



PHYSICAL ACTIVITY STRATEGY

VICTORIA COUNTY

YOUR HEALTH, OUR STRATEGY



Acknowledgements in the development of a team approach to healthy living

Naturally Active Victoria County (Physical Activity Strategy) acknowledges the support and assistance from the Partnership organizations during the Strategy's development:



Municipality of the County of Victoria



Heart & Stroke Foundation of Canada, Eastern Nova Scotia



NS Health & Wellness Active Living Branch



Transportation Infrastructure & Renewal

Transportation and Infrastructure Renewal



Cape Breton District Health Authority



Cape Breton Victoria Regional School Board



Wagmatcook First Nation



Parks Canada / Parcs Canada

Cape Breton Highlands National Park

The Strategy Partnership would like to thank residents & visitors, leaders, organizations, service providers, facility operators, strategy members and professionals - Victoria County Action Network, who took time out of their daily routines and busy schedules to provide valuable input and direction throughout the process; dmA Planning and Management Services, and those who participated in the Strategy Sessions, especially Municipal Council (*A healthy city is an active city: a physical activity planning guide, WHO*) who have been here since day one supporting this beneficial initiative for all residents & visitors.



Residents Report

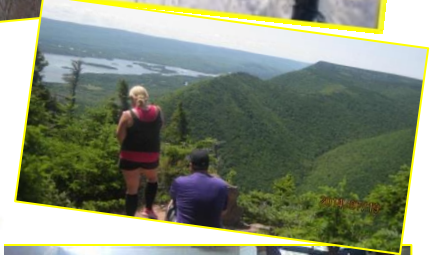
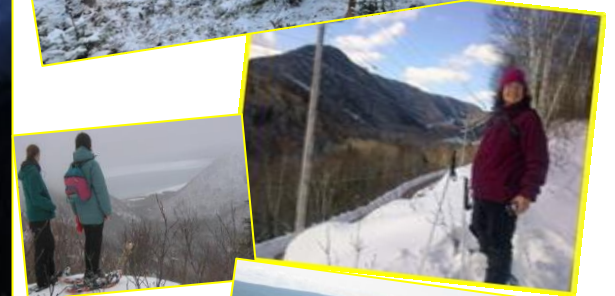
Naturally Active Victoria County (Physical Activity Strategy) is a call-to-action for community groups, organizations and leaders, business and government to address the health risks facing residents & visitors today, associated with physical inactivity and unhealthy eating.

Not meeting the required daily amount of minutes of physical activity each day and not eating the recommended daily amount of fruit and vegetables and the negative health, social, economic and environmental impacts are well known. Physical inactivity and unhealthy eating has to be addressed through a coordinated and collaborative community response. Initiatives are required, including new programs, improved policies and practices, increased awareness and supportive built and social environments to overcome the health risks.

The Physical Activity Strategy for Victoria County responds to this challenge with:

- Six goals with action plans and objectives
- Initiatives chosen for Victoria County (in most cases have proven successful elsewhere)
- Clear priorities, lead partners, supporting partners and a Victoria County Action Network to support the implementation of the action plans
- Physical activity targets groups and measurements for 2017 to evaluate the success of the strategy
- Ongoing commitment to research, monitoring and evaluation to continually update and improve the strategy as needed
- Implementation approach to secure resources, build partnerships and established ongoing management structure for sustainability

The Strategy charts a clear course for the future that helps correct health issues associated with physical inactivity and unhealthy eating in Victoria County. To be successful, community organizations and leaders, businesses, government and partners throughout Victoria County must respond to this call-for-action, embrace the Strategy and participate in its implementation.





Re: Support of Victoria County Physical Activity Strategy

Dear Mr Forrestall,


As the Medical Officer of Health for the Cape Breton Regional Health Authority, I have the pleasure of working with diverse communities throughout the island, all of which have deep historical, cultural, and linguistic roots. In addition to varied communities, Cape Breton also has a stunning landscape, from ocean to lakes to highlands. Within all of this strength and beauty there are also many health challenges, including chronic health conditions which are caused or exacerbated by a lack of physical activity.

In Victoria County, approximately 65% of residents described themselves as being overweight or obese in 2006, and 53% are moderately active or active in leisure-time physical activities. Therefore, it is heartening to see that the Municipality of Victoria County has decided to address physical activity through the strategy that has been developed.

Municipalities play a key role in promoting physical activity in various ways, most importantly by establishing environments that are conducive to physical activity. There are many options for local governments to promote healthy living, from creating infrastructure such as sidewalks and bicycle lanes, to delivering services and holding events, to working with partners such as public health, to name just a few. Victoria County's strategy involves a detailed plan as to how it intends to be a leader in many of these areas.

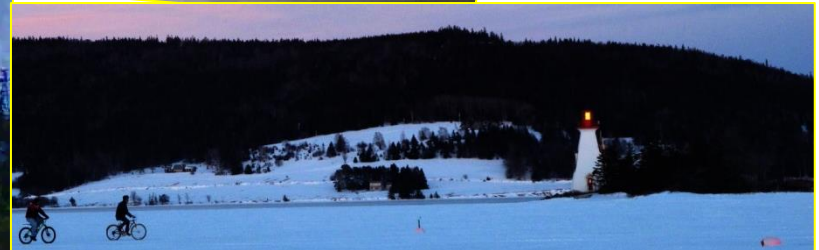
I am pleased to support Victoria County's Physical Activity strategy and I look forward to seeing the benefits the work will have for the health of the residents of the area.

Sincerely,



Monika Dutt, MD, CCFP, FRCPC
 Medical Officer of Health
 Cape Breton District Health Authority

MD/jah



Victoria County Memorial Hospital Site
P.O. Box 220, 30 Old Margaree Rd
Baddeck, N.S. B0E 1B0

December 11, 2012

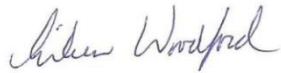
Victoria County is a wonderful place- we have rich traditions steeped in culture, volunteerism and natural beauty. The place we call home is a big part of one of the most beautiful islands in the world, and the internationally known Cabot Trail. Our people live, work and play in rural communities spread out over rugged geography. We have much strength in Victoria County and are truly blessed with an outdoor landscape that provides us with wonderful ways to enjoy physical activity. There are many community volunteers and organizations that know their communities well and provide opportunities for physical activity for all ages.

Our county is changing- our population is getting smaller and older. We have challenges and opportunities with employment. Many young people and families leave to find work elsewhere, or commute long distances on a regular basis.

Our health is important to use. Being physically active is important for good health. About half of us are not regularly active and nearly 40% face barriers in making improvements to their health. Less than half of our residents are pleased with the quality of programs and services offered in the county or with the recreation facilities available. We can also make improvements to the variety of physical activity options available to our residents.

You, as our municipal leaders have led and supported the physical activity strategy across our county. Key partners and community members have come together over the past 18 months to talk about and develop actions to increase physical activity for all residents and visitors. On behalf of all involved with this work, I am pleased to give you the strategy and the work plan. These lay out key areas of focus to make our communities active and healthy. I look forward to working with everyone as the plans become actions and Victoria County becomes naturally active

Sincerely,



Eileen Woodford
Chair, Senior Management Committee
Victoria County Physical Activity Strategy
And
Director Rural Health
Cape Breton District Health Authority



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Profile of Victoria County

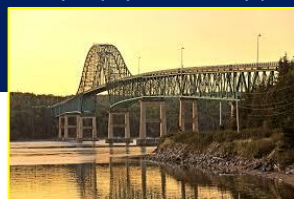


Victoria County spans approximately 2870 square kilometers, with more than 500 km of coastline and has a rich natural landscape, as it is mostly blanketed in Acadian forests or skirted by coastline.

Victoria County has several population centers across the County. The largest of these centers include Wagmatcook, Big Bras d'Or, Iona, Baddeck, Ingonish, Neil's Harbour, Cape North and Bay St. Lawrence. Smaller communities include, Ross Ferry, Englishtown, Middle River, Little River, Breton Cove and Little Narrows. Residents enjoy a rural lifestyle, with low population density, traffic-free highways, and vast tracts of forested land. The natural beauty of Victoria County is exemplified by the majestic and world renowned Cabot Trail, Cape Breton Highlands National Park and Bras D'Or Lakes (UNESCO-Biosphere reserve designation).

As with many rural jurisdictions within Nova Scotia, Victoria County is experiencing a declining population base due in part to a low birth rate but also out migration of our younger family members.

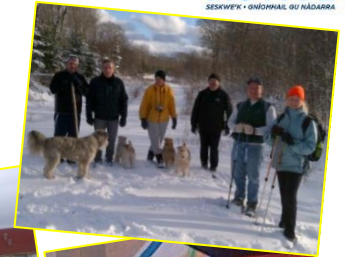
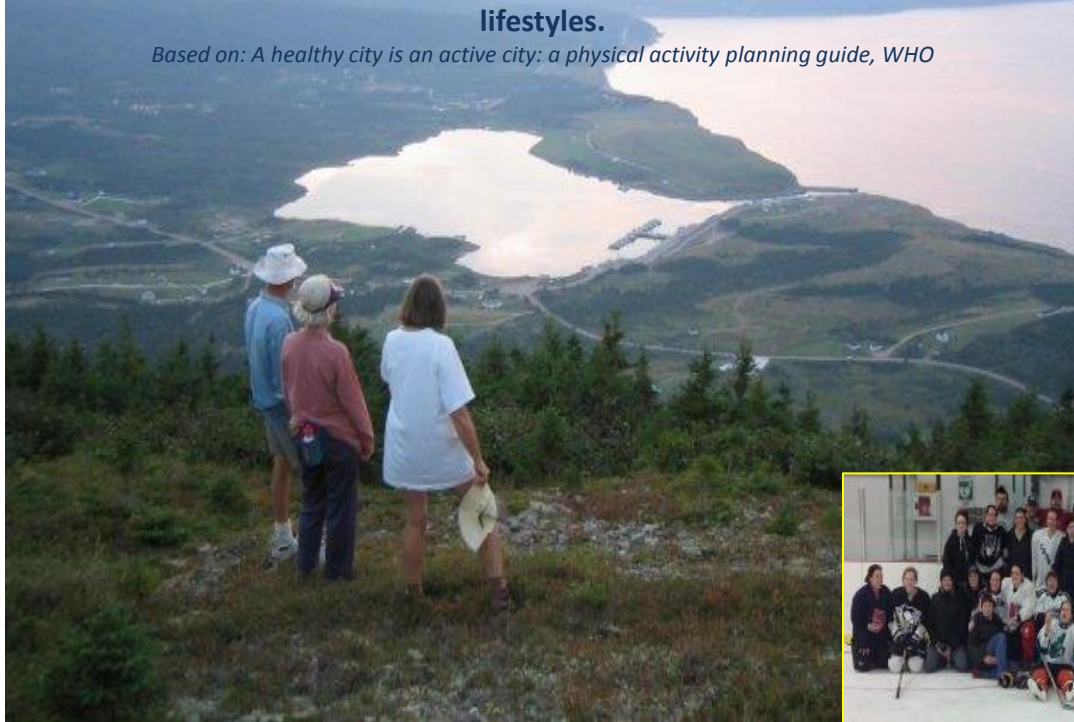
Those of us who remain in the county are, as a group, growing older and quite often, in need of some physical activity to keep us healthy and energetic. The benefits of our Active Living Program will encourage participation, activity and healthy lifestyle among all ages in our county. *(A healthy city is an active city: a physical activity planning guide, WHO)*



Vision

In 2017 Victoria County residents & visitors are fully engaged in a culture and lifestyle that embraces life-long physical activity and enjoys the social, health and environmental benefits of their active lifestyles. Residents and visitors enjoy healthy lifestyles rooted in access to the unique natural resources, lands and waterways that they call home. They benefit from a wide range of accessible programs, facilities and services provided by stakeholders working in partnership to make the best use of available resources. Healthy and active living is reflected in all aspects of community life, including the way we build our community, utilize and celebrate our natural environment, provide programs and services, and allocate resources. Our investment in the infrastructure and services that support physical activity contributes to a strong community identity, cohesive communities and strengthens the economy built on healthy individuals, families with strong ties to the community and visitors who share our enthusiasm for more active healthy lifestyles.

Based on: A healthy city is an active city: a physical activity planning guide, WHO



Goals

We will pursue six key goals that form our initiatives. Each goal is supported by an action plan for the next five years. These goals will help us actualize our vision.

Goal 1: Awareness and information

Enhance the County's understanding of the life-long benefits of physically activity and healthy eating to support a healthy and active life

Goal 2: Partnerships and Networks

Build cooperative networks and partnerships among agencies, organizations and individuals to develop and deliver practical physical activity and healthy eating opportunities

Goal 3: Programs and Activities

Strengthen and assist community-based organizations, programs and services to expand physical activity and healthy eating opportunities

Goal 4: Barriers to Physical Activity

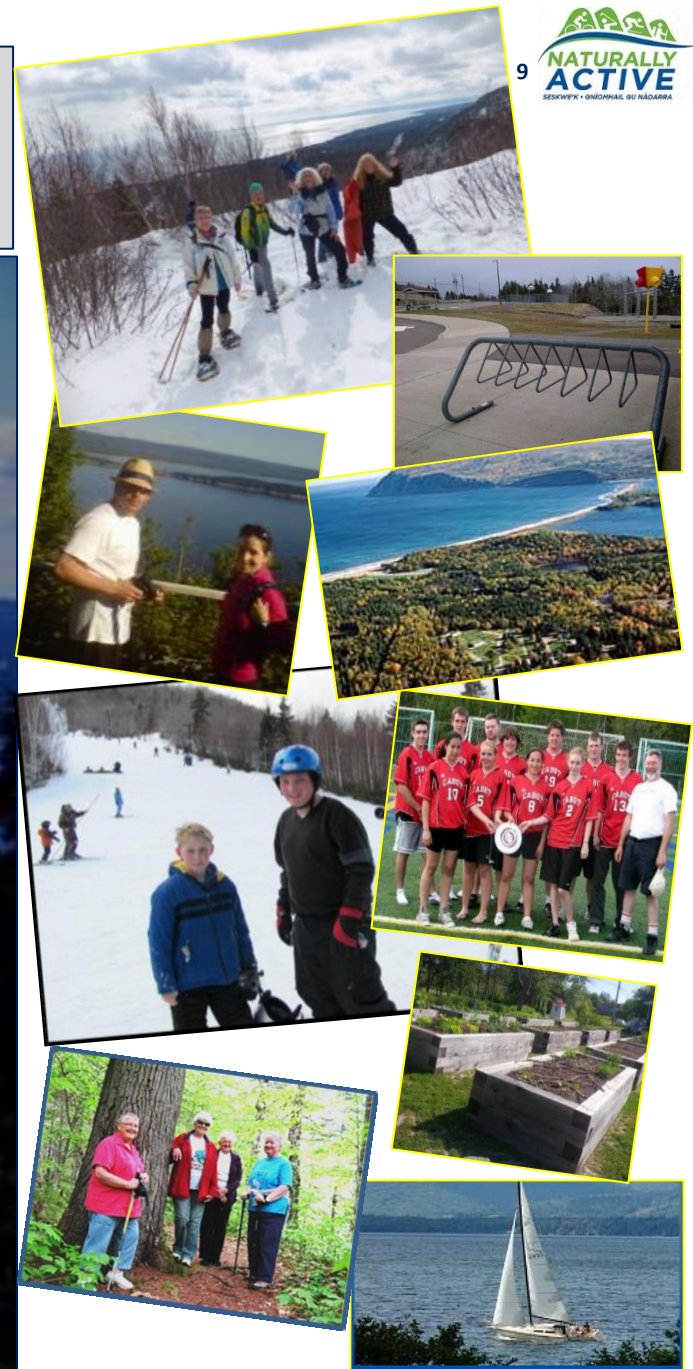
Strive to eliminate barriers to a physically active lifestyle

Goal 5: Infrastructure

Provide, maintain, revitalize and promote the natural, built and social/supportive environments necessary for residents and visitors to enjoy an active healthy life

Goal 6: Policies and Procedures

Advocate public and private sector interests to adopt policies and procedures governing the design of infrastructure and the delivery of services that supports physical activity and healthy eating



Case for a Comprehensive Strategy

During the development of the strategy, eight organizations came together as Partners to commit to improving the overall physical activity and healthy eating levels of residents and visitors. Representatives from these key stakeholders, along with local and regional leaders and professionals as part of the Victoria County Action Network (VCAN), met to research evidence-based best practices, research the county, assess community assets, report the results back to the County, dialogue with community partners and review their work with provincial, regional and local experts. This process set the ground work for receiving buy in from the County and develop the strategy, including the implementation and before evaluating plan.

The result of collaboration: *Naturally Active Victoria County*

The authors of Naturally Active Victoria County (Physical Activity Strategy):

- Municipality of the County of Victoria
- Nova Scotia Department of Health & Wellness Active Living Branch
- Cape Breton District Health Authority
- Parks Canada
- Wagmatcook
- Nova Scotia Transportation Infrastructure and Renewal
- Cape Breton Victoria Regional School Board
- Heart & Stroke Foundation of Nova Scotia
- Victoria County Action Network (VCAN-Strategy Implementation Team)



Physical Inactivity Crisis

The health benefits of physical activity and eating healthy are well known. Physical inactivity is a major public health issue and a leading cause of chronic disease, disability and death. It is a key risk factor for the major non-communicable diseases like cardiovascular diseases, cancer and diabetes



Physical Activity Gets International Spotlight

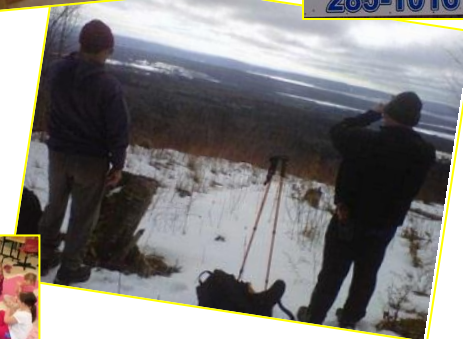


Recognizing the opportunity for reducing deaths and diseases worldwide by improving diets and increasing levels of physical activity, the World Health Assembly (May 2004) adopted the WHO Global Strategy on Diet, Physical Activity and Health. The Strategy provided recommendations for Member States, WHO, international partners, private sector, civil society and non-governmental organizations on the promotion of healthy diets and regular physical activity for the prevention of non-communicable diseases.

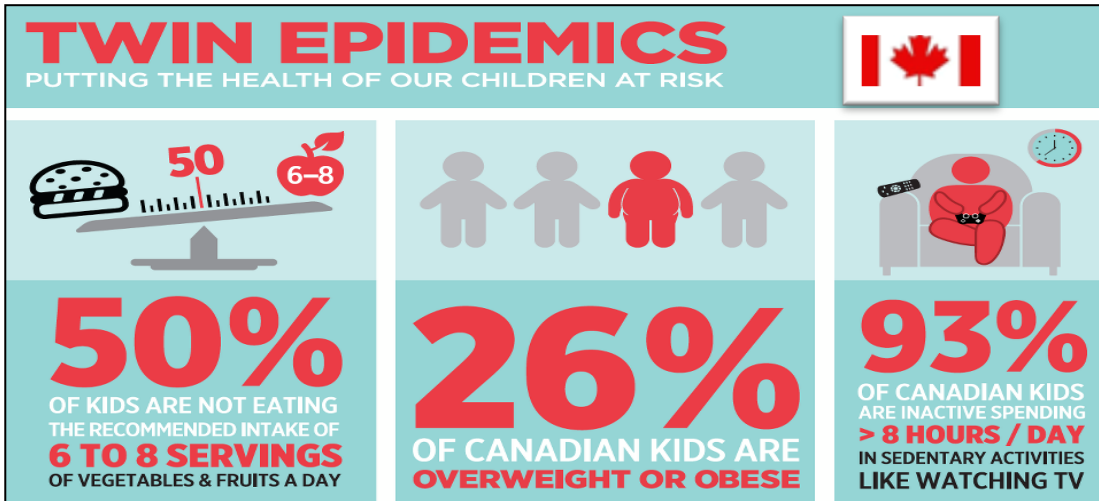
At the 66th session of the United Nations General Assembly, a resolution from the High-Level Meeting of the General Assembly on the Prevention and Control of Non-Communicable Diseases was adopted (September 16, 2011). The purpose was to rally the world toward addressing the non-communicable disease (NCD) epidemic that humans face. In 2008, approximately 63% of all deaths throughout the world were due to Non-Communicable Diseases and 8/10 of them occurred in low-or middle-income countries. Inactivity "Should be considered a pandemic". It was responsible for 5.3 million of the 57 million deaths in the world in 2008. It also caused around one in 10 deaths globally, which is comparable to the effects of smoking. *(The Canadian Press, Wednesday July 18, 2012)*

This was the first time in history that global health policy included specific physical activity solutions. As part of the Whole of Government and Whole of Society approach recommended by the resolution, specific physical activity solutions included school-based physical education, environmental change in urban planning and for active transportation, workplace health promotion programs and parks and recreational space.

(UN declaration: www.un.org/en/ga/ncdmeeting2011)



Physical Inactivity Crisis continued



Active Healthy Kids Canada released its 2014 Report Card on Physical Activity for Children and Youth: D - for overall physical activity levels



NOVA SCOTIA
NOUVELLE-ÉCOSSE

Chronic disease accounts for about 75% of the province's deaths and costs the health care system about \$3 billion each year, according to Department Health & Wellness statistics. Smoking and obesity rates in Nova Scotia are among the highest in the country.

(John McPhee, Health Reporter, (Chronicle-Herald, Dec. 28, 2011) National Report on Chronic Disease-international study (Released by the Health Council of Canada)

Childhood obesity rates have almost tripled in the last three decades. It's a growing public health problem around the world. In Nova Scotia, 1 in 3 children and youth ages 2 to 17 are overweight or obese and even more are not leading an active healthy lifestyle.



Physical Inactivity Crisis continued

In Nova Scotia, where nearly fifty percent of adults over the age of nineteen are inactive (less than 30 minutes of physical activity each day) and less than 10 percent of Grade 11 students are getting the recommended 60 minutes daily of physical activity, too many Nova Scotians are at risk of poor health due to inactivity. *(Creating Active Communities, A Resource for Municipalities. May 6, 2011).*

The Keeping Pace; Surveillance of physical activity and dietary in Nova Scotia children and youth 2009/10 (May 31, 2012) shows lots of work to be done, we have our work cut out for us. The report recommended extending the school day for physical education, more physical education daily led by physical educator specialists and focus on non-organized “active play”. Keeping Pace shows physical activity levels continue to decline, and that a majority of youth do not meet the recommended servings from Canada's Food Guide. Similar studies were conducted in 2002 and 2006, with students in more than 80 schools across the province.

Physical inactivity and poor eating habits continue to be a problem among young people in Nova Scotia, says a study of more than 1,500 students. Students in grades 3, 7 and 11 took part in the Keeping Pace study, which measured physical activity levels and nutrition.

“Nova Scotia has high rates of chronic disease and illness, which if left unchecked will have long-term impacts on our health-care system,” - Dr. Robert Strang, chief public health officer of Nova Scotia, said in a news release on the study



Three Major Health Risks Facing Victoria County Residents & Visitors

1. **Cardiovascular** - High Blood Pressure #1
2. **Respiratory** - Asthma #1
3. **Healthy Eating** - Greater Risk of Cancer & Diabetes
 Related: Low Fruit & Vegetable Consumption *(Adapted from John Malcolm's, retired CAO, CBDHA, presentation to Victoria County Community Health Board-Sept. 27, 2011 at the Gaelic College, St Ann's)*

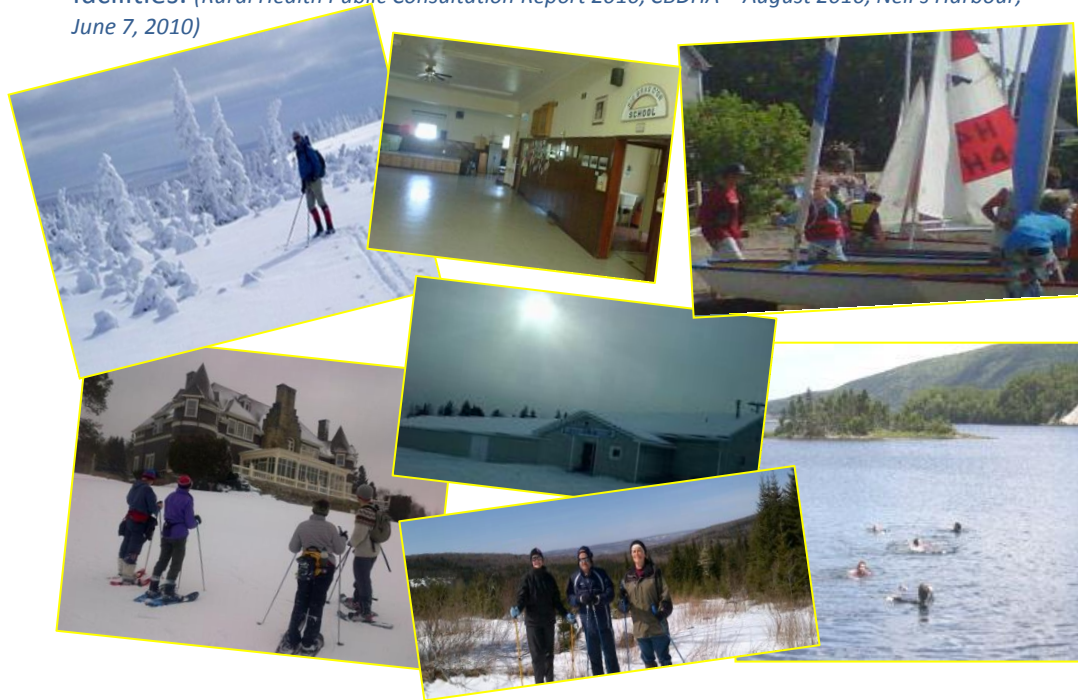


Health and education has always been important to Victoria residents including being the number one goal highlighted in the 2002 Strategic Plan: To ensure that all Victoria County residents can meet their health needs, the county has significant physical and social assets making it a place where people choose to live. *(Choice Not Circumstance-The Victoria County Strategic Plan Executive Summary August 26, 2002)*

Physical Inactivity Crisis continued

The Victoria County Community Health Board identified three issues as being the most significant factors impacting the health of residents of Victoria County: Lifestyle choices, socio-economics and geography. Recommended priorities for the delivery of community-based health services lifestyle choices: Physical activity, Weight, Encouraging people to be proactive about their health, Exercise (2007 Victoria County Community Health Board Focus Group Report – Seniors February 16, 2007 North of Smokey Focus Group - February 6, 2007)

Most important health issue that needs to be addressed in your community: Inactivity and lifestyle related diseases, Transportation (Rural Health Public Consultation Report 2010, CBDHA – August 2010; Baddeck, June 8, 2010) Obesity (Healthy living programs for all ages, Lack of fitness and diet and proper nutrition), Physical inactivity, Lack of recreational opportunities and facilities. (Rural Health Public Consultation Report 2010, CBDHA – August 2010; Neil's Harbour, June 7, 2010)



Ipsos-Reid Survey of Victoria County, residents' level of satisfaction with the quality and variety of recreation services was lower than that of other areas of Nova Scotia (35% satisfied in Victoria County as compared to 59% in Nova Scotia). Residents were concerned with the lack of indoor walking, the amount of shoulder on the roadside, and the fact that trails did not connect them to key destinations. A number of residents wanted more programs or facilities for swimming, especially for young people (i.e. 30%). "Victoria County residents enjoy walking as their main mode of physical activity and the physical surroundings make this enjoyable." The current level of physical fitness among those surveyed was 52% and the level of physical inactivity was 47%. (2010 Ipsos-Reid survey of 300 Victoria County Residents).

Almost half of Victoria County respondents (47%) were physically inactive, while 25% were moderately active and 28% were regularly active. Just over half of respondents (52%) have made changes to improve their health in the past year. 39% of respondents reported that they face barriers in making improvements to their physical health. (Community Health Assessment: "Understanding Our Health" telephone survey) Of those surveyed in the District, a total of 364 residents (aged 15 years or older) from the Victoria County Community Health Board area completed the survey. www.cbdha.nshealth.ca



Physical Inactivity Crisis continued

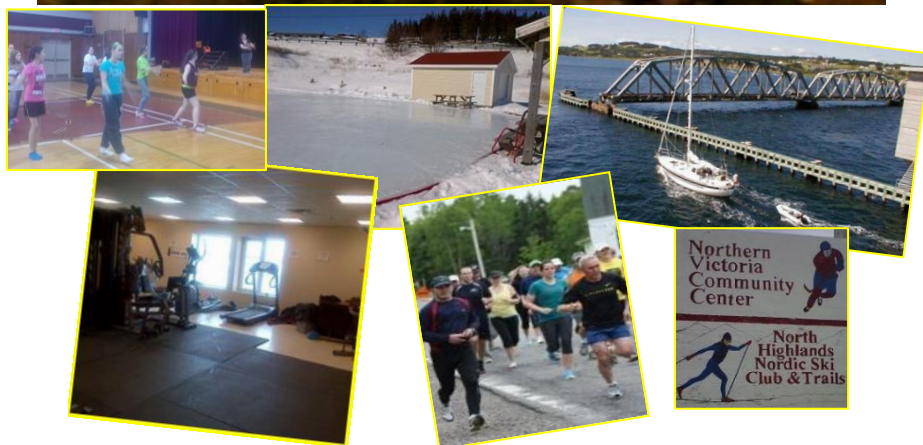
“Prevention is key to better health”; “People must take more responsibility for their health to prevent problems in the first place”; “We have to find a way to become healthier citizens and healthier communities”; “The health system must do more to increase patients’ roles in their own treatment, particularly those who have chronic conditions like diabetes, heart disease and arthritis”. (Dr. John Chaisson, Head of Doctors Nova Scotia)

As little as 30 minutes of physical activity on most days of the week promotes better health and prevents illness. Chaisson points out, “People must take more responsibility for their health by being more active and eating more healthy foods”. 40% of chronic disease is preventable. “Active living is the one where we really need to invest our time and efforts, these people end up deteriorating and costing the system a lot and it affects their families and it affects their life expectancy – It’s the key thing,” said Chaisson. (John McPhee, Health Reporter, (Chronicle-Herald, Dec. 28, 2011) National Report on Chronic Disease-international study (Released by the Health Council of Canada)



Eileen Woodford, Director of Rural Health, focused on rural health and transportation in discussing the profile of rural Cape Bretoner’s – declining and aging population, higher levels of unemployment, and population density. She outlined existing and missing modes of transportation in rural communities, and noted that transportation was cited as a major issue in all CBDHA Rural Health Consultations in 2010. She emphasized it was a daily topic for residents, patients and health care providers. (CBDHA, Report on Population Health Day, April, 15, 2011)

Regular physical activity, fitness, and exercise are critically important for the health and well-being of people of all ages. All individuals benefit from regular physical activity, whether they participate in vigorous exercise or some type of moderate health-enhancing physical activity. Even among frail and very old adults, mobility and functioning can be improved through physical activity. (1997-98 National Health Interview Survey)



Physical Activity & Sedentary Behavior Canadian Guidelines

We encourage residents & visitors to adhere to these guidelines to help achieve an active and healthy lifestyle

Age Clock Intensity Strength More sedentary

1 – 4	180 min/day (3 hours)	More is better	Play	Variety	2 yr – none 2–4 yr < 1 hr	Limit sitting
5 – 11	60 min/day (1 hour)	More is better	Vigorous 3 days/wk	Strength 3 days/wk	< 2 hr/day	Limit sitting
12 – 17	60 min/day (1 hour)	More is better	Vigorous 3 days/wk	Strength 3 days/wk	< 2 hr/day	Limit sitting
18 – 64	150 min/wk (3 hours)	More is better	Moderate - Vigorous 10 min bouts	+ Strength 2 days/wk	No guideline	No guideline
65 +	150 min/wk (3 hours)	More is better	Moderate - Vigorous 10 min bouts	+ Strength 2 days/wk	No guideline	No guideline
Multiple Sclerosis	30 min 2 days/wk		Moderate	+ Strength 2 days/wk	No guideline	No guideline
Spinal Cord	20 min 2 days/wk		Moderate - Vigorous	+ Strength 2 days/wk	No guideline	No guideline

ACTIVE FOR LIFE

Nearly 30% of Canadian kids are overweight or obese.

60  **MINUTES**

The **DAILY** recommended amount of **PHYSICAL ACTIVITY** FOR CANADIAN KIDS.

ADULTS NEED 150 MINUTES OF HEART PUMPING PHYSICAL ACTIVITY PER WEEK.



Research shows that even short, **10 minute bouts** of physical activity are associated with increased fitness.

Source: Active Healthy Kids Canada. (2012). Is active play extinct? Sedentary Behaviour Guidelines



participACTION.com

Source: Canadian Society for Exercise Physiology: Canadian Physical Activity Guidelines for Adults



participACTION.com



Building Strong Communities Through Physical Activity

Communities with more physically active people are socially connected and healthier places to be. Successful physical activity programs include local focused, group cohesion and inclusion, broad community engagement, Individualized programming and sustainable (Premier's Council for Active Living New South Wales; Building stronger communities through physical activity: a practitioner's resource)

Developing a Successful Strategy

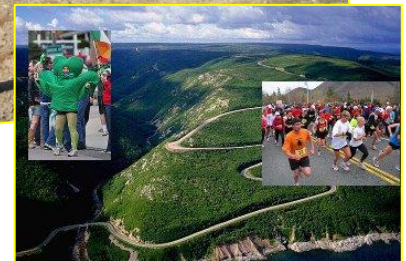
Success factors for a physical activity strategy includes: connecting with communities, program sustainability upfront and community participation:

1. Research community
2. Reporting results to community
3. Ensuring community buy-in
4. Develop program
5. Implement program
6. Evaluate

An Effective Physical Activity Strategy
A comprehensive strategy is effective because it identifies gaps, builds on strengths, reduces duplication, pools resources and ensures diverse government and non-government organizations working together (Collective Impact: Kania & Kramer -Stanford Social Innovation Review, Winter 2011)

Community participation is crucial in building a strong and connected county. It helped define the future actions for community-based physical activity and identified where governments, non-government organizations and community-based organizations can assist, while providing opportunities for individuals.

The multiplicity approach was used in developing the strategy including programming, policy settings, grass roots delivery of physical activity. It encourages the strategy to have community-based physical activity programs planned using a bottom up approach. Programs are planned to meet identified needs, develop partnerships, build and support networks and promote community members to develop their own capacity for physical, social, economic and cultural well-being. (Premier's Council for Active Living New South Wales; Building stronger communities through physical activity: a practitioner's resource) & (A healthy city is an active city: a physical activity planning guide, WHO)



Why a Physical Activity Strategy?

The health benefits of physical activity are well known. Regular moderate physical activity promotes mental, physical and social well-being and helps to prevent illness, disability and obesity. In addition to improving health, communities that invest in physical activity policies and programs can: save money on health care and transport services; have more productive citizens and workers; be more liveable and attractive to residents, employers and visitors; have less air and noise pollution and better access to green spaces; enhance neighbourhood revitalization, social cohesion and community identity; and expand social networks. *(A healthy city is an active city: a physical activity planning guide, WHO)*

Target Groups

Universal

- Similar to the rest of rural Nova Scotia, rural Victoria County is experiencing a declining population. The remaining population is growing older and in need of regular physical activity to be healthy. The Strategy will help increase participation, activity and healthy lifestyles among all ages in our County.
- The 47% inactive population is the primary target group in reducing the three health risks facing residents: Cardiovascular, Respiratory and Healthy Eating.
- The 39% of respondents who reported that they face barriers in making improvements to their physical health by striving to eliminate the barriers. *(A healthy city is an active city: a physical activity planning guide, WHO)*

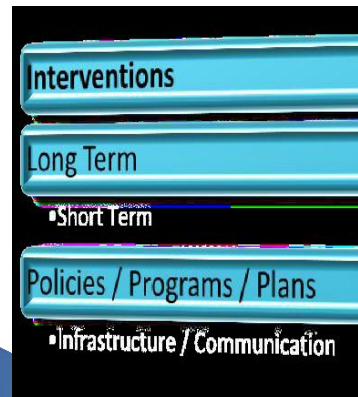
Specifics

- The 2005 Canadian Community Health Survey reported that 69% of seniors aged 65 and up were getting less than 15 minutes of physical activity per day. Women were less active than men. We will target seniors (Working with the Age-Friendly Communities Committee) as we are one of the oldest populations in Nova Scotia.
- In Nova Scotia, nearly 50% of adults over the age of nineteen are inactive. We will target adults. Less than 10% of grade 11 students are getting the recommended 60 minutes of physical activity each day, especially our rural students. We will target teens, especially girls, especially through after-school programs.
- Wagmatcook First Nation residents with Type 2 diabetes who have a rate three to five times higher than that of other Canadians. Rates of diabetes are expected to rise significantly in the future given that risk factors such as obesity, physical inactivity, and unhealthy eating patterns are high.
- KEEPING PACE STUDY - addressing the provincial rise in obesity and preventable chronic disease among our youth:
 - Grade 3, about 80% of boys & girls meet the physical activity standard on five + days per week and by Grade 11 this number significantly drops to about 5% of boys and less than 1% of girls
 - Grades 7 and 11, boys are more involved and active than girls, and less than 20% of students walk or bike to school
 - In the after school time period (3 to 6 pm.), Grade 7 and 11 students get less than 20 minutes of moderate to vigorous physical activity.
 - The proportion of youth who do not meet the minimum servings for vegetables and fruit is particularly high, ranging from 78% of Grade 7 boys to 89% of Grade 11 girls.
 - Among Grade 7 and 11 students, a higher % of boys consumed caffeinated drinks than girls.
 - From Grades 3 to 11, results suggest more girls than boys will become overweight, but more boys than girls will become obese.



Strategy Development

Process: A Framework for Creating a Healthy, Active County



Interventions

- Policies, Programs, Plans, Infrastructure-strategies, communication
- Started Priority / Medium Priority / High Priority / Long Term Priority / On-going Priority

Settings

- Schools, Workplaces, Health care, Leisure-time, sport settings, Neighbourhoods

Population groups

- All residents, Children and youth, older adults, Disability, Minority, High risk groups, Employees, Low socioeconomic status

Community Participation

- 1-on-1 preliminary meetings, planning days, community outreach consultations, visionary gatherings, forums, symposiums and smorgasbords

Partners

- Residents, civil society, voluntary sector, private sector

Local government

- Elected officials, urban planners, sport and recreation, health, transport, education, law, enforcement, tourism

Built environment (Community Design)

- Transport, land use, urban design, green spaces

Social environment

- Equity, income, social support, social cohesion, culture, leaders
- Opportunities for physical activity and active living for all Healthy, active county (*A healthy city is an active city: a physical activity planning guide, WHO*)

The strategy was formed on participation trends, community asset mapping and consultation with the public and stakeholders from various sectors from the grass-roots up. Community participation was a crucial element of the strategy to build strong, connected communities. Active participation offered community members an opportunity to have a say through community outreach meetings, forums, planning days, visionary gatherings, 1-on-1 preliminary meetings, symposiums, smorgasbords and in-person or on-line strategy sessions. Passive participants read or attended an activity/function.

Effective participation was a key step in connecting with communities. It helped define the future actions for community-based initiatives and identified where governments and community groups could assist, while participation identified some opportunities for individuals. There were several opportunities for communities as a whole and individuals to participate in planning the strategy.

Participation shaped into identifying the assets of a community to address the physical activity needs of the community. Developing a successful strategy included: Researching the county; Reporting the results back to the county; Ensuring county buy-in; Developing the strategy, leading to implementation and evaluation years 2-5.

These initiatives, helped shape the development of the Physical Activity Strategy. A central principle of the strategy is to build on existing strengths, without duplication, build on infrastructure and offer programs and activities.

The core components of the Physical Activity strategy – Vision, Goals & Objectives were created based on research, recommended strong evidence-based, community participation and profile, along with stakeholder consultation. They are supported by Action Plans and implementation, monitoring and evaluation.

The Vision, Goals, Objectives and Action Plans were developed during Strategy Sessions with the Senior Management Committee and the Victoria County Action Network from input received by community participation and consultations. The Strategy Sessions discussed awareness, barriers, target groups, programs, activities, policies, built environments and partnerships. The draft Vision, Goals and Objectives were reviewed.



Principles

Members of the Strategy Partnership recognize that the implementation of the Physical Activity Strategy over the next five years will be challenging. A Victoria County Action Network (VCAN) has been set-up to implement the Strategy, supported by the Physical Activity Strategy Coordinator. The Victoria County Action Network consists of professional representatives from Cape Breton Island and community representatives throughout the County. The Partnership and VCAN will commit to a set of principles in developing and implementing the Strategy.

The following principles will lead to support throughout the county and successful implementation:

Existing Assets: The Strategy will rely on the existing infrastructure, programs and services to build on strengths in the County. New initiatives will be community-based and not duplicated within that community

Evidence-based: Initiatives will aim to be evidence-based with interventions that have proven successful elsewhere

Partnership & Collaboration: Relationships will be developed with multiple and diverse stakeholders from government, health, schools, law enforcement, municipal staff, development/planning, economic development and business, residents, environment, outdoor recreation and accessibility interest groups

Infrastructure: Infrastructure provides opportunity for physical activity, healthy eating and active transportation

Education and Awareness: The benefits of building an active County are communicated to stakeholders

Policies: Policies exist that promote physical activity at workplaces, schools, recreation facilities and in community decision-making

Community Design: Future community design aims to increase public green space

Engaged Residents: Residents will be involved in the design, development and delivery of physical activity and healthy eating initiatives

Target Groups: The Strategy is for all residents, but wishes to improve the lives of teens (especially girls), women life-long, children & youth, adults, aging adults and First Nation people

Evaluation: Strategy will be a living document, regularly monitored, evaluated & updated



Vision, Goals, Objectives and Values

Vision, Goals and Objectives

In 2017 – Vision: “A New Day Has Come”

Victoria County residents and visitors are fully engaged in a culture and lifestyle that embraces life-long physical activity and enjoys the social, health and environmental benefits of their active lifestyles. Residents and visitors enjoy healthy lifestyles rooted in access to the unique natural resources, lands and waterways that they call home. They benefit from a wide range of accessible programs, facilities and services provided by stakeholders working in partnership to make the best use of available resources. Healthy and active living is reflected in all aspects of community life, including the way we build our community, utilize and celebrate our natural environment, provide programs and services, and allocate resources. Our investment in the infrastructure and services that support physical activity contributes to a strong community identity, cohesive communities and strengthens the economy built on healthy individuals, families with strong ties to the community and visitors who share our enthusiasm for more active healthy lifestyles

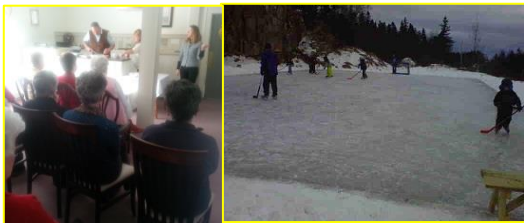


Values

The work towards building active communities in Victoria County is based on the following values:

1. **Quality of Life** - We value the quality of life for all residents as a key element of social and economic growth
2. **Health** - We value physical activity and healthy eating for the health of the community
3. **Accessibility** - We value removing physical and social barriers in physical activity and opportunities for all
4. **Inclusion**- We value all residents are able to participate in physical activity and healthy eating with their families, organizations and communities
5. **Safety**- We value safe routes and infrastructure that supports community participation in physical activity
6. **Cohesion**-We believe that an active community encourages and facilitates social interaction and local economy development
7. **Environmental Sustainability**-We value the health of our natural environment and recognize the link between a healthy environment and a healthy community

Active communities encourage and facilitate active living and support community health and safety. They will increase walking, cycling, swimming, non-organized and un-structured play, activities in our outdoor environment, play in nature, decrease car dependence and traffic congestion in our rural most areas, lead to cleaner air and support tourism. These improvements improve the overall quality of life of all community members and contribute to livable communities.



Overview of Goals

The Physical Activity Strategy six goals and overview are presented below. The objectives and Action Plans for each goal are presented in the next section



Goals	Overview
<p>1: Awareness and Information Enhance the community's understanding of the life-long benefits of being physically active, eating healthy, feeling good about oneself and the opportunities to adopt healthy, active lifestyles</p>	<p>Education and information about being physically active, healthy eating, feeling good about oneself opportunities and benefits will be a central component of our physical activity strategy. Raising awareness of the important health benefits of physical activity and ensuring that all residents and visitors understand the resources, especially these found in nature, available to them to engage in an active lifestyle safely is essential to realizing our objectives. Individuals need to care for their health and be motivated to participate (<i>Tracey Bridger, MD FRCPC, Childhood obesity and cardiovascular disease-Pediatric Child Health 2009; 14 (3): 177-182</i>)</p>
<p>2: Partnerships and Networks Build cooperative networks and partnerships among agencies, organizations and individuals to develop and deliver practical physical activity and healthy eating opportunities</p>	<p>There are a number of agencies and organizations in Victoria County with mandates and responsibilities that address healthy, active living. These groups will work together to capitalize on their relative strengths and collective resources while pursuing the shared goal of a more active and healthy county safely</p> 
<p>3: Programs & Activities Strengthen and assist community based programs and services to expand physical activity and healthy eating opportunities</p> 	<p>An adequate supply of appropriate, accessible physical activity programs and activities will be an outcome of the strategy. The goal captures all programming but recognizes that encouraging people to incorporate physical activity and healthy eating in their daily routines is the key to a successful strategy. This places an emphasis on casual, unorganized opportunity that easily occurs safely outdoors and is integrated with daily life.</p> <p>This section provides a number of examples and is not intended to be a comprehensive list of all relevant programs or opportunities. It is understood that the lead organizations responsible for implementation will continue to gather community input on needs and priorities, research what works well in other communities, and develop programs accordingly adapted to meet present day needs and research</p> 

Goals

4: Physical Activity Barriers

Strive to eliminate barriers to a physically active lifestyle



5: Infrastructure

Provide, maintain, revitalize and promote the natural and built environments necessary for residents to enjoy a physically active lifestyle

6: Policies and Practices

Advocate public and private sector interests to adopt policies and procedures governing the design of infrastructure and the delivery of services that supports physical activity and healthy eating (*Active Communities Charter, Physical Activity Team of the HKPR District Health Unit and Health for Life, January 2007*) & (*A healthy city is an active city: a physical activity planning guide, WHO*)

Overview

Research has documented a number of barriers restricting residents from adopting a safe physically active lifestyle: The top five main barriers for residents not participating includes: Don't have enough time (26%), Lack of places to exercise (24%), Weather (21%), Health issues (13%) and Not motivated (8%) (*Ipsos Reid Survey, Victoria County 2010 Recreation and Physical Fitness Syndicated Survey, April 13, 2010*). The focus of this goal is to strive to eliminate those barriers especially weather and seasons in Victoria County. Throughout consultations the following were key items that will also play a role in an increase in physical activity for all residents:

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • Access to schools (Community-Use Policy with CBVRSB) • Want action and accountability with the Strategy (it's important for health) • Sensitive to local district needs; Be fair/all areas of county • Wildlife, especially coyotes, reducing Physical Activity (Fear) • Certified/Qualified Leadership | <ul style="list-style-type: none"> • Change "Mindset" of our residents and visitors • Facilities four seasons where possible (i.e. Rinks) • Victoria County has many great assets to build on • Maintain Ski Cape Smokey Ski Resort • Access to local community halls | <ul style="list-style-type: none"> • Insurance too costly • Coordinated • Volunteer Support • Sustainable • Anything at all • Transportation • Active Transportation (AT) • Education and awareness • Affordable and accessible • Winter weather conditions |
|---|--|---|

This goal addresses infrastructure – the building of new or the maintenance, revitalization or repurposing of existing facilities (built environment) or trails and open space resources (natural environment). In Victoria County physical activity safe infrastructure often serves both local residents and visitors (Seasonal residents and tourists) and consequently visitors are included in the Goal. The opportunity to enhance safe infrastructure for visitors is a unique opportunity for the Strategy to contribute to the local economy and the tourism objectives of our community

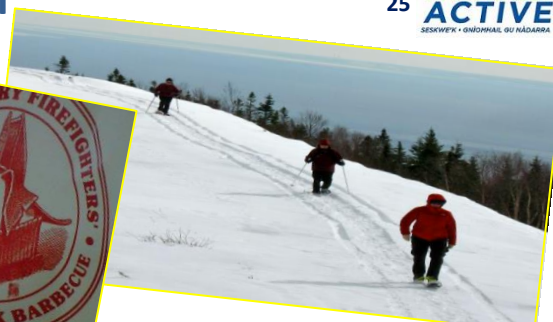
This goal captures interventions based on policy (The Toronto Charter for Physical Activity: A Global Call for Action) and practice. These affect the safe design, planning and maintenance of natural or built environments, workplace policies, community access to public facilities, etc. Policies and operating procedures of the Municipality and other stakeholders such as CBVRSB and Mi'kmaw Kina'matnewey School Boards and private sector interests may require re-alignment in support of this goal.



Action Plans and Implementation

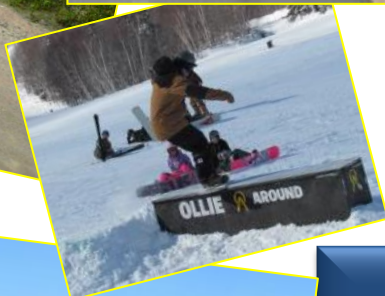
Action Plans

Action Plans are key initiatives to address the Strategy's Goals. These initiatives identify a course of action related to each Goal. The level of priority, the lead partner responsible for implementing the action plan, along with supporting partners, has been identified and all Action Plans have been assigned a level of priority and status.



Implementation

The Physical Activity Strategy is a county-wide initiative for all residents and visitors requiring the active involvement of a wide range of community leaders, groups, agencies, organizations and interests. Community buy-in and champions who'll emerge and will play a significant role in the implementation of the action plans with the Victoria County Action Network.



Priority Levels

S -Started	Started during development, in progress, being implemented
H -High	Fully implemented in years one and two
M -Medium	Initiated within year three and fully implemented within four years
L -Long	Act upon as resources permit, but within years four to five
O -On-going	On-going - continues
Lk -Link	Linked to other objectives
C -Completed	Completed – has taken place



Goal 1: Awareness and Information

Enhance the county's understanding of the life-long benefits of physical activity and eating healthy to

support a healthy and active life (*Active Communities Charter, Physical Activity Team of the HKPR District Health Unit and Health for Life, January 2007*)

Objective 1.1: Implement Social Marketing Campaign promoting activity & healthy eating (*Increasing Physical Activity What Works? U.S. Centre for Disease Control*)

Action Item	Priority	Lead Partner	Supporting Partner
1. Create consistent message, logo & branding – Naturally Active	C	Victoria County	Partnership, VCAN
2. Social media campaigns, females ages 10-14, women lifespan (<i>ParticipAction, August 8, 2011, Research File</i>), youth ages 12-19 (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	O	Victoria County	ParticipAction; Cape Breton Highlands National Park; Thrive!
3. Work with NS Health & Wellness Active Living Branch, Cape Breton & Mi'kmaq Physical Activity Coordinators to spread our message	O	DHW	Wagmatcook First Nation; Victoria County
4. Partner with media to spread <i>message</i> (<i>Getting Australia Active 2, Aug. 2004</i>) & (<i>Non-Communicable Disease Prevention: Investments that Work for Physical Activity</i>)	O	Victoria County	Victoria Standard, Cape Breton Post, CBC, Chronicle Herald, Radio Stations, etc.
5. Initiate a county-wide campaign motivating residents to be active and eating healthy (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	M	Cape Breton District Health Authority	All Partners
6. Use products and messages developed by others adapted for the county (i.e. Take the Roof Off Winter) (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	O	Recreation NS	DHW; HEAL CB; Thrive!; Heart & Stroke Foundation; Victoria County
7. Increase awareness of Canada's Physical Activity Guide (<i>ParticipAction research file, April 20, 2012</i>) Ages: 0-4, 5-11, 12-17, 18-64, 65+	S	Victoria County	ParticipAction; CSEP; Heal Cape Breton
8. Increase awareness with Lifestyle Files for the public and Research Tips to the leaders (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	S	ParticipAction	CPAG; CSEP; PHAC; VCAN; Victoria County

Action Items for Goal 1, Objective 1.1 continued

Action Item	Priority	Lead Partner	Supporting Partner
9. Partner with Festivals, Forums, Fairs, Workshops, Expos, School Assemblies, Events, Women’s Day, Clean NS, Canada Health Day, Relay for Health creating awareness of the strategy	O	Community Groups Cape Breton District Health Authority	CSEP Victoria County
a. Create County Fests & Challenges, creating awareness to strategy (<i>Guide to Community Preventative Services-U.S. Centre for Disease Contr</i> www.thecommunityguide.org/pa/)	O	Community Groups	Tourism Destination NS; Celtic Colours; CBIH; ECBC
10. Fruits & Veggies - More Matters:	Lk O	Cape Breton District Health Authority	VCCHB; Heart & Stroke Community Groups
a. Create awareness of Canada’s Food Guide and healthy eating priorities	Lk O	Cape Breton District Health Authority	Community Groups VCCHB
b. Healthy Eating Workshops; Eat, Drink and Be Healthy Series	Lk O	Cape Breton District Health Authority	Community Groups VCCHB; Local Chef’s
c. Goodness in Many Ways Healthy Food Outreach: Heart Smart Cooking, along with fruit and vegetables (Fresh, frozen, canned)	Lk O	Cape Breton District Health Authority	Community Groups; VCCHB; Heart & Stroke
11. Create County-wide Physical Activity and Healthy Eating Events Calendar – (i.e. St. Ann’s Community Events Calendar) (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	S	Victoria County	Community Groups
12. Create partnerships for road signs, community-based walking and cycling signage, bench signs and street banners promoting in strategic physical activity areas (<i>ParticipAction, research files, May 2012</i>) & (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	M	Victoria County	NS Transportation & Infrastructure Renewal; Community Groups; Farmers Markets; Visitor Information Centre, NS Moves
13. Organizations encouraged to coordinate their messages with the social marketing campaign and to maximize the messages (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	LT	Heart & Stroke Foundation	CBDHA; Canadian Cancer Society; Addiction Services; CBVRSB



Objective 1.2: Create easily accessible and updated access to inventory of Physical Activity and Healthy Eating opportunities and resources

Action Item	Priority	Lead Partner	Supporting Partner
1. Create Victoria County Living Resource promoting assets – updated infrastructure, human resources, programs, activities	H	Victoria County	CSJ Student Program-Cabot School Victoria County
a. Inform of access to water launches and other related facilities	H	Victoria County	CSJ; Student Program-Cabot School; Victoria County
2. Contribute to island wide, provincial information sharing of physical activity programs, events and services (DHW Networks)	H	ACBC	Cape Breton District Health Authority; Victoria County
3. Access current inventory listings from organizations	H	Victoria County	All Partners; CB Island Pathways
4. Create seasonal Physical Activity Brochure promoting updated assets; (Electronic, 24-7, social media) (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	M	Victoria County	Cape Breton Regional Library
5. Create Informative Newsletter Victoria County Connector and Contact List (On-line, hard copy) (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	LT	Victoria County	Victoria Standard
6. Provide Healthy eating resources (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	Lk/S	CBDHA	Victoria County; HEAL Cape Breton

Objective 1.3: Monitor research and best practices in physical activity and healthy eating

Action Item	Priority	Lead Partner	Supporting Partner
1. Community organizations and agencies adopt proven methods to promote physical activity and healthy eating	LT	Cape Breton Regional Library	Victoria County
2. Promote and sustain benefits of physical activity and healthy eating (Displays, books, brochures, etc.) (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	S	Cape Breton Regional Library	CBVRSB; HEAL Cape Breton



Action Item	Priority	Lead Partner	Supporting Partner
3. Educational sessions on an active and healthy lifestyle (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	S	PHS; Heart & Stroke Foundation; Public Health; CBVRSB	Wagmatcook; Community Groups; Victoria County
4. Promote, assist and support volunteers and non-profit organizations (Action plans, grant writing skills/applications, board development, organization support, webinars: Policy, provide workshops, etc.)	LT Lk	VCCHB; VCCAPS; Cape Breton Regional Library	Recreation NS; CBU; Victoria County; Organizations; ECBC; Victoria County Homemakers
a. Encourage stakeholder Presentations (i.e. DHW) of funding available and successful steps of process	M	All Stakeholders	VCCHB; Jumpstart; Kidsport; Sport NS; New Horizons; CSJ
b. Access Parks Canada Teleconference resources	M	Cape Breton Highlands National Park	

Objective 1.4: Cape Breton Connect website to provide activity hub on current information on physical activity, sport and recreation programs, resources, facilities and services in our communities (*i.e. Highland Connect*)

Action Item	Priority	Lead Partner	Supporting Partner
1. A public, internet-based, searchable directory (database) for all residents and visitors of Cape Breton whereby they can access up-to-date information on active living opportunities on physical activity, sport and recreation programs, resources, facilities and services in their communities	S	Active Cape Breton Communities (ACBC) Partnership; Victoria County (Host)	DHW; Inverness County; Richmond County; CBRM; Port Hawkesbury; Sport NS

Objective 1.5: Target and encourage health practitioners and leaders to work directly with their clients to promote healthy eating and physical activity

Action Item	Priority	Lead Partner	Supporting Partner
1. Create Physical Activity Take Home Package “Active Book” Resource (New moms/new baby, Intended moms and families)	S	ACBC	Victoria County; PHS; CBDHA; CAYAC
2. Promote Physical Activity Package (PACE Canada) resource for doctors consulting clients and explore best practices to support doctors to refer residents to consultations for better health (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	M	PHS; Cape Breton University; CBDHA	HEAL Cape Breton; Victoria County



Action Items for Goal 1, Objective 1.5 continued

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Action Item	Priority	Lead Partner	Supporting Partner
3 Target and support leaders who influence residents to provide recommendations based on individual likes and interests leading to healthier lifestyle <i>(Increasing Physical Activity What Works? U.S. Centre for Disease Control)</i>	LT	CBDHA	
4 Target Children, pulling parents into opportunities - spectators active as well <i>(ParticipAction, September 9, 2011, Research Files)</i>	LT	Victoria County	Sport NS
a. Future endeavors to promote Physical Activity among child & youth should aim to target both parents and children and youth to reduce health risks with inactivity <i>(Increasing Physical Activity What Works? U.S. Centre for Disease Control)</i>	LT	Victoria County	Sport NS
b. Promote opportunities to boys and girls for parents as parental values impact them	LT	Victoria County	Sport NS

Objective 1.6: Create a Healthy Active Living Champions Program

Action Item	Priority	Lead Partner	Supporting Partner
1. Partner with HEAL Cape Breton. Nominate those who have made healthy improvements in their lives to the HEAL Ambassador and tell their story as role models	O	HEAL Cape Breton	Victoria Standard; Cape Breton Post
2. Position and profile Victoria County HEAL Ambassadors as Active Healthy Lifestyles Champions for communities	O	Victoria County	CBVRSB; HEAL Cape Breton

Objective 1.7: Access current and new resources to market our message

Action Item	Priority	Lead Partner	Supporting Partner
1. 211 Service: Online database information, services, single, easy to search location	M	NS 211 Information & Referral Services Association	Victoria County
2. 811 Telecare Service: Physical Activity, Healthy Eating components	M	811 Telecare	Victoria County

Objective 1.8: Showcase initiatives that are successful to increase individual knowledge, attitudes and skills


Action Item	Priority	Lead Partner	Supporting Partner
1. Showcase testimonials and successful initiatives (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	S	Victoria County	Partners
2. Operation Headstrong and Protect Your Noggin Helmet Campaigns; Promoting awareness on the importance safety/wearing helmet (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	O	PHS; CBDHA	Victoria County; SRS; Local Schools, CB Screaming Eagles

Goal 2: Partnerships and Networks

Build cooperative networks & partnerships among agencies, organizations and individuals to develop and deliver practical physical activity and healthy eating opportunities



Objective 2.1: Create and maintain Management Structure of Naturally Active PARTNERSHIP and VCAN - Victoria County Action network (*Premier's Council for Active Living New South Wales; Building stronger communities through physical activity: a practitioner's resource*)

Action Item	Priority	Lead Partner	Supporting Partner
1. Partnership where member stakeholders and their representatives support each other as management authority	O	Partnership	
2. Partnership respects members with different strengths, skills and resources; Calls on one another for support; Ensures actions are led by most capable organization	O	Partnership	
3. Victoria County Action Network (VCAN) representation from all communities; Professional members from Cape Breton Island who support each other as the implementing authority	O	Partnership	
4. Victoria County Action Network respects members as they have different strengths, skills and resources; Call on one another for support; Ensures actions are led by most capable organization	O	VCAN	Community Leaders
5. Victoria County Action Network provides support and assistance to organizations who assists with implementation	O	VCAN	Community Organizations

Objective 2.2: Establish formal connections with Partners, such as Active Cape Breton Communities, Physical Activity Practitioners Exchange and Recreation Nova Scotia

Action Item	Priority	Lead Partner	Supporting Partner
1. Work with colleagues regionally, provincially and federally to promote physical activity and healthy eating	M	All Partners	ACBC PAPE
2. Partner with CBDHA's Strategic Plan (2011-16) building awareness, a stronger and healthier Cape Breton working with communities to make healthier choices together	O	CBDHA	Victoria County
a. Healthy Communities: Enhancing health of District residents by increasing the number of places that support healthy eating according to provincial guidelines; Increasing physical activity of all District residents		CBDHA	Victoria County
b. Healthy Public Policy: Enhancing healthy food policies and ensuring access to transportation for District residents to and from health services & programs		CBDHA	Victoria County
c. Healthy Workplace: Ensure Workplace Programs meet goals, focusing on Workplace culture and support environment and healthy lifestyles		CBDHA	Victoria County; HEAL Cape Breton; Heart & Stroke



Objective 2.3: Establish staff position (s) responsible to implement strategy

Action Item	Priority	Lead Partner	Supporting Partner
1. Permanent Physical Activity Strategy Coordinator works with VCAN implementing strategy	S	Victoria County; DHW	Partners
a. Satellite Office (s) - staff easily accessible in rural areas	S	CBDHA	Victoria County
2. Utilize employment funding programs to create seasonal Healthy Lifestyle Outreach Coordinators working with Strategy Coordinator	S	CSJ; Clean Foundation	Victoria County
a. Cooperative with Cape Breton University accessing students as part of their curriculum, summer employment and opportunity for outdoor Leadership Studies Program		Cape Breton University	NS Outdoor Network; NSOLD; Victoria County



Objective 2.4: To support community groups set priorities & pursue new initiatives to support physical activity and healthy eating (Premier's Council for Active Living New South Wales; Building stronger communities through physical activity: a practitioner's resource)

Action Item	Priority	Lead Partner	Supporting Partner
1. Work with community groups to pursuing physical activity projects of interest to them. Will ensure groups work together to avoid duplication, make the best use of available resources and cooperates which best serve the interests of residents	H	All Partners	VCAN Community Groups
1. Strategy Celebration Fall 2014	M	All Partners Victoria County	VCAN, Partnership; Cape Breton Highlands National Park; Stakeholders
a. Victoria County Physical Activity Summit - Fall 2013	C	DHW	VCAN, Partnership; Cape Breton Highlands National Park; Stakeholders;
b. Cape Breton Physical Activity Summit - Spring 2014	S	Victoria County	Community Leaders

Objective 2.5: Develop capacity of VCAN to implement strategy through training, resources, online access to meetings, research and physical activity inventory

1. Build leadership, partnerships, stable funding and resources to implement the strategy	H	Partnership	
2. Access up-to-date technology enhancing on-line meetings, webinars and professional development by outreaching to members reducing travel/time	H	VCAN	VCCAPS; CFLRI; CHNET-Works; ParticipAction
3. Identify our needs and explore opportunities for training, learning, and capacity building to enhance the effectiveness of implementing the Strategy	H	All Partners	



Objective 2.6: Establish mechanisms for effective communication among organizations with an interest in physical activity and healthy eating (Premier's Council for Active Living New South Wales; Building stronger communities through physical activity: a practitioner's resource)

Action Item	Priority	Lead Partner	Supporting Partner
1. Volunteer organizations with physical activity and healthy eating focuses require effective mechanisms to share information on activities, programs, resources and partnerships. We will facilitate the process.	H	Victoria County; DHW	Community Organizations



Objective 2.7: Monitor and evaluate communication and strengthened partnerships with stakeholders

(Premier's Council for Active Living)

Action Item	Priority	Lead Partner	Supporting Partner
1. Communicate positively, respecting leaders of all abilities and following through is the cornerstone to long-lasting successful partnerships, initiatives	O	Victoria County	Stakeholders

Objective 2.8: Maximize potential funding & resources available to organizations in the most convenient and efficient way possible

Goal 3: Programs and Activities

Strengthen and assist community-based organizations, programs & services to expand physical activity and healthy eating opportunities

(Getting Australia Active 2, Aug. 2004) & (Non-Communicable Disease Prevention: Investments that Work for Physical Activity) & (A healthy city is an active city: a physical activity planning guide, WHO)



Objective 3.1: Create program template, mobile leader's packages and leadership development opportunities to support strategy objectives

Action Item	Priority	Lead Partner	Supporting Partner
1. Create a Template: Physical activity and healthy eating leaders delivering programs and activities that support objectives. We will assist the process by ensuring an increase in local leaders for delivery through Leadership development, creating confidence (Certification), keeping qualified leaders, coaches and officials through commitment, include seniors leaders	H	Partnership; VCAN; Rural Chronic Disease Committee	NS Fitness Association; Sport NS; DHW; Cape Breton Region
a. Work with Cape Breton Island physical activity coordinators to host courses meeting recommended and/or waived minimum numbers	H	ACBC	Victoria County
2. Create Community Healthy Lifestyles Fund and access current funding to support leaders in developing new, expanded programs, events and services with physical activity and healthy eating	S	Victoria County	Community Groups & Leaders; CBVRSB; VCCHB; Thrive!
3. Recognize extraordinary stakeholders, leaders and champions at Annual January Meeting – Annual Report Card to Residents & Visitors	M	Victoria County	HEAL Cape Breton; Heart & Stroke; Walkabout




Action Items for Goal 3, Objective 3.1 continued

Action Item	Priority	Lead Partner	Supporting Partner
4. Provide Mobile Leaders for community based outreach programs to implement specialty programming to raise awareness and inspire new local leaders for delivery (i.e. Fitness Classes)	O	CBVRSB	Victoria County Thrive!
5. Educate leaders and organizations of all funding sources available at all levels	O	All Partners	Sport NS
6. Ensure HIGH FIVE® is provided for stakeholders working with children for awareness of healthy child development principles supporting physical literacy development	O	High Five	Community Groups & Leaders; Victoria County
7. Personnel to deliver community based day camp programming	M	Victoria County	CSJ; VCCHB Camp Carter
8. Support existing seniors clubs (i.e. Middle River) and create these clubs in our communities	O	AFC	

Objective 3.2: Work with existing groups such as Velo Cape Breton, Heart & Stroke Foundation Canada, Bicycle NS, Doctors NS, Run NS, Red Cross, Hike NS, etc. to expand programs for cycling, swimming, walking, running, hiking, etc.



1. Create Walk Victoria Walkabout Network with existing and new walking programs; Support continued development and expansion of the program, incorporated with Hike NS to include hiking, snowshoeing, X-country skiing components and events <i>(Increasing Physical Activity What Works? U.S. Centre for Disease Control)</i>	S	Victoria County	VC Community Facilities; Heart & Stroke; Walkabout Leaders; Farmers Markets; Cape Breton Highlands National Park
a. Promote Volkssports: Yearly events, guided walks in Cape Breton and Atlantic Canada <i>(Increasing Physical Activity What Works? U.S. Centre for Disease Control)</i>	O	Volkssport Canada	Cape Breton Island Hoppers
2. Create Hike Victoria motivational program: 150, 250 and 500 km achievements/Yr. - Create log book (i.e. Hike NS) <i>(Increasing Physical Activity What Works? U.S. Centre for Disease Control)</i>	M	Hike NS Hikers Distance Awards Program	Cape Breton Hoppers Volkssport Club (CBIH)

Action Item	Priority	Lead Partner	Supporting Partner
3. Partner in conjunction with Provincial Bike Week (June) to offer Bike Victoria (Maintenance, “Learn to” skill development, road safety; Can-Bike) (<i>ParticipAction, research files, May 2012</i>)	S	Victoria County 	RCMP; Velo Cape Breton; Cape Breton Highlands National Park, CBVRSB; Bicycle NS
4. Explore, encourage development of “Learn to” Introductory Hiking events, including Hike Victoria Festival (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	O	Hike NS; Hike the Highlands	Cape Breton Highlands National Park; Victoria County

Objective 3.3: Investigate and address constraints of maintaining programs and participation among existing groups

Action Item	Priority	Lead Partner	Supporting Partner
1. We will pursue opportunities to introduce physical activity and healthy eating to established programs. This might be directed at passive participants (i.e. parents attending a child’s sport event) or might add activity to a sedentary event.	H	Stakeholders	Victoria County


Objective 3.4: Investigate opportunities to make physical activity and healthy eating a more significant component of existing social and cultural programs

Action Item	Priority	Lead Partner	Supporting Partner
1. Pursue opportunities to incorporate physical activity and healthy eating into established programs. i.e. directed at passive participants (i.e. parents attending a child’s sport event) or add activity to a sedentary event.	H	VCAN	
a. Partner with L’Arche CB to promote healthy lifestyles, provide access to fitness equipment, establish regular recreation programs, increased info on the importance of healthy food choices	M	L’Arche	
b. VCAN sets the example for Physical activity, healthy eating	S	VCAN	
c. Increase physical activity and healthy eating leading to safer & healthier communities, neighborhoods - “Communities Supporting Communities” 	O	Safety Concerned Citizens Advisory Committee	
d. Increase Physical Activity on our Waterways by delivering Open Water Wisdom	M	Lifesaving Society; Canadian Red Cross	

Objective 3.5: Work with Wagmatcook First Nation to pursue opportunities to expand involvement in physical activity and healthy eating


Action Item	Priority	Lead Partner	Supporting Partner
1. We will pursue unique barriers faced by Wagmatcook First Nation that can be addressed to promote physical activity and healthy eating 	S	Health Canada	Wagmatcook; Just Move It – Canada (JMI); Thrive!; DHW; Just Move It – Canada; Victoria County; Mi’kmaw Kina’matnewey SB
2. Encourage cross-cultural (i.e. Pow Wow’s) participation exposing residents to our culture, heritage and history	H	Wagmatcook First Nation	Victoria County; DHW; Mi’kmaw Kina’matnewey
3. Create Wagmatcook Healthy Community Committee (Victoria County and Wagmatcook Leaders)	M	Wagmatcook First Nation	Victoria County; DHW; Mi’kmaw Kina’matnewey SB
4. We along with partners will work in collaboration with First Nation leaders to increase physical activity and healthy eating	O	Wagmatcook First Nation	DHW; Thrive!; Victoria County; Mi’kmaw Kina’matnewey SB
5. Wagmatcook First Nation and Victoria County commit as partners for each other’s physical activity strategy’s; Provincial Mi’Kmwaw and Municipal Physical Activity Coordinators working together 	H	Wagmatcook First Nation; Victoria County	DHW Thrive!

Objective 3.6: Expand the supply of introductory, “Learn to” and “Try-It” physical activity and healthy eating programs attracting new participants *(A healthy city is an active city: a physical activity: A physical Activity plan guide, WHO)*

Action Item	Priority	Lead Partner	Supporting Partner
1. We along with partners will work with people who are reluctant to join a program (Do not have the skills, equipment or will not fit in with other participants), by designing, promoting programs in a welcoming manner to new participants	O	Victoria County	Community Groups
2. Expose residents to “Learn to” programs, physical literacy and partner with Stakeholders to promote Demonstration, “Try-It” and “Try to Tri” safe sessions introducing initiatives (Swimming, bicycling, running, sailing, kayaking, skiing) to provide skills, equipment and experience to develop life-long skills and choices <i>(ParticipAction, Research files, May 5, 2012)</i> 	H	CBVRSB	Making Tracks ; Trips for Kids; School Travel Planning; Thrive!; Ingonish Triathlon; Canadian Red Cross; CB Roadrunners; Velo Cape Breton; Victoria County

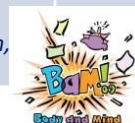
Objective 3.6: Expand the supply of introductory, “Learn to” and “Try-It” physical activity and healthy eating programs attracting new participants *(A healthy city is an active city: a physical activity: Physical Activity Guide, WHO)*

Action Item	Priority	Lead Partner	Supporting Partner
3. Develop programs/events that naturally reconnects families to backyard environment, nature (i.e. Summer Nature Ambassadors) (http://news.medill.northwestern.edu/chicago/news.aspx?id=209804)	H	Hike NS NSYCC; Clean Foundation	Survival School in Canada; Nature Education; Victoria County; NS Outdoor Network; CBVRSB
a. Leave No Trace: Outdoor Ethics - Adopt Safe Hiker: Leave No Trace	O	Leave No Trace Canada	Hike NS; Victoria County; CBHNP
 b. Bring Back Play to mothers of children ages 5-12 inspiring them to encourage unstructured, low-organized physical activity through play outdoors (<i>April 4, 2011, ParticipAction, Research Files</i>)	H	Bring Back Play	Thrive!; Victoria County; DHW
4. Participate in Early Years: Giving Children the Best Start Provincial Consultations/Strategy	S	DHW	Cape Breton Family Place Society; Victoria County
a. Participate in Child and Youth Strategy (CAYAC) ensuring children and youth are well cared for, safe, healthy, and active leading to a higher % of youth being active (<i>Our Kids Are Worth It Our Third Year – Strategy for Children & Youth: March 2011</i>)	O	CAYAC	Cape Breton Family Place Society; Victoria County
b. Establish Municipal Sport Council ensuring children get support to develop to their full potential with an Active Start leading to Active for Life (<i>ParticipAction, September 9, 2011, Research Files</i>) & (<i>Non-Communicable Disease Prevention: Investments that Work for Physical Activity</i>)	M	PHAC CB MPAL’S	Sport NS LTAD Tumblebugs Wagmatcook First Nation Victoria County Local Sport Organizations
5. Explore creation of Seasonal Physical Activity Passport for multi-use activities, programs and services; expanding with success	M	Victoria County	Stakeholders
6. Work with local sports groups, stakeholders and Sport NS to improve and increase physical literacy in children, especially Stages 1-3: CS4L process and the exposure to FUNDamental movement skills, important for sport entry (<i>ParticipAction, September 9, 2011, Research Files</i>) & (<i>Non-Communicable Disease Prevention: Investments that Work for Physical Activity</i>)	O	Sport NS; DHW	Sport Organizations Wagmatcook; Local Family Day Cares; CB MPAL’S; CAYAC; Cape Breton Family Place Society
7. Encourage stakeholders and Sport NS to increase sport development (Participants, Coaches and Officials) and the advancement of CS4L Model and principles, along with the NCCP Basic Fundamental Movement skills course (<i>ParticipAction, September 9, 2011, Research Files</i>) & (<i>Non-Communicable Disease Prevention: Investments that Work for Physical Activity</i>)	M	Sport NS; DHW	Sport Organizations; Wagmatcook First Nation; CB MPAL’S

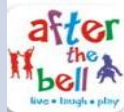
Action Item	Priority	Lead Partner	Supporting Partner
8. Participate in Cape Breton Sport Forum (Spring 2013) and work in partnership with Sport NS to host a Victoria County Sport Summit (Spring 2015) leading to development of a Victoria County Action Plan and Sport Policy with local sports groups identifying issues and opportunities to work in collaboration and future development of Players, Officials and Coaches (<i>ParticipAction, September 9, 2011, Research Files</i>)	S	Sport NS	Sport Organizations; Wagmatcook First Nation; Victoria County; DHW; Local Sport Organizations
9. Partner with schools and CBVRSB to access funding - NS Kids and Learning First Strategy: Community Use of Schools and after school Grant Program	S	CBVRSB	

Objective 3.7: Partner with Cape Breton Regional Library, CBVRSB and Mi'kmaw Kina'matnewey to expand awareness and participation in physical activity and healthy eating

Action Item	Priority	Lead Partner	Supporting Partner
1. Partner with CBRL Bookmobile service to bring message, activities and events to rural communities by creating a Learning Adventure Program (Information, equipment, activities, healthy food and leadership) to promote and increase a healthy lifestyle	C	Cape Breton Regional Library (CBRL)	VCCHB; Baddeck Library; North Victoria Library; Victoria County; CSJ
a. Increase outreach initiatives to rural areas: Programs & activities (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	S	Victoria County	VCCHB; CBRL Baddeck Library; North Victoria Library
2. Work with schools to bring our message to the community, especially parents with Adult Education "Learn to" initiatives	H	CBVRSB	Local Schools
a. Support older residents in their efforts to be active by helping them to overcome concerns about being active, reassuring them that physical activity helps them manage health problem	H	AFC	CAAWS
3. Partner with stakeholders to offer B.a.M Cape Breton (Body & Mind for Teens Program) to Cape Breton schools forming BAM Teams (Developing leaders and increasing physical activity and healthy eating opportunities for youth grades 9-12 in their schools and communities) (<i>ParticipAction, Research Files, April 4, 2011</i>) & (<i>ParticipAction, August 8, 2011, Research File</i>)	O	ACBC & DHW	Local Schools; VCCHB Inverness County; Richmond County; Addiction Services; CBRM CBVRSB Schools Plus



Action Items for Goal 3, Objective 3.7 continued

Action Item	Priority	Lead Partner	Supporting Partner
a. Girl Power Healthy Living Challenge addresses First Nation girl issues; Increases Physical Activity and Healthy Eating (<i>ParticipAction, Research Files, April 4, 2011</i>) & (<i>Participaction, August 8, 2011, Research File</i>)	C	Victoria County; RCMP; Wagmatcook First Nation	Wagmatcook Health Ctr & Education; VCCHB; Wagmatcookewey; Elders Committee; NADACA
b. Healthy Heart ! A Healthy Living Program - First Nation Boys. Exposure to lifelong skills leading to an active and healthier lifestyle: Learn to/Try it; Outdoor winter activities; (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	C	Wagmatcook First Nation	Wagmatcook Health Centre & Education; VCCHB; Wagmatcookewey; Elders Committee; NADACA, Victoria County, RCMP
4. Increase rural/isolated community-based After School Time Period (ASTP) programming by participating in NS After the Bell Program ensuring youth are physically active, eating healthy, reducing transportation, targeting Junior High Gr 7,8 & 9 girls (<i>ParticipAction, Feb 2, 2011, Research Files</i>) & (<i>Highlights from the 2011 Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth School's out, are your children being physically active?</i>)	M	Cape Breton Family Place Centre Society; DHW; Cape Breton Region; Thrive!	ACBC; Community leaders; Local Schools; VCCHB; Dept of Education; NS Kids and Learning First Strategy; Victoria County; CBVRSB; Mi'kmaw Kina'matnewey School Board
 a. Support existing and create new <i>After the Bell</i> , after-school programs & events (<i>ParticipAction, Feb 2, 2011, Research Files</i>)	O	Victoria County	Local Schools; VCCHB; Dept of Ed-NS Kids and Learning First Strategy; Thrive!; CBVRSB; Wagmatcook First Nation; Mi'kmaw Kina'matnewey SB;
5. Investigate Activity Program for Teachers	M	CBVRSB	



Objective 3.8: Foster inter-generational opportunities among youth and older adults for healthy eating and physical activity



Action Item	Priority	Lead Partner	Supporting Partner
1. Develop Inter-generational programs, events and services to include healthy lifestyles, including residents mentoring by walking at schools during day time with nutritional snacks	Lk 4.8	Local Walking Programs	Seniors Clubs/Homes Elders Centre; CBVRSB; Mi'kmaw Kina'matnewey

Action Item	Priority	Lead Partner	Supporting Partner
1. Work with community hall boards to access community centered facilities for physical activity and healthy eating programs, events and services	Lk	Victoria County	Community Groups Facility Operators/Boards
2. Recommend programmable thermostat to hall boards to provide a warm, comfortable and safe environment during programs, events and activities	O	VCAN	Community Groups Facility Operators/Boards
3. Create CHAP (Community Halls Assistance Program) Program to support community halls, volunteer members and maintenance	M	Victoria County; ACOA	Community Groups; Facility Operators/Boards

Goal 4: Physical Activity Barriers

Strive to eliminate barriers to physical activity and healthy eating



Objective 4.1: Work with funding partners to ensure all residents have knowledge of existing & new programs that assist with fees associated with accessing participating in activities *(Canadian Fitness and Lifestyle Research Institute in collaboration with ParticipACTION, March 20, 2012)*

Action Item	Priority	Lead Partner	Supporting Partner
1. Work with community groups to ensure participation fees remain affordable	O	Partnership	Community Groups; Facility Operators & Leaders; CBDHA; Victoria County
2. Ensure provincial and national funding assisting households to overcome income-related barriers are fully utilized	S	Jump Start; KidSport	Facility Operators & Leaders; NVCC & Baddeck Arena; Community Grps
a. Encourage seasonal warehouse equipment exchanges	O	Community Groups	Facility Operators /Leaders; NVCC & Baddeck Arena Community Grps

Objective 4.2: Work with our organizations to investigate solutions to transportation barriers

Action Item	Priority	Lead Partner	Supporting Partner
1. Explore approaches to overcome transportation barriers that are realistic, workable and affordable. <i>(Non-Communicable Disease Prevention: Investments that Work for Physical Activity)</i>	H	AFC	AT Committee; NS Moves; Seniors Groups; RTA-Rural Transportation Association
2. Create Transportation Network for activities, sessions, programs, etc. <i>(Increasing Physical Activity What Works? U.S. Centre for Disease Control)</i>	H	Community Groups	
3. Create Contact List for transportation opportunities <i>(Increasing Physical Activity What Works? U.S. Centre for Disease Control)</i>	H	Community Groups	

Objective 4.3: Investigate opportunities to increase pedestrian and cyclist access to retail, commercial and institutional services *(Designing for Active Living among Children; Active Living Research)*

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Action Item	Priority	Lead Partner	Supporting Partner
1. Create and Establish Municipal Active Transportation (AT) Committee	M	Victoria County	Victoria County Moves
2. Create walkable, bicycle in rural county through infrastructure improvements, programs, open dialogue with TIR <i>(Non-Communicable Disease Prevention: Investments that Work for Physical Activity)</i>	M	AT Committee	AFC; Eastern District Planning Department; NS Transportation & Infrastructure Renewal
3. Work with Active and Safe Routes to School Program to encourage walking and cycling to school where possible <i>(Non-Communicable Disease Prevention: Investments that Work for Physical Activity)</i>	S	Ecology Action Centre	Victoria County CVRSB; Mi'kmaw Kina'matnewey
a. Form Municipal Steering Committee; STP with partners, recruit and support schools in developing, implementing AT Plans <i>(Designing for Active Living Among Children; Active Living Research)</i>	M	Ecology Action Centre	Victoria County CBVRSB; Mi'kmaw Kina'matnewey
b. Promote active commuting environment/policy for school children reducing convenience of motorized transportation to school; Participate in Community Capacity Building Workshop 2013 <i>(Non-Communicable Disease Prevention: Investments that Work for Physical Activity)</i>	O	Ecology Action Centre Heart & Stroke/Walkability	Victoria County CBVRS; Mi'kmaw Kina'matnewey STP CB MPAL'S
c. Encourage active forms of transportation walking and cycling among youth <i>(Non-Communicable Disease Prevention: Investments that Work for Physical Activity)</i>	O	Ecology Action Centre	Victoria County; CBVRS; Mi'kmaw Kina'matnewey
4. Investigate Walking/Cycling School Buses combined with school breakfast program to safely engage in physical activity, socialize <i>(Non-</i>	M	Ecology Action Centre	STP; Victoria County; CBVRSB; Mi'kmaw Kina'matnewey

Objective 4.4: Provide information and referral to leaders and groups requiring assistance with insurance

Action Item	Priority	Lead Partner	Supporting Partner
1. Ensure Leaders and stakeholders that community groups are aware of opportunities to assist them with insurance coverage	O	All Partners	Recreation NS; Sport NS; UNSM
2. Assist leaders and stakeholders accessing insurance coverage needed for on-going or special events through RNS, Sport NS, UNSM or other agencies	H	All Partners	Recreation NS; Sport NS
a. Investigate Umbrella Insurance coverage for stakeholders implementing programs, events and services	S	All Partners	UNSM

Objective 4.5: Provide professional & skills development for physical activity for programmers and instructors

Action Item	Priority	Lead Partner	Supporting Partner
1. Motivation, changing the mindset is most important to overcoming barriers to a physically active lifestyle. Individuals in physical activity and natural settings will provide the motivation and we'll ensure they have the skills, resources (<i>Guide to Community Preventative Services-U.S. Centre for Disease Control www.thecommunityguide.org/pa/</i>)	H	All partners	Thrive! KEEPING PACE (PACY)
			

Objective 4.6: Increase outdoor leadership while educating and informing residents and visitors about wilderness safety and survival, including wildlife

Action Item	Priority	Lead Partner	Supporting Partner
1. Work with and support DNR and Parks Canada to educate and inform residents and visitors of the Big Three, BAM	H	DNR; Cape Breton Highlands National Park	David Suzuki Foundation ; Victoria County
a. Provide 24/7 access with iCasts and/or videos of educational and informational sessions	O	Cape Breton Highlands National Park	
2. Partner with Outdoor Leadership stakeholders to educate and inform of wilderness survival, safety, etc. creating opportunities (i.e. Great Outdoors Sampler) for outdoor leadership development to increase participation, safety and fun in outdoor environment	S	Inverness County; DHW; Clean NS	NS Outdoor Network ; NSOLD BOW; Clean Air; ACBC; Victoria County
a. Environmental Interpretation; Navigation; Mentoring, Camping Skills; Remote First Aid (<i>ParticipAction, Research Files, April 4, 2011</i>)	H	Inverness County; DHW	Victoria County
3. Develop Outdoor Leadership Program & Training	LT	DHW; Outdoor Council of Canada	Victoria County; NS Outdoor Network; NSOLD Inverness County; CBU
4. Work with Parks Canada in Wildlife Safety leading to a reduction of wildlife conflict to residents and visitors	O	Cape Breton Highlands National Park	ACBC; DHW; Victoria County
			

Objective 4.7: Encourage residents and visitors to access the assets in our natural environment in Provincial and National Parks and other areas

Action Item	Priority	Lead Partner	Supporting Partner
1. Participate in DNR Consultations recommending that they and Parks Canada find the capacity to allow access to parks year round (<i>ParticipAction, Research Files, April 4, 2011</i>)	S	DNR Cape Breton Highlands National Park	Victoria County
2. Encourage Parks Canada and DNR to sponsor programs and adventure choices in partnership with community groups that incorporates national, provincial parks and local communities and natural/cultural experiences year round (<i>ParticipAction, Research Files, April 4, 2011</i>)	M	DNR; Cape Breton Highlands National Park	Victoria County
3. Create and participate in Local Advisory Committees/Friends of local Provincial and National Parks exploring new initiatives in partnership with communities	O	DNR; Cape Breton Highlands National Park	Victoria County

Objective 4.8: Work with partners to overcome the challenges associated with the shrinking and aging population in the County and Cape Breton

Action Item	Priority	Lead Partner	Supporting Partner
1. Creative sustainable environment needed for programs, events, facilities, services, etc. to run with critical numbers due to the decline of our population	M	Partnership	VCAN
a. Support multi-generational programs and events	M	 	
b. Employment opportunities created	S		
c. Partner to increase seniors clubs, programs, events and services for ageing population (Model: Middle River)	M		
d. Communities drawing other communities to activities to increase numbers	M		
e. Emphasis Inter-club play (i.e. Curling)	M		
f. Create community-based challenges/games across the county	M		

Goal 5: Infrastructure

Provide, maintain, revitalize and promote the natural, built and social/supportive environments necessary for residents and visitors to enjoy an active healthy life *(Active Communities Charter, Physical Activity Team of the*

HKPR District Health Unit and Health for Life, January 2007)

Objective 5.1: Work with NS T.I.R to incorporate pedestrian and bicycle friendly designs in road construction or upgrades in the County *(A healthy city is an active city: a physical planning guide, WHO)*

Action Item	Priority	Lead Partner	Supporting Partner
1. Recommend TIR to incorporate design considerations, road signs that supports active transportation Lanes (Cabot Trail) linking communities, having an impact on the economy	H	NS, Transportation & Infrastructure Renewal	Victoria County; Velo CB; Community Walking Programs; CB Roadrunners; CB Triathlon; NS Moves
a. Work with TIR Manager to review 5 year plans and its priorities <i>(ParticipAction, Research Files May 2012)</i>		TIR	Cape Breton Road Runners; Community Walking Programs; CB Triathlon; CB Highlands Park
2. Explore Active Transportation options for bridges (Seal Island) <i>(ParticipAction, May 2012, Research files)</i>	O	Federal Government, TIR	Velo Cape Breton NS Moves
a. Incorporate Blue Route provincial bicycle route on Cabot Trail	O	Bicycle NS	Velo Cape Breton; NS Moves

Objective 5.2: Maintain a current Inventory of existing physical activity infrastructure

Action Item	Priority	Lead Partner	Supporting Partner
1. Compile and maintain updated inventory of existing physical activity resources	S	Addiction Services	



Objective 5.3: Develop Green Gyms and monitor their effectiveness *(Guide to Community Preventative Services-U.S. Centre for Disease Control www.thecommunityguide.org/pa/)*

Action Item	Priority	Lead Partner	Supporting Partner
1. Initiate Green Gym development; Monitor use, maintenance and support additional installations for all Districts <i>(Increasing Physical Activity What Works? U.S. Centre for Disease Control)</i>	S	Victoria County	Green Gym; Stakeholders; ACOA; Community Groups
1. Provide trained leadership educating participants how to use and benefit from using Green Gyms <i>(Increasing Physical Activity What Works? U.S. Centre for Disease Control)</i>	H	Victoria County	Thrive!



Objective 5.4: Develop indoor fitness areas in communities accessing existing facility opportunities

(Guide to Community Preventative Services-U.S. Centre for Disease Control www.thecommunityguide.org/pa/)

Action Item	Priority	Lead Partner	Supporting Partner
1. Increase indoor fitness by accessing current equipment at local schools and/or community halls (<i>ParticipAction, August 8, 2011, Research File</i>) & (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	S	Victoria County; Thrive!	CBVRSB; Community Halls/Centres
2. Provide leadership to educate and motivate residents and visitors how to use equipment, set-up programs based on individual needs (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	S	Victoria County	Thrive! CBVRSB
3. Create Specialty Classes (i.e. Spin Cycle) in fitness rooms (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	M	Victoria County	Velo Cape Breton; CBVRSB

Objective 5.5: Develop healthy lifestyle Go for Green Gardens, Kitchen and School Gardens, Orchard and Berry Gardens, along with Greenhouses increasing access to and consumption of affordable fruits and vegetables

Action Item	Priority	Lead Partner	Supporting Partner
1. Create opportunities to increase motivation, knowledge and skills necessary to grow good healthy food based on needs with physical activity, fresh air and social interaction	S	Community Organizations; Victoria County	Brookside Gardens; Local Farmers Markets; Community Gardens
a. Emphasis on raised beds, slow growing, sustainable foods and naturally organic	H	Brookside Gardens; Farmers Markets	Slow Food NS; Victoria County
b. Partner with local Farmers Markets to increase local fruit and vegetable food sources	O	Baddeck Community Market; Cape North Farmers Market	North Highlands Pastoral Charge of the United Church
c. Create Grow Your Own Healthy Food gardeners through skills increasing local growers	O	North Highlands Orchard Project; Brookside Gardens	Community Health Board; CBVRSB; North Victoria; Community Centre

Objective 5.6: Partner with stakeholders to strengthen, increase access to and maintain existing facilities (Four seasons)

(Guide to Community Preventative Services-U.S. Centre for Disease Control www.thecommunityguide.org/pa/)

Action Item	Priority	Lead Partner	Supporting Partner
1. Work with partners and all levels of government to support and maintain Ski Cape Smokey and North Highlands Nordic Ski Facility now and viable in the future due to the benefits they provide (<i>The Toronto Charter for Physical Activity: A Global Call for Action</i>)	H	Victoria County; Provincial & Federal Governments	Smokey Community Centre; NHN

Action Item	Priority	Lead Partner	Supporting Partner
2. Work with partners and all levels of government to support and maintain rinks (Northern Victoria Community Centre, Victoria Highland Civic Centre, Smokey Recreational Society, Baddeck Curling Club) now and viable in the future due to the benefits they provide <i>(The Toronto Charter for Physical Activity: A Global Call for Action)</i>	H	Victoria County; Federal & Provincial Governments	NVCC; Victoria Highland Civic Centre; Smokey Recreational Society; Baddeck Curling Club; DHW
3. Provide free access to facilities (Pools and rinks) <i>(The Toronto Charter for Physical Activity: A Global Call for Action)</i>	S	Thrive!	Facility Operators; Victoria County; DHW
4. Work with private businesses to offer affordable access to pool facilities (Swimming lessons, programs and events, individual and family swimming) <i>(The Toronto Charter for Physical Activity: A Global Call for Action)</i>	H	Victoria County	Inverary Resort; Keltic Lodge; Campgrounds; Red Cross
5. Work with partners to continue to encourage and support swimming lessons, sailing, swimming, kayaking, etc. along our vast and beautiful seacoast, including the Baddeck Lions Club initiatives at Kidston Island encouraging seniors programs; Neil's Harbour Swim Lessons <i>(ParticipAction, Research Files, April 4, 2011)</i>	H	Canadian Red Cross Baddeck & North of Smokey Lions Clubs	North River Kayaks; Bras d'Or Yacht Club; Victoria County; Eagle North Kayaks; Neil's Harbour New Haven Development Association
6. Create Community Park Maintenance & Development Cost Sharing Program to maintain assets and to assist in developing new parks with halls, Centre's <i>(UN declaration www.un.org/en/ga/ncdmeeting2011) & (ParticipAction, Research Files, June 6, 2012)</i>	H	Victoria County	Eastern District Regional Planning ; DHW
a. Encourage Council to adopt green space (10%) allocated for new developments, sub-divisions <i>(ParticipAction, Research Files, June 6, 2012)</i>	O	Victoria County	Eastern District Regional Planning
7. Encourage current and new facilities to be multi-use operating all seasons <i>(The Toronto Charter for Physical Activity: A Global Call for Action)</i>	O	Victoria County	DHW
8. Partner with facility operators to maximize participation at facilities (Students/schools, strengthened and new events and programs, including manors) <i>(The Toronto Charter for Physical Activity: A Global Call for Action)</i>	O	Facility Operators	Victoria County; CBVRSB



Objective 5.7: Work with trail organizations and public/private landowners to promote safe and active use of non-motorized “Move by Body” nature and recreational trails that protects the environment and are sustainable (Guide to

Community Preventative Services-U.S. Centre for Disease Control www.thecommunityguide.org/pg/)

Action Item	Priority	Lead Partner	Supporting Partner
1. Work with trail organizations and private land owners ensuring trails are designed, accessible, safe, non-motorized and accesses current lighting	O	Local Community Groups; Trails Partnerships / Committees	ECBC; NS TRAILS; Victoria County; DHW
a. Inform residents and visitors that they are walking in nature and that they are walking on their own risk, covered by their insurance		Victoria County	Cape Breton Highlands National Park
2. Development and maintenance of new trails; Develop new trails on auxiliary trails (i.e. Loop), Highlands Road, historical trails, connecting communities; Investigate alternate trails such as greenways <i>(Increasing Physical Activity What Works? U.S. Centre for Disease Control)</i>	O	ICSP; DHW; Victoria County	STP; Velo Cape Breton; NS Trails; DHW; NS Moves; Trail Groups
a. Create Municipal Trails Assistance Program assisting development and maintenance of safe non-motorized trails network, planned and used in an environmentally responsible manner enhancing health of all users <i>(ParticipAction, May2012, Research Files)</i>	O	Victoria County	DHW; NS Moves
3. Inform leaders of funding opportunities for hike and water trail development and maintenance maximizing current resources	H	Victoria County	DHW; Hike NS; NS Trails; TransCanadaTrail
a. Coordinate with partners to offer Annual International Trails Day Hikes offering guided introductory hiking	O	Community Groups & Leaders	Victoria County; International Trails Day
b. Encourage groups to deliver local guided hikes to increase hiking; highlight local trails, increase usage and to promote Hike NS and local trail/hiking groups and other partnering organizations <i>(Increasing Physical Activity What Works? U.S. Centre for Disease Control)</i>	H	Hike NS	Community Groups/Leaders; Victoria County; NS Moves; Hike the Highlands; NS Trails
4. Educate and Inform residents and visitors the availability and condition of trails, including maps and signage	M	Victoria County DHW	NS, DNR; Cape Breton Highlands National Park; NS Trails; Hike the Highlands

Action Items for Goal 5, Objective 5.7 continued

Action Item	Priority	Lead Partner	Supporting Partner
5. Educate Active Transportation participants, cyclists to wear reflective clothing/equipment	H	Velo Cape Breton	Victoria County
6. Inform residents of traction aids to improve physical activity in winter	M	Heart & Stroke Foundation	VCCHB
7. Provide increased Nordic Walking opportunities/programs	M	North Highlands Nordic	

Objective 5.8: Encourage community groups & members to assist DNR and NS T.I.R to maintain their annual maintenance schedule

1. Community groups will work with DNR to keep their current trail maintenance schedule, and expand their schedule	M	NS; DNR	Community Groups Victoria County
a. Assist NS Environment to keep their regular maintenance schedules for picnic parks and wilderness areas	M	NS, Environment	Community Groups Victoria County
b. Recommend trail maintenance on International Trails Day	M	Victoria County	Environment/DNR; Community Groups; Hike the Highlands

Goal 6: Policies and Practices

Advocate public and private sector interests to adopt policies & procedures governing the design of infrastructure and delivery of services that supports physical activity and healthy eating





Objective 6.1: Work with County's Active Transportation and Age Friendly Committees to support their mandate (UN declaration www.un.org/en/ga/ncdmeeting2011)

Action Item	Priority	Lead Partner	Supporting Partner
1. Partner with stakeholders to increase non-motorized skill development opportunities (RCMP Rodeo, Velo Cape Breton Can-Bike, Making Tracks) (<i>Active Communities Charter, Physical Activity Team of the HKPR District Health Unit and Health for Life, January 2007</i>)	S	STP	Velo Cape Breton; RCMP; Victoria County; NS Moves
2. Pursue active partnership with Committees that exist whose mandates overlap with VCAN	M	AFC; AT Committee	



Action Item	Priority	Lead Partner	Supporting Partner
a. Recommend Active Transportation 101: Bringing AT by developing AT Blueprint Plan providing future developments making provisions for pedestrians and bicyclists	C	Victoria County Moves; AFC; AT Committee	Velo Cape Breton, RCMP; Victoria County
a. Host AT Workshops (2) for the County	C	Ecology Action Centre	Victoria County; DHW; ACAP
3. Partner with stakeholders for a sharing the road educational component, increased bicycle racks, AT road signage, reducing high speeds, etc. (Wagmatcook, no sidewalks) <i>(ParticipAction, Research Files, May2012)</i>	O	Partnership	Velo Cape Breton; NS Moves; NS Transportation & Infrastructure Renewal; RCMP; Wagmatcook First Nation; EAC

Objective 6.2: Work with CBVRSB and Mi'kmaw Kina'matnewey School Boards to review and revise policies that promote physical activity and healthy eating *(Increasing Physical Activity What Works? U.S. Centre for Disease Control) / (Non-Communicable Disease Prevention: Investments that Work for Physical Activity) & (A healthy city is an active city: a physical activity planning guide, WHO)*

Action Item	Priority	Lead Partner	Supporting Partner
1. Work with CBVRSB and Mi'kmaw Kina'matnewey schools to adopt a community-use policy that allows increased use and opportunity for the general public during after school, evenings, weekends, in-services, breaks, summer and school time <i>(ParticipAction, Feb 2, 2011, Research Files) & (Non-Communicable Disease Prevention: Investments that Work for Physical Activity)</i>	S	Victoria County	CBVRSB; Mi'kmaw Kina'matnewey SB; Thrive!
a. Partner with schools, CBVRSB to access funding under the NS Kids and Learning First Strategy for Community Use of Schools reducing or removing fees for use, janitors, etc. <i>(A healthy city is an active city: a physical activity planning guide, WHO)</i>	M	NS Kids and Learning First Strategy	Victoria County CBVRSB; Mi'kmaw Kina'matnewey SB
b. Collaborate with Schools Plus Program expanding to CBVRSB	M	Schools Plus	
c. Support NS Small Schools and Community Hub Model Initiative: Revitalization Strategy for Rural Schools building values; capacity; sustain local economic development; supports environment & health; delivers life-long learning. Participate in Small School Summit 2013	O	NS Small Schools Initiative	
2. Engage CBVRSB, Mi'kmaw Kina'matnewey schools in a review of policies and procedures including those governing community access to schools, physical activity and healthy eating as reflected in the school curriculum and extracurricular activities <i>(Increasing Physical Activity What Works? U.S. Centre for Disease Control) & (Non-Communicable Disease Prevention: Investments that Work for Physical Activity)</i>	H	Victoria County	CBVRSB; Mi'kmaw 

Action Item	Priority	Lead Partner	Supporting Partner
3. Partner with CBVRSB, Mi'kmaw Kina'matnewey to meet physical activity and healthy eating requirements. Stakeholders will work with them to increase opportunities in school including before school, recess, lunchtime, after school, increased Phys. Ed. Classes/cycle, lifestyle development opportunities, healthy eating menus (<i>UN declaration www.un.org/en/ga/ncdmeeting2011</i>) & (<i>ParticipAction, Feb 2, 2011, Research Files</i>) & (<i>Non-Communicable Disease Prevention: Investments that Work for Physical Activity</i>)	M	Victoria County	Thrive! CBVRSB; Mi'kmaw Kina'matnewey SB
4. Provide Strategy materials distributed through local schools, while partnering with CBU	S	Victoria County	CBU; CBVRSB; Mi'kmaw Kina'matnewey SB
5. Develop "Learn to" opportunities of all varieties (Bike, swim, healthy cooking, run, read, kayak, canoe, hike, etc.) focusing on introductory skill with appropriate equipment with trainers, while developing adult programs with schools (<i>ParticipAction, Research Files, April 4, 2011</i>)	O	Victoria County	Doctors NS ; CBVRSB; Mi'kmaw Kina'matnewey SB; Thrive; Doctors NS
6. Partner with local school boards to increase outdoor recreation opportunities to reconnect students to nature – Play (<i>ParticipAction, Research Files, April 4, 2011</i>) & (<i>Non-Communicable Disease Prevention: Investments that Work for Physical Activity</i>)	O	ACBC LOT NS Outdoor Network Heartwood	Victoria County; CBVRSB; Mi'kmaw Kina'matnewey SB
7. Increase Healthy Eating opportunities for communities by accessing family studies room in schools for educational & informational life-long skills (i.e. Eat, Drink & Be Healthy Workshops), materials distributed, encourage lifestyle development opportunities, etc.	O	CBDHA	Victoria County; CBVRSB; Mi'kmaw Kina'matnewey SB


Objective 6.3: Create workplace wellness network and advocate for workplace wellness policy (*UN declaration www.un.org/en/ga/ncdmeeting2011*) / (*Active Communities Charter, Physical Activity Team of the HKPR District Health Unit and Health for Life, January 2007*)

Action Item	Priority	Lead Partner	Supporting Partner
1. Engage employers to ensure active living has a prominent role in the workplace (<i>The Toronto Charter for Physical Activity: A Global Call for Action</i>)	H	Victoria County; Northeast Highland Chamber of Commerce	PHS; Local Businesses BABTA; HEAL Cape Breton
a. MCOV employees will be mentors, inspiring other workplaces through establishment of committee, action plans, policies, challenges, events, risk assessments, etc. (<i>Active Communities Charter, Physical Activity Team of the HKPR District Health Unit and Health for Life, January 2007</i>) & (<i>Increasing Physical Activity What Works? U.S. Centre for Disease Control</i>)	O	Victoria County; Northeast Highland Chamber of Commerce	PHS; Local Businesses; BABTA; HEAL Cape Breton


Action Items for Goal 6, Objective 6.3 2 continued

Action Item	Priority	Lead Partner	Supporting Partner
2. Develop Victoria County Workplace Wellness Healthy Network	M	Heart & Stroke Foundation; Northeast Highland Chamber of Commerce	County Workplaces
a. Host Annual Healthy Workplace Wellness Network Luncheons for all existing, new and potential sites <i>(The Toronto Charter for Physical Activity: A Global Call for Action)</i>	M	Victoria County; Northeast Highland Chamber of Commerce	County Workplaces
3. Coordinate Wellness Fairs for workplaces, direct family members in coordination with Canada Health Day <i>(The Toronto Charter for Physical Activity: A Global Call for Action)</i>	M	Victoria County; Hospital Auxiliary; Schools; CLANS	CBDHA; CBVRSB; Heart & Stroke Foundation; Mi'kmaw Kina'matnewey SB

Objective 6.4: Promote re-orientation of existing health services to include integration of physical activity and healthy eating interventions

Action Item	Priority	Lead Partner	Supporting Partner
1. We will work with the medical community to ensure that physical activity and healthy eating has an important role to play in the treatment of a wide range of chronic diseases message is communicated	H	CBDHA	

Objective 6.5: Work with DNR and NS T.I.R to encourage adoption of AT policies

Action Item	Priority	Lead Partner	Supporting Partner
1. Improve Design Standards for roads and trails. We will work with provincial authorities on specific road and trail upgrades and encourage policy changes that affects future developments	H	AT Committee	NS Transportation & Infrastructure Renewal; Victoria County
2. Work with TIR to increase awareness to drivers respecting active transportation participants 1M Rule; 30 km School Zones	O	NS Transportation & Infrastructure Renewal	

Objective 6.6: Recommend Policy by County to establish criteria and prioritize facility development, maintenance and re-developments *(The Toronto Charter for Physical Activity: A Global Call for Action)*

Action Item	Priority	Lead Partner	Supporting Partner
1. Recommend county five year facility and maintenance cycle plan emphasizing sustainable projects having highest priority effecting physical activity	H	Victoria County	DHW
2. Ensure Stakeholders are included and followed up with in the later stages throughout the design in multi-use facility planning, and that they contribute to project (s)	O	Victoria County	DHW
3. Identify current policy barriers to increased physical activity and healthy lifestyles	O	Stakeholders	



Objective 6.7: Work with our local food business establishments to reduce sodium and sugar intake

Action Item	Priority	Lead Partner	Supporting Partner
1. Work with businesses to reduce sodium in foods available at local restaurants	O	CBDHA	Heart & Stroke Foundation; BABTA; HEAL Cape Breton
2. Create Health Smart Menus available to residents and visitors (i.e. Healthy Henry)	O	CBDHA	Heart & Stroke Foundation; HEAL Cape Breton



Objective 6.8: Work with local physical activity facilities in supporting a healthy food policy in sport and recreation settings

Action Item	Priority	Lead Partner	Supporting Partner
1. Work with existing facilities to implement healthy eating policies in physical activity programs	H	DHW	Facility Operators; RFANS; CBVRSB; Mi'kmaw Kina'matnewey SB; Victoria County; Thrive!
2. Create Healthy Food Policy - municipal functions (Council, staff & committees)	M	Victoria County	

Measuring Success

The overall goal of the Physical Activity Strategy is to achieve a measurable improvement in the physical activity levels of Victoria County residents & visitors, especially levels for the target groups. Indicators of success have been identified and targets have been set so changes in physical activity levels can be monitored.

Indicators of success are:

- Increased levels of physical activity & healthy eating
- Reduced barriers
- Level of satisfaction with recreation facilities
- Quality of the work Victoria County is doing to increase physical activity
- Quality, variety and satisfaction of programs and services

A 10% improvement in our indicators seems like an unattainable challenge, but we believe it is achievable, considering some of the lower numbers from the Ipsos Reid Survey and the amount of professionals, organizations, municipalities, other strategies that are concentrating on improving active and healthy lifestyles throughout Cape Breton, the Province, Canada and the world.

The strategy has already implemented initiatives and we are starting to see more people active and being aware that they need to be active and eat healthy to reduce the health risks associated with physical inactivity and unhealthy eating. The job will not be done if we achieve our indicators of success. It will take continued long-term sustainable efforts, leadership buy-in, commitment of partners, continued collaboration and resources to make an impact.



Indicators of Success

Evaluating Our Progress

We will be accountable to residents, visitors, partners and stakeholders, by providing an Annual Progress Report Card to council, residents and others on accomplishments, adjustments to meet new trends and county needs and to explain why goals and objectives were not met during the year as stated in our Action Plan. After the five year time frame an evaluation of the strategy will take place by the province.

To enhance physical activity and healthy eating opportunities we will quantify the physical activity measurements of Victoria County Residents by 2017 through a number of indicators of success.



Measuring Success Chart

<u>Indicators of Success</u>	<u>Current</u>	<u>2017</u>
Increase of current level of physical fitness by 10% (Source: IPSOS Reid Survey - Recreation & Fitness Report for Victoria County, April 13, 2010)	52%	62%
Decrease level of physical inactivity by 10% (Source: Community Health Assessment: "Understanding Our Health" telephone survey)	47%	37%
Increase of 10% for those moderately active (Source: Community Health Assessment: "Understanding Our Health" telephone survey)	25%	35%
Increase from those regularly active by 10% (Source: Community Health Assessment: "Understanding Our Health" telephone survey)	28%	38%
Increase of 10% who'll make changes to improve health (Source: Community Health Assessment: "Understanding Our Health" telephone survey)	52%	62%
Decrease of 10% of respondents who face barriers in making improvements for their physical health (Source: Community Health Assessment: "Understanding Our Health" telephone survey)	39%	29%
Satisfaction with community recreation facilities increases 10% (Source: IPSOS Reid Survey - Recreation & Fitness Report for Victoria County, April 13, 2010)	45%	55%
Increase of 10% The job Victoria County is doing to encourage residents to become physically active (Source: IPSOS Reid Survey - Recreation & Fitness Report for Victoria County, April 13, 2010)	50%	60%
Increase of 10% the quality of available programs and services (Source: IPSOS Reid Survey - Recreation & Fitness Report for Victoria County, April 13, 2010)	46%	56%
Increase of 10% the variety of available programs and services (Source: IPSOS Reid Survey - Recreation & Fitness Report for Victoria County, April 13, 2010)	35%	45%
Increase of 10% Satisfaction with programs & services for children (Source: IPSOS Reid Survey - Recreation & Fitness Report for Victoria County, April 13, 2010)	36%	46%

Ongoing Evaluation

Adapt Information to local needs

The Strategy outlines goals and objectives and action plans for implementation. It also acknowledges that no two individuals or communities in the County are alike (*Premier's Council for Active Living New South Wales; Building stronger communities through physical activity: a practitioner's resource*), and that context also plays an important role in implementation. For example, individual differences associated with ability, culture or identity will result in different pathways, as we face unique opportunities and challenges. We will work with groups to understand constraints and opportunities and address them so that programs and participation can be strengthened. Likewise, environmental differences also have an impact on implementation, affecting the supports, opportunities and experiences that we have access to. Also consider the spirit or sense of self in adapting our approach to supporting individuals and families. In the end, communities know their residents and visitors they serve best. While using this document, consider the social, cultural, economic and geographical factors specific to individuals and families in your community and how best you can support them.

Living Document

Our knowledge continues to evolve. This Strategy has brought together the best development grassroots from the bottom up, along with research and evidence. It is clear that research is growing by the minute. Similarly, input that was gathered and reflected in this Strategy is based on community leaders and residents—it is expected that residents and visitors across Victoria County may have different experiences and ideas about the supports and opportunities that they will need in the future.

This resource was created with the intent that it becomes a “living document” that is adapted and specialized to suit the needs of governments, communities, providers and families over time. It is important that we collectively remain current with new evidence, approaches and knowledge as they become available, taking an adaptive approach to harnessing and reflecting these advancements in our work with leaders, residents and visitors. Involving leaders, residents and visitors directly in ongoing conversations will help to ensure that this remains a living document which is relevant and personalised to meet the changing needs of residents and visitors in our county.





Strategy Contact Information

Main Office
 Baddeck Municipal Courthouse - Box 370,
 495 Chebucto St,
 Baddeck, NS B0E 1B0
 Office: (902)-295-3661



Satellite Office
 Buchanan Memorial Hospital - 32610 Cabot Trail
 Neil's Harbour, NS B0C 1N0
 Cell:
 (902)-295-0387



Naturally Active-Victoria County Physical Activity Strategy



495 Chebucto St - Box 370, Baddeck, NS B0E 1B0
E-mail: vince.forrestall@countyvictoria.ns.ca
Tel: 902.295.3661 / **Cel:** 902.295.0387 / **Fax:** 902.295.1864
Website: www.naturallyactivevictoriacounty.com



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follow us on  <https://twitter.com/#!/PAStrategyVC>



In Memory of Steve MacDermid

We truly recognize, acknowledge and appreciate the contribution of the late Steve MacDermid, VCAN Member representing North River/North Shore/Sports for his contributions of assisting us developing and implementing the strategy, but also to his lifetime contribution to sport in Victoria County, before his untimely passing (November 2012). Steve was a mentor and top leader in our county who will be missed by all.

“I know that it is with heavy hearts that we are going to be lacking the input from Stephan, but I think his contribution to engage the community and his passion for getting people involved will NOT soon be forgotten”.

- Aron Ashton, Physical Activity Educator, Public Health Services

