



Municipality of the County of Cumberland



Recreation & Physical Activity Strategic Plan

November, 2009

Executive Summary

The Recreation & Physical Activity Plan for the Municipality of the County of Cumberland was created to address the issue of low levels of participation in physical activity in our Municipality.

In 2008, the Nova Scotia Department of Health Promotion and Protection partnered with the Municipality in a cost-share program called Municipal Physical Activity Leadership Program (MPAL). This program enabled the county to hire a Recreation & Physical Activity Coordinator whose main goal was to create and implement a comprehensive local plan which is intended to increase participation in physical activity.

The intent of the plan is to enhance the overall health of Cumberland County residents. We intend to achieve improved health in our community by increasing participation in a physically active lifestyle. The plan makes note of six key result areas, and these are the areas in which we feel we can help the most to increase participation in the community. These key result areas include 1) Municipal Leadership, 2) Leaders & Volunteers, 3) Built & Natural Facilities, 4) Reducing Barriers, 5) Education & Communication, and 6) Increasing Opportunities.

Research for the plan included three local surveys. One was a survey sent out to all recreational and/or physical activity organizations. The second was an online survey distributed to individuals within the county. And third, our Municipality participated in the national Ipsos Reid survey on physical activity.

To evaluate the progress of our strategic plan we will routinely take part in the Ipsos Reid survey (every four years) and we will conduct our own survey of community groups every two years. As well, we will do yearly visits to each district so that we can get as much feedback as possible to ensure that the plan stays on course.

Introduction

How this got started

In January of 2008, the Municipality of the County of Cumberland hired their first Recreation and Physical Activity Coordinator. This was achieved through the help of the Nova Scotia Department of Health Promotion & Protection and their MPAL (Municipal Physical Activity Leadership) program. The program offered a cost-sharing incentive for municipalities to hire physical activity staff, but the agreement was that a Strategic Plan based on improving physical activity in the county would need to be developed.

Who is involved?

The development of this strategic plan for the Municipality of Cumberland County has involved several key players.

- The designer of the plan was **Vicki Weaver**, Recreation & Physical Activity Coordinator for the Municipality.
- Also contributing to the plan was **Steve Ferguson**, Director of Policy & Research for the Municipality.
- Monitoring our progress and contributing ideas was **Jim Campbell**, Fundy Regional Representative for the Nova Scotia Department of Health Promotion & Protection.
- The **municipal councillors** also contributed their thoughts on the progress of the plan at several different points throughout its inception.
- Through surveys sent out to **local sport organizations and volunteer groups** we were able to get a better picture of where groups stood in the area, what they offered and what they were lacking.
- The networking group of **Active Cumberland** has also created a strategic plan for the geographic Cumberland County (inclusive of all 4 towns and the county), and some of the key priorities are very similar.

Why do we need a Recreation & Physical Activity Plan?

The primary reason that we are creating a Recreation & Physical Activity Plan for the County of Cumberland is that we want change.

The health and well-being of the residents of Cumberland County is a priority for the Municipality, and we would like to show that we recognize the importance of physical activity by providing a plan for how we hope to improve awareness, participation and opportunities in the future.

According to our focus area called “Municipal Leadership in Policy & Funding” the role of the Municipality is to support, encourage, facilitate, and collaborate. It is our belief that we need to act as role models in the community and show that we do believe strongly in the importance of physical activity and a healthy lifestyle.

How this plan links to other municipal priorities & departments

Currently, the Municipality is in the process of developing a Strategic Plan for the entire organization. This will be a very easy and smart link for the Recreation and Physical Activity plan to connect with.

This plan will also link in nicely with the Integrated Communities Sustainability Plan (ICSP) that the Municipality is in the process of developing. Physical Activity and Recreation opportunities are important to making Cumberland County a great place to live, as we believe that these opportunities enhance all aspects of life. Specifically, they have an impact on the 4 pillars of ICSP: Economy, Environment, Culture & Social.

There will be some links to different municipal departments as well. Most notably, there will be a link with the planning department when it comes to discussing natural playgrounds, active transportation, land development and/or possible amendments to the subdivision by-law.

Did you know...?

The economic burden of physical inactivity is estimated at \$5.3 billion and the burden to the healthcare system is estimated at \$2.1 billion. Canada is facing an inactivity and obesity crisis whose impact on the cost of future chronic disease management is almost unimaginable.

-ParticipACTION

Physical Activity

The importance of Physical Activity

Physical activity can aid people of all ages in improving the quality of their lives and increasing their overall well-being through emotional, social and physical health benefits. Empirical evidence has shown that regular physical activity can help reduce the risk of developing cardiovascular disease, stroke, hypertension, numerous cancers, and type 2 diabetes. Regular exercise has also been shown to reduce stress and anxiety as well as elevate mood states.

These benefits all have a positive impact on the individual, but are far-reaching, in that they also extend to the family, workplace and community.

Although a physically active lifestyle has significant health benefits, 54.1% of Cumberland county residents over the age of 20 reported themselves to be inactive (Statistics Canada, Canadian Community Health Survey, 2007).

As well, 87% of children and youth in Canada do not meet the recommended 90 minutes of physical activity per day (Active Healthy Kids Canada, 2009).

Research has shown that physical inactivity can lead to premature death, chronic disease and disability. This is not only detrimental to an individual's health but also contributes to societal issues such as increased health care costs, absenteeism in the workplace, etc.

Physical activity is important for people of all ages. For children, physical activity is essential for growth, development and effective education. For seniors, a physically active lifestyle maintains strength, flexibility, balance and coordination therefore reducing the risk of falls and prolonging independent living. Physical activity also reduces the rate of bone loss associated with osteoporosis in seniors.

Did you know...?

Sports participation among children is declining. In 2005, 51% of children regularly took part in sports, down from 57% in 1992.

~Statistics Canada

If parents are involved, even just as spectators of amateur sports, children's participation rates more than doubled (62%).

~Statistics Canada

Current levels of activity

Canada

According to the Canadian Community Health Survey (CCHS) 2007, the number of Canadians who reported themselves as moderately active was 52.3%.

Nova Scotia

The CCHS 2007 data shows that Nova Scotia has significantly less people reported as being moderately active than the Canadian norm. Whereas Canada's norm is 52.3%, "slightly less than half (49.2%) of Nova Scotians reported being active or moderately active."

Cumberland County

As mentioned earlier, 54.1% of people (age 20+) in Cumberland County have self-reported themselves to be inactive (Statistics Canada, CCHS 2007). This is significantly higher than the Canadian norm where only 47.7% reported themselves to be inactive, and Nova Scotia's norm of 50.8%.

Only 13% of Canadian children and youth (aged 5 to 19) meet the recommended guidelines in Canada's Physical Activity Guides for Children and Youth.

(Source: Canadian Physical Activity Levels Among Youth (CANPLAY) Study 2005-2006)

Community Profile and Context

Demographics

According to the Statistics Canada 2006 Census, the age distribution in Cumberland County (including the 4 towns) looks like this:

19 and under	= 6,925 (21.6%)
20-54	= 14,045 (43.8%)
55 and older	= 11,085 (34.6%)

From the 2001 to the 2006 census there were some significant shifts in the population of Cumberland County. Although two age groups stayed at relatively the same percentage (ages 35-54 and those 75 and older), there was a drop of approximately 2% in both those under the age of 19 and those aged 20-34. This is showing us that many of our youth are moving away.

Conversely, over the same time period, there was a rise of approximately 4% in those aged 55-74. This demonstrates a very clear shift towards an aging population in Cumberland County.

Health Status

Diabetes

Canada's norm for people reporting having diabetes is 4.9%, and Nova Scotia's norm is reported as 6.5% according to the CCHS 2007 data. However, Cumberland County reports an even higher incidence of diabetes at 7.3%.

Respiratory Diseases

According to the CCHS 2007 data, chronic respiratory diseases are classified as asthma, chronic bronchitis, emphysema, or chronic obstructive pulmonary disease. Significantly more Nova Scotians (13.4%) reported having respiratory illnesses than the Canadian norm (10.5%). The Cumberland Regional Health Authority shows that Cumberland County is also higher than the Canadian norm at 12.1%.

Adult Overweight and Obesity (Age 18+)

"According to their Body Weight Index, the majority of Nova Scotians aged 18 years and older were overweight or obese (58%)." (CCHS 2007) Respondents to the CCHS Survey were asked how they perceived their own weight. Cumberland County results showed that while only 54.3% perceived themselves to be overweight, an actual 65.7% were considered to be overweight or obese according to their Body Mass Index.

Heart Disease

There is an average prevalence of 7.3% of Nova Scotians who report having been diagnosed with heart disease (CCHS 2007). The Canadian average is 4.8% and Cumberland County is slightly lower than the National average at 4.6%.

The New England Journal of Medicine reported that "our children's lifespan could be 2-5 years less than our own."

Physical activity appears to reduce the risk of over 25 chronic conditions, in particular coronary heart disease, stroke, hypertension, breast cancer, colon cancer, type 2 diabetes, and osteoporosis.

(Source: Warburton, D. E. R., Katzmarzyk, P. T., Rhodes, R. E., & Shephard, R. J. (2007). Evidence-informed physical activity guidelines for Canadian adults. Applied Physiology, Nutrition, and Metabolism 32(S2E) S16-S68)

Current Happenings in Cumberland County re: Physical Activity

A significant piece of information to consider in this particular context is that the Municipality of the County of Cumberland does not directly provide any recreational or physical activity programs or services in the county at this time. All programs that exist within the County are run on a volunteer basis, or are staffed by a private group.

The Municipality currently assists wherever it is able with physical activity in the county. This can be seen mostly in reference to the Community Development grant funding that is provided to local groups. However, there are also Grants to Organizations, which tend to cover bigger capital costs for these same organizations. As well as these two granting programs, there are other agreements that are in place for recreation/physical activity in the county (i.e. the Cumberland YMCA).

Since the arrival of the Recreation & Physical Activity Coordinator in January of 2008, there have been other ways that the Municipality has been able to reach out to residents as well. Some examples would be: providing information on additional funding options, networking, providing a newsletter with information on training and other happenings in the community, etc.

“If you could bottle everything you get from physical activity and sell it at a pharmacy, it would go for a hefty price.”

~ George Sheehan, M.D.

The Municipality created two surveys in an attempt to retrieve some information about recreation and physical activity usage in the area. The first survey was an online individual survey that provided us with information on activity habits and perceptions. It also gave an opportunity for people to speak up and let the Municipality know what they felt was lacking. We had less than 30 responses, but we did receive some good feedback.

The second survey we conducted was a mail-out form that was sent to all Recreation and Physical activity groups in the County (we included groups in the four towns in this survey as well, as many County residents use those facilities). We looked for the same sort of information in this survey as we did in the individual survey, although this one was tailored to groups/organizations and how they felt that they were meeting the needs of the community. We got about a 30% return of this survey. (56 returned)

Finally, through a grant from the Nova Scotia Department of Health Promotion and Protection, we were able to join the National Surveying Group Ipsos Reid for a survey they were conducting nation-wide called “Recreation and Physical Fitness Municipal Survey”. A total of 300 telephone interviews were conducted with Cumberland residents (Municipality of the County of Cumberland only) aged 18 or older. We learned a great deal from this particular survey and plan to use it as one method of evaluation in a few more years.

The following are some examples of some things that we learned about Cumberland youth from the Ipsos Reid survey (2009):

- 59% of kids have never used a pool
- 57% of kids have never used a community hall
- 31% of kids have never used an arena
- 28% of kids have never used trails

This shows us that there are still many opportunities to introduce youth to recreation and physical activity in Cumberland County, and there is definitely room for some improvement.

Target Age Group

After reviewing the results of our surveys and following some lengthy discussion, we decided that we would not choose a specific age group to target for this plan. We feel that all age groups are in need of attention, and we will attempt to reach out to each through different areas in the plan.

Vision & Mission

Vision: The Municipality of the County of Cumberland envisions a region where people of all ages and circumstances choose to pursue recreation and physical activity in their daily lives in order to optimize their health, happiness and overall well-being.

Mission: The mission of the Municipality is to support and encourage full and part time residents to increase the amount of recreation and physical activity in their work, play, education and personal lives.

Goals & Purpose

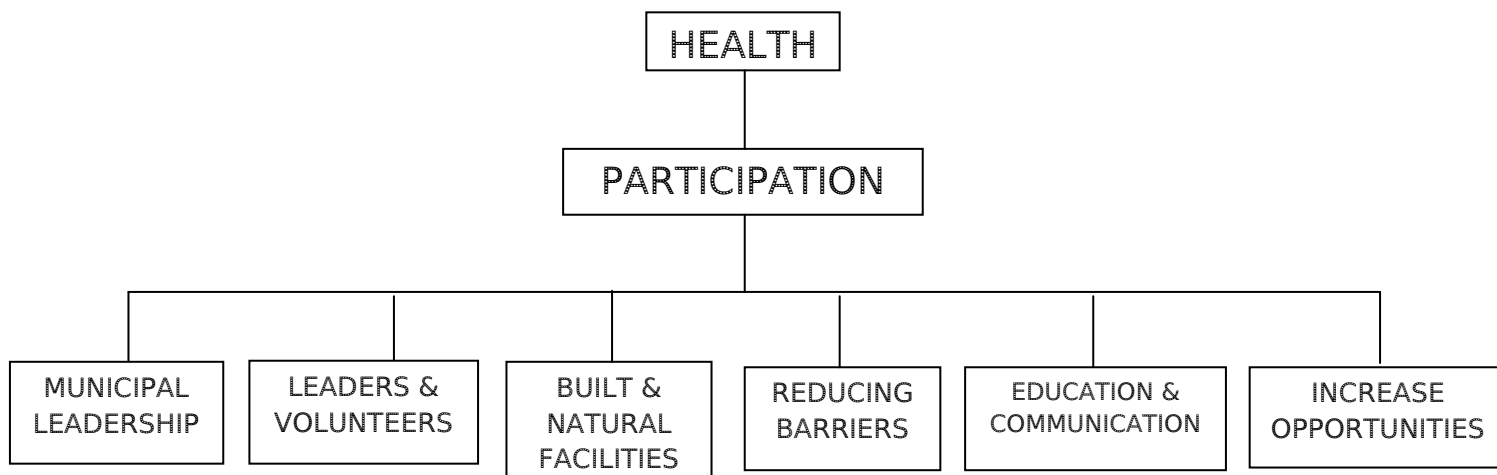
Goals:

*Based on the weekly Physical Activity levels (as listed in the IPSOS Reid survey), our goal is to move people away from being sedentary and increase the number of people who are moderately active.

*Increase the number of people participating in physical activity up to optimal standards.

Purpose: The purpose of this strategic plan is to identify the key areas here we believe the Municipality can make a difference in activity levels and to develop strategies and set out actions within each of those areas.

Strategy



In order to fulfill its mission and achieve its goal, the Municipality has chosen to focus its energy on six key result areas, as listed here (and shown in the above diagram):

- 1) **Municipal Leadership** in Policy and Funding
- 2) Building and maintaining the capacity of our community **leaders & volunteers**
- 3) Building and maintaining the capacity of our **built & natural facilities**
- 4) Increasing accessibility by **reducing barriers**
- 5) Increasing awareness through **education & communication**
- 6) Increasing physical activity **opportunities**

Action Plan

Result Area #1: Municipal Leadership in Policy and Funding

	Strategies	Action Plan	Lead Agencies / Partners	Time Frame
1.1	Provide monetary assistance to groups in need	-continue to provide funding through Community Development Grants to community groups that demonstrate a need	MCC	Ongoing
1.2	Develop a Municipal Grants Policy	-focus on delivery of our programs / funds -consider different options for how the recreation grant amounts are decided for each year's budget (i.e. a certain percentage of budget) -consider targets for funds (i.e. equity vs. equal)	MCC	March 2010
1.3	Increase space provided for recreation / physical activity in new developments	-investigate possible amendments to the subdivision by-law	MCC	March 2010
1.4	Develop and enhance the Municipality's Wellness Committee	-maintain committee priorities -increase opportunities available for staff to deal with wellness factors aside from physical activity (i.e. stress, nutrition, etc.) -increase opportunities available for staff to be physically active	Wellness Committee	Ongoing
1.5	Promote "wellness committees" to other workplaces	-seek workplaces in the area with an interest in creating a wellness committee & help them get started	MCC CHA	Sept. 2010
1.6	Increase opportunities available to the county by working collaboratively with groups and investigating joint funding	-remain open to opportunities available through current partners -seek opportunities with new partners	Various	Ongoing

	options			
1.7	Work with community volunteer organizations to provide or arrange training on how to run an effective organization	-coordinator working with communities and helping them get their organizations set up and/or helping in other areas	Various	March 2010
1.8	Work with other municipal units in the area as well as organizations with a physical activity focus (i.e. YMCA)	-streamline programming -consider methods that will make programming available to all (County and towns)	Amherst Oxford Parrsboro Springhill MCC YMCA	Ongoing
1.9	Increase the number of "Tobacco Free" sport and recreation facilities by implementing our own policy	-create a policy for outdoor public spaces within the county -consider requiring grant recipients to adopt a tobacco free policy in the future	MCC	March 2010
1.10	Share information	-keep in regular contact and share any relevant information (re: grants, provincial insurance policy, training, events, etc.) with: *Community organizations *Council *Other Municipal units *Relevant partners -Continue providing monthly newsletter	MCC	Ongoing

Result Area #2:

Building and maintaining the capacity of our leaders & volunteers

	Strategies	Action Plan	Lead Agencies / Partners	Time Frame
2.1	Increase number of physical activity leaders by offering opportunities to achieve certifications in: <ul style="list-style-type: none"> - Basic Fitness - Specialized fitness (Aquafitness, Group Fitness, etc.) - Older Adult Fitness - Coaching - High Five training - Move More / Make a Move training 	<ul style="list-style-type: none"> -increase opportunities for residents to achieve fitness certifications -partner with YMCA to provide fitness training -partner with course providers to make training more regular 	YMCA NSFA CCAA High Five Move More	Ongoing
2.2	Increase and/or maintain the number of volunteers	<ul style="list-style-type: none"> -support existing local volunteer groups -recognize volunteers at Council -increase the knowledge of assistance available -focus on involving youth as volunteers 	MCC Volunteer groups	Ongoing
2.3	Support community volunteer groups	<ul style="list-style-type: none"> -assist new and existing organizations with operations (how to run meetings, financial planning, recruiting volunteers, etc.) -continue funding local organizations -instill / build confidence in community -help to provide material resources needed to carry out their business -work in partnership with organizations to help set up events and/or programs (i.e. fitness classes in community centres, etc.) 	MCC Volunteer groups	Ongoing
2.4	Offer a workshop for volunteers	<ul style="list-style-type: none"> -organize a session where the county role can be discussed, how we can help, etc. -provide speakers to discuss other subjects which 	MCC HPP CREDA	Annually (starting May)

		may interest volunteers		2010)
2.5	Ensure opportunities for feedback from the community	-visit each district once per year -partner with district councillor to help organize meetings	MCC Community Groups	Annually (starting Spring 2010)

Result Area #3:

Building and maintaining the capacity of our built & natural facilities

	Strategies	Action Plan	Lead Agencies / Partners	Time Frame
3.1	Support development & maintenance of trails	-provide financial assistance to trail groups -attend trail group meetings -investigate a trail strategy	MCC Local trail groups	Ongoing 2011-12
3.2	Increase the number of natural playgrounds and/or parks throughout the county	-be pro-active in new developments -review subdivision by-law -partner with community organizations -develop and promote design -inventory and assess existing playgrounds -map current playgrounds	Community groups MCC	2011-12
3.3	Increase the number of recreation and physical activity programs/facilities in the county	Partner with other municipalities and organizations in the development of new programs/facilities	Amherst Oxford Parrsboro Springhill Community groups MCC	2010
3.4	Help maintain existing facilities	-maintain financial involvement -maintain collaborative role (i.e. Joggins Fossil Cliffs, Cape Chignecto Provincial Park, etc.)	MCC	Ongoing

**Result Area #4:
Increasing accessibility by reducing barriers**

	Strategies	Action Plan	Lead Agencies / Partners	Time Frame
4.1	Increase the number of people from marginalized groups participating in recreation / physical activity	<ul style="list-style-type: none"> -help to establish programs for those with physical disabilities -support groups like the YMCA who offer subsidized memberships or other financial options -support programs / activities that are inclusive by nature -support activities hosted by other municipalities that welcome Cumberland County residents 	Active Cumberland CCTS YMCA Amherst Oxford Parrsboro Springhill Volunteer groups MCC	Ongoing
4.2	Increase / maintain the number of youth reached by the KidSport and Jump Start funding programs	-Support and promote these funding programs	KidSport Jump Start	Ongoing
4.3	Help to ensure that groups are able to provide free or subsidized childcare so that parents are able to be physically active	-provide funding preference to groups that are "family friendly"	MCC	2010
4.4	Decrease financial barriers where possible	<ul style="list-style-type: none"> -provide monetary assistance (Community Development grants) to groups to allow them to reduce participation costs -keep people informed of grant opportunities 	MCC	Ongoing
4.5	Provide opportunities for groups to access activities they might not be able to afford	-create a seasonal "treasure chest" of activities that can be borrowed by groups (i.e. Frisbees/ tennis/fishing for summer, snowshoes in winter	MCC	April 2011

		etc.)		
4.6	Increase opportunities available to the county by working collaboratively with groups and investigating joint funding options	-remain open to opportunities available through current partners -seek opportunities with new partners	MCC Various organizations	2010
4.7	Improve / increase physical accessibility	-help all recreation and physical activity facilities to become accessible (i.e. ramps, bathrooms, etc.) -find ways to provide assistance with design -make groups aware of funding available	MCC Provincial funding programs	2010
4.8	Improve accessibility by making opportunities available to as many people as possible	-create a policy re: inclusion (i.e. P.R.O. Kids) -give preference to groups that have policies to help the disadvantaged	MCC	March 2010
4.9	Maintain & improve transportation options	-maintain funding of CCTS bus system -consider proposals for additional public transportation	CCTS MCC	Ongoing
4.10	Help to remove the “red tape” associated with making an organization operable	-provide (or help to provide) training to volunteer groups on: *HST rebates *insurance *Joint Stocks registry *becoming a registered charity	MCC HPP	May 2010
4.11	Keep public informed on volunteer opportunities, funding options, etc.	-continue to distribute newsletter -keep website calendar updated -partner with local media	MCC Local media Tantramar Community Radio	Ongoing

Result Area #5:

Increasing awareness through education & communication

	Strategies	Action Plan	Lead Agencies / Partners	Time Frame
5.1	Enhance visibility of facilities and opportunities by posting signs where lacking	Improve signage promoting physical activity opportunities (i.e. boat launch, parks, picnic areas, etc.)	MCC CREDA	April 2011
5.2	Use existing events and initiatives in the community as opportunities to promote physical activity	-promote healthy lifestyles at events such as the NSCC Senior's Expo, YMCA Healthy Kids Day, Live and Unplugged, Take the Roof Off Winter, etc. -provide incentives for being physically active when possible (provide pedometers, water bottles, etc.)	RNS HPP NSCC YMCA Active Cumberland MCC	Ongoing
5.3	Develop and maintain a webpage (a recreation and physical activity branch of the County website)	-create an area on the county website that can address physical activity and recreation opportunities in the county -maintain an events calendar for what's happening in the community -make note of any opportunities on the maps that may not be well-known (trails, boat launches, etc.)	MCC	Jan 2010
5.4	Improve awareness of opportunities available to community organizations, volunteer groups, etc.	-Develop and maintain a newsletter (in print and e-mail format) to keep residents updated on events, funding, what's happening, physical activity opportunities, etc. -Inform community groups of additional methods of funding through outside grants -Distribute information through the schools -Create a booklet with contacts, program information,	MCC	ongoing Sept 2010 Jan

		etc. to be circulated throughout the county		2011
5.5	Promote and inform people of provincial / federal educational materials	-promote through newsletter, media, schools, workplaces, etc.	MCC	Ongoing
5.6	Promote “wellness committees” to other workplaces	-seek workplaces in the area with an interest in creating a wellness committee & help them get started -make connections with the DHA	MCC DHA	Sept 2010
5.7	Utilize the local media whenever possible to help promote physical activity and opportunities in the community	-use local radio and/or newspapers to promote physical activity events	Local media Tantramar Community Radio MCC	Spring 2010
		-use monthly newsletter to promote physical activity initiatives		Ongoing
		-use county website as a place to post physical activity articles		Jan 2010
5.8	Utilize existing networks in the community where news and information on health and physical activity can be spread	Connect with local organizations and professionals	Health professionals Fire dept’s Development associations Active Cumberland Seniors Wellness Network CCCP	Ongoing

**Result Area #6:
Increasing physical activity opportunities**

	Strategies	Action Plan	Lead Agencies / Partners	Time Frame
6.1	Respond to current & future interests	-support new trail development	MCC Trail organizations Community organizations Province	Ongoing
		-remain open to new community interests		
		-support improvement of existing paths and walkways		
		-increase / improve access to streetlights and sidewalks		Spring 2011
6.2	Increase Active Transportation opportunities	-assist / support initiatives in the county that focus on Active Transportation	MCC	2010
		-create a policy for Active Transportation in Cumberland County		2011-12
6.3	Increase public use of boat launches and shore access	-increase signage	MCC CREDA	April 2011
		-improve usability		
		-improve accessibility		
6.4	Increase the number of accessible boat launches and shore access	-actively pursue the acquisition of appropriate public access areas	MCC	Ongoing
6.5	Increase accessibility for bicycle traffic	-advocate for widened roads for bike traffic	HPP MCC EAC Local organizations	2011-12
		-research the possibility of bike trails in the county		
6.6	Increase opportunities for home-based fitness programs for seniors (i.e. SMART program, Falls Prevention, etc.)	-Partner with relevant groups such as: *the VON *Cobequid Housing *Community Health Boards *YMCA	VON Cobequid Housing CHB YMCA	Ongoing

6.6	Increase awareness and availability of the facilities, trails and parks within the county	-highlight all physical activity opportunities within the county on the website	MCC CREDA	Jan 2010
		-signage		Apr 2011
		-develop a brochure from the information posted on the website of all the highlights in the area		Spring 2010
6.7	Partner with other municipalities and organizations in the development of new programs/facilities	-maintain any current partnerships	Amherst Oxford Parrsboro Springhill YMCA Active Cumberland	Ongoing
		-investigate and pursue new partnerships		
		-work collaboratively with other units on their plans		Dec 2009
		-create an agreement / partnership with YMCA re: fitness training		

Evaluation Plan

Purpose:

To evaluate the change in physical activity levels and the levels of satisfaction in the services/programs provided in the community.

Why evaluate?

We (Municipality & key stakeholders) need an evaluation to:

Plan programs	-determine priorities, apply for grants/resources, justify programming, determine needs/assets, etc.
Assess programs	-make judgments, measure impacts, measure progress against objectives, measure effectiveness (return on investment), self-validation, make decisions, recognition, etc.
Improve programs	-learn what works and what doesn't, report achievements, share successes/failures, motivate and interest people, etc.

How the plan will be evaluated

To achieve the results that we are aiming for with this strategic plan, there will be several measures put in place.

As part of the plan, (result area 2.5) it was decided that to ensure opportunities for feedback from the community that the Recreation & Physical Activity Coordinator would partner with the district councillors and visit each area once per year. This will also give the community groups and individuals a chance to speak up and give us some ideas on what is working and what is not.

We will also create another survey which we will send out to local community groups to see if there have been any significant changes there. We will do this survey every two years.

We will follow up with Ipsos Reid and do the same survey in four years time to see if we have made any progress. We now have a baseline from which we will be able to measure any impacts or changes.

Communication of results:

Once we have evaluated our progress, the next important step will be how we distribute the information to the community. The following are some options for how we can communicate these results, and in some cases we will certainly use several (or all) of these methods:

- Mailings
- Website postings
- Community forums
- Media
- Newsletters
- Listservs
- Council sessions

Follow up

Finally, the last step of the evaluation process is the follow-up. This is quite possibly the most important step of all. The idea being that once we get all of our results and feedback in, we must make certain that we don't just stop at making recommendations. Active follow-up is required, and some adjustments to the plan will need to be made.