

# Physical Activity Strategic Plan

## Town & Municipality of Yarmouth

2014- 2019



ACTIVE  
**yarmouth**

# Physical Activity Strategic Plan 2014-2019

## Municipality & Town of Yarmouth

### Executive Summary

Leading a physically active lifestyle is an invaluable means to support good health. The range of benefits associated to regular physical activity is amazing, some which occur within just ten minutes of exercise! Unfortunately half of Nova Scotians are not taking advantage of these benefits. To enhance active living in Nova Scotia, the Department of Health and Wellness launched a cost shared program for Municipalities, the Municipal Physical Activity Leadership Program (MPAL), in 2006. Currently over 40 municipalities within Nova Scotia participate in this program. This program helps enable Municipalities to hire an Active Living Coordinator. The role of the Activity Living Coordinator is to develop, implement, and evaluate a physical activity strategy unique to their municipality. As of April 2013 the Town and the Municipality of Yarmouth joined this cost-share program resulting in the development of this strategy.

This strategy strives to increase the number of people living in the Town and Municipality of Yarmouth who enjoy the benefits of physical activity by enabling, advocating, and encouraging active lifestyles. It was developed in consideration of relevant barriers, strengths, existing opportunities, facilities, community feedback, and with the assistance of an advisory group. Within the strategy there is a focus on five goal areas; to increase physical activity of females across the lifespan, youth ages 13-18, activity levels in rural communities, increase participation in active transportation as a lifestyle, and community awareness of ongoing opportunities and of the health benefits related to a physically active lifestyle.

This strategy was approved by the Town of Yarmouth Committee of the Whole, October 30<sup>th</sup>, 2014, the District of the Municipality Committee of the Whole October 22<sup>rd</sup>, 2014, and the Nova Scotia Department of Health and Wellness, Active Living Branch.

## Acknowledgements

This strategy was developed with the help of many individuals. A huge thank you goes out to everyone who contributed towards this strategy. Their experience and knowledge has greatly enriched this document and the collaboration of everyone's background has been an invaluable asset to the development.

Thank you to all of the members of the Physical Activity Strategy Group and to community members who took the time to contribute their feedback.

### Physical Activity Advisory Group Members

Debby Smith  
Frank Grant  
Misty James  
Lori Sigfirdson  
Denise Vacon  
Tracy Burgess  
Nicole Kenney  
Jeff Gushue  
Phil Mooney  
Rick Churchill  
Justin D'Entremont  
Maura Carter

*Department of Health and Wellness*  
*Yarmouth Recreation*  
*Yarmouth Recreation*  
*Education*  
*Public Health*  
*Heart and Stroke*  
*Sport Nova Scotia*  
*Town of Yarmouth*  
*Town Councilor*  
*Municipal Councilor*  
*YMCA*  
*Active Living Coordinator*

## Table of Contents

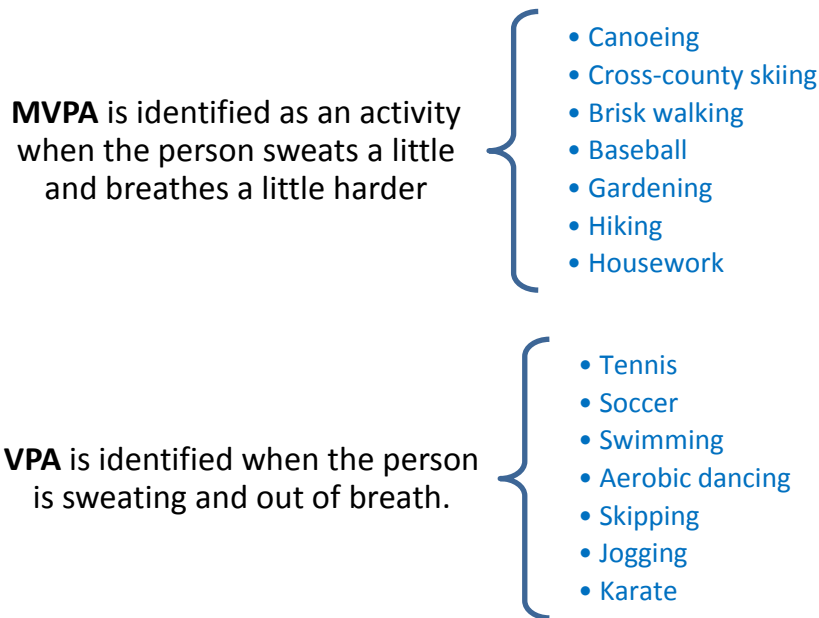
|  |    |
|--|----|
| Executive Summary.....                                       | 1  |
| Acknowledgements.....  | 2  |
| Physical Activity Advisory Group Members .....               | 2  |
| <b>Chapter 1: Addressing the Issue</b> .....                 | 4  |
| Physical Activity .....                                      | 4  |
| Nova Scotia Youth: Keeping Pace .....                        | 7  |
| Female Physical Activity Trends.....                         | 7  |
| Sports Participation Rates.....                              | 8  |
| The Financial Burden of Physical Inactivity.....             | 8  |
| <b>Chapter 2: Background Information</b> .....               | 10 |
| Community Profiles.....                                      | 10 |
| A Closer Look at Yarmouth .....                              | 11 |
| Facilities .....   | 12 |
| Why does all this matter? .....                              | 15 |
| <b>Chapter 3: Physical Activity Strategy</b> .....           | 17 |
| Physical Activity Advisory Group.....                        | 17 |
| Vision.....  | 17 |
| Mission.....   | 17 |
| Yarmouth Physical Activity Strategy Guiding Principles ..... | 17 |
| Data Collection.....   | 18 |
| Public Meetings Summary .....                                | 18 |
| Online Survey Summary.....                                   | 20 |
| Overarching Goals:.....                                      | 22 |
| Action Plans.....  | 23 |
| Youth.....   | 23 |
| Females across the Lifespan .....                            | 26 |
| Active Transportation Goals .....                            | 29 |
| Community Awareness.....                                     | 31 |
| Rural Communities .....                                      | 33 |
| Evaluation .....   | 35 |
| References .....   | 36 |
| Appendices.....  | 38 |

## Chapter 1: Addressing the Issue

### Physical Activity

The Canadian Society for Exercise Physiology (CSEP) defines physical activity as any bodily movement produced by skeletal muscles that requires energy expenditure, increases one’s heart rate and breathing. There is a strong relationship between physical activity and health gains that result in longer quality of life (Dishman, Washburn, & Heath, 2004). The benefits of physical activity range from psychological to physiological; some psychological benefits include elevated self-esteem, self-efficacy, coping skills, and concentration, and lower stress, and anxiety levels (Strong et al., 2005; Dishman et al., 2004). Regular physical activity reduces the risk of developing coronary heart disease, high blood pressure, obesity, high blood lipid levels, and cardiovascular disease, can help prevent or manage diabetes, associated to a longer disability free life. Evidence also suggests physical activity can help reduce the incidence of breast, colon, and prostate cancer (Dishman, et al., 2004; Wartburton, Nicol, & Bredin, 2006).

Physical activity guidelines have been developed for age groups across the lifespan based on extensive research reviews and evidence (CSEP; World Health Organization). In order for a person to meet many of the benefits listed above these guidelines should be followed. General trends throughout the age categories is the more physical activity the better and to limit sedentary time. The guidelines emphasize the inclusion of moderate intensity (MVPA) and vigorous intensity (MVP) physical activity.



## Physical Activity Guidelines (CSEP)

### Early Years (ages 0-4)

1. Infants (aged less than 1 year) should be physically active several times daily – particularly through interactive floor-based play;
2. Toddlers (aged 1-2 years) and preschoolers (aged 3-4 years) should accumulate at least 180 minutes of physical activity *at any intensity* spread throughout the day through a variety of different activities in different environments.
3. Additional physical activity provides greater health benefits and Progression toward at least 60 minutes of energetic play by 5 years of age.
4. Sedentary time during waking hours should be limited and no longer than an hour
5. Screen time for those under two years old is not recommended, and for children 2-4 should be limited to no more than one hour

### Youth Ages 5 – 17

- 1) Children should accumulate a minimum of 60 minutes moderate-vigorous physical activity a day (MVPA);
- 2) Vigorous-intensity activities at least three days a week;
- 3) Activities that strengthen muscle and bone at least three times a week;
- 4) Additional physical activity provides greater health benefits.
- 5) Limit screen time to no more than 2 hours a day
- 6) Limit extended periods of sitting and time spend indoors throughout the day

## Adults' Ages 18+

1. Accumulate at least 150 minutes of moderate-vigorous physical activity (MVPA) intensity aerobic physical activity per week, in bouts of at least 10 minutes;
2. It is beneficial to add muscle and bone strengthening activities using major muscle groups, at least 2 days a week;
3. Additional physical activity provides greater health benefits;
4. Those 65+ with poor mobility should perform physical activities to enhance balance and prevent falls.

*There currently have not been sedentary guidelines developed for adults*

Results from the 2011 Canadian Community Health survey suggest that Nova Scotia has the fifth highest inactivity rate for ages 12 and over with 50% of the population being reported as inactive (Public Health Agency of Canada, 2013). Research has found that an estimated 15% of Canadian adults (17% of men and 14% of women) accumulate 150 minutes per week of MVPA in 10 minute bouts. A national study found that Canadian men are sedentary on average is 9.6 hours/day and women are sedentary for 9.8 hours a day and approximately 4 hours a day of *light* physical activity (Colley et al., 2011).

This same study found that **only 7% of Canadian children are meeting these evidence-based guidelines; 4% of girls and 9% of boys (Colley et al., 2011)**. Canadian children and youth, ages 6 - 19, are awake and sedentary for an average of 8.6 hours a day (Colley et al., 2011). It is important to note that children become more sedentary as they age, especially females. Research also indicates that inactive children are more prone to become inactive adults (Ebbeling et al., 2002; Center for Disease Control and Prevention) possibly because inactive children are at risk for not developing the skills to move with confidence and competence in a wide range of environments and activities that support being active for life. Physical activity is essential for a healthy childhood. Children should be moving in many different ways, the more the better. It is also encouraged that they are giving time for unstructured and outdoor play.

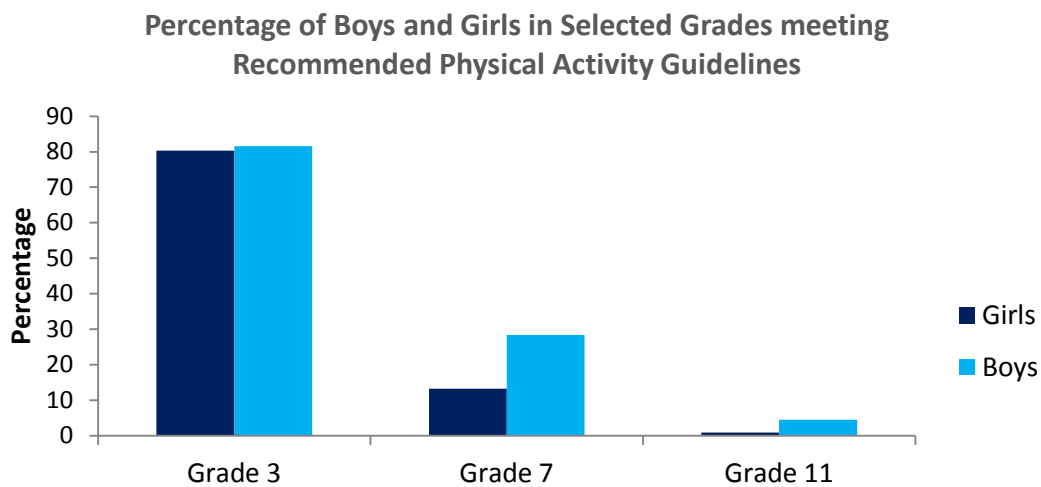
Sedentary behavior is when children are doing very little, or no, physical movement. The guidelines for sedentary behavior for children ages 5 – 11, recommend children spend as little time in a sedentary state as possible; for example, sitting for long periods of time, watching television, computer time, and motorized transportation (CSEP). Screen time is recommended not to exceed **two hours daily**, lower time being associated to more benefits (CSEP). Unfortunately, the Healthy Active Kids Canada reported children and youth average **7 hours and 48 minutes a day of screen time**. Results from the Keeping Pace study provide a closer look what's happening in Nova Scotia.

## Nova Scotia Youth: Keeping Pace

Keeping Pace is possibly the most relevant information we have regarding physical activity levels for children and youth in Nova Scotia. This study has been repeated three times, the most recent data was collected from 2009/2010 with 1855 participants (Thompson & Wadsworth, 2012).

Accelerometer data found that many Nova Scotia children and youth are not meeting recommended physical activity guidelines, and the percentage meeting the guidelines decreases with age, more details can be seen on the following graph. These results are consistent across Canada. Highlighted findings from Keeping Pace:

- From grades 3 to 11 it was found the number of girls meeting physical activity guidelines decreased by 79.4 percentage points!
- A significantly larger number of boys achieved the guidelines in grades 7 and 11 than girls
- An inverse relationship was found between grade level and physical activity levels for both boys and girls



*\*2009/2010 Keeping Pace Study, (Thompson & Wadsworth, 2012)*

### Female Physical Activity Trends

Children exhibit a steep decline in physical activity rates generally occurring in sequence with adolescence (Biddle et al., 2005; Dishman et al., 2009; Nader et al., 2008; Sallis et al., 1999). This decline has been found to be twice as high for girls. Girls acquire less daily physical activity a day, and with lower intensity levels compared to boys (Going et al., 2003; Robbins et al., 2009; Trost et al., 1996; Trost et al., 2008). It is important to note differences between males and females to design effective and successful programs targeting females. As young as grade four, girls have been found to report lower levels of self-efficacy, perceived athletic competence, satisfaction with their body image, and participation rates on sports teams than boys (Trost et al., 1996; Trost et al., 2008). Females are more apt to exercise for

external rewards compared to males who can be more motivated to intrinsic rewards (Troost et al., 1996; Troost et al., 2008).

Community feedback suggests that many common reasons females in Yarmouth do not acquire more physical activity is for one or a combination of these reasons; lack of confidence, not knowing about opportunities, not enough time, no childcare, limited enough non-competitive options, and unsafe road conditions.

### Sports Participation Rates

Sports participation is down to only 26% participation for the Canadian population 15 years of age and over; men more likely than women to participate (Canadian Heritage, 2013). Nova Scotia recorded the largest decline in sports participation among all the Provinces by a 12% drop from 2005 to 2010. Like physical activity, sports participation is influenced by education levels and income, not only for adults, but their children as well. In Yarmouth there are funding opportunities available for children ages 16 and under to support participation in sport depending on family demographics. Over the years there have been an increasing number of families seeking financial assistance for sport and recreational activities.

### The Financial Burden of Physical Inactivity

Researchers are developing a more comprehensive understanding of the effects of a sedentary lifestyle and determining that it may be more detrimental to a healthy profile than previously thought. A number of health complications are directly related to physical inactivity including diabetes, cardiovascular disease, disability, psychological disorders, obesity and certain cancers (Dishman et al., 2004; Reilley et al., 2005; Strong et al., 2005; Wartburton, Nicol, & Bredin, 2006; World Health Organization, 2014).

Physical inactivity is estimated to contribute to 3.2 million deaths annually, and has been recognized as the fourth leading risk factor for mortality on a global scale (World Health Organization, 2014). There is an abundance of evidence supporting that leisure-time physical activity is an important health indicator. Unfortunately, it is estimated only half of Canadians are even *moderately* active and only 15% are meeting Canadian Physical Activity Guidelines. Canadian adults are averaging 69% of waking hours sedentary (Colley et al., 2011)! The estimated economic strain of physical inactivity on the Canadian health care system amounted to \$2.1 billion annually with consideration of the major health risk factors (Katzmarzyk, 2011). Bringing it closer to home, the Public Health Agency of Canada reported that 9% of Nova Scotia residents die prematurely every year as a result of physical inactivity. Physical inactivity rates also have an economic influence on health care costs in NS, accumulating to millions of dollars annually. It has been predicted that a 10% increase in the number of people achieving the recommended physical activity guidelines would result in a \$4.6 million saving for the province in just one year from direct costs alone (Alliance for healthy eating and physical activity Nova Scotia, 2009).

**Estimated cost of sedentary lifestyles in Nova Scotia (Coleman, 2002):**

\$107 million direct (i.e. hospital, physician, drug costs, & private expenditures)

+ \$247 million indirect (i.e. productivity losses due to premature death and disability)

**= \$354 million total!**

## Chapter 2: Background Information

### Community Profiles

#### Municipality of the District of Yarmouth

The Municipality of the District of Yarmouth (MODY) has a total population of 10105, this is a 1.9% decrease compared to 2006. The total land area is 585.75 km<sup>2</sup> and the population density is 17.3 persons/km<sup>2</sup> (Statistics Canada). Within the Municipality there are seven districts and a total of 4202 private dwellings occupied by residents. Some residents within the district of the Municipality are over 40 kilometers away from Town of Yarmouth.



#### Town of Yarmouth

The Town of Yarmouth (TOY) is a neighbor of the Municipality of Yarmouth. Located on the Southwestern coast of Nova Scotia, Yarmouth is home to the largest fishing industry in Atlantic Canada, and the largest lobster fishery in the world. It is the largest town in Yarmouth County with a total population of 6761; compared to 2006 this is a 5.6% decrease. Many amenities and programs are held in the town of Yarmouth. TOY is 10.56 km<sup>2</sup> and there are 640.3 persons/km<sup>2</sup> (Statistics Canada), a total of 3144 private residences.



## A Closer Look at Yarmouth

There are many qualities of the built and natural environment in the TOY and the MODY that support a physically active lifestyle; beautiful trails, there are many lakes, a warmer climate in the winter, a large number of recreational facilities, sports clubs, and a busy recreation department. There are tennis courts, a staffed community boat club, an ice surface year round, sports fields, parks, aquatic programs, and many sports offered at various competition levels. On top of the facilities, the Yarmouth Recreation department also loans or rents snowshoes, cross country skis, canoes, dragon boats, sports equipment and kayaks. With all of these accessible facilities and programs Yarmouth has the potential to support high levels of physical activity for all four seasons.

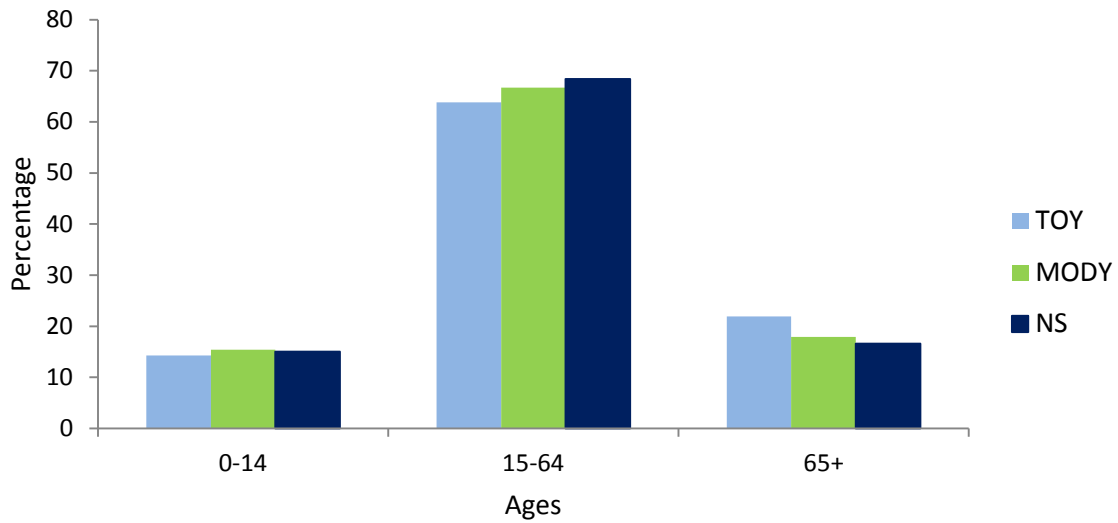
### Built Environment

The built environment is the human-made space in which people live, work, commute, and play on a daily basis. This environment can encourage physical activity or be a barrier to active living. For example, active living can be influenced by traffic speed, sidewalks, the width of shoulders on roads, and access to recreational facilities. Yarmouth can boast a beautiful layout for active transportation with walkways along the water, access to the rails-to-trails trail across the county, and many green spaces to support physical activity. However, there is still room for improvement. Many rural communities in MODY have high traffic speeds and community members have expressed a concern for lack of sidewalks and safe places to bike or walk, especially for children. Below is a list of the recreational facilities, parks, and trails that support active living in the TOY and MODY.

## Facilities

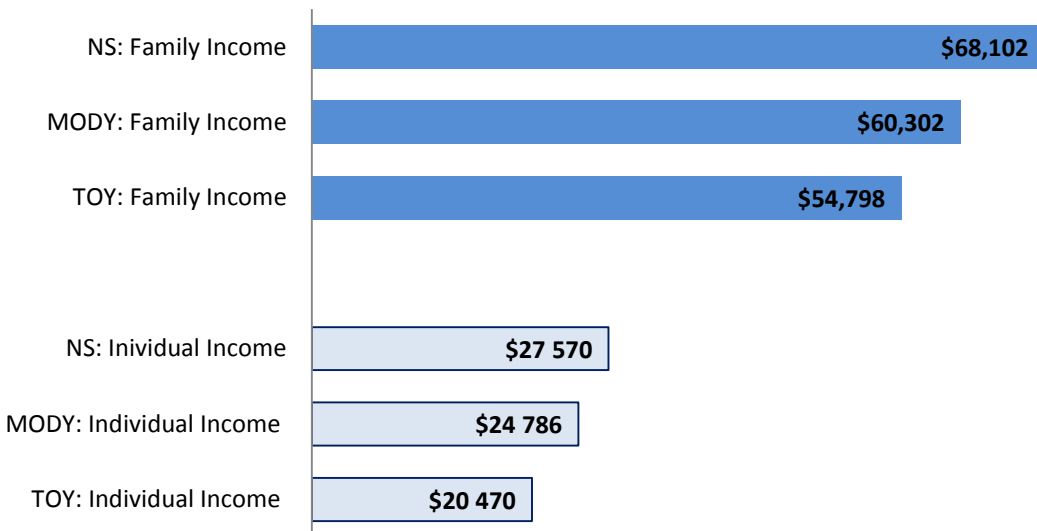
|                                 |   |  |
|---------------------------------|---|--|
| <b>Baseball/Softball Fields</b> | <ul style="list-style-type: none"> <li>Veterans Field</li> <li>Mariners Field</li> <li>Gateway Park</li> <li>Hebron Rec. Complex (3)</li> <li>Overton Ballfield</li> </ul>                                      | <ul style="list-style-type: none"> <li>Travellers Field</li> <li>Kempt Street Field</li> <li>St Ambrose Field</li> <li>Milton Ballfield</li> </ul>                 |
| <b>Parks/beaches</b>            | <ul style="list-style-type: none"> <li>Coronation Park</li> <li>Hebron Rec. Complex Playground</li> <li>Beacon Park</li> <li>South End Playground</li> <li>Leif Ericson Park- Cape Forchu Lighthouse</li> </ul> | <ul style="list-style-type: none"> <li>Frost Park</li> <li>Ellenwood Provincial Park</li> <li>Port Maitland Provincial Beach</li> <li>John's Cove Beach</li> </ul> |
| <b>Tennis Courts</b>            | <ul style="list-style-type: none"> <li>St Ambrose (3)</li> </ul>  | <ul style="list-style-type: none"> <li>Hebron Rec. Complex (4)</li> </ul>  |
| <b>Soccer Fields</b>            | <ul style="list-style-type: none"> <li>YCMHS</li> <li>Arcadia Elementary</li> <li>Janet Smith Memorial Field</li> <li>MGEC field</li> </ul>   | <ul style="list-style-type: none"> <li>Meadow Fields Community School</li> <li>Maple Grove Education Center</li> <li>Old Yarmouth High School field</li> </ul>     |
| <b>Trails</b>                   | <ul style="list-style-type: none"> <li>Forchu River Trail (2.5km)</li> <li>YCTDA Trail (old railway)</li> <li>Hartlin Trail</li> <li>Leif Ericson Trail</li> </ul>  | <ul style="list-style-type: none"> <li>Clements Avenue Trail</li> <li>Broad Brook Wetland Trial</li> <li>Tkipok Interpretive Trail</li> </ul>                      |
| <b>Fitness Facilities</b>       | <ul style="list-style-type: none"> <li>YMCA</li> <li>Defining Bodies</li> </ul>   | <ul style="list-style-type: none"> <li>Jone's Gym</li> <li>Figures Fun Fitness for Her</li> </ul>  |
| <b>Community Halls</b>          | <ul style="list-style-type: none"> <li>Pembroke Hall</li> <li>Greenville Hall</li> <li>Port Maitland Fire Hall</li> <li>Shriners Masonic</li> </ul>   | <ul style="list-style-type: none"> <li>South Ohio Hall</li> <li>Knights of Columbus</li> <li>Yarmouth Lions Club</li> <li>Brooklyn Bright Light Seniors</li> </ul> |
| <b>Miscellaneous</b>            | <ul style="list-style-type: none"> <li>Skateboard Park</li> <li>The Rodd Grand Hotel Pool</li> <li>Lake Milo Aquatic Club</li> </ul>  | <ul style="list-style-type: none"> <li>YMCA Pool</li> <li>Green gym equipment (two sites)</li> </ul>   |

### Yarmouth Aging Trends Compared to Nova Scotia 2011



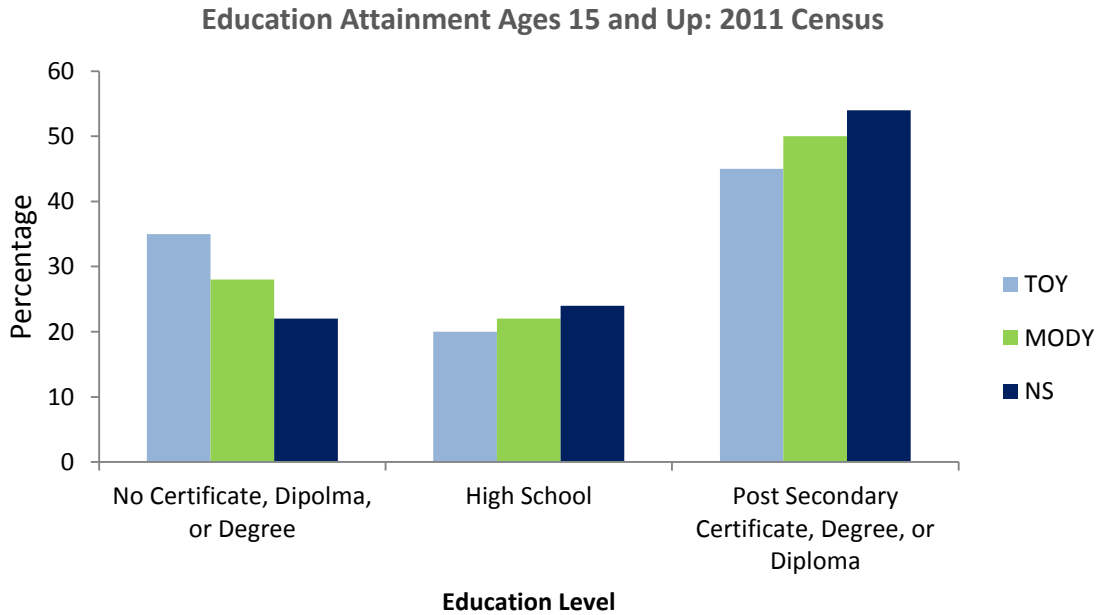
Similar to provincial trends both the TOY and MODY have an increasing aging population; 17.8% of the population in the MODY and 21.7 in the TOY are over age 65.

### Median Household Income : 2011 Census Data

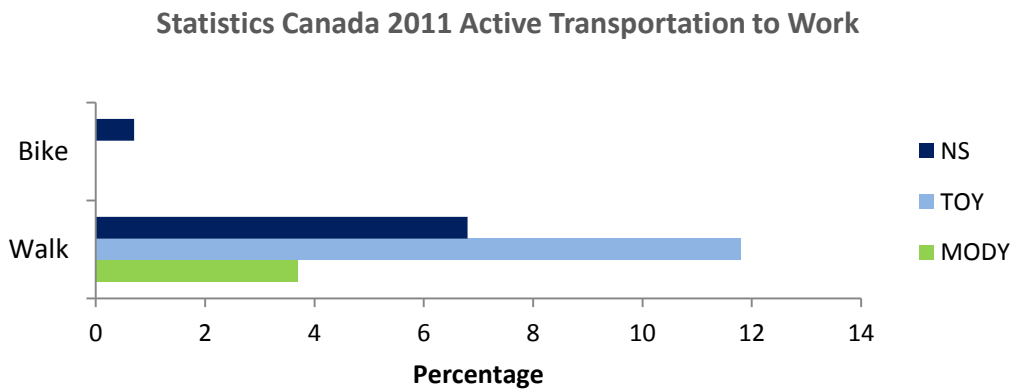


Both the median individual and family incomes for the TOY and MODY are lower than Provincial averages. In Nova Scotia 17.4% of the population is considered low income, in MODY this rate increases to 18.8%, and more than double in the TOY at 37.4%.

Of all families in the TOY 29% are lone parent families; 25% lone female parents and 4% are lone male parents. In MODY 15% of families are lone parent; 12% of families are lone female, and 3% are lone male parents (Statistics Canada, 2011). Lone female parents in both the town and district of the municipality have lower median incomes than any other household, and lower than the provincial rates for lone female parents. The average annual income for lone female parent families in the town is \$20 714, and \$29 016 in the MODY.

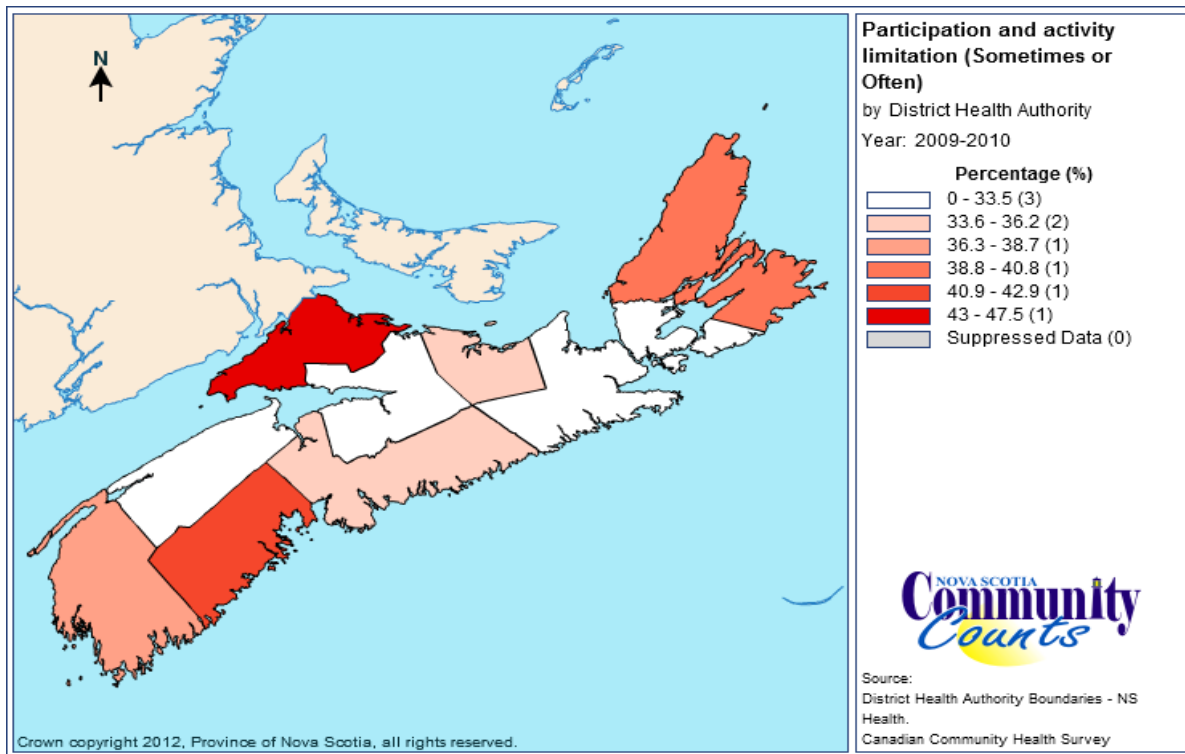


Attained education levels are lower for both MODY and the TOY compared to Nova Scotia for both completion of high school and post-secondary education.



Active transportation is human-powered transportation, for example, walking, skateboarding, and biking. There are social, physical, environmental, economic, and health benefits associated to active transportation. Results from the 2011 Statistics Canada show how often people reported walking or biking to get to work. The chart above compares the TOY, the MODY and Nova Scotia. Almost 12% of people living in the town walk to work, which is higher than the provincial average. In both the Town and Municipality zero percent of participants reported biking to work.

**Self-Reported Limitation in Participation of Activities by District- Community Counts Results**



*District Health Authority Boundaries- NS Health 2012. Canadian Community Health Survey*

Nova Scotia has the lowest disability-free life expectancy in Canada and the highest disability rate in the Atlantic Provinces. Data from the 2009/2010 Community Counts Health Survey found that disability is estimated to limit activities for 36.3-38.7% of the population in the Tri-Counties.

Why does all this matter?

Before designing and implementing a municipal-level strategy, it is important to develop a strong understanding of the characteristics and makeup of the community. Physical inactivity is a multidimensional issue with many root contributors also known as social determinants of health (Raphael, 2009). Various factors influence an individual’s or family’s activity levels; socioeconomic status, age, sex, education, early childhood development, social support, physical and social

environment, and more. It is also important to note many of the factors intertwine within each other, for example one's income level may reflect upon their education, and vice versa. Research has found SES to be one of the most consistent variables for predicting physical activity rates along with sex and age (Raphael, 2009). Further factors associated to activity rates are health status, age, ethnic origin, BMI and social support have all been linked as correlates.

The previous findings may suggest that both the town and municipality exhibit characteristics which have been found to reduce physical activity. Communities with lower income, education, higher disability and lone-parent families, may need additional support to achieve the Canadian Physical Activity Guidelines.

## Chapter 3: Physical Activity Strategy

### Physical Activity Advisory Group

A Physical Activity Advisory Group (PAAG) was established to contribute to the development of this strategy including the action plans, goals, mission, and vision. The PAAG met over a 10 month period. Goals were developed using community feedback as a foundation; public meetings, an online survey, and one on one interviews with key individuals and organizations. All feedback was then categorized into females across the lifespan, youth, active transportation, and miscellaneous. When the miscellaneous information was sorted through it became evident that that rural communities and community awareness of physical activity opportunities were reoccurring issues that needed attention.

Once results were categorized into an overarching goal, feedback was then sorted into the levels matching the social-ecological model; individual, social, physical, and policy. Action items to achieve each goal were then derived as a result of the PAAG collaborative ideas. Each action item was then scored based upon its strength to the overall strategy, do-ability, and powerfulness, total scores were then used to prioritize each action item over a three year time frame.

### Vision

**In the Town and Municipality of Yarmouth physically activity is a long-term lifestyle valued and enjoyed by the population as a whole. Being physically active comes both naturally and easily regardless of a person's age, gender, ability or socioeconomic status.**

### Mission

**To support, enable, and advocate physically active lifestyles for all residents in the Town and Municipality of Yarmouth through policies, programs, education, and environments.**

### Yarmouth Physical Activity Strategy Guiding Principles

- Addresses individual, social, environmental, and policy needs
- Sustainable actions that will have a long term effect
- Inclusiveness is considered at multiple levels; programs, policies, and environments
- Action plans should be evidence based and best practice
- Realistic goals and objectives
- Equity throughout the strategy
- Whole of government approach collaborating efforts with various sectors
- Build on assets that already exist
- Strengthened by collaborating with community partnerships

## Data Collection

In order to collect information best representing the Town and Municipality, various means of collecting feedback were conducted; there were six public meetings, an online survey active for approximately two months, and one on one meetings with physical activity providers.

## Public Meetings Summary

Six public meetings were held, five in the municipality and one in town. These meetings were advertised by radio, newspaper, social media, word of mouth, and Town and Municipal Councilors were invited. The meetings took place in well-known areas including schools, the YMCA, and a community hall. They started with a 10 minute slideshow presentation which included brief introduction of the MPAL program and a description of why the priorities were chosen. Following the background information general questions were asked regarding physical activity in Yarmouth, which lead into questions concerning each of the three priority topics. The goal of the overall setting was to build an atmosphere where people felt comfortable participating in open discussions, much like a focus group. The following is a summary of participants' feedback from these meetings.

| Meeting Number     | Location         | Date                         | Attendance |
|--------------------|------------------|------------------------------|------------|
| 1                  | Brooklyn         | June 11 <sup>th</sup> , 2013 | 3          |
| 2                  | Arcadia          | June 13 <sup>th</sup> , 2013 | 2          |
| 3                  | Carleton         | June 17 <sup>th</sup> , 2013 | 2          |
| 4                  | Port Maitland    | June 18 <sup>th</sup> , 2013 | 4          |
| 5                  | South Ohio       | June 19 <sup>th</sup> , 2013 | 0          |
| 6                  | Town of Yarmouth | June 20 <sup>th</sup> , 2013 | 4          |
| <b>Total</b>       |                  |                              | <b>15</b>  |
| Average attendance |                  |                              | 2.5        |

Overall participants felt that considering the size and isolated location of Yarmouth people and organizations have learned to how to fully utilize facilities and have become resourceful with what is available for their activity pursuits. Participants found Yarmouth is a community that is trying to increase and improve opportunities for physical activity. And felt that organizations at grass-root levels are taking initiatives to incorporate physical activity into programming.

Some of the most influential barriers to being physically activity surround getting started; many deterrents for people who are inactive and uncomfortable getting started stem from social and psychological influences such as fear of embarrassment and stereotypes. Another commonly suggested reason why inactive people don't start is simply because people do not know how. The leading suggested solution was to offer and promote beginner level activities and programs. The strong

prevalence of running and running groups in Yarmouth was noted at each of the meetings. Participants explained running groups are attractive because they are social, offered at convenient times (morning, noon, and 4:30pm), and designed for beginners.

To encourage more physical activity in Yarmouth participants thought it was important to put an emphasis on awareness and education. Various ideas were shared to help people become more active; workplace wellness programs, newsletters, and a stronger media presence. Activities offered to whole families are attractive since they overcome childcare barriers. The free community dragon boating offered every Tuesday and Thursday night is a great way of doing this, for no cost. Other suggestions included addressing issues related to transportation and cost; one recommended way was to rotate locations for activities around the districts and maximize usage of community halls.

A large part of children's participation levels in organized sports and activities is the level of effort parents are willing to give. It requires a lot from parents to support their children in sport; transportation, cost, registration, and time. It was also noted that during such hard economic times in Yarmouth sports and recreational program participation may be reduced due to budget constraints. A large challenge to activities for all age groups commonly mentioned during the meetings was the limited access to schools. It is difficult to rent out the gymnasium as a result of rental policies. This has caused a lot of concerns since in most rural areas it's the only gymnasium.

To engage youth to participate in physical activity, developing a partnership with the school board was suggested to be very important during multiple meetings. A liaison with the school would be beneficial on many levels; to collaborate programming, to send handout information letters or registration forms home with children, and to increase gymnasium usage. It was expressed that youth in certain rural areas don't seem to hangout together, rather they form smaller cliques, especially those without a license or access to a car. A very common concern was the lack of activities for teenagers, specifically those living in rural areas. A lot of non-competitive options seem to end for children ages 13 and over. It was also noted that children don't seem to be as comfortable on bikes as previous generations. In order to get youth to be more active the increased usage of cell phones, computers, televisions and many other types of technology needs to be addressed. Since technology is such a large part of teenagers' lives it was proposed that activities that incorporate it could be attractive to youth.

Three points were consistency discussed during the public meetings to increase physical activity for females across the lifespan; activities should be social, incorporate childcare, and be gender specific. For physical activity to be a part of females' lives across the lifespan it was suggested to assure young girls have the opportunity to experience various physically active pursuits to support long term participation by developing confidence at a young age including alternative programs for girls who are not interested in mainstream sports or competitive activities. A frequent concern was that females are too busy to be active, especially those responsible for childcare. To overcome barriers centralized around childcare it would be optimal to mesh activities for mothers and children, preferably with some type of supervision for children. For example a walking program where children can participate, be pushed in a stroller, or supervised in a safe area. It was further suggested to make events or programs social; incorporating a buddy system could strengthen social aspects and add accountability. The most

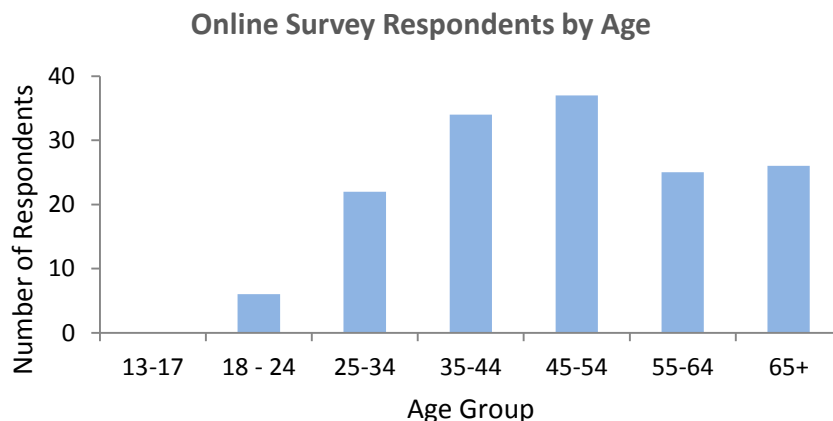
prominent suggestion to increase physical activity for females was to offer exclusive events or classes just for women in a comfortable atmosphere. To further increase the attractiveness of activities drop-in activities with flexible times were suggested to be much more convenient.

Participants voiced that AT it needs to be interesting and safe for people to become a regular habit. For example, it was suggested that to increase the presence of AT and community cohesion in Yarmouth to make Water Street a one-way road, and leave the other lane for bikers and walkers. The most common suggestions were related to infrastructure changes; wider shoulders, more sidewalks, benches, improved connectivity, and drinking fountains. Additional comments surrounding AT were that there should be more signage for trails. In most rural areas people expressed they did not feel safe walking or biking, and would not allow their children to do so. Parents explained that to get more children to walk to school parents need to be assured that their child arrive safely. For people commuting into town for work Park'n Walk areas were an attractive idea, especially for people working at the hospital who pay monthly fees to park. An important key is that Park'n Walk areas will need to be well signed and promoted.

The attendance of these meetings was lower than anticipated, however the quality of the meetings was high and informative. Consistent trends were identified throughout the process indicating that there is a consensus around what people would like to see in the community to increase physical activity.

### Online Survey Summary

An online survey was launched in June 2013 to collect more information regarding community physical activity habits, needs, and suggestions (see appendix). The survey took approximately ten minutes to complete and was advertised by social media, email, newsletters, and the local newspaper. There were 150 respondents who completed the survey; 61% females and 39% males. Residents from each of the seven districts and the town completed the survey.



The highest responding pool was adults ages 45-54; there were no participants from the age 13-17 category, and a large number of older adults who completed the survey.

Household chores, walking, and gardening were the most frequently participated types of physical activity from the list provided, respectively. The top 3 reported barriers to participation in physical activity were

- 1) Not enough time (52%)
- 2) I have no barriers to being physically active (23%)
- 3) It is too expensive (19%)

More specific challenges for each priority area emerged from the open ended questions. Challenges relating to females across the lifespan included; lack of childcare and free time, reduced self-esteem, and confidence. Many recommendations included having a safe environment so participants feel comfortable, more specific suggestions were female only and/or beginner friendly programs. A common suggestion was to offer more non-competitive opportunities with a safe environment for both females and youth.

*“Maybe offer more classes to educate. Offer personal trainers. I know that is my problem, I don't have anyone to be there for me to teach me how to do things and where to start.”*

Prominent suggestions to increase youth rates of physical activity were to communicate with teens and determine what they want to do, have youth-led programs, and to use social media. Other less common answers were to education and encourage parents to be role models, more physical activity within the school day, and more rural opportunities including drop in and pickup structured activities.

*“Ask and LISTEN to the teenagers. They adopted the skatepark, asked for trash containers, gave suggestions on how to improve the skate 'flow' of the park in order to avoid skating into one another and they named it themselves. They are enjoying it, they're proud of it and have taken 'ownership'”*

The majority of active transportation suggestions were infrastructure changes, most which reduce the perceived risk of AT on rural roads. Many respondents shared that they were uncomfortable walking or biking on rural roads. The top request was to pave the shoulders followed by more sidewalk then trail improvements. Only six percent of respondents reported using the trails every day, 15% a few times a week, 32% a few times a month, 31% not very often and 17% never.

*“I don't walk around my neighbourhood because when I'm driving to and from work there are usually people walking/running in the road. I find myself often having to pull out to drive passed because they do not move over and this very dangerous especially on a hill.”*

*“Better shoulders or better yet, pave along the sides of roads!! It is dangerous walking, riding on some country roads because people drive fast.”*

*“I’m not sure we need more opportunities with the possible exception of more safe (i.e. not along the road) places to walk, run or bike. What we do need is a change in mind set that encourages us to incorporate physical activity into almost everything we do whether at school, home or the workplace.”*

Overall there was a sense that community members were satisfied with opportunities in the area and that inactivity was linked to lack of awareness and a need for a change in mind set. In fact, only 7% reported being not satisfied at all with opportunities to be active in Yarmouth. Results indicated that the cost of participating in programs and leading a physically active lifestyle was more of a determinant than local opportunities, reducing or eliminating the cost was a repeated suggestion throughout the survey. Other noteworthy findings were that the addition of an aquatics center or pool was a frequent suggestion throughout the feedback. It was a reoccurring theme that to increase physical activity in rural areas community champions, use of community halls, improved road conditions were all important, and to use the natural assets available.

*“Anything that would highlight our natural environment. We are the Mecca for water and outdoor activities from rowing to hiking. We need to create opportunities for individuals and families to recreate and reconnect to the outdoors.”*

Results from the inline survey were a guiding tool for the Physical Activity Strategy Group and the foundation for the goals and actions. In future work it is highly suggestion to incorporate an online survey into the process has it provided rich information in this case and proved to be much more successful than public meetings.

As a result of this data collection and municipal and provincial priorities the Physical Activity Advisor Group developed these five goals for the strategy.

**Overarching Goals:**

1. Increase participation of youth in physical activity
2. Increase the physical activity levels of females across the lifespan in the town and district of Yarmouth
3. Increase the number of people in the Town and Municipality of Yarmouth who regularly and safely use active transportation
4. Raise awareness of the physical activity strategy, physical activity opportunities, and of the benefits related to physical activity
5. Increase opportunities for people in rural areas to be physically active

## Action Plans

### Youth

Goal: Increase participation of youth in physical activity

Objectives:

- A) Support the development of healthy physical literacy
- B) Increase youth engagement and leadership development
- C) Make it easier for youth to try new activities and sports
- D) Strengthen relationship with school board
- E) Incorporate physical activity into existing groups/organizations involved with youth
- F) Increase cycling opportunities
- G) Increase non-competitive options for youth
- H) Motivate parents to be physically active

### ON-GOING

| Action   | Partners  |
|--|---|
| <b>1. Develop a physical literacy strategy for Yarmouth &amp; Shelburne Counties</b>   | <ul style="list-style-type: none"> <li>• Physical Literacy Committee</li> <li>• Community Sport Organizations</li> </ul>                                    |
| <b>2. Increase youth leadership opportunities in areas of outdoor recreation, physical activity, and planning/organization</b> | <ul style="list-style-type: none"> <li>• Yarmouth Recreation</li> <li>• Department of Natural Resources</li> <li>• High school</li> </ul>                   |
| <b>3. Organize “try-it” opportunities and include non-mainstream sports</b>  | <ul style="list-style-type: none"> <li>• Local coaches and instructors</li> <li>• RBC/ParticipACTION</li> <li>• Sport Nova Scotia</li> </ul>                |
| <b>4. Improve access to free/affordable sports equipment</b>   | <ul style="list-style-type: none"> <li>• YMCA</li> <li>• Mariner’s Centre</li> </ul>  |
| <b>5. Increase accessibility to recreational and sports facilities</b>   | <ul style="list-style-type: none"> <li>• Recreational Facility Access Task Team</li> <li>• Recreational facility managers</li> </ul>                        |
| <b>6. Develop policy for summer day &amp; sports camp supporting free time and outdoor play</b>                                | <ul style="list-style-type: none"> <li>• Yarmouth Recreation</li> <li>• Regional Physical Activity Coordinator</li> </ul>                                   |
| <b>7. Hold community &amp; school bike rodeos</b>  | <ul style="list-style-type: none"> <li>• Town &amp; Rural RCMP</li> <li>• Manser’s Bike Repair</li> <li>• Blue Water Cycling</li> <li>• Can-Bike</li> </ul> |
| <b>8. Support the YMCA to bring back Friday Night Rocks</b>  | <ul style="list-style-type: none"> <li>• Recreational Facility Access Task Team</li> <li>• YMCA</li> </ul>  |

|  |   |
|--|---|
| <b>9. Support the development of an adaptive equipment loan program for the region</b> | <ul style="list-style-type: none"> <li>Adaptive Equipment Committee</li> </ul>                            |
| <b>10. Build playpods for Yarmouth Recreation summer camps</b>                         | <ul style="list-style-type: none"> <li>Summer Staff</li> </ul>  |
| <b>11. Support the development of a regional athletics club</b>                        | <ul style="list-style-type: none"> <li>Southwest Nova Athletics</li> <li>Athletics Nova Scotia</li> </ul> |

YEAR 1

| Actions  | Partners   |
|--|--|
| <b>12. Educate staff, participants, and parents on the importance of free play, outdoor play, and MVPA during programs</b>                                 | <ul style="list-style-type: none"> <li>Yarmouth Recreation</li> <li>Early childcare centers</li> </ul>   |
| <b>13. Work with The After School Program to incorporate leadership training, physical literacy, and other best practices related to physical activity</b> | <ul style="list-style-type: none"> <li>The After School Program</li> <li>Tri-County Regional School Board</li> </ul>   |
| <b>14. Organize events/tournaments to raise funds for Jumpstart</b>  | <ul style="list-style-type: none"> <li>YMCA</li> <li>Canadian Tire</li> <li>Yarmouth Recreation</li> </ul>   |
| <b>15. Form a Youth Committee at YHS</b>   | <ul style="list-style-type: none"> <li>Yarmouth High School</li> <li>Tri-County Women’s Center</li> </ul>  |
| <b>16. Organize a bike recycling program</b>   | <ul style="list-style-type: none"> <li>Public Works</li> <li>Waste Check</li> <li>Yarmouth Recreation</li> <li>Parents’ Place</li> <li>Boys &amp; Girls Club</li> <li>Bike Repair Specialists</li> </ul> |
| <b>17. Support Youth Bike Tours</b>  | <ul style="list-style-type: none"> <li>Yarmouth Recreation</li> </ul>  |
| <b>18. Support the development of a Boundless Playground</b>   | <ul style="list-style-type: none"> <li>Community Champions</li> </ul>  |
| <b>19. Develop an adult physical activity grant program</b>  | <ul style="list-style-type: none"> <li>Yarmouth Recreation</li> </ul>  |

YEAR 2

| Action   | Partners   |
|--|--|
| <b>20. Increase awareness of funding opportunities</b> | <ul style="list-style-type: none"> <li>Community organizations (i.e. NSCC, Parents’ Place, Boy &amp; Girls Club, YMCA etc.)</li> </ul> |

|  |  |
|--|--|
| <b>21. Form a Youth Council at MGEC</b>                            | <ul style="list-style-type: none"> <li>• Maple Grove Education Center</li> </ul>   |
| <b>22. Increase usage of the golf course and tennis courts</b>     | <ul style="list-style-type: none"> <li>• Recreational Facility Access Task Team</li> <li>• Yarmouth Recreation</li> <li>• Yarmouth Links</li> <li>• Tennis/golf instructors</li> </ul> |
| <b>23. Make sure youth are involved in Yarmouth Sports Council</b> | <ul style="list-style-type: none"> <li>• Yarmouth Sports Council</li> </ul>  |
| <b>24. Support Walking School Bus</b>                              | <ul style="list-style-type: none"> <li>• Health Promoting Schools Committee</li> <li>• Ecology Action Center</li> </ul>  |

### YEAR 3

| Action  | Partners  |
|---|---|
| <b>25. Work to maximize usage of ball hockey arena for youth</b>  | <ul style="list-style-type: none"> <li>• Yarmouth Recreation</li> <li>• Argyle Recreation</li> <li>• Mariner’s Centre</li> </ul>        |
| <b>26. Educate groups how to increase physical activity and MVPA</b>  | <ul style="list-style-type: none"> <li>• Local organizations &amp; groups (i.e. Girl Guides)</li> </ul>                                 |
| <b>27. Promote safe places to bike</b>  | <ul style="list-style-type: none"> <li>• YCAT</li> </ul>  |
| <b>28. Work with new Youth Health Center at the high school when applicable</b>                                 | <ul style="list-style-type: none"> <li>• Yarmouth High School</li> </ul>  |
| <b>29. Evaluate feasibility of offering Kids in Motion at schools without an afterschool program</b>            | <ul style="list-style-type: none"> <li>• Local schools</li> </ul>   |
| <b>30. Organize a 10 minute physical activity break workshop for teachers in Yarmouth Town and Municipality</b> | <ul style="list-style-type: none"> <li>• Shelburne MPAL</li> <li>• Tri County Regional School Board</li> <li>• Local Schools</li> </ul> |

## Females across the Lifespan

Goal: Increase the physical activity levels of females across the lifespan in the town and district of Yarmouth

### Objectives:

- A) Improve awareness of activities including non-competitive opportunities
- B) Support and encourage physical activity at a young age
- C) Encourage environments to be more female friendly & welcoming in new and existing programs
- D) Increase female leadership
- E) Help women fit physical activity into their busy schedules
- F) Better accommodate to parents with young children
- G) Recognize the importance of equality
- H) Reduce drop off in physical activity rates near adolescence

### On-going

| Action   | Partners  |
|--|---|
| <b>1. Reach more girls through After the Bell (ATB) program at Maple Grove</b>                 | <ul style="list-style-type: none"> <li>● Yarmouth Recreation</li> <li>● Thrive!</li> <li>● Maple Grove Education Center</li> </ul>        |
| <b>2. Offer variety of activities available in the community to girls participating in ATB</b> | <ul style="list-style-type: none"> <li>● Yarmouth Recreation</li> <li>● Thrive!</li> <li>● Maple Grove Education Center</li> </ul>        |
| <b>3. Increase opportunities for families to access recreational and sports facilities</b>     | <ul style="list-style-type: none"> <li>● Recreational Facility Access Task Team</li> <li>● Department of Health &amp; Wellness</li> </ul> |

### YEAR 1

| Action   | Partners  |
|--|---|
| <b>4. Make existing programs/events more family friendly</b> | <ul style="list-style-type: none"> <li>● Yarmouth Recreation</li> <li>● Recreational Facility Access Task Team</li> <li>● Parent's Place</li> </ul> |
| <b>5. Start Stroll and Walk groups</b>                       | <ul style="list-style-type: none"> <li>● Tri-County Women's Center</li> <li>● Heart &amp; Stroke Walkabout</li> </ul>                               |
| <b>6. Start Girls Run program at two schools a year</b>      | <ul style="list-style-type: none"> <li>● Local Schools</li> <li>● Kids Run Club- Doctors NS</li> </ul>  |
| <b>7. Support FMS, High 5, and Tumble Bugs training</b>      | <ul style="list-style-type: none"> <li>● Recreational Facility Access Task Team</li> </ul>  |

|  |   |
|--|---|
| for early childhood educators and other organizations working with children/youth                  | <ul style="list-style-type: none"> <li>Physical Literacy Committee</li> <li>Early childhood care providers</li> </ul> |
| 8. Incorporate leadership component into ATB and bring in female role models                       | <ul style="list-style-type: none"> <li>Local champions</li> <li>Thrive!</li> </ul>                                    |
| 9. Offer girls only sessions during sport fair   | <ul style="list-style-type: none"> <li>ParticiPACTION</li> <li>Local coaches</li> <li>Sport Nova Scotia</li> </ul>    |
| 10. Equal major award winners at Yarmouth/Argyle athletic awards banquet                           | <ul style="list-style-type: none"> <li>Yarmouth/Argyle Recreation departments</li> </ul>                              |
| 11. Showcase local females who thrive in some type of physical activity on Facebook & the Vanguard | <ul style="list-style-type: none"> <li>Media</li> <li>Community members</li> </ul>                                    |

## YEAR 2

| Action   | Partners  |
|--|---|
| 12. Develop and share information handouts on coaching young females to minor leagues  | <ul style="list-style-type: none"> <li>Local sports organizations</li> <li>Sport Nova Scotia</li> </ul>   |
| 13. Increasing females physical activity levels becomes part of YREC mandate   | <ul style="list-style-type: none"> <li>Yarmouth Recreation</li> </ul>   |
| 14. Work with Health Promoting Schools to have a girls physical activity week at each elementary school                          | <ul style="list-style-type: none"> <li>Health Promoting Schools</li> <li>Local schools</li> </ul>   |
| 15. Facilitate Heart & Stroke’s Onestep program at elementary schools focused on girls   | <ul style="list-style-type: none"> <li>Heart &amp; Stroke Walkabout</li> <li>Local schools &amp; teachers</li> </ul>                              |
| 16. Offer at least one women’s only “Learn to” programs a year   | <ul style="list-style-type: none"> <li>Local activity providers</li> <li>Yarmouth Recreation</li> <li>Tri-County Women’s Health Center</li> </ul> |
| 17. Profile more females athletes within the community   | <ul style="list-style-type: none"> <li>Major recreational facilities</li> <li>Public Health</li> </ul>  |
| 18. Organize & host workplace wellness workshop for major employers (encourage policy development surrounding physical activity) | <ul style="list-style-type: none"> <li>Public Health</li> <li>Simply for Life</li> </ul>  |
| 19. Issue a twice a year female only activity newsletter highlighting non-competitive activities                                 | <ul style="list-style-type: none"> <li>Yarmouth Recreation</li> <li>Argyle MPAL</li> </ul>  |

- 
- |  |  |
|--|--|
| <p><b>20. Explore having a discount for coaching/training opportunities for females (ex. Making Tracks, High Five, Tumble bugs etc.)</b></p> | <ul style="list-style-type: none"> <li>● MPAL</li> </ul> |
|--|--|
- 

YEAR 3

| Action   | Partners  |
|--|---|
| <b>21. Start a women’s physical activity in Yarmouth Facebook group</b>                        | <ul style="list-style-type: none"> <li>● MPAL</li> </ul>  |
| <b>22. Encourage activity providers to pilot “bring a buddy” discount</b>                      | <ul style="list-style-type: none"> <li>● MPAL</li> <li>● Local organizations</li> </ul>                               |
| <b>23. Organize female only coaching courses</b>   | <ul style="list-style-type: none"> <li>● Sport Nova Scotia</li> <li>● Yarmouth Sports Council</li> </ul>              |
| <b>24. Invite new businesses to Yarmouth Workplace Wellness meetings</b>                       | <ul style="list-style-type: none"> <li>● Heart &amp; Stroke Walkabout</li> </ul>                                      |
| <b>25. Organize &amp; promote 10 minute campaign</b>   | <ul style="list-style-type: none"> <li>● Heart &amp; Stroke Foundation</li> <li>● ParticiP ACTION</li> </ul>          |
| <b>26. Encourage activity providers to have a “drop in” structure whenever possible</b>        | <ul style="list-style-type: none"> <li>● MPAL</li> <li>● Local organizations</li> </ul>                               |
| <b>27. Encourage the media to reduce the gap of publicity between female and male athletes</b> | <ul style="list-style-type: none"> <li>● Vanguard</li> <li>● CJLS</li> <li>● Yarmouth Recreation Committee</li> </ul> |
| <b>28. Support the development of intramural sports</b>  | <ul style="list-style-type: none"> <li>● Local schools</li> </ul>   |

## Active Transportation Goals

Goal: Increase the number of people in the Town and Municipality of Yarmouth who regularly and safely use active transportation

Objectives:

- A) Increase the number of leaders in active transportation
- B) Increase the number of people who bike and skateboard safely
- C) Increase the number of people who use active transportation regularly
- D) Increase the number of students who use active transportation to and from school
- E) Improve awareness of trails and safe places
- F) Make active transportation social
- G) Support active transportation developments in the Town and Municipality
- H) Promote education pieces related to AT

### On-going

| Action   | Partners  |
|--|---|
| <b>1. Support and influence the Yarmouth County Active Transportation Committee (YCAT)</b> | <ul style="list-style-type: none"> <li>• MPAL</li> </ul>  |
| <b>2. Promote park'n'walk</b>  | <ul style="list-style-type: none"> <li>• Yarmouth County Active Transportation Committee</li> <li>• Yarmouth Recreation</li> <li>• Heart &amp; Stroke Walkabout</li> <li>• Major Employers</li> </ul> |
| <b>3. Promote health benefits of AT</b>  | <ul style="list-style-type: none"> <li>• Yarmouth County Active Transportation Committee (YCAT)</li> <li>• Yarmouth Recreation</li> </ul>   |
| <b>4. Start walking/biking groups</b>  | <ul style="list-style-type: none"> <li>• Community Champions</li> <li>• Yarmouth Recreation</li> <li>• Heart &amp; Stroke Walkabout</li> </ul>  |

### Year 1

| Action  | Partners  |
|---|---|
| <b>5. Improve awareness of trails and safe places to bike or skateboard</b> | <ul style="list-style-type: none"> <li>• YCAT</li> <li>• Yarmouth Recreation</li> </ul> |
| <b>6. Design and implement bike recycling program</b>                       | <ul style="list-style-type: none"> <li>• Public Works</li> </ul>                        |

|  |  |
|--|--|
|  | <ul style="list-style-type: none"> <li>• Yarmouth Recreation</li> <li>• Bike repair specialists</li> <li>• NSCC</li> <li>• Needs to Deeds</li> </ul> |
| <b>7. Integrate AT information into workplace wellness for major employers</b>                           | <ul style="list-style-type: none"> <li>• MPAL</li> <li>• YCAT</li> </ul>   |
| <b>8. Organize Can-Bike, Skate Pass, &amp; Making Tracks workshops (including a women's only course)</b> | <ul style="list-style-type: none"> <li>• Yarmouth Recreation</li> <li>• Making Track</li> <li>• Can-Bike</li> <li>• Ecology Action Center</li> </ul> |
| <b>9. Support distribution plan of Walking Guide</b>   | <ul style="list-style-type: none"> <li>• YCAT</li> <li>• Yarmouth Recreation</li> </ul>  |

### YEAR 2

| Action   | Partners   |
|--|--|
| <b>10. Explore ways to support biking by a community survey</b>  | <ul style="list-style-type: none"> <li>• MPAL</li> </ul>   |
| <b>11. Encourage people to make active transportation social (i.e. meet up with others via social media)</b> | <ul style="list-style-type: none"> <li>• YCAT</li> <li>• Major Employers</li> </ul>  |
| <b>12. Have an annual bike rodeo at each school</b>  | <ul style="list-style-type: none"> <li>• Town &amp; Rural RCMP</li> <li>• Canadian Tire</li> <li>• Yarmouth Recreation</li> <li>• Manser's Bike Shop</li> <li>• Health Promoting Schools</li> <li>• Can-bike</li> <li>• Blue Water Cycling</li> <li>• Ecology Action Center</li> </ul> |
| <b>13. Support Walking School Buses</b>  | <ul style="list-style-type: none"> <li>• Health Promoting Schools</li> </ul>   |
| <b>14. Increase education of 1 meter rule</b>  | <ul style="list-style-type: none"> <li>• YCAT</li> <li>• Blue Water Cycling</li> </ul>   |

### YEAR 3

| Action  | Partners   |
|---|--|
| <b>15. Explore bike racks at carpooling areas</b>                         | <ul style="list-style-type: none"> <li>• YCAT</li> </ul>   |
| <b>16. Improve route amenities</b>  | <ul style="list-style-type: none"> <li>• Yarmouth Trails Association</li> <li>• Heart &amp; Stroke Foundation</li> <li>• Public Works</li> </ul> |
| <b>17. Install signage on rail trail (example: km's, trail etiquette)</b> | <ul style="list-style-type: none"> <li>• Yarmouth Trails Association</li> </ul>  |

## Community Awareness

Goal: Raise awareness of the physical activity strategy, physical activity opportunities, and of the benefits related to physical activity

Objectives:

- A) Increase awareness of opportunities to be physically active and of the related health benefits
- B) Profile local community members who live an active lifestyle- with an emphasis on females

### ON-GOING

| Actions  | Partners   |
|--|--|
| <b>1. Integrate education and physical activity into pre-existing events</b> | <ul style="list-style-type: none"> <li>● Yarmouth Recreation</li> <li>● Community Organizations</li> </ul> |
| <b>2. Increase presence at community events and expos</b>                    | <ul style="list-style-type: none"> <li>● Community Organizations</li> </ul>                                |
| <b>3. Create and update an Active Yarmouth Facebook page</b>                 | <ul style="list-style-type: none"> <li>● MPAL</li> </ul>   |
| <b>4. Share testimonies/success stories of community members</b>             | <ul style="list-style-type: none"> <li>● MPAL</li> <li>● The Vanguard</li> </ul>                           |

### YEAR 1

| Actions  | Partners  |
|--|---|
| <b>5. Build community Active Living Bulletins at commercial locations in various communities</b> | <ul style="list-style-type: none"> <li>● MPAL</li> <li>● Local businesses</li> </ul>  |
| <b>6. Upgrade Yarmouth Recreation Website</b>  | <ul style="list-style-type: none"> <li>● Yarmouth Recreation</li> </ul>   |
| <b>7. Regularly report at council meetings</b>   | <ul style="list-style-type: none"> <li>● MPAL</li> </ul>  |
| <b>8. Support South Shore Connect marketing plan</b>   | <ul style="list-style-type: none"> <li>● South Shore Connect Marketing Committee</li> </ul>   |
| <b>9. Host community physical activity campaign</b>  | <ul style="list-style-type: none"> <li>● Yarmouth Recreation</li> <li>● Local physical activity providers/organizations</li> <li>● Local politicians</li> </ul> |
| <b>10. Open a twitter account</b>  | <ul style="list-style-type: none"> <li>● MPAL</li> <li>● YHS Active Living Committee</li> </ul>   |

YEAR 2

| Actions   | Partners  |
|---|---|
| <b>12. Have info graphics at key locations</b>                        | <ul style="list-style-type: none"> <li>• Major Recreation/sport center managers</li> </ul>  |
| <b>13. Incorporate increased signage to promote physical activity</b> | <ul style="list-style-type: none"> <li>• Major Recreation/sport center managers</li> <li>• Yarmouth Trails Association</li> <li>• Major employers</li> <li>• Bike Nova Scotia</li> <li>• YCAT</li> <li>• Heart &amp; Stoke Walkabout</li> </ul> |
| <b>14. Form an active living community committee</b>                  | <ul style="list-style-type: none"> <li>• Community Champions</li> </ul>   |

## Rural Communities

Goal: Increase opportunities for people in rural areas to be physically active and increase awareness of existing opportunities

Objectives:

- A) Maximize use of local facilities
- B) Explore the feasibility of programming in rural communities
- C) Increase outdoor activities and highlight natural assets

### ON-GOING

| Action  | Partners  |
|---|---|
| <b>1. Organize youth drop in nights in rural communities, monitor success and explore feasibility for long term/expanding programming</b> | <ul style="list-style-type: none"> <li>• Recreational Facility Access Task Team</li> </ul>  |
| <b>2. Explore beach volley ball nets at Port Maitland</b>   | <ul style="list-style-type: none"> <li>• Department of Natural Resources</li> <li>• Yarmouth Recreation</li> <li>• Sport Nova Scotia</li> <li>• Local volleyball clubs</li> </ul> |
| <b>3. Support Walking Guide distribution</b>  | <ul style="list-style-type: none"> <li>• YCAT</li> <li>• South Shore Connect</li> </ul>   |
| <b>4. Support Youth Conservation project for Yarmouth area</b>  | <ul style="list-style-type: none"> <li>• Yarmouth Shelburne Municipal Recreation Association</li> </ul>   |

### YEAR 1

| Action   | Partners   |
|--|--|
| <b>5. Promote Bring Back Play campaign</b>   | <ul style="list-style-type: none"> <li>• ParticiP ACTION</li> <li>• Yarmouth Recreation</li> <li>• Active Living summer staff</li> </ul>           |
| <b>6. Work with community halls, schools, and organizations to identify local champions and organize community physical activity opportunities</b> | <ul style="list-style-type: none"> <li>• Community groups</li> <li>• Heart &amp; Stroke Foundation</li> <li>• Local fitness instructors</li> </ul> |
| <b>7. Develop Playpods for community halls or for loan</b>   | <ul style="list-style-type: none"> <li>• Yarmouth Recreation</li> </ul>  |
| <b>8. Increase organic use of school fields and green space</b>  | <ul style="list-style-type: none"> <li>• Active Living summer staff</li> <li>• CJLS summer cruiser</li> </ul>                                      |
| <b>9. Start a hiking group concentrated in Yarmouth</b>  | <ul style="list-style-type: none"> <li>• Argyle MPAL</li> </ul>  |

County

- Community Champions

YEAR 2

| Action   | Partners   |
|--|--|
| <b>10. Start rural walking groups that use trails when possible</b>  | <ul style="list-style-type: none"> <li>• Heart &amp; Stroke</li> <li>• Community groups</li> </ul> |
| <b>11. Organize an equipment rental kiosk at Port Maitland Beach</b> | <ul style="list-style-type: none"> <li>• MPAL</li> </ul>   |

YEAR 3

| Action  | Partners   |
|---|--|
| <b>12. Explore mobile workout equipment to rotate among community halls/schools</b> | <ul style="list-style-type: none"> <li>• MPAL</li> <li>• Community groups</li> </ul> |

## Evaluation

Monitoring the progress of the strategy will be the responsibility of the Active Living Coordinator. After each year is complete objectives will be re-visited and evaluated for success. Success will include if that action was implemented, what difficulties there may have been, reporting, and tracking where applicable. However, many of the items simply cannot be quantified and may take time to see visible results. The strategy is a living document that will be adjusted as needs change to leverage new opportunities that may arise.

## References

- Alliance for healthy eating and physical activity Nova Scotia. 2009. The case for a comprehensive provincial physical activity strategy. <http://hpclearinghouse.ca/alliance/index-new.html#resources>
- Biddle, S. J. H., Whitehead, S. H., O'Donovan, T. M., & Nevill, M. E. (2005). Correlates of participation in physical activity for adolescent girls: A systematic review of recent literature. *Journal of Physical Activity Health, 2*(4), 423-434.
- Canadian Heritage (2013). Sport participation: Research paper 2010. *Statistics Canada*, Catalogue No.: CH24-1/2012E-PDF
- Canadian Society for Exercise Physiology. Canadian Physical Activity Guidelines and Canadian Sedentary Behaviour Guidelines: [www.csep.ca/guidelines](http://www.csep.ca/guidelines)
- Center for Disease Control and Prevention. Physical Inactivity <http://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/tips/physicalinactivity.html>
- Colley, R. C., Garriguet, D., Janssen, I., Craig, C. L., Clarke, J., & Tremblay, M. S. (2011). Physical activity of Canadian children and youth: Accelerometer results from the 2007 to 2009 Canadian health measures survey. *Health Reports, 22*(1), 15-23.
- Colman, R., & Hayward, K. (2002). The cost of physical inactivity in Nova Scotia. *GPI Atlantic*.
- Dishman, R. K., Saunders, R. P., Motl, R. W., Dowda, M., & Pate, R. R. (2009). Self-efficacy moderates the relation between declines in physical activity and perceived social support in high school girls. *Journal of Pediatric Psychology, 34*(4), 441.
- Dishman, R. K., Washburn, R. A., & Heath, G. (2004). *Physical activity epidemiology* Human Kinetics Publishers.
- Ebbeling, C. B., Pawlak, D. B., & Ludwig, D. S. (2002). Childhood obesity: Public-health crisis, common sense cure. *Lancet, 360*(9331), 473-482.
- Going, S., Thompson, J., Cano, S., Stewart, D., Stone, E., Harnack, L., et al. (2003). The effects of the pathways obesity prevention program on physical activity in American Indian children. *Preventive Medicine, 37*(6), S62-S69. doi:10.1016/j.yjpm.2003.08.005
- Katzmarzyk, P. (2011). The health economics of physical inactivity in Canada. *The Health & Fitness Journal of Canada, 4*(1), 30-31.
- Health Canada, 2011, <http://www.hc-sc.gc.ca/index-eng.php>

- Nader, P. R., Bradley, R. H., Houts, R. M., McRitchie, S. L., & O'Brien, M. (2008). Moderate-to-vigorous physical activity from ages 9 to 15 years. *The Journal of the American Medical Association*, 300(3), 295-305. doi:10.1001/jama.300.3.295
- Public Health Agency of Canada, 2013. Obesity in Canada: A Joint Report from the Public Health Agency of Canada and the Canadian Institute for Health Information, Catalogue no.HP5-107/2011E-PDF.
- Raphael, D. (2009). *Social determinants of health second addition*. Toronto: Canadian Scholars' Press Inc.
- Reilly, J. J., Armstrong, J., Dorosty, A. R., Emmett, P. M., Ness, A., Rogers, I., et al. (2005). Early life risk factors for obesity in childhood: Cohort study. *BMJ*, 330(7504), 1357. doi:10.1136/bmj.38470.670903.E0
- Robbins, L. B., Sikorskii, A., Hamel, L. M., Wu, T. Y., & Wilbur, J. E. (2009). Gender comparisons of perceived benefits of and barriers to physical activity in middle school youth. *Research in Nursing & Health*, 32(2), 163-176.
- Sallis, J., Alcaraz, J., McKenzie, T., & Hovell, M. (1999). Predictors of change in children's physical activity over 20 months: Variations by gender and level of adiposity. *American Journal of Preventive Medicine*, 16(3), 222-229.
- Statistics Canada, *Canadian Health Measures Survey (CHMS), Cycle 1 Data Table 34 2007 to 2009*. (Ottawa Ont.:Statistics Canada, 2010) Cat No. 82-623-X.
- Statistics Canada. 2012. *Focus on Geography Series, 2011 Census*. Statistics Canada Catalogue no. 98-310-XWE2011004. Ottawa, Ontario. Analytical products, 2011 Census.
- Strong WB, Malina RM, Blimkie CJ, Daniels SR, Dishman RK, Gutin B, et al. (2005). Evidence based physical activity for school-age youth. *The Journal of Pediatrics*, 146(6), 732-7. Retrieved from /z-medline/ database.
- Thompson, A. M., & Wadsworth, L. A. (2012). *Keeping Pace: Physical Activity and Healthy Eating Among Children and Youth: Key Findings from the 2009-2010 Study*. Government of Nova Scotia.
- Trost, S. G., Pate, R. R., Dowda, M., Saunders, R., Ward, D. S., & Felton, G. (1996). Gender differences in physical activity and determinants of physical activity in rural fifth grade children. *Journal of School Health*, 66(3), 145-150.
- Trost, S. G., Rosenkranz, R. R., & Dzewaltowski, D. (2008). Physical activity levels among children attending after-school programs. *Medicine & Science in Sports & Exercise*, 40(4), 622.
- Warburton, D. E., Nicol, C. W., & Bredin, S. S. (2006). Health benefits of physical activity: the evidence. *Canadian medical association journal*, 174(6), 801-809.
- World Health Organization, 2009. Physical Activity: [http://www.who.int/topics/physical\\_activity/en/](http://www.who.int/topics/physical_activity/en/)

## Appendices

## Help Increase Physical Activity in Yarmouth!

We want to make Yarmouth a healthier and happier community by increasing opportunities to be physically active! A strategy is being developed to increase physical activity in the Town and Municipality of Yarmouth as a part of the Nova Scotia Department of Health and Wellness's Municipal Physical Activity Leadership Program, and we need your feedback. The goal is to increase everyone's activity level, regardless of age, ability or socioeconomic status.

This strategy will be designed specifically for Yarmouth; a key part of this strategy is the inclusion of public input. This strategy specially is looking for suggestions to increase physical activity for females across the life span, youth aged 12-18, and increase active transportation.

Come share your ideas with us! We would love for you and your family to attend any of the following public meetings:

### **Milo Boat House**

June 10<sup>th</sup> 8:00pm - 9:00pm

### **Arcadia School Cafeteria**

June 13<sup>th</sup> 7:00pm - 8:00pm

### **Carlton Consolidated School Cafeteria**

June 17<sup>th</sup> 7:00pm - 8:00pm

### **Port Maitland Consolidated School Cafeteria**

June 18<sup>th</sup> 7:00pm – 8:00pm

### **South Ohio Community Center**

June 19<sup>th</sup> 7:00pm – 8:00 pm

### **Yarmouth YMCA**

June 20<sup>th</sup> 7:00 – 8:00pm

For more information contact Maura Carter, Active Living Coordinator at 742- 8868 or [Maura@district.yarmouth.ns.ca](mailto:Maura@district.yarmouth.ns.ca)

Public Meetings Presentation



MPAL

Municipal Physical Activity Leadership Program

- A program launch by the department of Health & Wellness to address physical inactivity rates throughout the province
- Develop a comprehensive plan to increase physical activity unique to Yarmouth
- Currently 44/54 Municipal units involved

2

Priorities

Increase:

- **Youth's** physical activity levels
- Physical activity levels for **females across the lifespan**
- The usage of **active transportation**

3

Influences on Physical Activity



4

- Do you think Yarmouth is a very physically active district?
- What prevents you from being more active?
- What would you like to see more of, in terms of physical activity?

5

- Any suggestions how to develop a stronger base of physical activity leaders?
- Any suggestions how to increase physical activity in rural areas?

6



### How can we increase active transportation?

- Do you feel Yarmouth's infrastructure allows for you to travel safely by foot/bike?
- What concerns do you have about walking more?
- What could be done to encourage more active transportation?
- Is there anywhere in particular you would like to see a path/sidewalk or cross walk?
- Do you often use the trails? How well do you know the layout of the trails?

7



### How can we increase physical activity for females across the lifespan?

- Why aren't females more active?
- What is available for different age groups?
  - Children
  - Teenagers
  - Adults
  - Seniors
- What are their interests?
- Activity suggestions?

8



### How can we get youth more active?

- How do we target their interests?
- What are they doing now?
- What should be more available?
- What are current interests?
- How do we connect with youth?

9

## Key Focuses

- **Active transportation:** How can we facilitate it, why can't the majority of people use it, how to increase people walking/biking to work, ideas to increase children's AT to school & biking?
- **Lack of leadership:** Where do leaders come from, how do we help them, how to get more?
- **What to do for youth:** What are they doing now, what should be more available, what are current interests?
- **Physical activity among females:** How can we assist them to get more activity, what activities should be offered, how to motivate females?

10

## Yarmouth Physical Activity Online Survey

### 1) Please select your age category:

13 to 17  
18 to 24  
25 to 34  
35 to 44  
45 to 54  
55 to 64  
65

### 2) How do you identify?

Female  
Male

### 3) Where do you live?

District 1 (Kemptville, Carleton, Canaan, Raynardton, Tusket Falls, Norwood, Brazil Lake, Lake Annis, Gavelton (part), Pleasant Valley)

District 2 (Arcadia, Pleasant Lake, Melbourne, Greenville, Pinkney's Point)

District 3 (Brenton, South Ohio, Deerfield, Summerville, Mood Road)

District 4 (Short Beach, Sandford, Lake George, Richmond, Darlings Lake, Beaver River, Port Maitland)

District 5 (Hebron, Brooklyn, Dayton, North side of Prospect Street, Wellington)

District 6 (Chegoggin, Cape Forchu, Pembroke, Overton, Lakeside Road, Milton Highlands, Edson Foote Road)

District 7 (Sandbeach, Chebogue Point, Kelly's Cove, Rockville, Wyman Road, Central Chebogue, Ellis Road (South), Regent Street (South))

Town of Yarmouth

Outside of the Town and Municipality of Yarmouth

Town of Yarmouth (Yarmouth South)

Town of Yarmouth (Centre Town)

Town of Yarmouth (North end)

**4) Are you satisfied with the opportunities to be physical activity in your area?**

- Not at all satisfied
- Slightly satisfied
- Moderately satisfied
- Very satisfied
- Extremely satisfied

**5) What do you do for physical activity?**

- Walking
- Running
- Cycling
- Gardening
- Household chores
- Yardwork
- Yoga
- Go to the gym
- Swim
- Fitness classes
- Dance
- Recreation sports (e.g. soccer, curling, boxing)
- Snowshoe/cross country ski
- Other:

**How often?**

- Never
- Not very often
- A few times a month
- A few times a week
- Everyday

**6) What are the top 3 barriers that prevent you from being more physically active?**

- Not enough time
- Too expensive
- Too far to travel
- Health concerns
- Physical ability
- Not knowing what opportunities are available
- My preferred activity is not available in my area
- I don't know how to get started
- Anxiety
- I have no barriers
- Other:

**7) How often do you use trails for physical activity i.e. walking, cycling, skiing, etc.?**

- Never

Not very often  
A few times a month  
A few times a week  
Everyday

**8) Active Transportation: What three (3) things do you think should be done in your area to get more people participating in walking, cycling and other forms of Active Transportation?**

**9) What should be done in your community to provide better opportunities for women and girls to be more physically active?**

**10) What should be done in your community to provide better opportunities for teenagers to be more physically active?**

**11) What should be done specifically in our rural communities to provide better opportunities for everyone to be more physically active?**

**12) What new physical activity opportunities would you like to see offered in Yarmouth?**

**13) Is there anything else you would like us to know?**

**For our e-mail distribution list:**

("Yes, I would like to be kept up-to-date via e-mail")

## Yarmouth Physical Activity Strategy Advisory Group

Terms of Reference 2013

### **Vision**

In the Town and Municipality of Yarmouth physical activity is a long-term lifestyle valued and enjoyed by the population as a whole. Being physically active comes both naturally and easily regardless of a person's age, gender, ability or socioeconomic status.

### **Mission**

To support, enable, and advocate physically active lifestyles for all residents in the Town and Municipality of Yarmouth through policies, programs, education, and environments.

### **Priorities**

For the Town and Municipality of Yarmouth:

1. Increase participation rates in active transportation
2. Increase physical activity rates among females across the lifespan
3. Increase physical activity among youth, ages 13-18

### **Member Roles**

The role of Yarmouth Physical Activity Strategy Advisory Committee will provide strategic direction and leadership into the development of a physical activity strategy for the Town and Municipality of Yarmouth which will be later implemented by a working group.

### **Planning & Accountability**

This strategy is a part of the Municipal Physical Activity Leadership Program which is a cost-shared initiative between the Department of Health and Wellness (DHW) and municipal governments throughout Nova Scotia. The Physical Activity Strategy for the Town and Municipality of Yarmouth will be submitted to the DHW upon completion by April 2014.

### **Process**

The term will commence in September 2013 and end March 31<sup>st</sup>, 2014. The advisory committee will meet as needed; probably 5-8 times throughout the course. The task of this advisory committee is to develop a strategy that address inactivity rates, specifically the three target priorities in the Town and Municipality of Yarmouth

### **Principals**

This group values and aims to achieve principals surrounding:

- Addresses individual, social, environmental, and policy needs
- Sustainable actions that will have a long term effect
- Inclusiveness is considered at multiple levels; programs, policies, and environments
- Action plans should be evidence based and best practice
- Realistic goals and objectives

- Equity throughout the strategy
- Whole of government approach collaborating efforts with various sectors
- Build on assets that already exist
- Strengthened by collaborating with community partnerships