rec Centre
- The Hub
- Firehall
- Seniors dance
- Transit available to Keji and sport activities
- Activities for kids whose parents are active as well
- 2 Paid programming positions paid in North Queens and South Queens
- Easy movement classes (ie. yoga, tai chi, stretch)
- Pickleball

4. Big Ideas and Innovations

- Community board and more mail outs
- Annual fitness competition
- Bike lanes
- Challenge other communities
- Unique decathlon to the area
- Community garden
- Shared greenhouse
- Seniors teaching youth and vice versa
- Grant for movement based activities (ie. skis)
- Keji partnerships
- Community challenge by participAction
- School requirements (ie. run cross-country to be on basketball team)
- Sunday afternoon leagues for all ages
- Offer more coaching development opportunities locally
- Establish 2 community hubs
- Set-up multi-sport programming based on local assets

5. Key Barriers for Change

- Lack of facilities
- Poor communication
- Funding for small places
- Want things to be easy
- Lack of rewards for being successful
- Technology
- Immediate gratification
- Busy work schedules
- Commitment is lacking
- Role model for kids
- Volunteers suffer burnout, lack of support
- Volunteer cohort is aging
- Lack of general health education in relation to food and exercise
- Technology as a solution, not a problem

- Transportation
- Cost
- Evolved out of physical activity in daily life
- Isolation
- Lack of education

6. What's Important to You? (with regards to physical activity)

- Ideas for winter
- Cost
- Future generations to be healthier and more physically active
- Social aspect
- Scheduling (ie. adult/child same time)
- 1 hour a day aside for yourself
- Challenges
- Easy
- Distance
- Accessible (ie. cost, transportation)
- Feeling healthier
- Have fun
- Connecting with others
- Options
- Safe spaces/environments for trying new things
- Welcoming
- Communication to all ages

Key Strategies for Moving Forward

Strategy #1: Enhanced Communication

- Improve communication about opportunities for physical activity (ie. flyers, social media, radio, etc.)
- Communications stream dedicated to local activities (ie. social media, community boards, brochures)
- Communicate effectively
- Educate community on what is offered
- Find better way to advertise activities happening in the community
- Find ways to engage youth
- Increase/diversify modes of communication

Strategy #2: Financial Support

- Community fund for physical activity
- Fair play fund policy
- Accessibility (ie. financial and distance)
- Align funding with strategy
- Decrease barriers (ie. transportation cost)

- Provide equipment for new activities
- Better access to funding

Strategy #3: Movement and Activity That Allows For More Inclusion

- Engage community members in winter activities
- Seniors need a reason and voice
- Make fitness fun
- Encourage people to value health

Strategy #4: Strengthen Partnerships

- In partnership with schools develop youth leadership development plans
- Increased partnerships between school and community groups/businesses
- Focus on more vibrant/diverse services and facilities locally to reduce overall drive time
- Facilitate connections and promote usage of Keji
- Local and long term capacity for all ages programming
- Support development of community school hub with local governance/direction and ongoing funding
- Have a community school coordinator
- Inventory local assets (ie. people and infrastructure)
- Connecting North and South Queens
- Link Keji wilderness experiences (ie. Duke of Edinburgh and international students)
- Support Duke of Edinburgh award program at NQ school

Strategy #5: Strengthen, Engage and Support Volunteers

- Promote and reward volunteers
- Work hard on getting volunteers
- Opportunities to build volunteer capacity/knowledge
- Find local volunteers to lead recreational activities

Strategy #6: Strengthen Transportation

- Transportation
- Access/transportation to other group activities or outings
- Transportation is important in rural areas

Strategy #7: Fund Community Co-ordinator

- Funding for community development coordinator

Strategy #8: A Diverse Set of Ideas

- A space for high and low intensity fitness
- Commit to existing infrastructure (ie. funding, up-keep, programming)
- Centralized storage for community equipment
- Aquafit at NQ pool
- Rewards for engagement in physical activity

- Events that motivate and create a sense of community around physical activity (ie. competitions/challenges, etc)
- Develop an adult multi-sport
- Community challenges
- Form a walking group
- Provide activities to community members with limited physical abilities
- Provide engaging activities for all age groups
- Encourage activity at home
- Adapted programming opportunities
- Combine youth/elderly activities
- Better places for walking
- Mentorship in activities/sport (ie. buddy program)
- Combine physical activity groups/activities with a social activity (ie. walk and coffee)
- Promote area as premier outdoor recreation destination
- Teaching outdoor skills activities
- Competitions among other communities
- Quality outdoor programming for all ages
- Support for community school initiative
- More time put in youth work
- Utilize existing infrastructure (ie. community school)
- Work close as a community
- Resources to help school implement activity programs
- More community engagement

Community of Liverpool – Tuesday, October 1, 2019 (6:30 - 8:30 pm)

1. What Needs to Change?

- Our mind set/culture
- People need to engaged
- More friendly for people with disabilities
- Accessibility
- Perception (ie. people need to think physical activity is attainable and not overwhelming)
- Bike paths and trails
- Bike racks
- Programs for people with cognitive disabilities (ie. curling)
- Programming more geographically dispersed

2. Nature of the Problem

- Lack of facilities (ie. soccer/track/basketball/pool)
- Lack of parental role modeling
- Health/well-being
- Lack of volunteers
- Establishing social connections
- Poverty
- Lack of hope
- Past inactivity patterns

3. Best Windows of Opportunity

- Physical activity on waterfront
- Partnerships with school and community
- Cross country skis and other equipment
- Inclusive Playpark
- Promotion of existing facilities (ie. trails)
- Preserve and celebrate natural resources
- Government grants
- Aquafit classes
- “Exercise as Medicine”
- Policies to support those in low-income households

4. Key Barriers to Change

- Mind set
- Accessibility/inclusion
- Systems
- Enough volunteers
- Not a community priority
- Complex problem to solve
- Less emphasis on physical activity at home, school, etc.

5. Big Ideas and Innovations

- Investing in bikes
- Triathlons/duathlons
- Schools as community hubs (ie. track and other facilities at LRHS)
- “Biggest Winner”
- “Hop-on/hop-off” transportation for activities – throughout Queens
- Standards for accessibility
- Promote our outdoor heritage (ie. guiding, hunting, land based activities)
- Learn from the older generation
- Volunteer coordinator to link volunteers with community

Key Strategies for Moving Forward

Strategy #1: Schools as Community Hubs

- Community use of schools

Strategy #2: Support for Infrastructure Projects

- Greater support for large infrastructure projects (ie. playpark)
- Liverpool outdoor space project at LRHS
- Year-round aquatic facility

Strategy #3: Education/Promotion

- Education
- Better utilize and promote existing community facilities (ie. schools, community trails, rivers and beaches)
- Proactive promotion of our current facilities and options

Strategy #4: Integration with Health Care

- Planned coordination with health care
- Partner with health care (ie. education piece)
- Need for physical activity
- Prioritize health in planning/zoning

Strategy #5: Inclusion/Accessibility

- Inclusion and accessibility in all programs offered by RQM
- Accessible building standards
- Sliding scale fees for facilities and activities

Strategy #6: Community Upgrades

- Upgrades to community infrastructure (ie. bike paths, community use bikes)
- Bike racks
- Rest areas for people with disabilities (ie. benches)

Strategy #7: Volunteer Support

- Volunteer support/coordination
- Volunteer coordinator to connect school and community coaches
- Support community groups who want to bring programs to RQM
- Change in mind set/culture for folks to adopt “clean oxygen fed sport”, (ie. hiking, biking, cross-country skiing, running, paddle sport)
- Prioritize (ie. lack of role modelling/perception that exercise is overwhelming/difficult)

Community of Greenfield – Thursday, October 10, 2019 (6:30 - 8:30 pm)

1. What Needs to Change?

- Better communication from providers
- Desire to do something
- Peer/social support to get started, follow-up to continue
- More and younger volunteers
- Programs and facilities must be welcoming

2. Nature of the Problem

- Money to run rec centre
- Sense of community
- Lack of passion to lead activities
- Societal changes
- Older demographic
- Overworked volunteers

3. Best Windows of Opportunity

- Upgrades to rec centre
- Develop leadership
- Multi-use facility (ie. trail)
- More programming (ie. dance, kick boxing, chair exercise, judo)

- Seniors programming
- Social connectivity
- Family activity
- Self defense

4. Key Barriers to Change

- Traffic/safety
- Privately owned land
- Cost
- Transportation for children
- Not a community priority
- Cost to run rec centre
- Road conditions
- Internet connectivity

5. What's Important to You/Core Values in Physical Activity

- Social connectivity
- Volunteers
- Communication
- Sense of community

6. Big Ideas and Innovations

- Linking programs and facilities (ie. Weight Watchers and gym)
- Central walking trail
- Walking track
- Walking groups
- Biking groups
- Bike exchange
- Programs for younger people and families
- Geocaching
- Nordic Pole walking
- The Region as a hub of information

Key Strategies for Moving Forward

Strategy #1: New Infrastructure

- Track for competition
- Walking trail
- Community school use

Strategy #2: Financial

- Funding for rec centre
- Grant Information/Guidance

Strategy #3: Road Conditions

- Road conditions for walking

Strategy #4: New Programs

- Bike club

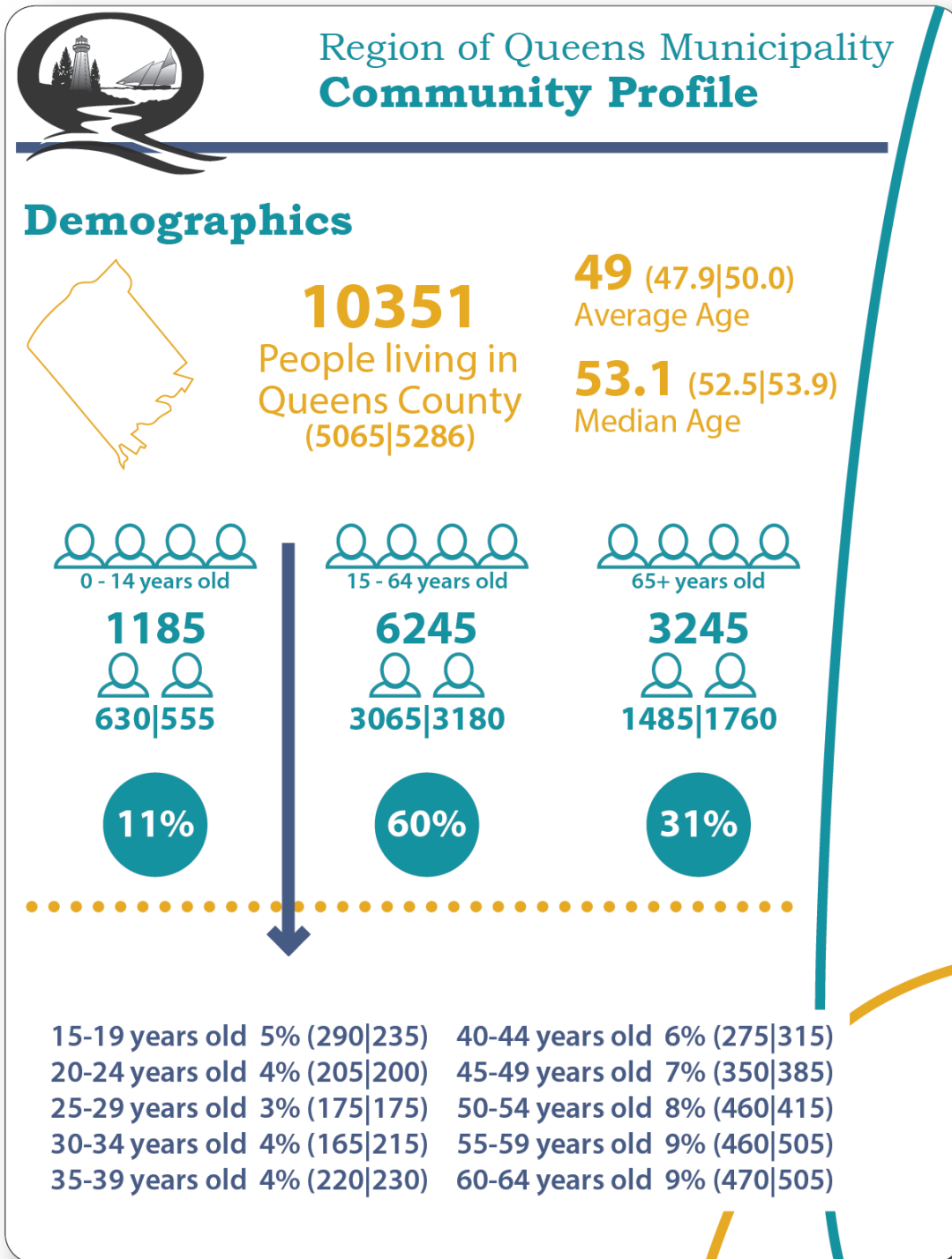
Strategy #5: Community Upgrades

- Fitness centre extension
- Refinish gym floor to include three pickleball courts

Strategy #6: Volunteer support

- More dedicated volunteers
- Cooperative spirit, shared resources (ie. gymnasium facility maintenance)

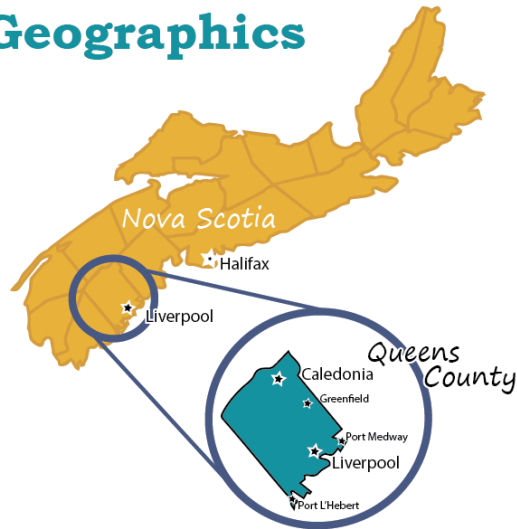
Appendix D - Queens County Demographics





Region of Queens Municipality Community Profile

Geographics



67.2% of the residential labour force work in Queens County



32.8% of the residential labour force commute outside Queens County

Labour Force



Participation

48.4%

Employment

41.9%



Unemployment



13.3%



Region of Queens Municipality Community Profile

Family Characteristics



3255
Census families in
private households

2.5
Average Family
Size

Private Households by Family Size



2155
FAMILIES
66%



585
FAMILIES
18%



395
FAMILIES
12%



120
FAMILIES
4%



Couple Families

2815



**Lone Parent
Families**

440

105|335



Region of Queens Municipality Community Profile

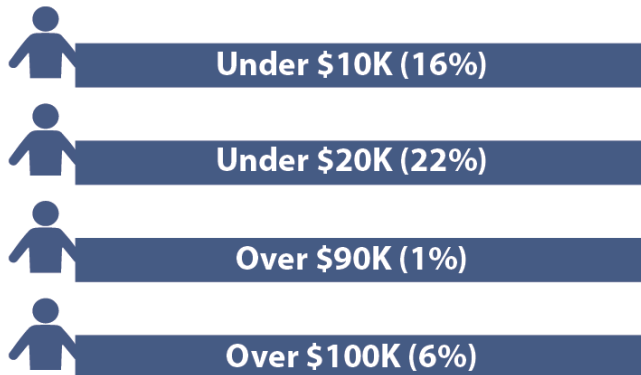
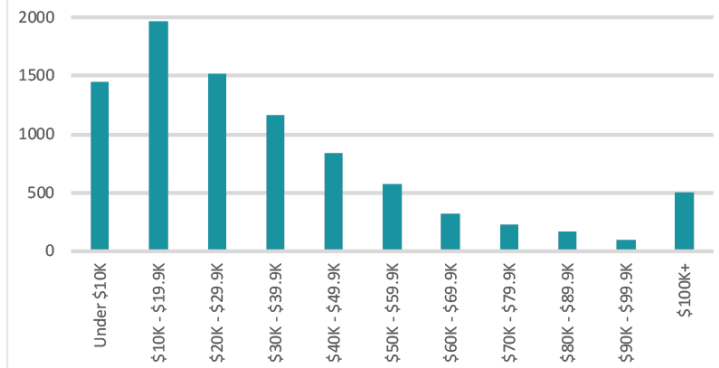
Income



\$25,104

Median (before tax)
annual income

Income Brackets





Region of Queens Municipality Community Profile

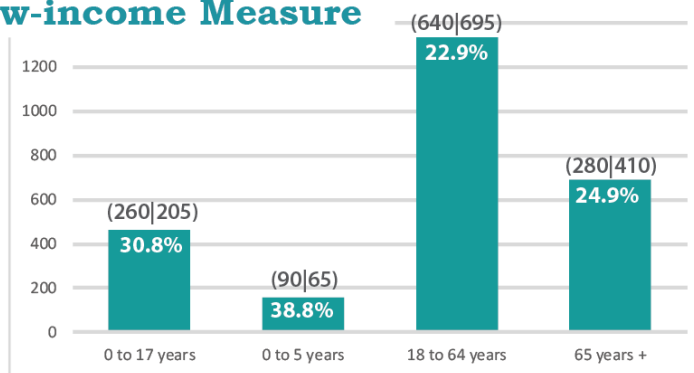
Low Income Status



24.5%
Prevalence of low
income based on
low-income measure

7.5
Prevalence of low
income based on
low-income cut-offs

Low-income Measure



Low-income Cut Offs

