

PHYSICAL ACTIVITY PLAN



January 2010

Town of Milton

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ACKNOWLEDGEMENTS

The **Town of Milton** and the **Milton Community Resource Centre** co- sponsored the grant application to fund this project. The Town of Milton led the development of the Physical Activity Plan in concert with a representative Steering Committee.

Appreciation is extended to the Government of Ontario - Ministry of Health Promotion for supporting the development of the Milton Physical Activity Plan through the Communities in Action Fund.

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SECTION ONE: INTRODUCTION AND ENVIRONMENTAL SCAN

CANADA'S PHYSICAL INACTIVITY

Canada is facing a national health care crisis caused by a combination of physical inactivity and poor eating decisions within most populations across the country. The combined effect of these unhealthy lifestyle choices has resulted in a dramatic rise in the number of obese Canadians. While these conditions were historically restricted to adults, it is now becoming increasingly apparent that young Canadians are not active enough to sustain adequate health levels over their lifetime. In fact, there is an increasing body of evidence that suggests that for the first time in history, the current younger generation will not have the longevity or quality of life enjoyed by their parents.

Physical inactivity is one of the most important factors contributing to ill health and preventable chronic disease. Research shows that physical activity and sport participation play key roles in improving physical and mental health, and preventing disease, disability and premature death. There have recently been alarming statistical reminders regarding the prevalence and impact of obesity in Canada. In July 2005, Statistics Canada released data showing an estimated 65% of men and 54% of women in Canada were either overweight or obese. The data also reported that obesity rates in children almost tripled between 1978 (3%) and 2004 (8%). According to Canada's Report Card on Physical Activity for Children and Youth (2006), less than half of Canada's children meet the minimum daily physical activity requirements to support basic healthy growth and development.

Rising obesity rates in Canada go hand-in-hand with increases in the national rates of preventable chronic diseases. The growth in obesity rates in Canada can be attributed to the fact that, as a society, we are increasing our calorie intake while at the same time burning less energy through physical activity. Factors such as community design, the convenience of the automobile, longer commutes, sedentary



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lifestyles and the amount of time spent in front of televisions, computers and game consoles have led to decreased activity levels over time.

Federal, provincial and municipal governments are responding to this issue by developing strategies to increase awareness about opportunities for greater participation in regular physical activity, as well as to encourage individuals to make wise food choices. The notion of being physically active and maintaining healthy weights through proper diet has become mainstream. This is due in part to the involvement of popular media through the utilization of health-oriented concepts in advertising, news stories and lifestyle advice columns.

The time is right for the Town of Milton to become part of the growing movement to promote and support healthy living behaviours. Ultimately, through this Physical Activity Plan, Milton will be positioned to make a meaningful difference in the lifestyle choices of the Town's constituents.

THE BENEFITS OF AN ACTIVE LIFESTYLE

The general public and businesses must be able to 'buy into' the notion that physical activity is an investment of time and energy - with a return that will answer the question, "what is in it for me?" The success of promoting the physical activity message will partly be determined by how effectively and consistently the benefits messages can be delivered.

The Public Health Agency of Canada's Healthy Living Unit summarizes the benefits of physical activity for varying age groups and in the workplace. As adapted from the Public Health Agency's website, the multitude of positive influences of physical activity on children, youth, adults, older adults, and in the workplace are provided below¹:

¹ Public Health Agency of Canada, Healthy Living Unit, <http://www.phac-aspc.gc.ca/pau-uap/fitness/index.html>

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Children and Youth

- Healthy growth and development of cardiovascular fitness, strength, flexibility and bone density
- Healthy body weight
- Positive self esteem
- Improved academic and cognitive performance
- Greater sense of well being
- Setting positive habits early in life

Adults

- Assists in accomplishing daily tasks with greater ease
- Reduces rate of decline through aging
- Reduces risk of disease
- Greater sense of well being
- Improvement in energy levels

Older Adults

- Reduces bone density loss
- Maintains strength and flexibility
- Increased balance and coordination
- Reduces the risk of falls
- Prolongs good health and independence

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In the Workplace

Programs that serve to increase physical activity for employees have been introduced to improve employee wellness and effectiveness on the job. Workplace physical activity policies and programs can improve:

- Coping abilities for stress;
- Fitness and health;
- Morale;
- General work performance;
- Job satisfaction;
- Organizational effectiveness;
- Productivity; and
- Serves to reduce absenteeism, injuries and accidents, turnover, disability, insurance and healthcare costs.

The Canadian Parks and Recreation Association (CPRA) produced a Benefits Catalogue in 1997 (and released an update in 2009) that summarized the research of the advantages and benefits of why recreation, sports, fitness, arts, culture and parks are essential to personal, social, economic and environmental well-being.

The clear benefits of leading an active lifestyle include the following personal health benefits:

- The slowing of physical decline by over 50%;
- More rapid recovery following a serious illness;
- Prospects for increasing social networks;
- Older adults who are physically active are more self-confident, more independent and enjoy life more than older adults who are sedentary (Government of Canada, 1983);
- Those who were physically active earlier in life tend to physically active later in life;

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- Significantly reduces the risk of heart disease, stroke, type 2 diabetes and some forms of cancer (colon, breast and lung);
- In childhood and adolescence, physical activity leads to increased bone mass and bone strength (Paffebarger, 1991); and
- Contributes to mental health – including reducing stress, depression and increasing emotional and psychological well being.

The benefits of being physically active far outweigh the choice to be sedentary. Efforts to improve active lifestyles in Milton will take a commitment to develop an effective Physical Activity Plan – based upon the population health approach (spending resources and energies on prevention, evidenced based interventions, collaboration, community engagement and measuring outcomes) – that is thoughtfully implemented over the long-term.

TOP ACTIVE CHOICES BY CANADIANS

In order to allocate limited resources to programs and initiatives that will serve to increase and maximize physical activity, it is important to understand the activities that Canadians most enjoy and will most likely continue to participate in.

The Federal Government surveys the Canadian public through the Canadian Community Health Survey to gain an understanding of physical activity preferences. Based on the results of this research, it would make sense to place priority on programs and initiatives involving walking, gardening, home exercise, swimming, and bicycling.

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According to the 2005 Canadian Community Health Survey, the most popular physical activities and monthly frequency of participation for Canadians aged 12 years and over, are as follows:

Leisure-time Activities	Participation Rate	Participation per Month
Walking	70%	14.8
Gardening	47%	6.8
Home exercises	34%	12.6
Swimming	25%	5.0
Bicycling	24%	6.7
Jogging	21%	7.9
Dancing	19%	2.8
Weight Training	19%	9.7
Golfing	11%	2.9
Exercise Class/Aerobics	10%	7.4
Bowling	10%	1.4
Fishing	10%	2.2
Basketball	10%	4.9
Soccer	9%	4.0
Volleyball	7%	3.1
Ice skating	7%	2.2
In-line skating	6%	3.3
Hockey	6%	5.2
Baseball	6%	3.2
Downhill skiing/ Snowboarding	6%	1.9
Tennis	5%	3.0

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Participation indicates that the activity was participated in at least once in the past three months, while participation per month refers to the average frequency for participation in each activity per month (among those who participated in the activity). The survey results indicate that Canadians participate in a wide range of indoor and outdoor, high-intensity and low-intensity activities, with the average frequency ranging from nearly twice per month to nearly fifteen times per month.

The Physical Activity Plan for Milton provides evidence that there is currently (and will continue to be) a wide variety of choices of traditional and non-traditional sport and physical activities for residents of all ages and workers with few gaps if any in the provision of active choices. Future actions should look to identify and address any gaps in the provision of active choices and seek to promote the full spectrum of available activities and initiatives.

CANADA'S PHYSICAL ACTIVITY GUIDES

The Public Health Agency of Canada (PHAC) and the Canadian Society for Exercise Physiology (CSEP) worked in partnership to develop Canada's Physical Activity Guide to Healthy Active Living. The Guide and the Guide Handbook are user-friendly resources that help Canadians build physical activity into their daily lives. The Guide provides a rainbow of physical activity facts that can help people have more energy, move more easily, and become stronger. It tells people how much activity they should strive for and how to get started. It also lists the many benefits of physical activity and the health risks of inactivity. The Handbook provides additional information to help people make the best use of the one page Guide.

The Guide suggests that if individuals are not sure if they are doing enough physical activity to gain health benefits, they are probably working at a light to moderate level. The following table illustrates ranges and activities needed to stay healthy.

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Time required depends on effort

Very Light Effort	Light Effort 60 minutes	Moderate Effort 30-60 minutes	Vigorous Effort	Maximum Effort
Strolling Dusting	Light Walking Volleyball Easy Gardening Stretching	Brisk Walking Biking Raking leaves Swimming Dancing Water aerobics	Aerobics Jogging Hockey Basketball Fast Swimming Fast Dancing	Sprinting Racing
	Range needed to stay healthy			

In general terms, the Guide advises that people need to work towards adding up to 60 minutes of activities every day, in periods of at least 10 minutes each. This type of resource and advice could be usefully applied in Milton's Physical Activity Plan by ensuring that its messaging and supportive programs speak to the government's targets for physical activity per age group.

PHAC's Physical Activity Guide for Children and Youth recommends that children and youth should participate in 60 minutes of moderate activity and 30 minutes of vigorous activity per day. To achieve this target, the Guide suggests that physical activity be built up incrementally by 5 to 10 minute periods over 5 months. The Guide also recommends that non-active 'screen' time (e.g., TV, computers, game consoles etc.) be decreased from 90 to 30 minutes per day over the course of the same 5 months. A similar Guide produced for Older Adults suggests that this age group complete 30 to 60 minutes of moderate activity per day. Moderate physical activity includes brisk walking, swimming, skating, playing outdoors and bike riding. Examples of vigorous activity include running and soccer.

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MILTON'S PHYSICAL ACTIVITY PLAN

The Town of Milton is well renowned for its work toward a healthy and active community as stated in its vision and strategic priorities in the Destiny Milton II Plan.

The Town of Milton's Vision:

Milton: engaged, balanced and connected

The objective of increasing physical activity levels in Milton is clearly aligned with the Town's vision of being engaged, balanced and connected. The outcomes of physical activity include leading a balanced and productive life, being socially engaged, and being connected to the community at large and at the neighbourhood level. The development and implementation of the Physical Activity Plan for Milton will assist the Town in moving closer to its vision.

In addressing the need to ensure that Milton residents are encouraged and experience programs and messaging to become more active, the Town of Milton Community Services Department and the Milton Community Resource Centre applied for and received, funding from the Ministry of Health Promotion through the Community in Action Fund (CIAF) program. The Town issued a request for proposals for the development of the plan and awarded the work to Monteith Brown Planning Consultants in association with The JF Group and Tucker-Reid & Associates.

The deliverables of the planning process are specific:

1. The review of current physical activity needs in the community, including recommendations outlined in Destiny Milton II, the Community Services Master Plan, Active Halton Blueprint for Action and recently developed studies through partner agencies and municipalities;
2. A Physical Activity Plan, including financial projections, identifying opportunities for physical activity promotion, using established best practices;
3. Recommendations for implementing the Physical Activity Plan; and

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4. Develop tools for tracking and quantifying increases in physical activity with specific measurable actions.

The work to develop the Plan involved the input and community expertise of a Technical Steering Committee, and utilized a literature search of evidence-based and promising practices, review of existing approaches to increasing physical activity in Milton and other communities, and completion of a gap analysis to determine where focus should be placed.

The Town of Milton intends to strengthen the linkages amongst organizations and institutions that have a mandate to increase physical activity in order to work as a collective to increase physical activity amongst its residents, employees and visitors. The intent is to embrace one vision, one Town-wide Plan and to each play their part in delivering on the plan.

The development of the Plan integrated the following methodology:

Phase 1 – Start-Up and Background Information

The start-up and background work included the amalgamation of invited members of the public and organizations to be part of a Technical Steering Committee to develop the Plan. Terms of reference were developed to ensure that everyone understood their role in contributing to the exercise. Members of the Technical Steering Committee presented their organizational approaches to encouraging physical activity among their respective target groups. The Steering Committee developed a vision, guiding principles and goals for the future physical activity levels of Milton residents.

A review of physical activity levels and overweight/obesity rates of Halton residents was summarized from the Rapid Risk Factor Surveillance System (RRFSS) and Canadian Community Health Survey (CCHS) data. Current research, evidence-based practices, and Plan measurement tools were summarized for review and discussion by the Technical Steering Committee to ensure that baseline data was established and that the final Plan would be reflective of approaches that are effective in improving activity levels. A community resource inventory was developed to collect and provide an analysis of what programs and initiatives exist within the community that promote physical activity, and to address any gaps in the development of the Plan.

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Phase 2 – Public and Stakeholder Input

The interest and involvement of the stakeholders in sitting on the Technical Steering Committee was extensive and most organizations with a mandate to improve physical activity levels were involved in developing the Physical Activity Plan. In addition, input was provided by an interested resident from rural Milton, organizations including private enterprise in sporting goods (i.e., Spokes N’ Slopes) and fitness centres (i.e., Goodlife Fitness), Milton Community Resource Centre, Our Kids Network, Halton Multi-Cultural Council, urban and rural Milton, Canadian Mental Health Association, Ministry of Health Promotion, Halton Region Health Department, Halton District School Board, Conservation Halton, Community Services Advisory Committee, and Milton staff members representing expertise in sports development, parks and trail development, parks and open space systems, fitness and active lifestyles, older adults, community development, aquatics and the promotion and provision of active programs and services.

Phase 2 also included the summary and discussion of evidence-based and promising practices, the development of guiding principles and a vision for the plan, and discussions with respect to communications vehicles and key messages.

The input gathered during the development of the Plan was significant, and included the major stakeholders in the province and Milton that have a minimum mandate to improve physical health. Discussions were held with other provincial and national providers of health education and physical activity to clarify their programs and initiatives.

Phase 3 – Plan Development and Refinement

A draft Physical Activity Plan was developed for review and discussion by the Technical Steering Committee with a meeting held to revise the plan with additions/revisions and to ensure that the actions and recommendations are relevant and will make a difference in improving physical activity levels in Milton over time. The final report was completed with all of the refinements as suggested, ready for its launch and implementation.

The current physical activity levels and overweight/obesity rates have been dubbed ‘Our National Health Crisis’, and from all accounts, we are not improving. It is imperative that we build community leadership

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and provide the capacity, programs, initiatives and social messaging to increase physical activity levels. A strong collective commitment will be required for decades – not years. The behavioural changes and interventions will require multi-layered and targeted approaches by a multitude of stakeholders. The result will be worth the effort.

SECTION TWO: PHYSICAL ACTIVITY IN MILTON

PHYSICAL ACTIVITY – A NATIONAL PERSPECTIVE

Active Healthy Kids Canada annually examines activity levels and contributing influences to produce Canada's 'Report Card on Physical Activity for Children and Youth'. In 2008, the national score was pegged at a 'D' which is defined as "insufficient appropriate physical activity opportunities and programs are available to the majority of Canadian children and youth." The Report Card presented a number of findings that are relevant to Milton's Physical Activity Plan.

- 90% of Canadian children are not meeting physical activity guidelines;
- many kids are spending between 4 and 6 hours in front of a computer or television screen every day;
- unhealthy, excessive body weight continues to be among the highest in the world – and in a startling new finding, excessive body weight is affecting children as early as three years of age;
- physically active youth are three times more likely to have parents who are also physically active;
- only 23% of parents report using local sport and recreation facilities and programs;
- many students report that parents support physical activity but that this is primarily for sports and declines as children get older;
- while there are some promising initiatives, just 10% of students use active transportation to get to school; and
- 96% of municipalities report at least one by-law that would be considered prohibitive to physical activity in children and youth.

A recent report (2009) released by the Ontario Medical Association (OMA) states the following:

"A glance around any busy street in Ontario shows that we are a population of overweight people. Both adults and children carry too much weight. It is a challenge to our health-care system, not only because the incidence of both child and adult overweight is so high and has



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such long-term health repercussions, but because the health care community cannot solve the problem alone. Solutions require changes in family life style.”

Physical inactivity and unhealthy weights are a problem for a significant percentage of the Canadian population regardless of age, gender, ethnicity or geographical location. Clearly, current physical activity patterns are not optimal for health and, left unchecked, the obesity epidemic will have a long-term and dramatic impact on the well-being of the majority of Canadians. The Milton Physical Activity Plan will deal specifically with providing opportunities and encouragement for residents to become more active and will not focus expressly on nutrition.

MILTON’S DEMOGRAPHIC PROFILE

The Milton Physical Activity Plan must be sensitive to the Town’s demographic profile and should take into account factors that will influence the plan’s short and long-term success.

Milton’s population grew significantly (by 71%) between 2001 and 2006 (from 31,471 to 53,939). Recent forecasts suggest that the Town’s population will grow dramatically over the next half-decade (by 98%) and continue to grow beyond 2016. The following table presents a snapshot of the expected population growth through the next decade.

Year	Total Population	Ages 0-19		Ages 20-44		Ages 45+	
		Pop.	%	Pop.	%	Pop.	%
2001 (actual)	31,471	8,320	26.4%	11,135	35.4%	12,020	38.2%
2006 (actual)	53,939	14,545	27.0%	22,380	41.5%	17,025	31.6%
2011 (estimated)	106,899	27,683	25.9%	31,050	34.3%	36,900	39.8%
2016 (estimated)	135,882	33,494	24.6%	46,094	33.9%	56,294	41.4%

Source: Actual population data from Statistics Canada, 2001 and 2006 Census, Estimated population data from Monteith Brown Planning Consultants planning projections.

The Town’s recently completed Community Services Master Plan presented the following points that should be considered by the Physical Activity Plan.

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- More than anything else, rapid population growth will have dramatic impacts on the Town's provision of community services and the near doubling of the population in five years time has challenged the Department to keep pace.
- Although Milton is expected to maintain a younger age profile than many communities in Ontario, the Town's population is expected to age, and as such, there will be demand for programming specific to older adults while a continued focus will need to be maintained for younger age groups. Therefore the Physical Activity Plan includes programs and interventions targeting all age groups.
- Many municipalities within the Greater Toronto Area (GTA) are experiencing a greater degree of diversity in their ethnic composition as new immigrants choose the region because of its economic and social supports. This trend is becoming significant in Milton – according to the 2006 Census, 24% of Milton's population was born in a country other than Canada, compared to more than 50% in many GTA municipalities – it is a trend that will undoubtedly become more prevalent. As such, the Town can expect demand for non-traditional community services to increase in the future. Consequently, the Plan should provide for culturally relevant programs and messaging that will resonate with culturally diverse populations.
- According to the 2006 Census, Milton's median individual income is well above the provincial median, as are its education levels – generally, the higher a person's level of income and schooling, the more likely they are to participate in leisure pursuits including higher levels of physical activity.
- A report by the Our Kids Network² indicates that a proportion of children in Milton are at higher levels of risk based upon pre-defined indicators of economic security. For example, compared to regional averages, West Milton and South Milton have a higher percentage of population over the age of 20 without a high school diploma. West Milton also has a higher proportion of families relying upon government transfer payments. East Milton is deemed to have a high risk factor based upon a higher percentage of lone-parent families. The implications of these indicators suggest that the Town will have to continue to place a focus on accommodating the needs of children in vulnerable families.

² Our Kids – The Early Years. A Vision for Children in Halton Report Card.

IMPLICATIONS OF ACTIVE HALTON'S BLUEPRINT FOR ACTION

Milton participated in the development of the Active Halton *Blueprint for Action*. The plan of Active Halton is to increase levels of activity throughout all jurisdictions within Halton Region. Much of the background research required to prepare Milton's Physical Activity Plan is contained in the Blueprint. Furthermore, many of the Blueprint's actions and initiatives would be very useful in furthering physical activity levels of Milton residents.

The following information drawn from the Blueprint is particularly relevant to Milton's Physical Activity Plan:

- Inroads to ethnic populations could be gained through aligning with agencies working in the multicultural community. For example, the Halton Multicultural Council (HMC) represents immigrants in the area and provides relevant services (e.g., language instruction to newcomers as well as training and translation services). Organizations like HMC could be interested in providing information about physical activity and could promote opportunities that are available for new immigrants.
- Recreation, leisure and fitness professionals communicate to share program ideas and learn from each other's successful initiatives. The literature is clear that a collaborative approach and cooperation between service providers has the greatest chance for success in increasing activity levels of communities. Therefore, cooperation between service providers would enhance the success of the Plan by increasing the cohesiveness of physical activity initiatives in the Region.
- Youth centres could be useful in information sharing and for providing physical activity programming targeting younger age cohorts. Senior centres present another possible avenue for physical activity and health promotion.
- Evidence indicates that sedentary populations usually require incentives to prompt and sustain participation in active pursuits. Elements of the Physical Activity Plan could provide advice to raise programmers' awareness of the importance of including motivational incentives in program strategies to raise registration levels in organized activities. Planned activities should include non-traditional programs or opportunities for unstructured activities that are currently unavailable or not popular with targeted populations. Whether organized or unstructured,

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those responsible for promoting or organizing the activity should recognize the need to motivate and support new participants as they incorporate activity into daily living.

- Adherence literature suggests that physical activity that is not dependent on transportation to and from activity sites is more likely to produce longer-term involvement. Elements of the Plan could capitalize on this opportunity by providing in-home or in-neighbourhood activity ideas and supports.
- Generally, municipal recreation facilities (e.g., pools and arenas) are well used with very little available prime time. Therefore, initiatives arising from the Plan that are to occur in these popular facilities should take into account space limitations (possibly scheduled outside of peak times) or include activities which do not rely entirely on built infrastructure.
- The abundance of trails in Halton Region and the availability of information such as maps and guides are helpful in promoting the accessibility of walking and hiking in each municipality. Ensuring that the guides and other promotional materials are available to potential users, coupled with motivational initiatives to convince these users to access trails would be beneficial to expanding the public's awareness of the trail system.
- A large percentage of the population drive to work, which suggests an opportunity to promote active commuting. The plan could focus on walking and biking as methods of transportation through partnering with the Central West Walkable Communities (walkON) project and the Halton Region Cycling Committee.
- The literature supports the importance and relative appeal of activities that occur in outdoor spaces,³ are family-focused and that connect existing endeavours to a physical activity focus. The plan could take advantage of a number of existing resources that promote and support outdoor activity and that provide information about a wide range of opportunities where the family can participate together or at the same time.

³ Richard Louv. "Last Child in the Woods: Saving our Children from Nature Deficit Disorder"

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ACTIVITY LEVELS IN HALTON REGION

The 2007 Rapid Risk Factor Surveillance System (RRFSS) study examined physical activity rates of residents of Halton Region. Individuals were asked to rate their physical activity as high, moderate or low, based upon the Canadian Physical Activity Guide requirements.

It is noteworthy that the RRFSS study involves “self-reporting as the data collection mechanism. It is well known that individuals tend to emphasize and overstate positive behaviours when questioned about health issues. Therefore, it is quite likely that the RRFSS data presents a better physical activity picture than might actually be the case in the Region.

The following table provides an overview of the RRFSS results by age category.

Physical Activity Participation in Halton Region - 2007	
Age Range	Percentage of Adults Engaged in Moderate and Low Rates of Activity
18-24 years	22%
25-44 years	46%
45-64 years	54%
65 years plus	53%
All Residents 18+	46%

Interestingly, the incidence of moderate and low rates of activity increases with age. This could be one of the causes behind the heightened levels of unhealthy weights and obesity among these same age cohorts.

PARTICIPATION IN RECREATION AND LEISURE ACTIVITIES IN MILTON

A random household survey that was conducted as part of the Community Services Master Planning process revealed the following observations pertaining to Milton residents' participation in forms of physical activity.

- The top five activities in which Milton residents participate are walking (82%), cycling (55%), swimming (53%), fitness (46%) and running or jogging (40%). It is noteworthy that these activities are predominantly unstructured endeavours. Throughout Canada, walking is consistently one of the most popular leisure activities. Experts suggest that walking is popular because it can be either an easy or challenging form of exercise and that its informal characteristics respond to time pressures faced by residents. There are several different types of trails and routes to choose from in Milton, including multi-use trails (which include off-road and boulevard trails) and pedestrian trails.
- 31% of households report participation in soccer, ice hockey or figure skating, and rollerblading, which are mostly structured activities. These percentages generally compare well to research undertaken in other similar municipalities.
- 40% of respondents suggest that their households are unable to participate in activities in Milton as often as they would like, which is similar to reports from other communities that suggest, on average, 4 out of 10 households cannot participate in recreation and leisure activities as often as desired. Of those who indicated that they cannot participate in leisure activities as often as they would like, 70% said it was due to the fact that they were too busy or had a lack of personal time to participate. Across the province, a 'lack of time' is cited as the number one barrier to physical activity. It is important to note that none of the respondents indicated that a lack of information was a barrier to participating as often as they would like, and only 5% stated that it was related to the lack of facilities or programs.
- The survey found that 75% of Milton survey respondents have most or all of their leisure needs met within the Town, and only 10% have some or none of their needs met by local providers. These findings are indicative of a community with a well developed array of leisure programs that are responsive to residents' needs.

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ACTIVE CHOICES IN MILTON

Milton residents enjoy a wide range of choices for active pursuits within the community. Activities are provided by the municipality, community service organizations (including non-profit groups), as well as the private sector. The following graphic illustrates the range of active opportunities available to Milton residents. For a detailed list of recreation opportunities provided by community groups and private businesses, please refer to Appendix A.

Community Organizations

Badminton * Baseball * Basketball * Beach Volleyball *
Biking * BMX * Broomball * Curling * Darts *
Fencing/Pentathlon * Football * Gymnastics * Hockey *
Lacrosse * Lawn Bowling * Rock Climbing * Skating *
Skiing * Post-Natal Classes * Preschool programs and
Camps* Slo-Pitch * Soccer * Social Groups * Softball *
Sport Clubs * Swimming * Tennis/Racquet Sports * Trails *
Triathlon * Volleyball * Walking & Running Clubs *
Wrestling * Yoga/Pilates

Private Opportunities

Basketball * Biking * Dance * Fitness Classes * Golf *
Hockey * Horse Riding * Martial Arts * Skating * Skiing *
Soccer * Swimming * Weight Training

Town Opportunities

Basketball * Camps *
Drop-in Skating * Floor
Hockey * Group Fitness
* Trails * SK8 Park * BMX
* Trails * Indoor &
Outdoor Facilities *
Cycling Classes *
Pre/Post Natal Classes *
Programs for pre-school,
children, youth, adults,
older adults and seniors
* Shiny Hockey *
Swimming * Therapeutic
Aquatics * Weight
Training * Yoga/Pilates

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Some organized sports teams have provided the Town of Milton with registration numbers for 2008 (see Appendix B). The numbers indicate that there are plenty of active opportunities in Milton, which appear to be well-represented through involvement by the community.

The work of the Physical Activity Plan Steering Committee will be to ensure that there are ample physical activity opportunities for all age groups and abilities. From the review of all physical activity opportunities in Milton; there are currently very few gaps, if any. The work of the Plan will be to promote what physical activities exist, to ensure that they are fully accessible to all residents and to encourage residents that are currently not active to become more active.

MILTON TRAILS STRATEGY

The vision of Town's Trails Strategy that is articulated in its recently updated and approved Master Plan (2007) is:

"A trail network that unifies neighbourhoods and destinations within the community of Milton".

The Strategy's four principles are:

- Trails place people first
- Safety is a paramount consideration
- All trails are connected
- Trails are valued community assets

The Master Plan sets out the means of improving and expanding the Town's trail system. It also identifies opportunities to enhance and strengthen the trail network within Milton through the implementation of 28 key initiatives. It should be noted that there is significant interest in supporting

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walking through the development and signing of the Pedestrian Charter by the Region and area municipalities.

The following recommendations (editorialized) are particularly relevant to the Town's Physical Activity Plan:

- Council has approved the trail strategy to demonstrate the Town's commitment to implement the Master Plan's recommendations;
- Amend the zoning by-law to require bicycle parking in a ratio of bicycle parking to motorized vehicle parking in all new employment, commercial and industrial development;
- Encourage trail use and visibility through a combination of promotional and outreach initiatives;
- Develop safe cycling skills in children by offering educational programs such as CAN-BIKE through schools and community services;
- Support Halton Region's initiatives on awareness and safety for motorists to effectively share the road with cyclists;
- Complete those sections of the trail network that are achievable within a five year time horizon;
- Provide adequate amenities such as benches and garbage disposal receptacles at appropriate locations along the trail network;
- Commit annual funding to upgrade and maintain the trail system over the next 20 years;
- Establish a trail data collection system; and
- Continue to work towards developing a trail network for all residents of the Town of Milton in keeping with accessibility guidelines.

With the popularity of walking and the public's desire to participate in outdoor physical activity, it is likely that the Town's trail system will be an increasingly important asset to accommodate physical activity. Elements of the Physical Activity Plan should maximize the benefits of the trail network by identifying various types of activities that are appropriate for the trails system.

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Milton has expressed its commitment to pedestrians and walking within the community through the signing of the Pedestrian Charter in June of 2009. The Charter speaks to community design, safety, connecting walking routes and continued support from Milton's leaders toward enhancing Milton as a walkable community.

SECTION THREE: RESOURCES AND INTERVENTION STRATEGIES

INTERNATIONAL, NATIONAL, PROVINCIAL AND LOCAL STRATEGIES AND INITIATIVES

It is relevant to note the existing strategies and resources available to the community as Milton begins to implement the Physical Activity Plan. It will take many multi-level and multi-dimensional interventions to 'raise the bar' to increase activity levels in a community over a timeframe of decades and not just years. The federal, provincial and local governments, as well as non-profit agencies, are currently funding and supplying resources to provide and support initiatives to increase physical activity levels of Canadians.

Appendix B contains a snapshot of the current list of opportunities available through the Physical Activity Plan Steering Committee's member agencies. This list will be expanded and updated to reflect the wider range of opportunities available in the Milton community as the Physical Activity Plan is implemented. Each resource plays an important role in the implementation of one or more elements of the Plan and collectively they represent an excellent foundation for the Plan's work. As importantly, the majority of the resources are grounded in evidence, meaning that Milton's Plan can take advantage of the most current best practices and promising practices related to community mobilization and behaviour change. It will be helpful to develop an annual update in order to assist in providing current information to the public and using the attendance data as one performance measure of the Physical Activity Plan. A more detailed summary of other relevant resources and interventions (national and provincial) can be found in Appendix C.



LEVERAGING EXISTING RESOURCES AND INITIATIVES

Milton's Physical Activity Plan could be enhanced by taking advantage of a wide range of Federal and Provincial initiatives that are intended to help address the current physical inactivity crisis. A summary of these initiatives is presented in Appendix C.

Elements of the Town's Plan should be augmented by leveraging the existing resources in several ways.

- a) Various government programs look favourably at community mobilization initiatives that focus on collective action and investment. Employing a collaborative approach to both planning and implementation could provide the Town access to implementation funding grants.
- b) It would be strategically wise to ensure that the Plan's goals and objectives support the strategic priorities of provincial and/or federal initiatives to increase physical activity.
- c) Support and resources are available provincially or federally in the areas of policy, public awareness and education, skill development, supportive environments, partnerships and collaboration.
- d) Built environments are most effectively dealt with at a local level; there are numerous best practice case studies and other examples of what has been effective in other communities.

EVIDENCE-BASED INTERVENTIONS

Over the past decade, physical activity experts have examined best practices and what works to mobilize communities, develop successful program interventions and change human behaviour. Evidence, theories and recommended practices are available in various databases and the literature. For the purposes of simplicity, the most pertinent material is briefly presented below.

According to the United States Centre for Disease Control and Prevention (CDC) effective population-based physical activity interventions should include the following elements:

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- Education and information that informs the public about the important health benefits associated with physical activity and how to become more physically active. Examples include point of decision prompts, community-wide campaigns etc.;
- Initiatives that help individuals change their behaviour by helping them customize a plan that suits them, understanding what to change through education and supporting change through various mechanisms;
- Environments that encourage physical activity that is accessible and well known to the general public;
- Initiatives that involve a number of organizations playing their part in a coordinated fashion; maximizing resources; and
- School-based program that involve appropriate activities for varying age groups

EVIDENCE-BASED STRATEGIES – POPULATION-SPECIFIC INITIATIVES

Some specific populations exhibit unique characteristics pertaining to their involvement in physical activity or physical activity programs. For example, women are less likely to be physically active than men. Older adults, overweight individuals and people from ethnically diverse populations have different types of barriers to physical activity participation. Hence, it is essential to take these differences into account when developing effective physical activity interventions.

The following information is based on physical activity literature, research studies and best practices associated with successful physical activity programs. It relates specifically to interventions that encourage the uptake of, and adherence to, physically active lifestyles.

Interventions for Women

There were four unique factors related to designing and implementing successful physical activity interventions for women:

- Design activities that will enhance self efficacy, activity enjoyment and social support;

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- Offer both co-ed and single sex opportunities for physical activity;
- Recommend both moderate and vigorous activities; and
- Provide opportunities for personal contact with a physical activity specialist or fitness professional.

Women in Motion

Women who receive counselling to complement their involvement in a physical activity or exercise program are more likely to stick with the program and remain physically active. Counselling sessions added to standard activity sessions or exercise classes to help women recognize and become proficient at self monitoring techniques, goal setting, identifying and overcoming barriers, and relapse prevention will increase the effectiveness of the program. Furthermore, home-based follow-up (possibly by a trained buddy or mentor) to reinforce the techniques learned in the counselling sessions further increases program effectiveness. This type of intervention helps to increase the cohesion and collaboration components of a program while teaching women participants to set realistic targets and to effectively overcome barriers.

SWEAT (Sedentary Women Exercising Adherence Trial)

This 18-month study followed the exercise patterns of women between the ages of 40 and 65. Its results provide interesting guidance related to the design of programs specifically targeting this group. Researchers looked at differences in retention and adherence to activity by women who participated in an exercise program that began with six months of supervision compared to an unsupervised home-based program. The group that received supervision had a much higher retention and adherence rate and their energy expenditure was much higher than the home-based group. This information can be usefully applied to any woman-specific program. Simply ensure that there is some supervision, instruction, and contact with an activity specialist early in the programs schedule. A friendly follow-up in mid program will also help to boost retention.

Project Stride

Although the benefit of face-to-face contact between program organizers, activity specialists and participants is well documented, it is not possible to include this type of intervention in the design of every program. Therefore, it is important to choose the most appropriate and effective communication mechanism when developing programs for women. This study looked at the difference between

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individualized, motivationally tailored feedback compared to the effectiveness of general information about health promotion. It also examined the difference between the effectiveness of phone and print based feedback. The study's authors conclude that individualized communication is most effective in supporting an individual's decision to become more physically active. They also determined that phone and print feedback is equally effective during the first six months of a program. However, print communication is more effective in helping women maintain participation in physical activity for longer than six months. Therefore, programs targeting women should use a combination of early and individualized feedback communication. Once the women have become active, individualized print feedback should be included in the program design.

In summary, when targeting women, programs should:

- Use low to moderate intensity of physical activity,
- Recommend 10 minute bouts of activity rather than long sessions,
- Encourage activities that enhance the woman's sense that she can get and stay active through proper progression, looking up to role models, setting and achieving goals, self monitoring and positive self talk,
- Manipulate exercise intensity, duration or type and recommend that women modify their activities to keep them fresh,
- Facilitate social support from family, friends and activity instructors,
- Offer both co-ed and women-only programming,
- Provide opportunities for personal contact with activity specialists.

Interventions for Older Adults

Despite the well documented benefits of physical activity, a very small proportion of the older adult population engages in sufficient physical activity to derive health benefits. The majority of older adults, even those with medical conditions, can safely participate in physical activity with a few precautions. However, this group should be pre-screened with a PAR-Q (the Physical Activity Readiness

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Questionnaire) as any participant should and those with increased health risks should have a medical evaluation before starting activity.

There are many factors that influence the uptake of physical activity amongst older Canadians. However, research suggests that helping them to understand methods of overcoming real or perceived barriers - such as poor health, fear of injury, poor self esteem, a previous negative exercise experience – will go a long way to encouraging active lifestyles by older adults.

Programs can be designed to be group-based, based in the home or a combination of both. Group-based activities require participants to go to a facility where the program is supervised. In-home activities are usually individual with minimal contact with an activity specialist. The combination approach normally involves a few weeks of group based supervised activity followed by a period of home-based activity. While it may seem counter-intuitive, research indicates that both home- and group-based environments have similar participation rates. Furthermore, adherence seems to decrease over time at about the same rate. In both cases, retention strategies such as phone calls and other communication interventions help to improve long-term participation.

Sharing Active Living in the Elderly

This study examined the physical activity adherence rates of older adults in a group-based walking program. It looked at the difference between individuals who received ½ hour of instruction followed by 1 hour of physical activity compared to a similar group that received an additional half hour session in which they learned about self monitoring, goal-setting, exercise plans and walking skills. Social interaction was used in the second group to help promote adherence. At the end of the study, the second group had a higher physical activity frequency level and adherence rate. These results suggest that programs targeting older adults should include some level of instruction and group interaction in order to increase initial uptake and to lengthen adherence.

WALC

This program (the acronym stands for walk; addressed pain, fear, fatigue during exercise; learn about exercise; cue by self-modeling) involved engaging older adults in a walking program supplemented by information about how to overcome and physical activity barriers. Individuals were asked to walk in groups for 20 minutes, three times a week, for six months. The study found that regular visits to the

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group by a physical activity specialist significantly improved exercise behaviour, levels of physical activity, and the attitude of the older adults about activity. During the visits, the specialist provided information about relaxation methods, scheduling of rest and exercise, how to overcome fear, dealing with fatigue during exercise and preventing activity related pains. Performance was improved when the individuals also received printed material about the benefits of physical activity and how to effectively deal with barriers to exercise. Assistance in short and long-term goal setting, planning exercise sessions and logging results will also improve the results of walking programs targeting older adults.

Green Prescription

This program proved to be successful for older adults in New Zealand. Individuals discussed increasing activity with their primary care providers who helped them set goals in a prescription form. The participants are contacted three times over a three-month period by exercise specialists who encourage them and provide advice on physical activity techniques. Compared to the average population, participants in the group significantly increase their physical activity levels and quality of life. Therefore, any type of program that can involve some type of recommendation from a physician will likely increase physical activity among older adults.

In summary, when designing programs targeting older adults programmer should:

- Plan for safety by using screening tools;
- Educate participants about the health benefits of physical activity;
- Begin with low intensity physical activity and gradually increase the intensity over time;
- Use strategies to enhance a person's knowledge and confidence through goal setting, activity planning, feedback and charting improvements;
- Design an attractive activity environment by using positive role models and celebrating successes; and
- Help identify and develop support networks with family, friends and groups.

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Interventions for Ethnically Diverse Populations

There are limited studies that address the effectiveness of physical activity interventions in diverse populations. However, it is well known that successful interventions targeting these groups should take into account cultural relevancy, some of the social characteristics that define a group's culture as well as the benefits and barriers that are specific to the culture.

From a physical activity recruitment and retention perspective, it is important for program professionals to earn credibility within the targeted community. This can be achieved through developing relationships with community leaders who can provide support for the program. Church leaders, health care providers or other trusted community members can help to increase recruitment and participation in physical activity programs.

Consider the characteristics of the targeted audience when designing recruitment materials. Images on posters, language on promotional materials etc. will help the program to appear more culturally relevant and be more effective in attracting potential candidates. Materials should be distributed specifically to the community that it is to address. For example, flyers can be mailed to those who subscribe to a specific ethnic publication.

The location of the program can also have an influence on its success. Places of worship are a significant part life for many cultures. Church sponsored initiatives such as walking programs can help to integrate culturally specific activities, spirituality and social support within the comfort zone of the targeted community.

The personnel that deliver the physical activity programs can play a large role in the effectiveness of programs targeting ethnically diverse populations. Not only should personnel be knowledgeable about physical activity, if possible they should be selected from within the community because they are trusted and important community members.

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Sample of an Effective Ethnically Diverse Program

The objectives of the program are to (a) add at least one new physical activity resource in concert with diverse populations; (b) involve adults in walking clubs to engage them in a minimum of 30 minutes of walking, three times a week, for least three months; and (c) organize other community based activities and events to increase awareness of the benefits of physical activity involving community members. Organize local advisory committees to identify program priorities such as affordability, intensity, family friendliness, language of delivery, theme, etc. Walks will include physical activity training and discussion about active lifestyles. Walking club participants will have face-to-face contact with an activity specialist when they join and receive a follow-up phone call at six months and one year. The specialist will address questions, discuss activity frequency and help the individual overcome barriers.

In summary, programs targeting ethnically diverse population should ⁴:

- Earn credibility with community and religious leaders;
- Build collaborations within the community and leverage community resources;
- Advertise using words, pictures, fonts and messages that are culturally relevant;
- Translate messages without losing the meaning of the message;
- Use personnel of matching ethnicity as role models to recruit for or deliver the intervention whenever possible;
- Build on already existing groups to recruit participants;
- Get input from community personnel about all aspects of the program;
- Facilitate focus groups with community leaders and community participants;
- Offer culturally relevant incentives;
- Offer programs at churches and community settings;
- Include the family and extended family in program activities; and

⁴ Developing Effective Physical Activity Programs – Physical Activity Intervention Series, Ransdell, Dinger, Huberty, and Miller. Human Kinetics, Canada.

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- Provide child care for parents wherever possible.

CHANGING BEHAVIOURS

There are eight generally accepted conditions that are necessary for an individual to change behaviour - such as incorporating more physical activity into daily living.

- The person has formed a strong commitment to perform the behaviour.
- There are no environmental constraints that make it impossible for the behaviour to occur.
- The person has the skills necessary to perform the behaviour.
- The person believes the advantages of performing the behaviour outweigh the disadvantages.
- The person perceives more social pressure to perform the behaviour than to not perform the behaviour.
- The person perceives that the behaviour does not violate their personal standards.
- The person's emotional reaction to performing behaviour is more positive than negative.
- The person has confidence that they can execute the behaviour under a number of different circumstances.

COMMUNITY DESIGN CONSIDERATIONS FOR ACTIVE COMMUNITIES

Designing new neighbourhoods and retrofitting existing open spaces and facilities can provide tremendous opportunities to influence active lifestyles. The goal is to create active transportation systems and open spaces that encourage physical activity in a safe environment while reducing harmful automobile emissions. The opportunity to create community design guidelines and review plans at the outset provides opportunities for Community Services, Engineering Services, and Planning and Development Services to work together and demonstrate a leadership role in encouraging active lifestyles. Ideally, active communities would have all or most of the following elements in play:

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- Mixed-use communities that provide more local services to encourage walking and cycling versus the use of the automobile;
- Safe routes to schools that incorporate sidewalks, allow groups of children to walk safely together with an adult, and have good visibility;
- Community connectivity through the use of sidewalks, cycling paths and the trails through parks;
- Bike lanes that allow cyclists to safely share the road with cars as well as connect residents to major hubs within the community (e.g., schools, major parks, community centres, business areas and the public transit system);
- Design legible street signage and on-site information to encourage further exploration on foot (landmarks, local history and environmental interpretation);
- Designs with consideration to all weather types, ensuring shade, shelter and seating that are easily accessible within community networks;
- Designs that welcome all forms of active transportation (walking, dog walking, jogging, in-line-skating, cycling), allowing people to be both active and safe;
- Ensure safe and convenient active transportation for all individuals, as well as integrating the needs of people with limited abilities by building and maintaining facilities that are physically and socially inclusive. Utilize universal design options that allow persons living with disabilities to be active easily; and
- Ensure safety to residents by providing parking, lighting in strategic areas and security if required.

SECTION FOUR: ONE VISION – ONE PLAN; EVERYONE PLAYS THEIR PART

The Town of Milton and the community stakeholders have been proactive in addressing the issue of inactivity by providing and enabling a wide range of active leisure choices and participating at the regional level in the development of a broader physical activity plan. This Plan is specific to Milton to ensure that people of all ages and backgrounds are supported in being aware of the benefits of and becoming more active by all those with like-minded goals including but not limited to: education; community services; public health; private providers; and community organizations.

OUR VISION FOR AN ACTIVE MILTON

All plans and initiatives must paint the picture of a 'desired future' to align priority actions with resources in order to achieve the stated vision over time. The Milton Physical Activity Plan describes the outcomes of the collective actions of residents and community partners in tackling physical inactivity.

“All Milton residents and employees are more active, more often and are healthier as a result”

The goal of the Milton Physical Activity Plan must be in alignment with and consider the overall goals housed in the Integrated Pan-Canadian Healthy Living Strategy, Healthy Communities Ontario and Active Halton.

Physical activity targets for the Integrated Pan-Canadian Healthy Living Strategy were set in 2008 and can be stated as:



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- To increase by seven percentage points, by 2015, the proportion of children and youth who participate in moderate to vigorous physical activity over and above activities of daily living; and
- To increase from 11,500 steps to 14,500 steps per day, by 2015, the average number of steps taken by all children and youth; which is equivalent to 30 minutes per day.

Active Halton's goal is to increase activity levels by 20% by the year 2012.

Milton Physical Activity Plan – Overall Goal

“To provide encouragement, resources, education, infrastructure and programs to ensure that Milton residents and employees are able to be more active, more often.”

GUIDING PRINCIPLES

All good plans involve Guiding Principles that act as touchstones at key decision points during the development, implementation and evaluation of the plan's various elements. The following principles will guide and inform the elements of Milton's Physical Activity Plan.

1. There is recognition that improving physical activity levels within the community will take decades to see the significant changes needed. Ongoing commitment by all community partners is critical to our success.
2. There is evidence that a collective and coordinated approach by community stakeholders brings with it greater achievements in increasing activity levels. At a minimum, a commitment is needed by the municipality, school boards, community and sport organizations, social agencies, the Halton Region Health Department, Conservation Authority and private providers. Each will understand their role and will play their part.
3. The approach to increasing physical activity levels will capitalize and promote existing physical activity opportunities within the community and address gaps if and where they exist.

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4. All residents are included; an inclusive approach is used, responding to the diversity of the community. Particular attention is taken to include under-represented groups such as persons with disabilities, culturally diverse groups and individuals, and low income residents, at a minimum. Different approaches may need to be taken to include different groups.
5. New and needed initiatives will be introduced to keep the Plan fresh and act as a frequent reminder that physical activity continues to be important in Milton.
6. Communications will play a key role in messaging the awareness needed (physical activity promotion) and keeping the issue of physical activity top of mind. Existing and new opportunities (initiatives, programs, facilities and unstructured opportunities) are maximized using a wide array of communications vehicles to promote physical activity.

KEY RESULT AREAS, GOALS AND RECOMMENDED ACTIONS

Milton's Physical Activity Plan considers the excellent programs and initiatives already in place within the community to increase physical activity, and looks to evidence-based practices and initiatives that have been successful in other jurisdictions. The Plan is presented over a five-year timeframe with the thought that the proposed oversight committee would review and refine the plan annually after considering the successes and challenges experienced over the course of the preceding year. The plan will remain flexible and will rely on input from like-minded stakeholder groups to keep the plan fresh and keep physical activity 'flashing on the radar screen'.

Key Result Area One: Community Partnerships and Capacity Building

Objective: To strengthen and nurture community partnerships and build capacity within neighbourhoods in order to increase the number of residents who will promote and enable physical activity.

Key Result Area Two: Communications and Social Marketing

Objective: To listen to what the community needs, promote what opportunities exist and to offer consistent messaging around the importance of increasing physical activity.

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Key Result Area Three: Policy, Social Supports, Programs and Initiatives

Objective: To develop a supportive environment for residents to increase their level, duration and intensity of physical activity through the development of policies, providing social supports and the provision of programs and services.

Key Result Area Four: The Built Environment

Objective: To provide parks, open spaces, a connected community, and facilities that are welcoming, accessible, safe, and will prompt physical activity.

Key Result Area Five: Including all Milton Residents

Objective: To ensure that under-represented groups have barrier free access to active opportunities.

Key Result Area Six: Physical Activity Measurement and Plan Evaluation

Objective: To measure the effectiveness of the Physical Activity Plan and its impact on the physical activity levels of residents.

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Milton Physical Activity Plan Recommended Actions

Key Result Area One: Community Partnerships and Capacity Building

Objective: To strengthen and nurture community partnerships and build capacity within neighbourhoods in order to increase the number of residents who will promote and enable physical activity.

Recommended Actions	Year One	Year Two	Year Three	Year Four	Year Five
Develop a Steering Committee of community partners to implement the Physical Activity Plan (terms of reference, terms of office, role clarity and Plan accountabilities). The Committee should be made up of representatives from community sport, community health, education, other like minded associations, medical field, ensuring a balance of gender, ability, cultural diversity and the skills and competencies to support the Plan.	√				
Identify and engage early adopters (supportive individuals and organizations) who can assist in leading active community initiatives (neighbourhood walking clubs, active schools, conditioning for sports clubs etc.).		√			
Ensure there is alignment with Active Halton’s Blueprint for Action to reduce duplication and create synergy within the actions highlighted in the Plans.	√				
Appoint ‘community champions’ who are visible and can credibly promote the physical activity message.	√	√	√	√	
Continue with promotion and education of Milton’s approved ‘Pedestrian Charter’ and have all like-minded organizations pledge their commitment to increasing the level, duration and intensity of physical activity in Milton. Ensure the Charter is displayed in visible and prominent places.	√				

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Recommended Actions	Year One	Year Two	Year Three	Year Four	Year Five
Host an annual one-day session to update groups and individuals on the latest research in increasing physical activity, with joint discussions on initiatives, successes and updates to the Physical Activity Plan. This may be an opportunity to partner with Active Halton.		√	√	√	√
Develop a 'Charter for an Active Milton' and have all like-minded organizations pledge their commitment to increasing the level, duration and intensity of physical activity in Milton. Ensure the Charter is displayed in visible and prominent places.			√		
Develop and maintain a database of organizations and individuals that are interested in physical activity; keep them involved and informed.	√	√	√	√	√
Provide training, support and tools to organizations in order to develop the capacity to increase physical activity levels in participants.			√		
Develop an award program that sets about to recognize groups and individuals that have furthered the ability of the Milton community to increase physical activity choices and initiatives.				√	
Develop and distribute a website tool kit that enables neighbourhood groups to host active events for families including unstructured family play/sport events in parks.				√	

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Key Result Area Two: Communications and Social Marketing

Objective: To listen to what the community needs, promote what opportunities exist and to offer consistent messaging around the importance of increasing physical activity.

Recommended Actions	Year One	Year Two	Year Three	Year Four	Year Five
Develop a logo, branding and tag line that capture the 'get active' message. Brand the Physical Activity Plan so that all active opportunities and initiatives in Milton show the branding and key message (suggest that schools be engaged in this process). Milton may choose to align its branding with Active Halton.	√				
Create a website that is accessed through stakeholder websites and is hosted on the Town website. Keep the site updated with the key elements of the Plan, successes and achievements, new research, launch of new programs and initiatives activity tracking tools and awards and recognition efforts. Consider contracting the Leisure Information Network (LIN) to provide summaries of the latest research and other promising practices.	√				
Summarize and promote all physical activity programs and services available within Milton in the Community Services Guide and on the website, as a minimum. Develop a family passport that tracks annual events and participation for prizes and recognition.	√				
Develop a media partner(s) to provide regular articles and features on increasing physical activity.			√		
Inventory all organizational websites and communication vehicles in order to broaden the reach of the messaging surrounding physical activity.		√			
Develop a launch of the Plan that is visible, possibly part of a large event that maximizes media coverage and community engagement.	√				

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Recommended Actions	Year One	Year Two	Year Three	Year Four	Year Five
Develop key messages and guidelines regarding the frequency of delivery and the communications vehicles in order to develop a coordinated social marketing plan. Work with the Health Department to align with their key messages on physical activity.		√			
Use the Community Services Guide to promote active opportunities, upcoming events, updates on the Physical Activity Plan and testimonials from residents all with a view to encourage an increase in activity.	√	√	√	√	√
Take advantage of community events by developing a booth that serves to promote physical activity, community opportunities and physical activity challenges. Track number of conversations and information disseminated.	√	√	√	√	√
Provide maps of all active play and sport areas in the community on websites.		√	√	√	
Work with Libraries to enhance the distribution of Pedometer Kits, feature research and resources on physical activity.	√				
Utilize Community bulletin and display boards to highlight compelling messages and research 'sound bites' on physical activity.		√			
Capitalize on 'June is Parks and Recreation Month' whereby a focus is placed by all interested agencies and organizations to highlight the importance of being active.		√	√	√	√
Capitalize on Family Day and 'Heart Health Month' in February to promote a winter physical activity campaign.		√	√	√	√
Develop presentations on the importance of physical activity, its benefits and how to improve one's level of activity that are age specific. Have these available for presentations to Milton groups.		√			

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Key Result Area Three: Policy and Social Supports, Programs and Initiatives

Objective: To develop a supportive environment for residents to increase their level, duration and intensity of physical activity through the development of policies, providing social supports and the provision of programs and services.

Recommended Actions	Year One	Year Two	Year Three	Year Four	Year Five
Review organizational policies to ensure that barriers to participation are reduced (access policies to address costs, transportation and equipment), physical activity and stretching opportunities are provided throughout the camp day, etc. Further, ensure that workplace policies and programs are in place (Town - Year 2, partners - Year 3).		√	√		
Equip social services support workers with a kit for their respective clients to encourage participation and promote no cost/low cost opportunities and subsidy programs. Include the FAIR program from Active Halton and Family Fun from the Health Department at a minimum.		√			
Continue to track the successes of mandatory physical activity in schools and promote innovative approaches and successful programs. The Ontario Physical and Health Education Association (OPHEA) provides support for the daily Physical Activity requirement and would be a likely partner		√			
Create an inventory of existing afterschool physical activity opportunities and determine the need for providing additional activities targeting neighbourhoods/lower income areas.		√		√	
Develop a protocol to assess levels of physical activity in schools; develop a report card to release findings.			√		
Work in concert with community partners to expand the 'walking school bus' concept in elementary schools.	√	√	√	√	√

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Recommended Actions	Year One	Year Two	Year Three	Year Four	Year Five
Introduce neighbourhood opportunities in local parks to animate parks into 'Living Community Centres'.			√		
Introduce physical activity into every camp day and provide a tool kit to other camps to do the same (Town – Year 1, partners – Year 3).	√		√		
Introduce stretch breaks and promote physical activity into non-active programs offered.		√			
Support Active Halton's Blueprint for Action to increase the number of businesses that have workplace wellness policies and programs in place through alignment with the Economic Development Department.				√	
Milton to work with Active Halton to engage physicians to prescribe physical activity and communicate the importance of physical activity to patients.		√			
Ensure that each group and agency supporting the work of the Physical Activity Plan has a workplace wellness program in place to demonstrate leadership.		√			
Develop an 'Active Living Rewards' program that offers a web based tool to track individual and family participation and draws for rewards for increased participation.				√	

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Key Result Area Four: The Built Environment

Objective: To provide parks, open spaces, a connected community, and facilities that are welcoming, accessible, and safe and will prompt physical activity

Recommended Action	Year One	Year Two	Year Three	Year Four	Year Five
Continue to place priority on local access to active transportation routes, trails, connected paths, and bike routes.	√				
Continue to ensure that all active spaces and facilities are audited on a regular basis to ensure that they are safe, welcoming, prompt activity through signage, and meet accessibility requirements.	√		√		√
Active involvement in the planning, construction and refurbishment of recreation, parks and trails infrastructure to maintain and improve the capacity of Milton, Conservation Halton and other public and private providers to supply active spaces and opportunities.	√	√	√	√	√
Develop low cost/no cost equipment provision for use in active spaces (e.g., bikes, helmets, skates, skateboards etc.).				√	
Develop and/or provide tool kits for groups working with residents of varying backgrounds to promote physical activity and participation in sports.				√	
Work with Active Halton to Install signage that encourages people to take stairs instead of elevators. Insert signage in bus shelters – for example, “5,000 steps to the next bus shelter, do you have the time to be more active for your health?” and other prompts that promote physical activity within the community.			√		
Mark kilometres and active transportation routes on trails, sidewalks and signage that encourage residents to increase their activity.			√		

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Recommended Action	Year One	Year Two	Year Three	Year Four	Year Five
Place signage in facilities that encourages parents and caregivers to walk around the facility before or while their child/charge is taking lessons or participating in an activity.		√			
Provide areas where bicycles can be kept securely at bus stops, shopping centres, community centres, stores, in parks, and along pathways.	√	√	√	√	√
Continue to design parks and open spaces with shade, benches and adequate tree cover in active spaces. Refer to Halton Region Health Department paper on Walkable and Transit Supported Communities.	√	√	√	√	√

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Key Result Area Five: Including all Milton Residents

Objective: To ensure that under-represented groups have barrier-free access to active opportunities regardless of their background and circumstance.

Recommended Actions	Year One	Year Two	Year Three	Year Four	Year Five
Keep the database of groups, agencies, associations, and places of worship current that may serve residents who may be experiencing barriers to engage in active pursuits.		√			
Host annual focus groups with members of under-represented (e.g., persons with disabilities, ethnic and culturally diverse groups, lower income, women and girls, and other relevant groups mentioned in the Human Rights Code) to determine what barriers to participation are faced, and what can be done to overcome those barriers in Milton. Work in partnership with social and related agencies and demonstrate a clear commitment that all residents are to be included and that their needs will be a focus.			√	√	√
Continue to highlight the full diversity of the community on all visual promotional and communications materials promoting active choices.	√				
Make efforts to recruit and train youth with diverse backgrounds and abilities to become engaged in delivering appropriate recommended actions of the plan.			√		
Continue to strengthen the access policy to ensure that lower income families can participate in all sports and physical activities and can obtain the related equipment.	√				
Encourage minor sports groups to adopt formal fee assistance policies and respective programs.			√	√	√

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Recommended Actions	Year One	Year Two	Year Three	Year Four	Year Five
Continue to provide space and support to groups of varying backgrounds who want to promote and lead physical activities and sport development that are popular within their particular groups considering increased interests in particular sports and activities.	√	√	√	√	√
Make special outreach approaches and host introductory sessions of traditionally Canadian activities and sports for under-represented groups including but not limited to: women and girls; culturally diverse populations; persons with disabilities; and low income residents.			√		
Develop and/or provide tool kits for groups working with residents of varying backgrounds to create awareness of the physical activity and sport opportunities.				√	

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Key Result Area Six: Physical Activity Measurement and Plan Evaluation

Objective: To measure the effectiveness of the Physical Activity Plan and its impact on residents.

An annual report card will be developed to report on the achievements and challenges of increasing physical activity in Milton. Year one would be spent refining the measures, collecting baseline data and setting quantitative targets. It will be important to work with Active Halton to ensure that there is consistency in what is measured and how data is collected and analyzed. Year two and subsequent years would be spent comparing results year over year, adjusting the Plan and reporting out to stakeholders, the public, organizational Boards of Directors and Councils. The following list of measures are offered for consideration as the measures are refined in year one.

Key Result Area	Suggested Measures	Collection Methodology
Community Partnerships & Capacity Building	1. Number of community partners/like-minded organizations and their membership/participants	1. Annual data collection, permit numbers, and registration data
Communications and Social Marketing	1. Numbers reporting awareness of the importance of physical activity 2. Website hits and visits each month and year 3. The reach (impressions) of the messaging surrounding physical activity	1. Phone survey 2. Hits and visits to relevant websites 3. Print impressions and distribution of information
Policy, Social Support Programs and Initiatives	1. Resident activity levels 2. Capacity and usage of directly-offered programs and casual drop-in opportunities by age group 3. New programs initiated and participation 4. Number of workplaces with wellness policies, programs and participants 5. Participation in physical activity related events	1. Community Health Survey Data through Health Canada 2. Registration data 3. Registration data 4. Public Health data 5. Track event participation
Built Environment	1. Use of facilities and parks for active uses (permits) 2. Kilometres of trails 3. Trail usage 4. Kilometres of safe active transportation routes	1. Permit data 2. New kilometres of trails built 3. Trail use monitoring 4. Baseline and additional trail kilometres
Including All Milton Residents	1. Increased participation in new and existing programs/initiatives for under-represented groups	1. Track usage of baseline and new programs and initiatives for underrepresented groups
Plan Evaluation	1. The extent to which the objective and actions mapped out per year are being met	2. Plan tracking and reporting on successes and challenges

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IMPLEMENTATION AND COSTING

Many approaches to increasing physical activity in Milton are currently underway, which makes implementing the Physical Activity Plan simpler as the initiatives have momentum and the issue is supported by a multi-faceted group of organizations and institutions. What the strategy lacks for Milton is a coordinated and collective approach with focused measurement. It is suggested that the steps in implementing the plan include:

1. Presentation at public meetings to ensure that the Plan is targeted and meets community expectations;
2. Presentation to Council and other Boards of Directors to gain approval of the approach and the resources needed for each organization to play their part;
3. The formation of a Community-wide Committee made of key stakeholders with the needed skills and competencies to execute the Plan;
4. The development of a Terms of Reference to guide the work of the committee;
5. The development of a visible launch to bring importance to the plan;
6. The development of a marketing and communications plan that will serve to promote what physical opportunities exist combined with some social messaging to prompt behavioural change; and
7. Confirm how the effectiveness of the plan and its efforts will be measured.

Annual funding requests will be tied to specific objectives of the Plan each year, and weighed against other priorities. Staff will work with the Steering Committee, community partners and others to assist in the implementation, trying to maximize existing resources and streamline programs and services that support the objectives of the Plan. Services in kind, volunteerism, community partners, budget allotments, applications for grants from government ministries, foundations, and the private sector will help to support the Plan's objectives. It should be noted that staff resources to support the strategy will come from existing resources in years one to three. It is anticipated that as the initiatives and programs expand and success is seen, requirements for additional resources should be revisited in years four and five.

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CONCLUSION

The Town of Milton has taken proactive steps to improve the health and active lifestyles of its residents through the development of the Physical Activity Plan. The community provides many active pursuits, but further promotion and community activation will need to be a focus over the next decade. The Milton Physical Activity Plan provides a coordinated approach with like-minded community partners and initiatives that will create a healthier community in the long run. Council, staff, and community partners must continue to provide energy to the process, and make the physical health and wellness of Milton's residents and employees a priority.

APPENDIX A

COMMUNITY & PRIVATE OPPORTUNITIES FOR PHYSICAL ACTIVITY

Aquatics	Carole Murray's Swim Academy Halton Hills Association of Synchronized Swimmers Milton Marlins Swim Team Milton Masters Aquatic Club
Baseball	Brookville Masters So Pitch League Brookville Minor Baseball Association Campbellville Minor Baseball Association Milton Coed Slo Pitch League Milton Girls Baseball Association Milton Ladies Slo Pitch League Milton Mens Slo Pitch League Milton Minor Baseball Association Milton Old Friends Slo Pitch League Milton Red Sox Senior Baseball Club
Basketball	Milton Mad Dawgs Youth Basketball Milton Men's Basketball League Milton Youth Basketball Special Olympics Basketball -Milton Scorpions Stags Basketball Club
Biking	Milton Bicycle Club Track 2000, Milton BMX
Bowling	Darbyville Croquet Club Milton Lawn Bowling Club



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Broomball	Halton Broomball
Community/Social	1st & 2nd Milton Cubs 1st Campbellville Scouts 2990 Lorne Scots Army Cadet Corps. 7th Milton Scouts 820 Chris Hadfield Air Cadets Girl Guides of Canada Imperial Order Daughters of the Empire (IODE) Knights of Columbus Lions Club of Milton Maplehurst Activity Committee Milton Kinsmen Club Navy League Milton Branch Optimist Club of Milton Order of the Eastern Star Rotary Club of Milton Royal Canadian Legion Branch #136 Sobeys Social Group
Curling	Milton Curling Club
Dance	Dance Element Dance Elite Finnegan School of Irish Dance Jacqueline Smith School of Dance The Dance Shoppe Western Ontario Highland Dancers Association
Darts	Milton Recreational Dart League
Fencing/Pentathlon	Milton Fencing & Pentathlon Club

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Fitness, Active Living and Wellness

Aradia Fitness Pole Dancing Studio
Average Joe's of Milton, Inc.
Curves
GoodLife Fitness Clubs (2)
Living Well Pilates
Premier Fitness
PUR Fitness
Regenesis Personalized Fitness
Snap Fitness
The Fitness Studio for Women

Football

Flag Football – Adult League

Gymnastics

Milton Springers Gymnastics Club

Hockey

Adam Bennett 3 on 3 Hockey League
Men's Hockey Groups (18)
Ball Hockey Leagues (2)
Halton Hurricanes AAA Minor Hockey Alliance
Milton Ice Hawks Junior A Hockey Team
Milton Hockey League (Men's and Women's)
Milton Mighty Ducks Floor Hockey Team
Milton Minor Hockey Association
Milton Pleasure League
Milton Sharks Floor Hockey
North Halton Girls Hockey Association
Open Ice 3 on 3 Hockey
Russell Hockey Enterprises
Youth Hockey Schools (7)

Horseriding

Halton Hay Stables
Old Orchard Farm
Rocky Ridge Ranch

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Lacrosse	Milton Lacrosse Association (Minors)
Martial arts	Academy of Martial Arts Cead Bua Fighting Faction Circle of Friends Tai Chi Fighting Griffin Hundo Martial Arts Milton Kendo Club Milton School of Jiu-Jitsu Milton Tsuruoka Karate Tai Chi Healthy Bodies/Healthy Minds
Other	Independent Living Halton Community Living North Halton Drury Centre
Skating	Antoine Efficiency Skating Halton Skating School Milton Skating Club Milton Speed Skating Club
Skiing	Glen Eden Ski Area Halton Outdoor Club Milton Heights Racing Club
Soccer	Soccer Chargers - Indoor Soccer Schwarz - Weiss Soccer Club Milton Gunners Soccer Club Milton Ladies Soccer Over 25 Milton Soccer Academy Milton Soccer Coaches Team Milton Soccer League Milton Youth/Milton Magic Soccer Club

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Sport Clubs	Milton Sport and Social Club Urban Sports Club
Tennis/Racquet Sports	Milton Badminton Club Milton Tennis Club Milton Squash Club Nassagaweya Tennis Club
Volleyball	Milton Adult Competitive Volleyball Milton Co-Ed Volleyball Adult League Milton Inter-Church Volleyball Milton Ladies Volleyball Milton Storm Girls Volleyball Club Women's Recreational Volleyball
Walking/Running	Milton Mall Walkers Milton Runners
Wrestling	Milton Dynamo Wrestling Club
Yoga/Pilates	Inner Sanctum Yoga Vitality Yoga Living Well Pilates Nia

Source: *Town of Milton Website, Town of Milton Community Services Guide, May 2009*

APPENDIX B – HALTON PHYSICAL ACTIVITY RESOURCES AND STRATEGIES

Name of the Initiative/Program	Description	Participation Numbers	Outcomes/Comments
Conservation Halton: Halton Hikes Trail Guide Produced by Conservation Halton and includes a pedometer.	A publication that promotes hiking trails and outdoor adventure sites in Halton. The guidebook's unique <i>Footsteps for Trees</i> walking campaign prompted the planting of thousands of trees throughout Halton using pedometers to track outdoor physical activity/footsteps and reports on the Conservation Halton website.	1 st Edition released last year. In total, 8,000 copies of the guide were printed (5,000 sold and 3,000 free copies went to Region and local municipalities, including Milton).	Positive comments received, very useful to hikers. 2 nd Edition (<i>More Halton Hikes</i>) was released in December 2008. 5,000 copies printed to date.
Conservation Halton: Parks (Kelso, Hilton Falls, Rattlesnake Point, Mt. Nemo, Crawford Lake, Mountsberg)	Conservation area parks provide trails and green spaces for walking, hiking, swimming, rock climbing, cross country skiing, snow shoeing and mountain biking for residents and visitors. Also popular with school groups.	In 2008 had over 475,000 visitors.	Sold 3,100 Annual Park Memberships in 2008
Conservation Halton: Glen Eden Ski & Snowboard Centre	Glen Eden attracts local residents and visitors to participate in winter skiing, snowboarding, and tubing. It is also ideal training facility to introduce beginners to skiing and snowboarding with affordable all inclusive packages (i.e., Discover Ski/Snowboard). Also popular with school groups.	In 2008 had over 175,000 visitors.	During 2007/2008 season, sold 2,100 season passes. So far during the 2008/2009 season, have sold over 4,500 season passes.
Town of Milton – Active Programs (2008)	The Town of Milton offers a balance of active programs for all ages as well as trails, active	Cardio Weight Room: 23,308 Fitness Classes: 11,739	The Town of Milton offers a wide range of active

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Name of the Initiative/Program	Description	Participation Numbers	Outcomes/Comments
	green space and amenities, and active spaces in facilities.	Cycle Classes: 1,023 Aquafit: 7,466 Public Swim: 56,107 Registered programs: 97,645 Drop-ins: 165,101 Total participation: 282,974	programs for all age groups to; introduce skill mastery, create supportive social environments, team work, strong neighbourhoods and community pride and cohesion
Town of Milton - Indoor Rental Space Recreation facilities, schools, community halls & multi-use space.	Community Services offers a variety of spaces for affiliated and private community use related to recreational activities. Organizations utilize multi-use space, swimming pools, ice pads, gymnasium and community halls to facilitate their programs and services.	<u>REGISTRATION</u> (Adult and Youth) Badminton: 30 Ball Hockey: 150 Basketball: 610 Gymnastics: 2,800 Hockey: 3,136 Lacrosse: 266 Skating: 1,850 Speed Skating: 45 Competitive Swimming: 190 Indoor Volleyball: 600 Total: 9,677 registrants	Objective is to provide indoor space at reasonable rental rates to allow for recreational programs that serve community needs. Making space available encourages groups to develop their own programs which in turn assist with the development of a healthy and sustainable community.

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Name of the Initiative/Program	Description	Participation Numbers	Outcomes/Comments
Town of Milton - Outdoor Rental Space Sports Fields, Tennis Clubs, Parks.	Community Services offers a variety of spaces for affiliated and private community use related to recreational activities. Organizations utilize baseball diamonds, soccer fields, tennis courts, skateboard / BMX, parks and trails to facilitate their programs and services.	<u>REGISTRATION</u> (Adult and Youth) Baseball (hardball/softball/slo-pitch): 1,590 Football (flag & tackle): 142 Soccer (indoor-outdoor): 4,250 Tennis: 900 Ultimate Frisbee: 140 Beach Volleyball: 450 Total: 7,472 registrants	Objective is to provide outdoor space at reasonable rental rates to allow for recreational programs that serve community needs. Making space available encourages groups to develop their own programs which in turn assist with the development of a healthy and sustainable community.
Milton Community Resource Centre (MCRC) Active Programs	The Milton Community Resource Centre provides active programs for moms with infants and toddlers, as well as pre-school children.	Music & Movement: 1,050 Shimmy & Shake: 280 Mom & Baby: 1,800 Stroller Fit: 432 Yogi ABC: 280	Objective is to provide an opportunity for physical activity in a fun and stimulating learning environment.
MCRC Summer, Winter, PA Day & March Break Camps	MCRC provides a Ministry-regulated, licensed and subsidized programs for children in JK/SK, and grades 1 to 6. Special events, guest appearances and club activities provide children with a stimulating and thought provoking environment.	There are a total of 3 locations offering camp programs. Two of the locations are licensed for 30 each and the third location is licensed for 23 children.	Objective is to provide an opportunity for physical activity in a fun and stimulating learning environment. During camps, daily physical activities are provided as swimming, walks to the park, and various group games.
MCRC Youth Dances	MCRC's Friday Night Youth Dances are for children in Grades 5 to 8. The Youth Dance is	A total of 8 dances are held from September to May, from	Objective is to provide an opportunity for physical

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Name of the Initiative/Program	Description	Participation Numbers	Outcomes/Comments
	held as a fundraising activity for MCRC. Proceeds go directly towards MCRC programs for children and families in Milton. All dances are chaperoned by staff and parent volunteers.	6:30 to 9:30 pm. Total participants are 300 to 320 per dance. (Equivalent of 8 dances x 300 participants = 2,400 participants per year).	activity among children in grades 5 through 8.
Halton Region Health Department: Active and Safe Routes to School (ASRTS)	Program that supports children walking to school.	The Pilot Project was used in eight elementary schools in the Halton Region in 2008. The evaluation has resulted in 22 go forward recommendations. For 2009 there is one participating school in Milton and 14 schools in Halton.	Promotion included walking routes and a walking school bus. The project has now been completed, and there is a final report under development.
Halton Region Health Department: walkON	A program that educates and supports action regarding community walkability (including access to amenities, safety, density, connectivity, and aesthetics) for the community at large.	March 2007 to November 2009 there have been 40 information sessions across Halton, with four of those in Milton.	See website for further information www.icanwalk.ca
Halton Region Health Department: Library Pedometer Lending	<i>"Count Your Steps to Better Health"</i> is a program that increases access to pedometers through the local public libraries in each Halton Region municipality.	June to September 2009: 109 kits lent out.	The Halton Region Health Department (HRHD) launched the Pedometer Lending Program in 2007 on a pilot basis in partnership with Milton Public Library.
Halton Region: Live Outside the Box	An electronic-based program that encourages physical activity over screen time.	5 schools, 118 students	The challenge has been implemented by these Milton schools: St. Anthony of Padua, Martin Street, Robert Baldwin, and

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Name of the Initiative/Program	Description	Participation Numbers	Outcomes/Comments
Halton Region Health Department: Walk This Way	A self-help kit that supports adults to become more active by building walking into their daily routine.	253 kits given out in 2009.	Ecole Elementaire Catholique Sainte-Nicolas. Ongoing promotion with bookmarks throughout the community, at fairs, in the library and in workplaces.
Halton Region Health Department: Physical Activity Resources	Resources that support physical activity for the community at large.		Includes posters and pamphlets which can all be ordered through Halton Region.
Halton Region Health Department: Active Halton	A network of community partners working to increase physical activity in Halton.	60 network members and 15 steering committee members	
Halton Catholic District School Board Halton Athletic Association	Inter-competitive programming between various schools. Coaching is supplied by staff members. Involves leagues, tournaments, and drop-in club programming.		
Halton Catholic District School Board Intramurals	Intramurals are offered as non-competitive leagues in individual schools, or as co-curricular leagues between schools that provide cross-country running, basketball, volleyball and track and field.		Especially prominent in Milton schools. Use of school facilities plus the Milton Leisure Centre.

APPENDIX C

INTERNATIONAL, NATIONAL, AND PROVINCIAL STRATEGIES AND INITIATIVES

Organization	Strategy/Initiative and website	Objectives
<p>Government of Ontario – Ministry of Health Promotion</p>	<p>Healthy Communities Ontario www.Ontario.ca</p>	<p>New Strategic Directions to support Healthy Communities Include;</p> <ul style="list-style-type: none"> a) Influencing Public Healthy Policy b) Supporting Strategic Partnerships c) Leading the government’s Health Promotion Initiatives d) Influencing and Oversight of Public Health e) Valuing Sport and Recreation <p>Physical Activity Promotion Programs include:</p> <ul style="list-style-type: none"> ○ Pedometer Challenge – Log on and compare your steps taken per day to other Ontarians ○ Lifestyle Information Network – provides education and awareness through current research and informative articles ○ Activity Tools – provides tools to assess your current fitness level (target heart rate, body mass index) ○ Media – provides posters promoting sports and physical activity ○ Leslie and Lindsay the Loons – cartoons to promote physical activity in children ○ Pause to Play – promotes sports and physical activity and connects to sports governing bodies of interest and encourages children to put down the controller and pause to play ○ Trails Open Pilot – promotes trail use, physical activity and healthy lifestyles ○ HEAL – Healthy Eating and Active Living is an initiative to promote the

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Organization	Strategy/Initiative and website	Objectives
		positive health impacts of nutrition and an active lifestyle.
Canadian Council for Health and Active Living at Work (CCHALW)	Advancements of Key Project Web Sites www.cchalw.ca	The objective of this project is to update, enhance and promote the Business Case for Active Living at Work and the Stairway to Health initiative Web sites.
Governments of Canada and Ontario	Summer and Winter Active www.Prontario.org www.summeractive.org	Get Up – Get Out Program to promote and enable communities across Canada to engage in physical activity. Communities are asked to register activities for two 10 day periods (summer and winter) each year.
Canadian Fitness and Lifestyle Research Institute (CFLRI)	Physical Activity and Sports Benchmarks/Monitoring Program www.cflri.ca	The objectives of this project are: (1) to provide reliable data on the physical activity levels and patterns of Canadians; and (2) to analyze and report on the health, social, and economic factors that support and hinder regular physical activity so that governments can report on progress towards policy goals in the area of physical activity for health, and consider how trends may influence the development of future public policy.

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Organization	Strategy/Initiative and website	Objectives
Canadian Paediatric Society	Paediatricians Promoting Physical Activity for Children and Youth www.cps.ca	The objectives of this project are: (1) to enhance the ability of current and future physicians to support and promote healthy active living in the clinical setting through an educational module developed for family medicine residents; (2) to improve the capacity of paediatricians to serve as physical activity advocates in their communities; and (3) to improve the effectiveness of physical activity interventions in the physician's office.
Halton Region Health Department- Preschool Initiative	A Social Marketing Campaign that will target parents of children aged 0 to 4 years about the importance of physical activity and nutrition.	
Canadian Parks and Recreation Association	Everybody Gets to Play (EGTP) www.cpra.ca	The objective of this project is to increase access to recreation opportunities for low-income children and youth. In doing so, this project focuses on building partnerships and capacity at the national, provincial/territorial and community level in order to deliver EGTP resources and training to thousands of recreation practitioners and volunteers. This project also seeks to establish a more coordinated network of organizations working in collaboration on a common strategic platform.
Canadian Society for Exercise Physiology (CSEP)	Ideas to Action: Healthy Living in Canada www.csep.ca	The objective of this project was to host the 2005 CSEP conference which brings together national and international experts in the fields of physical activity, nutrition, and chronic disease in order to bridge the knowledge gap and develop integrated strategies in support of the Pan-Canadian Healthy Living Strategy.

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Organization	Strategy/Initiative and website	Objectives
Canadian Society for Exercise Physiology (CSEP)	Canada's Physical Activity Guides (and support resources) for Children and Youth www.csep.ca	The objective of this project is to further develop the implementation strategy to increase the utility of the Guides and support resources through the offering of cross-Canada workshops targeted to teachers.
Coalition for Active Living	Engaging Canada in the CAL Pan-Canadian Physical Activity Strategy www.activeliving.ca	The objectives of this project are: (1) to increase the CAL member and key stakeholder awareness and commitment to the Pan-Canadian Physical Activity Strategy (PCPAS); (2) to integrate the PCPAS into national initiatives such as the Chronic Disease Prevention Alliance of Canada's Obesity Epidemic project and the Federal/Provincial/Territorial Healthy Living initiative; and (3) to update the PCPAS based on new data, evidence and initiatives.
Coalition for Active Living	Policy Watch Mechanism www.activeliving.ca	The objective of this project is to identify, communicate and suggest appropriate responses to policies of national significance, which are likely to influence the physical activity status of Canadians. More specifically, policies will be identified that affect all Canadians where they live, learn, work and play.
Easter Seals March of Dimes	Active Living for Youth Living with Disabilities www.esmodnc.org	The objective of this project is to help youth with disabilities take greater control of their health futures by becoming Youth Ambassadors. More specifically, this project will build on the Active Living Alliance for Canadians with a Disability (ALACD) Youth Ambassador Program by expanding it into key programming activities of the Easter Seals organization in order to prepare youth with disabilities to become peer advocates for physical activity when they return to their communities after summer camp.

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Organization	Strategy/Initiative and website	Objectives
Evergreen	Investigating the Impacts of Green School Grounds on Physical Activity www.evergreen.ca	The objective of this project is to assess how green school grounds influence the quality and quantity of physical activity for children.
Family Service Canada	Families and Schools Together: Towards Active Living for Kids (FASTTALK) www.familyservicecanada.org	The objective of this project is to increase parents' and their children's (aged 0-12) knowledge of health promoting behaviours, particularly physical activity and nutrition, in order to improve their lifestyle choices.
Green Communities Canada	Active & Safe Routes to School www.goforgreen.ca	The objective of this project is to encourage students from Kindergarten to Grade 6 to use active modes of transportation to and from school.
Government of Ontario	Mandatory Physical Education www.edu.gov.on	The Ministry of Education has initiated 20 minutes of mandatory physical activity for school aged children in grades one to six.
Heart and Stroke Foundation	Jump Rope for Heart Walk for Heart www.heartandstrokefoundation.ca	Provides resources and information to increase active and healthy lifestyles to prevent heart disease

Source: Various websites as listed above, April 2009