

Town of Springhill Physical Activity Strategy



Updated: June 23, 2014
Active Living Coordinator

Table of Contents

Introduction	3
Vision Statement & Mission	4
Vision Statement	4
Mission Statement	4
Goal	4
Community Profile	5
Map of Cumberland County	5
Census Information	6
Family Statistics	6
Educational Facilities	6
Health Care Facilities	7
Media	7
Springhill Assets in Relation to Strategy	8
Active Transportation	8
Program Support	8
Workplace	8
Accessibility	8
Stakeholder Engagement	8
Capacity Building & Leadership Development	8
What is Physical Activity?	9
Benefits of Physical Activity	9
Risks of Physical Inactivity	9
Current Physical Activity Levels	10
Canadian Guidelines for Physical Activity	11
Profile of Physical Activity Levels in Springhill	12
Reasons for Participating in Physical Activity	12
Barriers to Participating in Physical Activity	13
Factors Influencing participation in Physical Activity	14
Common Physical Activities	14
Physical Activity Strategy Summary	15
Active Transportation (Benefits & Barriers)	15
Program Support (Benefits & Barriers)	16
Workplace (Benefits & Barriers)	16
Accessibility (Benefits & Barriers)	17
Stakeholder Engagement (Benefits & Barriers)	18
Capacity Building & Leadership Development (Benefits & Barriers)	18
Physical Activity Strategy Goals	19
Goal #1- Active Transportation	19
Goal #2- Program Support	20
Goal #3- Workplace	21
Goal #4- Accessibility	22
Goal #5- Stakeholder Engagement	23
Goal #6- Capacity Building & Leadership Development	24
Index	25 & 26

Introduction

In November 2009 the Town of Springhill partnered with the Nova Scotia Department of Health and Wellness as part of the Municipal Physical Activity Leadership Program (MPAL). The initiative was to create an Active Living Coordinator - MPAL position within the Town of Springhill who would be responsible in developing and implementing the Physical Activity Strategy.

The Physical Activity Strategy has an achievable five year strategy complete with detailed goals, strategies and action plans. This comprehensive strategic approach is developed through stakeholder and citizen collaboration and is appropriate to the demographics and physical activity needs of the Town of Springhill.

A physical activity strategy is meant to give direction to those individuals who are working towards improving the physical activity levels of their community members. By setting goals and strategies that are specific to the Town of Springhill, we hope to influence the behaviors of our culture and improve upon the physical inactivity levels in our community.

The purpose of having a physical activity strategy is to identify areas of need in the community in regards to physical activity and set goals to make positive changes in physical activity in Springhill.

Vision Statement and Mission

Vision Statement

To create a vibrant and lifelong physically active community where all community members and visitors have equal access to a variety of quality, safe, structured, and unstructured opportunities in physical activity.

Mission Statement

To work in conjunction with local partners, vendors, and other champions in the community to provide affordable, inclusive, and sustainable physical activity opportunities for people of all ages.

Goal

To increase physical activity levels in our community and to create more accessible opportunities for our residents to be physically active.

Through the development and planning process of the Strategic Plan we have identified six (6) goals that the Town of Springhill will focus on to increase physical activity levels in the community.

The six (6) key goals of focus are:

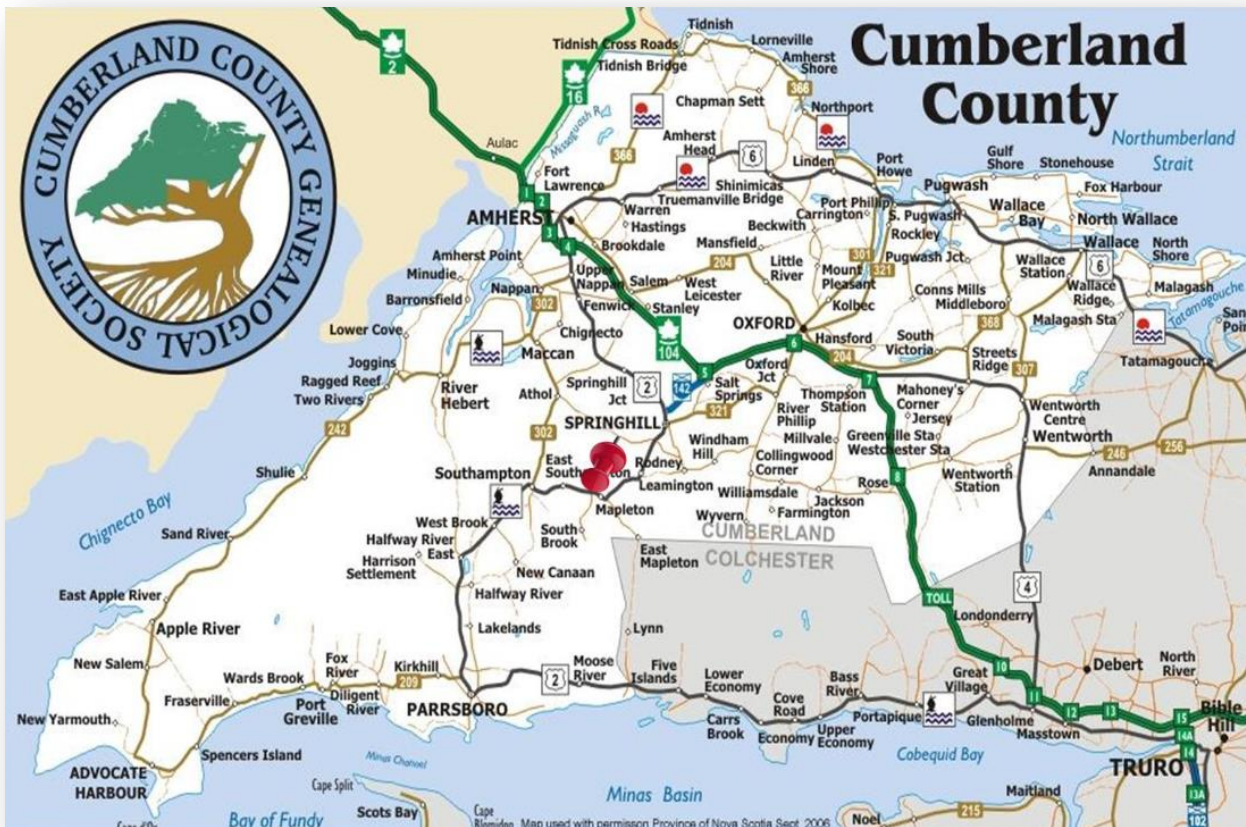
1. Active Transportation
2. Program Support
3. Workplace Opportunities
4. Accessibility by Reducing Barriers
5. Stakeholder Engagement
6. Capacity Building and Leadership Development

Each key area will have strategies, an action plan, partners, and a timeline to help guide and monitor the progress.

Community Profile

Nestled in the Cobequid Mountain Range in Northwestern Nova Scotia, Springhill is a community rich in pride and tradition. It is also known for its history in coal mining and has become a legacy for the town. Springhill is home to many flourishing businesses and community facilities that attract out of town guests to this beautiful town.

Map of Cumberland County



Community Profile Continued

Census Information

Based on the 2011 Census, the total population for the Town of Springhill is 3,868 which is down 1.9% based on the 2006 census which was 3,941. The following information will be referring to the 2006 census as it is the latest information available from Census Canada. Current and up-to-date information has yet to be released. In 2006, 22.0% of the population was under the age of 20 years and 18.5% of the population was above 65 years of age.

Family Statistics

There are approximately 1,489 families in the Town of Springhill. This has decreased by 8.8%. The number of married families in the Town is down by 17.3% and common law families increased by 30.6%. Single parent families increased by 16.8% and of all families in Springhill 16.3% were single female parent families and 2.6% were lone male parent families.

Economic Statistics

The median income of individuals was \$21,392 per year with a Nova Scotia median at \$24,030. The medium income per household families in Springhill was \$45,562 with a Cumberland County medium of \$45,898 and a Nova Scotia medium of \$55,412.

Educational Facilities

Students in grades primary through six (6) attend two schools, West End Elementary and Junction Rd Elementary. Students in grades 7-12 attend the Springhill Junior Senior High School which is equipped with a renovated gym facility as of January 2014.

The Nova Scotia Community College (NSCC) located across from the Dr. Carson & Marion Murray Community Centre, also offers a wide range of diplomas and trades.

Community Profile Continued

Healthcare Facilities

All Saints Springhill Hospital (ASSH) located on Princess Street has been serving the community on the same site since 1893. ASSH currently provides ten restorative care beds, eight transitional care beds, and two palliative care beds. ASSH has hourly outpatient service, ambulatory care clinics, outpatient restorative care, and health promotion services which are supported by diagnostic services. ASSH also has nurse practitioners and two family physicians.

High Crest Springhill, across from All Saints Hospital, is a modern; state of the art building. It hosts 76 beds in total, 65 Level Two nursing home beds, ten beds for Department of Veteran Affairs, as well as one respite bed.

Media

The Town of Springhill and the Leisure Services Department have great working relationships with all of the Cumberland County local promotional companies.

Springhill Leisure Services is also stationed at the Dr. Carson & Marion Murray Community Centre which benefits from heavy traffic flow. The building utilizes signage, posters, and social media for the community to see.

Promoting events and programs that take place in Springhill occur in many ways. The most common forms of promotion that the Leisure Services Department uses are the Amherst Daily News, Citizen Record, Facebook page, CKDH FM 101.7 (Amherst radio station), and Leisure Services event signs and posters.

The Municipality Physical Activity Leader (MPAL) is also currently working with the Leisure Services Department and other appropriate staff to develop a “Twitter” account for the department.

Springhill Assets in Relation to Strategy

Springhill Recreation & Physical Activity Assets

The Town of Springhill has many assets to support physical activity and healthy living. The Town of Springhill has identified six (6) goals to focus on in this physical activity strategy. Below are the six (6) key goals along with assets the town has to offer to enhance these goals.

	ACTIVE TRANSPORTATION <ul style="list-style-type: none">• Naz MacDonald Outdoor Walking Trail• Side Walks
	PROGRAM SUPPORT <ul style="list-style-type: none">• Springhill Jr/Sr High• West End & Junction Rd Elementary Schools• Child Care Centers• YMCA Cumberland Youth on the Move <i>After School</i>• Recreation and Sports Program• Gamez on Paintball
	WORKPLACE <ul style="list-style-type: none">• Dr Carson & Marion Murray Communtiy Centre• Walking Track• Common Room, Teen Room & Hospitality Room• Richard Calder Arena• Workplace Health Living Programs
	ACCESSIBILITY <ul style="list-style-type: none">• Walking Track• Tennis Courts, Basketball Courts & Ball Fields• Springhill Centennial Golf Club• Communtiy Garden• Lion's Park
	STAKEHOLDER ENGAGEMENT <ul style="list-style-type: none">• NSCC• CCRSB• SOAR Community Health Board• Salvation Army• Anne Murray Center• Department of Health and Wellness- Active Living
	CAPACITY BUILDING AND LEADERSHIP DEVELOPMENT <ul style="list-style-type: none">• YMCA Cumberland Youth on the Move <i>After School</i>• Summer Employees for Summer and Day Camp Programs• NSCC

What is Physical Activity?

Physical activity includes all forms of exercise, active transportation (cycling, walking, skateboarding etc...) sports, energetic work, and vigorous leisure activities like gardening. Physical activity is important for many reasons and it provides many benefits to ensuring a happy and healthy life.

Benefits

Being physically active not only improves your physical wellbeing but your mental health as well. Increasing your physical activity will help to prevent and manage chronic health concerns such as diabetes, heart disease, and arthritis. Regular activity has also been shown to increase mobility, increase cardio vascular health, decrease stress anxiety, depression, and helps to maintain and obtain a healthy body weight.

There are many social benefits to increasing your physical activity levels. It encourages family and community connectedness and improves social skills. By increasing your daily physical activity levels you are more likely to have increased self esteem and confidence. Adults who are older are less at risk for falls and hip fractures and are more likely to live independently if they are being physically active.

The economic benefits of physical activity include health savings, reduction in crime rates, and vibrant communities which helps to boost the local business infrastructure. Environmentally, physical activity can help lower greenhouse gas emissions, pollution, and traffic congestion if people are using active transportation by walking or cycling to and from their destinations.

To achieve the benefits described above, Health Canada recommends participating in light to moderate and vigorous physical activity. The time and frequency that is necessary to achieve these benefits varies depending on age and intensity of the activity. A comprehensive breakdown can be found at the back of this document in the appendix.

Risks

Physical inactivity costs tax payers in Canada approximately \$6.8 billion dollars a year. This startling fact is due to the chronic health issues that come along with physical inactivity. Risks of inactivity include but are not limited to: Premature Death, Heart Disease, Type 1 and 2 Diabetes, Obesity, High Blood Pressure, Stroke, Cancer, and Depression.

Current Physical Activity Levels



Based on the statistics above, physical activity levels in Springhill are in crisis along with the rest of Canada and significantly higher than Nova Scotia. There are many factors that take influence inactivity in Springhill. Family income, decreasing population, facility access, age demographic, and financial stability within the Town are just among the top few factors.

There are five (5) categories that physical activity can be broken down into.

1. Objective
 - a. What category of activity and why?
2. Frequency
 - a. How often an activity is done
3. Intensity
 - a. Level of intensity necessary to complete activity (Light, Moderate, Vigorous)
4. Type
 - a. Activity chosen to participate in
5. Time
 - a. How long activity lasts

Each individual depending on their age and medical/physical condition will have different recommendations towards physical activity. The Public Health Agency of Canada has issued recommendations that will address each one of the five (5) categories to suit one's physical activity needs. These charts can be found at the back under the Appendix.

Canadian Guidelines for Physical Activity

The Canadian Guidelines for Physical Activity and Sedentary Behavior indicates that regardless of our age we should be physically active at least two (2) or more days a week with limited screen/sitting time.

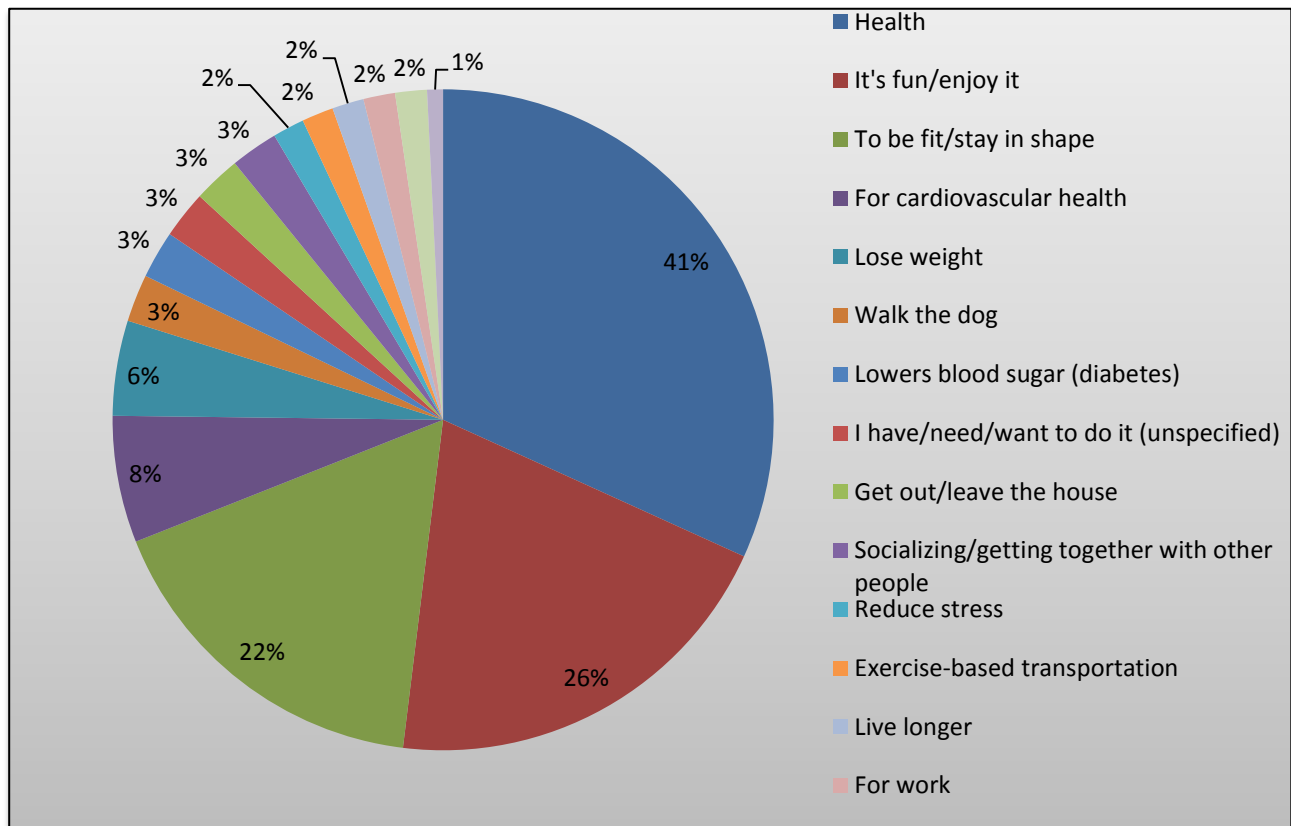
Based on the statistics gathered from Statistics Canada 30% of the population in Springhill is between ages 20-44 and 49% of the population is 45 years and older. Knowing this information will guide our process for creating more accessible opportunities for our older population to be active several times a week. By offering more opportunities to be active, we hope the percentage of people who are active increases and % of people who are inactive decreases.

Profile of Physical Activity Levels in Springhill

In order to accurately depict the profile of physical activity levels in Springhill, Ipsos was hired to conduct a survey. 125 residents in the Town of Springhill were surveyed to assess citizen's physical activity levels, recreation behaviors, and needs. All of the 125 interviews conducted were randomly selected and over 18 years of age. 51% were male and 49% female.

The survey was completed between January 29th and February 10th, 2011 and contains categories specifically relating to; **Reasons for Participating in Physical Activity, Barriers to Participating in Physical Activity, and Factors Influencing Participation in Physical Activity.** Below are statistics found from the survey related to the above topics.

Reasons for Participating in Physical Activity (Ipsos Reid Survey)



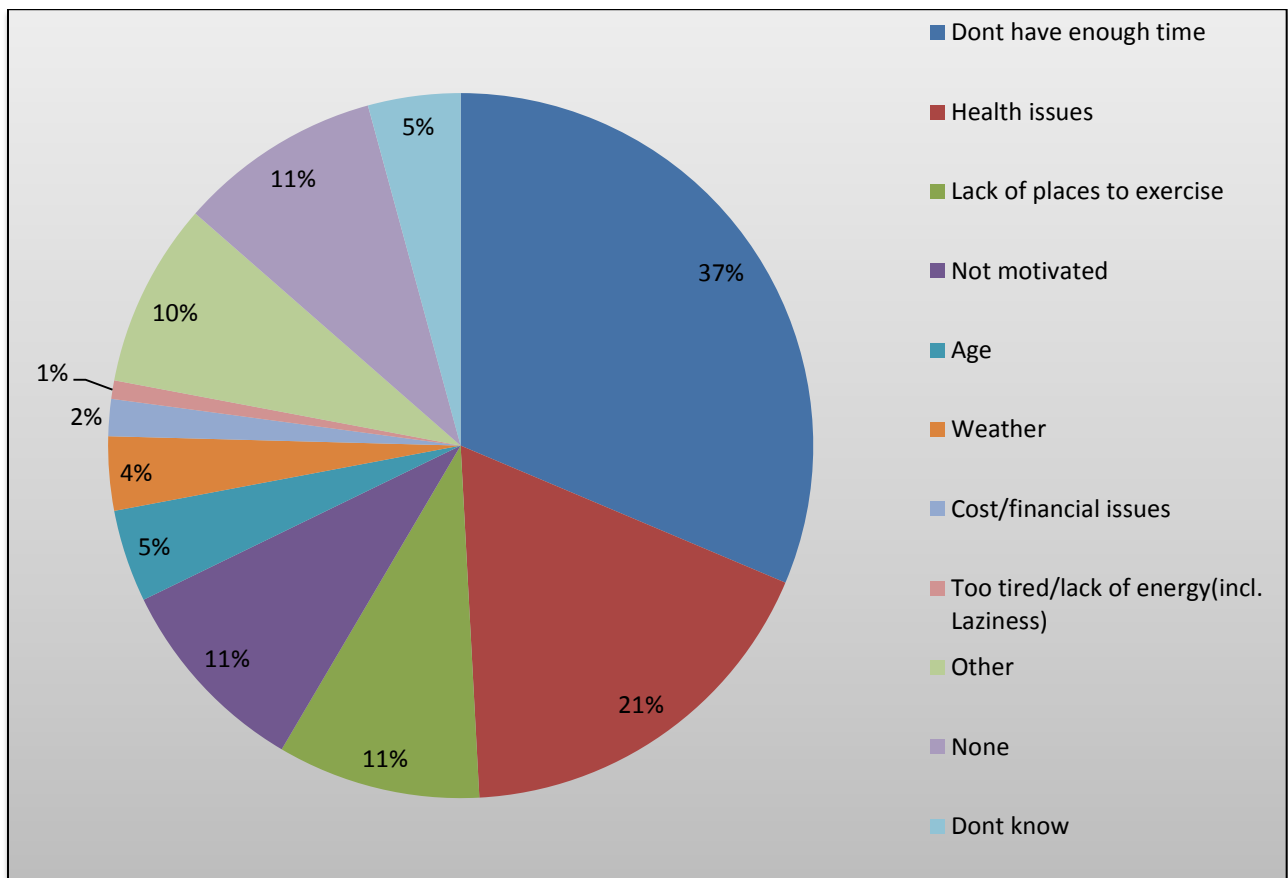
Based on the statistics above it is evident that 89% of people that participated in the survey participate in physical activity for reasons of health, staying fit, and because they enjoy it.

Ipsos Reid Survey Continued

Barriers to Participating in Physical Activity

Based on the statistics below, 37% of people identified that they do not have enough time to participate in physical activity. This aligns with the Canadian norm of 44% of people saying they do not have enough time and with the Nova Scotia norm of 33%.

Health issues were the second highest reason for people not participating in physical activity at 21%. This is 10% higher than the Canadian norm and 8% higher than the Nova Scotia Norm.



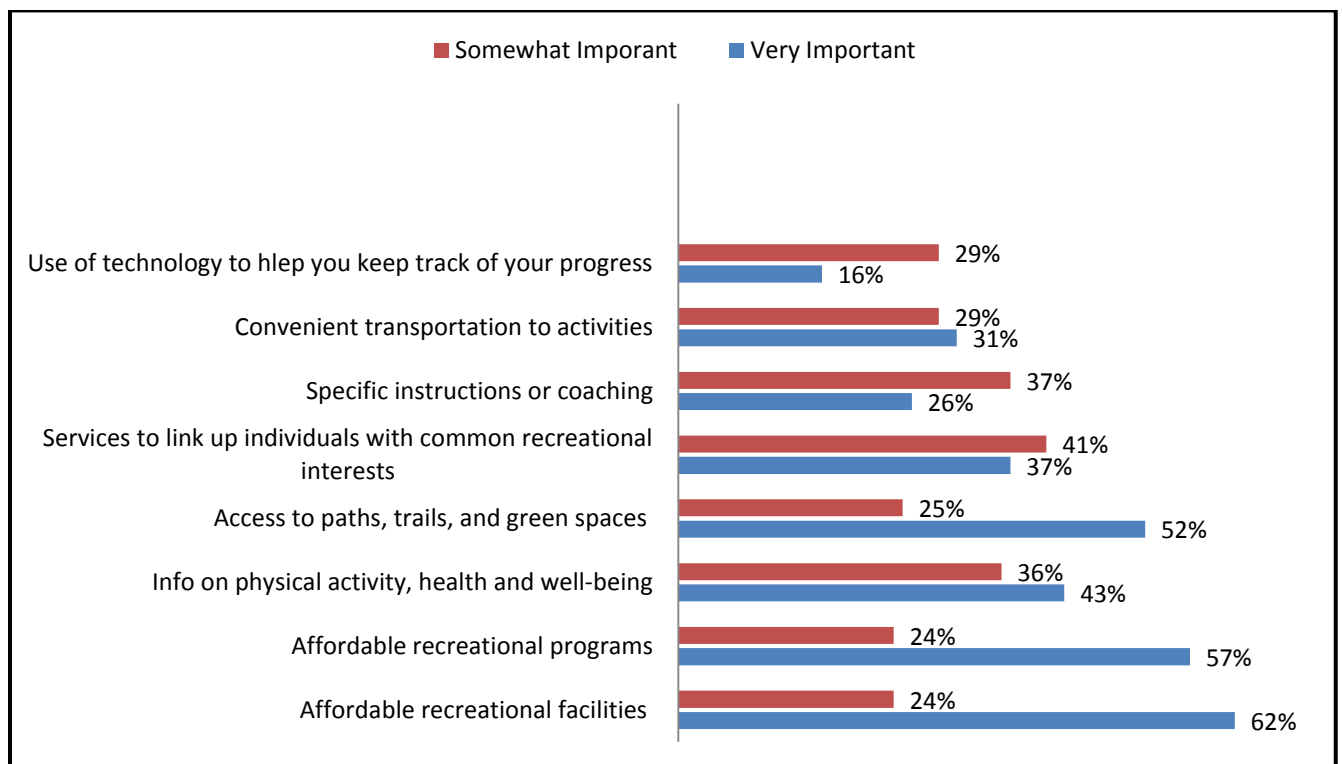
With the data provided we can engage and partner with local stakeholders and community groups to offer more accessible and time conscious programs that encourage inclusion for all. Key stakeholders include the Hospital, Daycares, Nursing Homes, Town Council, and the Department of Health and Wellness. By increasing our ability to offer more programs during work hours we are able to accommodate to employees and help eliminate a major barrier, lack of time to participate in PA.

Ipsos Reid Survey Continued

Factors Influencing Participation in Physical Activity

Improving, maintaining, and encouraging people to stay physically active is always challenging. Below are ways that (surveyed) people have identified as improvements that could be made to increase their participation in physical activity.

This information provides us with valuable data that will help form our strategic goals such as Program Support and Active Transportation. It is evident that the people in Springhill want more accessibility to AT and more affordable recreation programs for people of all ages. Working with government agencies, non-profit organizations, and community groups to provide more opportunity will enhance the community and the lives of those in Springhill.



Common Physical Activities

In addition to the factors that could help increase one's physical activity, there are also common physical activities that have been identified that people in Springhill are more than likely to participate in. Walking was the #1 activity identified that people participate in on a regular basis at 56%. The second activity was jogging/running at 7%. With this data provided from the Ipsos Reid survey we will be able to effectively set goals and strategies that reflect what the community needs and enjoys participating in.

Physical Activity Strategy Summary

Below is a summary of the six (6) goals we will focus on for the Town of Springhill's physical activity strategy based on the needs of the community.

Active Transportation

We will explore the current structures of the Town that allow for AT and create a plan to encourage and promote more AT opportunities to all community members. We will identify ways in which we can sustain and promote active transportation to the Town of Springhill.

➤ Benefits & Barriers of Active Transportation

Active Transportation can allow for people to increase their physical activity levels on a daily basis. People today tend to be extremely busy and not able to find the time to be physically active during the day. This was also outlined in the Springhill Ipsos survey as one of the top 3 reason why Springhill residences are not active, lack of AT opportunities.

Many benefits contribute directly to the daily physical activity within one's life, which has a great impact on reducing mental health challenges and chronic diseases such as diabetes and heart disease.

The ability of providing physical structures for the public to participate in Active Transportation would reduce air emission, which in turn provides for a higher air quality and a safe space for our community to be active.

Barriers that derive from existing or lack of safe physical structures that allow for people to engage in active transportation. Policy changes and financial strain are also barriers to AT for many communities. Implementing change and re-structure to the road ways and sidewalks can prove to be time consuming and costly.

Physical Activity Strategy Summary Continued

Program Support

We will strive to continue supporting local education centers to maintain and expand current physical activity programs and initiatives through policy development and partnerships.

➤ Benefits & Barriers of Program Support

There are many benefits that come from partnering with schools and education centers which include accessible and affordable opportunities for youth and community members. By partnering with the schools we can help to increase community cooperation, more space for programs and events, and decrease barriers such as transportation and cost.

Partnerships with the schools could also prove to be a positive contribution to economical development. After school programs can provide many leadership, volunteer, and employment opportunities within Springhill.

Workplace

We will work towards a healthier workplace by encouraging physical activity and healthy eating. Educating our employees and offering workplace events will contribute to a healthier and happier workplace.

➤ Benefits & Barriers of Workplace

There are a number of benefits that can stem from encouraging workplaces to take part in physical activity initiatives and movements. Not only can it improve and increase community awareness and participation amongst the business but it can also boost morale, productivity, and concentration within staff.

Currently there is a movement within Springhill's workforce to encourage wellness and physical activity amongst the employees and business owners. There is a small committee with representation from each department, who work together to try and organize and implement workplace wellness initiatives.

With initiatives like this in place it can contribute to daily physical activity outside of the workplace, which helps to improve mental, emotional, and social health. It also reduces the chance of developing chronic health diseases such as heart disease, osteoporosis, stroke, and diabetes.

Physical Activity Strategy Summary Continued

Accessibility by Reducing Barriers

Our focus will be to decrease barriers that will allow our community to access programs and facilities. We will do this by increasing the use and promotion of our walking track, explore more options for the rink, outdoor courts, and natural play spaces.

➤ Benefits and Barriers of Accessibility

The goals and strategies to improving access and the conditions of existing sports and recreation facilities come with many benefits. Offering appropriate and quality physical activity opportunities year round while ensuring spaces are safe and encourage development and creativity helps to promote community and business engagement. With buildings like the Dr. Carson & Marion Murray Community Centre, physical activity initiatives and programs can be offered to the community at low cost, reducing a major barrier for many in Springhill.

There are certain types of barriers that can arise with this goal, with the main barrier of concern being the cost of upkeep and staffing positions along with the possible changes in policy.

Currently Springhill and the Leisure Services Department have a “Beautification Strategy” developed for Springhill as a whole, in partnership with a Lion’s Park revitalization committee to ensure the renewal of the town and its assets. Within the Lion’s Park revitalization committee, the recreation facilities have all be addressed and are currently undergoing appropriate upgrade that will improve the quality and access of all facilities.

The Town Council members along with the Leisure Services Department appointed staff are still currently reviewing “Phase 3” of the Dr. Carson and Marion Murray Community Centre.

Physical Activity Strategy Summary Continued

Stakeholder Engagement

Our goal is to increase opportunities for our community and key stakeholders to engage in planning towards active living initiatives and programs.

➤ Benefits and Barriers of Stakeholder Engagement

Benefits to increasing opportunities for community members and stakeholders to take part in the planning process of the strategy include creating awareness and educating them on physical activity initiatives. It also keeps them up-to-date and involved with current programs, along with knowing what the needs and wants are of the community.

A barrier that may arise from this is low participation from community members and stakeholders as well as financial restraints. It is imperative to annually invite stakeholders and community members to the table as a motivation factor.

Currently the MPAL for Springhill has held a stakeholder consultation date that included community members to aid in the creation of this PA strategy. Another community consultation day was organized and implemented with much access. This consultation was based around bringing healthy eating initiatives and funding to support those initiatives to Springhill.

Leadership Development and Capacity Building

Our primary focus will be to promote physical activity through Canadian Sport for Life and increase opportunities for our youth and undergraduate students to gain leadership skills.

➤ Benefits and Barriers of Leadership Development and Capacity Building

Becoming a host community for Canadian Sport for Life (CS4L) will help increase the ability to offer more programs to a wide variety of ages. It may also open more opportunities for leadership development for our youth.

The barrier to this is the financial contribution associated with CS4L and sustainability for the future.

Physical Activity Strategy Goals

Active Transportation - Goal #1

****Active Transportation (AT) is any mode of travel that is human powered and non-motorized, such as walking or cycling****

Below is a graph that outlines our strategy for Active Transportation based on the needs of the Town of Springhill

Strategies	Partners	Year Plan	Progress
Create and Implement an Active Transportation Plan	Public Works Council AT Committee	6 months – 1 year	Plan has not been created
Host events that are open to the public that promote AT. Ex: Street closing, walking, biking, and safety courses.	AT Committee Police	6 months- continuous	Nothing like this yet, however Bike Week has been an intro to this.
Ensure all town parks and facilities are accessible to active modes of transportation. Ex: Clean sidewalks, clear trails, and proper signage.	Public Works Council	5 years	/
Partner with local schools to organize school travel planning around AT. Ex: partner with Making Tracks and ensuring active safe routes are accessible to all schools	Home & School Department of Education AT Committee Ecology Action Center Public Works	6 months- 1 year	Created a WSB survey for J.R.E and received 60 forms back. Plan to engage school, community etc to start WSB
Improve the quality and promotion of existing trails in the Springhill area.	Public Works Council AT Committee	3-5 years	/

Physical Activity Strategy Goals

Program Support Goal #2

To partner with local school, daycares and early childhood centers to maintain and expand existing physical activity programs and initiatives. Provide more opportunities to increase leadership development for Canadian Sport for Life, community sport organizations, coaches, community volunteers, fitness leaders, and youth leaders.

Below is a graph that outlines our strategy for Program Support based on the needs of the Town of Springhill.

Strategies	Partners	Year Plan	Progress
Introduce alternative activities and non traditional sports. Ex: Kids Run Club, Geo-caching, Disc Golf, 3 on 3 Basketball	YMCA CCRSB Dept of Health and Wellness Doctors Nova Scotia	6 months- 1 year	Have been able to do this through the Thrive Grant. - Quidditch - 3 On 3
Explore policy development for PA to increase program opportunities - Gym Time - Community use - School Board Policy - PE or PAL class time	CCRSB Principals/PE teachers Council	1-3 years	Currently working with the schools to see what options are available for gym times for community use
Maintain a partnership with the YMCA, CCRSB and the current after school program initiatives. Continue seeking out other partnerships to provide quality programming.	YMCA CCRSB Local Schools Dept of Health and Wellness	Current	Currently working on this initiative as the chair
Incorporate PA within other areas of health	Local Schools Dept of Health and Wellness Local hospital	Current	Future plans to work with volunteer health services at the All Saints Hospital incorporating intergenerational programs in partnership with our summer programs

Physical Activity Strategy Goals

Workplace – Goal #3

To increase supports for Springhill workplaces to encourage physical activity and healthy living within the workplace.

Below is a graph that outlines our strategy for the Workplace based on the needs of the Town of Springhill.

Strategies	Partners	Year Plan	Progress
Work with Springhill employers to be more flexible with hours so their employees can be active at work	Council Town Wellness Committee Local Businesses	1-2 years and continuous	To date nothing has been done to enhance the workplace wellness
Work with Chamber of Commerce to promote cross promotion and increase use of recreation facilities and businesses.	Chamber of Commerce	3-6 months	
Implement Heart and Stroke “Walk About” Program	Heart and Stroke Foundation	1-2 years and continuous	
Offer educational opportunities for employers regarding the importance of physical activity and healthy living during the workday.	Council Department of Health and Wellness Town Wellness Committee	Ongoing	Would like to host health session for employees and offer recreation skates for businesses/town employees

Physical Activity Strategy Goals

Accessibility- Goal #4

To improve access to and conditions of existing sport and recreation facilities.

Below is a graph that outlines our strategy for Accessibility based on the needs of the Town of Springhill.

Strategies	Partners	Year Plan	Progress
Increase use and promotion of walking track	Seniors Rec Center Schools Town Businesses	6 months-continuous	Would like to implement a tracking program and set initiatives for walkers
Explore/expand the use of rinks, tennis courts, basketball courts, ball fields, and golf course	Leisure Services Park Revitalization Committee Council	3-5 years	
Develop and promote healthy eating programs and initiatives within the Leisure Services Department <ul style="list-style-type: none"> - Community Garden in the Lion's Park - Incorporate healthy food choices on the facility canteen menu - Partner with Gettin' Healthy Springhill and work with Nutrition Student on healthy initiatives 	Public Health NSCC Salvation Army Lion's Club Department of Health and Wellness Gettin' Healthy Springhill Committee	Current and continuous	<ul style="list-style-type: none"> - Community Garden is ongoing and would like to do more with summer students in this aspect - Canteen/vending machines are slowly changing as well as the appliances in the canteen through grant. - Gettin Healthy Ongoing and partner with Town of Oxford as mentor, work with Corey on Gettin Health Initiatives

Physical Activity Strategy Goals

Stakeholder Engagement – Goal #5

Increase and provide ongoing opportunities for citizens and community stakeholders to engage in planning for active and healthy initiatives for the Town of Springhill.

Below is a graph that outlines our strategy for Stakeholder Engagement based on the needs of the Town of Springhill.

Strategies	Partners	Year Plan	Progress
Host annual community stakeholder sessions to provide strategy updates, and gather new ideas and initiatives.	Community Partners Council Leisure Services MPAL Department of Health and Wellness	Current-Continuous	This has not happened to date. I am not sure what stakeholders attended the initial meetings so I don't know who to gather ideas /update on current progress and future plans
Provide regular updates to council on the Physical Activity Strategy progress.	Council MPAL Leisure Services	Current-Continuous	Has not gone to council as of yet. If able to update plan and goals would like to get council's approval and update bi annually.
Examine diversity and raise awareness around current opportunities such as; Jump Start and Kid Sport to improve access to facilities and programs	Jump Start Kid Sport Committees Council Leisure Services MPAL	1-2 Years	Need improvement on this and would like to know how other MPALS do this
Work with more local partners such as: Springhill Golf Club, NSCC Early Childhood sector and local family resource center to provide more programming and input opportunities.	Chamber of Commerce NSCC Springhill Golf Club Members MPAL	Current-Continuous	Worked with the golf course last summer to increase our Jr.Golf program and would like to continue the program and expand in the future

Physical Activity Strategy Goals

Capacity Building and Leadership Development- Goal #6

To promote physical activity through sport, by becoming a host community for Canadian Sport for Life (CS4L) and increase leadership opportunities for our youth.

Below is a graph that outlines our strategy for Capacity Building and Leadership Development based on the needs of the Town of Springhill.

Strategies	Partners	Year Plan	Progress
Become a pilot community for the CS4L program and host different “try it” days	Community Partners Council Leisure Services MPAL Department of Health and Wellness Sport NS CS4L	Current- Continuous	Have yet do host any “Try It” Days however I do have a call into Ringette NS to host a try it day for our Chilli Willi week in February.
Host a sport summit day and offer different coaching clinics as professional development to volunteers and sports associations.	MPAL Leisure Services Sport NS Cumberland Sporting Associations	Current- Continuous	Working with the L2L committee to host leadership development workshops and hope to continue this initiative in the Spring
Offer leadership development workshops to youth in Springhill	MPAL Youth Health Center Local Schools NS Rec Directors	Current- Continuous	Would like to partner with the Teen Centre on initiatives such as this

Index

Canadian Guidelines for Physical Activity & Sedentary Behaviour

Physical Activity & Sedentary Behaviour Canadian Guidelines

						
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



Public Health
Agency of Canada

Agence de la santé
publique du Canada

Physical Activity & Sedentary Behaviour Canadian Guidelines

Age						
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



Public Health
Agency of Canada

Agence de la santé
publique du Canada

Index

Evaluation Process

An evaluation will be based on measuring our goals and strategies, and the progression or accomplishments that we have made towards our strategy. Accomplishments and progressions will be determined by the status of the specific strategy designated goal. All group members from the lead agencies will be invited to participate in evaluating the accomplishments and progressions that they were a part of. We will submit annual progress reports to the Department of Health and Wellness as part of the MPAL program.

We will also conduct a public satisfaction survey. The survey will seek out information based on implementation accomplishments and success of programs, in areas such as successes and areas of growth. The survey will also help determine public awareness, attitudes, and opinions towards our programs and current goals set for the community through the Physical Activity Strategy.

Acronyms

AC -	Active Cumberland
ALC -	Active Living Coordinator
AT-	Active Transportation
CHA -	Cumberland Health Authority
CK -	Cumberland Kids
COW -	Community Outreach Worker
EAC -	Ecology Action Centre
HW -	Department of Health and Wellness
HPS -	Health Promoting Schools
HS -	Heart and Stroke Foundation of Nova Scotia
LAL -	Local Activity Leader
DLS -	Department of Leisure Services
MML -	Miner's Memorial Library
NSCC-	Nova Scotia Community College (Springhill Campus)
PA-	Physical Activity
PFTC -	Preventing Falls Together Coalition
RNS -	Recreation Nova Scotia
SA -	Sports Animator
STC -	Springhill Town Council
TC -	Teen Centre Coordinators (Located at Dr. Carson & Marion Murray Community Centre)
YHC -	Youth Health Centre Coordinator (Located at Springhill Junior/Senior High School)
SES-	Springhill Elementary Schools
SHS-	Springhill High School