



The Corporation of the Town of LaSalle

<b>Date</b>	March 20, 2018	<b>Report No:</b>	R & C 2018-10
<b>Directed To:</b>	Council	<b>Attachments:</b>	Active Living Strategy (draft)
<b>Department:</b>	Culture and Recreation	<b>Policy References:</b>	
<b>Prepared By:</b>	Director of Culture and Recreation		
<b>Subject:</b>	Active Living Strategy		

**RECOMMENDATION:**

That the report from the Director of Culture and Recreation dated March 20th, 2018 (C&R 2018-10) regarding the draft Active Living Strategy BE APPROVED;

**REPORT:**

As part of the 2015-2018 Strategic Plan, The Town of LaSalle created a Community Vision that *"LaSalle will be an active, healthy and caring community...for the benefits of all ages and abilities."* The Culture and Recreation Department is continually striving to promote this vision and incorporate the Town branding of "Living LaSalle".

In the spring of 2017, The Ministry of Tourism, Culture and Recreation announced that the Town of LaSalle would receive a \$20,000 Ontario Sport and Recreation Communities Fund. The Manager of Recreation had submitted an application to support the creation of a municipal active living strategy strengthening the planned approach to an active, vibrant and caring community.

The Douglass Marketing Group met with staff to coordinate a 12 month action plan resulting in a document that would be presented to Council as the LaSalle Active Living Strategy (see attachment A).

The goals of the strategy include:

- Increase opportunities for the older adult target group to participate in physical activities
- Communicate that physical literacy is embedded throughout sport and recreation activity as a foundation for lifelong physical activity
- Strengthen the Town of LaSalle's and partners' ability to deliver quality sport and recreation programming
- Work with stakeholders to provide a strategy to guide their own activities and plans

- Corporate partnership development/sharing of resources

The following arrangements were made to provide opportunity for residents, staff and Council to collect data and to contribute to the development of the Active Living Strategy:

1. Community focus group #1 (open)
2. Community focus group #2 (invite)
3. Online survey
4. Additional background information was compiled including:
  - a) A review of existing research including statistical data, like-minded strategies, and provincial and federal documents/programs.
  - b) Research of comparable communities, best practices and program evaluations


Additional data from the Town of LaSalle's Parks Master Plan "Connect to an Active Lifestyle" was also used to create the strategy. From the collection of data and review of existing documentation two ideologies have been integrated into the development of the strategy include the following:

1. The LaSalle Trail provides opportunities to connect neighbours with recreational and leisure activities in the town.
2. Access to recreation is critically important for all members of the community. There must be choices for organized and passive play.

A secondary product of the Active Living Strategy will include an interactive online map that can be included on the town website as a landing page to promote and educate residents on the existing inventory of active resources available in LaSalle and how people can connect to the activity (for example a user could click on a soccer ball icon on the soccer pitches at the Vollmer Recreation Complex which would produce a pop-up window that has the contact information for LaSalle Stompers). The map will allow for many resources and assets to be shared and promoted including the town's natural environment, waterfront, trails and built recreational infrastructure.

Staff are looking forward to sharing the new strategy with the Departments, community, stakeholders and partners within LaSalle. If approved, the document will be used in conjunction with the Towns Strategic Plan, Official Plan and 2015 Parks master plan to guide the future of Culture and Recreation in the Town of LaSalle. We will use the strategy to support the Living LaSalle brand and promote community connection and active lifestyles within the municipality.

  
Director of Culture and Recreation

Reviewed by:							
CAO 	Treasury	Clerks	Env. Services	Planning	Parks & Rec	Building	Fire



Active Living Strategy - March 2018  
Presented by: **DOUGLAS MARKETING GROUP**

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## **Background**

In May of 2016, the "Living LaSalle" brand campaign launched, encouraging a Healthy, Vibrant, Caring community with a tactical strategy to implement that vision within the municipality. To further achieve the brand voice potential, this Active Living Strategy follows similar recommendations that directly align to the Town of LaSalle's overall strategic goals and unique features.

### **Building from the Big Picture Landscape®**

Promoting an active lifestyle through communication and marketing materials will showcase the parklands, trails, and sporting activities available. This includes providing visually appealing assets that will educate LaSalle's residents and visitors on indoor and outdoor amenities.

## **Scope & Methodology**

### **Objectives:**

The Active Living Strategy is a fluid document created by research and data compiled through a thorough review of active living assets and activities throughout the Town (**Ref. Assets & Existing Materials**). The strategy seeks to identify the target market segments, profile, brand positioning, value proposition, and allocation of resources against desired outcomes.

The strategy will form the basis for ongoing communications around Active Living.

### **Scope:**

In 2017, The Town of LaSalle received a provincial grant from the Ontario Sport and Recreation Communities Fund to benefit people of all ages and abilities within the region by taking a comprehensive inventory of current active living resources and identifying needs. The Town of LaSalle is committing to build a more active and healthy community by ensuring increased opportunities for participation of targeted groups. Older adults have been identified as the primary target sector; 29% of the population in LaSalle is 55 years or older.

### **The goal of the project:**

- Increase opportunities for the targeted groups to participate in physical activities
- Communicate that physical literacy is embedded throughout sport and recreation activity as a foundation for lifelong physical activity
- Strengthen the Town of LaSalle's and partners' ability to deliver quality sport and recreation programming
- Provide stakeholders (eg. sports organizations) with a strategy to guide their own activities and plans
- Corporate partnership development/sharing of resources

**As part of Strategic Planning Sessions held in March and April 2015, LaSalle Council adopted a revised strategic vision for the community that reads as follows:**

*"LaSalle will be an active, healthy and caring community that values its unique heritage, shoreline, open spaces, safe residential neighbourhoods and vibrant business districts for the benefit of persons of all ages and abilities."*

An Official Plan Review recognized a population shift that would affect municipal planning, requiring attention and consideration for future policies and programming. The September 2017, **"Moving Forward Together – Demographic Challenges – Place Matters, It's About Making Smarter Choices"** report from the Department of Development & Strategic Initiatives provided these statistics confirming an aging population:

- Population has more than doubled from 1971 – 2016, +18,070 persons
- Household size has decreased – from 4-person average per household in 1971 to 1 – 2 people in 2016.
- Aging population – **seniors are now 29.4% of LaSalle's population in 2016 (up from 9.7% in 1971)**

**An excerpt describes the challenge for the Municipality:**

*For the Town of LaSalle to remain competitive and attractive to highly mobile Millennials and to an increasing number of active Seniors, this municipality must continue to evolve into an "Age-Friendly Community" that offers a broad range of affordable housing, transportation and employment options, safe and walkable neighbourhoods, vibrant and attractive town centre and waterfront districts, and high-quality services. Special care and attention will be required to meet the changing needs of our growing Senior population, while also providing opportunities and services that are capable of retaining and attracting a larger share of Millennials*

**Identification of Target Markets & Segmentation Strategy:**

With the various target audiences identified, the message and creative elements should speak to individual passion; the honest pursuit to healthy goal's using LaSalle's Active Living resources – identifying any social support or resources leveraged and highlighting the benefits or outcomes of their progress/choices.

**Target Market (points of distribution/contact)**

- Seniors (senior centres, retirement/assisted-living communities, Vollmer complex)
- Youth (Vollmer complex, Community centres, schools, local businesses, parks, Windsor Crossing)
- Young Families (Vollmer complex, community centres, parks, daycares, local businesses)
- Local Business (Chamber of Commerce, forums, trade shows, conferences)
- Health & Wellness non-profit organizations (regional round tables, forums, trade shows, conferences)
- Federal/Provincial Governing Bodies (regional round tables, forums, trade shows, conferences)



### **Primary Target: Community Members/Residents**

Median age: 40.5 years

- Seniors account for 23% of the population
- Percentage of school aged children have declined by over 19%
- The percentage of young adults has decreased by over 7%
- Population is currently 28,643 people

### **Secondary Target: Prospects**

- Health & Wellness Industry
  - Practitioners / Entrepreneurs / Industry Leaders
  - Small to medium-size business owners
- Visitors / Tourists (American and Canadian)
  - Families with young children
  - Seniors
  - Adventure Seekers
  - Eco-tourists

Implementing the Active Living Strategy requires building awareness to access points for each unique target audience, with the understanding that although specific age groups can be categorized, individual motivations and abilities require additional supports and resources. A comprehensive offering of targeted activity – i.e. Skateboarding for Youth and Pickleball for Seniors, presents opportunities with each target market segmentation to expand programming, i.e. developing support through inter-generational mentorship.

### **Methodology**

The following data was collected to inform the development of the Active Living Strategy:

1. In-person focus group #1 (Ref. Focus Group Results)
2. In-person focus group #2 (Ref. Focus Group Results)
3. Online survey (Ref. Active Living Online Survey Responses)
4. Additional background information was compiled to:
  - a. Review existing research including statistical data, like-minded strategies, and a review of provincial and federal programs.
  - b. Research of comparable communities, best practices in implementing active living strategies by community and target market, and community program evaluations (Ref. Comparable Communities).

**In-Person Focus Group #1 (Public Session):** By public invitation, participants were challenged to consider the definition of active living, the actions or activities that motivated them towards a healthy lifestyle, identifying assets or resources they typically use and how they discovered information. Residents and non-residents participated in targeted sessions. Invitations were distributed by public notice from the Town of LaSalle.

**In-Person Focus Group #2 (Private Businesses & Key Stakeholders):** Private, locally-held health-based and regional organizations were invited to attend. A targeted list was identified by the municipality and informed by additional research that considered a holistic approach to wellness.

**Online Survey:** Based on questions developed for the public session focus group, the online survey was created for the collection of personal perspectives of "Active Living", identifying motivations and interests. This survey was distributed by the municipality to council. The results of this survey were similar to the key findings from the focus group. Releasing the survey to the wider-public would gauge interest and motivations of the broader community.

## **Data Collection**

### **Primary Data**

#### **Executive Summary for Focus Groups**

The results of the two focus groups and online surveys helped establish the goals, objectives, and tactics outlined on this strategy.

Challenges identified in the focus groups:

- Cost
- Safety – equipment, signage, personal restrictions (mobility)
- Lack of Physical Literacy
- Accessible Parking
- Desire for new incentives/challenges to maintain motivation
- Limited knowledge of available programming
- Lack of activities with child-minding programs for parents

## **FOCUS GROUP**

### **key findings and opportunities, summarized by session**

1. Develop or promote group activities within the trail system and along routes.
2. Provide linked information or programming to promote heritage of LaSalle along trail system.
3. Create or promote multi-generational activities that encourage families and others to engage together.
4. Consideration for "senior-safe" activities for varying abilities, age-appropriate incentives.
5. Pickleball – a growing sport unique to LaSalle, a success from recent municipal investments.
6. Flexible group programming that incorporates new or trending activities on a regular basis.
7. Social and competitive elements of organized activities, which can often be a key motivator for participation.
8. Active living should encourage independence among children and youth, providing opportunity to ingrain the mindset of an active life or set a lifelong goal.
9. Utilize cross-promotion with local businesses to achieve active living throughout the community.



## Online Survey Results

The results of the survey are comparable to the findings received in the public focus group. Although the survey did not explore the personal definition of Active Living, the respondents were asked to consider their activity level, barriers, and suggestions for achieving healthy living goals. Seasonality, mobility challenges, available time/money, and access to information were all identified as factors affecting the likeliness of participating in any activity.

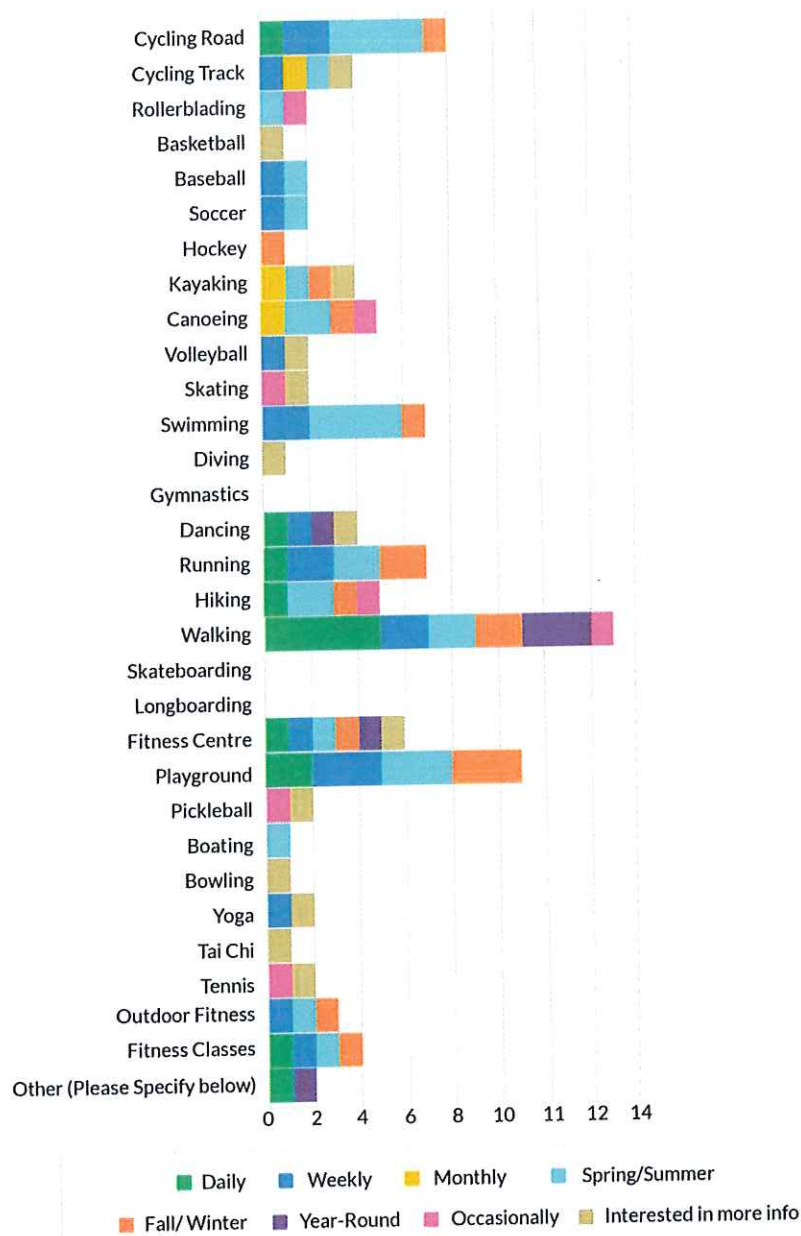
Through the survey, respondents were able to identify the activities they are currently participating in, at what frequency, and during what season. Walking was the top daily activity for all seasons. Cycling and swimming were a highlighted summer activity; hockey was identified as a fall/winter activity only. Running and fitness classes were identified as activities that often occurred weekly during all seasons.

Trails were the most commonly used municipal asset, with seasonal and natural features being of particular interest, but available security and multi-use (walking, riding a bike) were highlighted as the main component for picking a route. Tennis and basketball courts were facilities that respondents would like more information on.

A feature of this survey was a check box that allowed respondents the option to identify if they would like more information on a particular activity or resource. This information would be valuable to both the municipality and partners, as a follow-up to fill the gaps of information, and/or identify potential interest in developing activities. Survey results suggest that the top three resources used to find information about physical, or mental health activities included were in websites, friends or colleagues, and the municipality's Activity Guide.

The survey is a living document for ongoing input online to the wider population as the questionnaire identifies valuable information in the tracking of outcomes from an age range of the respondents, motivations, and particular interests.

The online survey identified 23 activities, which including identifying the activities respondents were seeking additional information for. **See chart below:**



Additional existing data from the Town of LaSalle's Parks & Recreation Master Plan Update identified the following in the report "Connect to an Active Lifestyle" by Bezaire and Associates which was approved by LaSalle Council at the April 14, 2015 Council Meeting:

- 70% of LaSalle's residents and/or their families visit the park once or twice a week, on average

The outdoor activities in this report identified:

- 56% of respondents using parks for walking for fitness
- 37% walking the dog
- 68% of families go to the park to use the playground equipment

Considering the 26 different parks LaSalle has to offer, only about a quarter of the people use neighborhood parks for non-league sports such as pick-up soccer or baseball games, but just under half would use the park to throw around a ball or a Frisbee.

In general, there is support for all things natural including connections to trails, access to natural areas, more trees, canoeing, and kayaking. This study echoes the enthusiasm for parks that provide amenities like splash pads, Pickleball, tennis, bocce, and basketball courts.

**The final outcomes of this report identified two principles that have been integrated into the development of the strategy:**

1. The LaSalle Trail is starting to provide opportunities to connect neighbours with recreational and cultural activities in the town.
2. Access to recreation is critically important for all members of the community. There must be choices for organized and passive play. No one, regardless of social, financial, or physical ability, should ever feel like they are unable to get connected or active within the community.

## INDOOR ACTIVITIES



## OUTDOOR ACTIVITIES





## **Defining Active Living**

Essential features of the Active Living Strategy require consideration of the following trends/provincial objectives. Complimenting provincial objectives with a keen focus will position sections of this strategy for funding and support:

**In 2015, the National Framework for Recreation in Canada developed a strategy to support and maximize benefits for recreation in Canada includes five goals to building a healthy, active life:**  
(Reference: Secondary Data pg. 24)

GOAL 01	Foster Active Living Through Physical Recreation
GOAL 02	Inclusion & Access
GOAL 03	Connecting People and Nature
GOAL 04	Supportive Environments
GOAL 05	Recreation Capacity

## **Key Findings from Focus Groups**

### **Support Independence**

Active living should be part of everyone's daily lives and should also encourage independence.

### **Socialization and Fellowship**

Based on the results of the focus group, socialization was identified as the top benefiting and motivating factor for Active Living. In terms of motivation, competition and variety were listed as the top two reasons to engage in physical activity. Creating fellowship gives active living for that person a 'sense of purpose'. Active living also involves nonphysical activities such as doing puzzles, playing shuffleboard, reading, etc.

### **Multi-Generational Activity**

Additional insights included a keen awareness by all participants to include activities geared towards elders, who are starting to lose mobility with age. In the second group, business leaders and health providers generated a large discussion about modelling healthy behaviours and proper techniques. Leading by example was considered to be very important; realizing the importance of health and starting it in your life to motivate family, friends, and kids to follow in those footsteps. A lack of programming for young adults was identified as a gap, age-specific and inter-generational programming was recommended.

The resulting feedback for the types of activities by season is summarized in the list below:

<b>SPRING</b>	<b>Gardening, Cycling, Lawn bowling, Pickleball (all seasons), Walking, Camping, Fishing</b>
<b>SUMMER</b>	<b>Tennis, Lawn bowling, Baseball, Soccer, Beach volleyball, Rock climbing, Trails</b>
<b>FALL</b>	<b>Raking leaves, Gardening, Apple picking, Organized basketball, Card games, Book clubs, Board games, Football season, Shuffleboard ( all seasons)</b>
<b>WINTER</b>	<b>Curling, Bowling, Skating, Swimming, Hockey, Arts/craft classes</b>



## **Focus Group Results in Review**

(Ref. Focus Group Results & Active Living Online Survey Responses for full results)

It was established that the two main drives for active living were *available activities* and *social motivation*. Social motivation ranged from being competitive in nature to being a function of social support for older generations; providing a weekly routine to actively accomplish.

Seasonality and weather affected what types of activities people would participate in, however, a general consensus was made that indoor facilities provide a sufficient amount of activities to keep residents, or visitors, active year-round. The amount of available trails was not well-known in either group. To accommodate outdoor activities, the majority of feedback indicated ways of improving existing amenities with features or signage to establish safety or provided interactive programming.

To promote active living in the region, both groups indicated that **having up-to-date resources** communicated efficiently both on and offline would be key to achieving success. Each group described various ways for sharing or creating incentives that could track or motivate participants to achieve new levels of activity. Some focus group attendees provided strategies in great detail, including the development of a GPS scavenger hunt existing throughout the trail system, promoting education of local history or natural resources identifiable to the region. Additional strategies included promoting fellowship, or further expanding existing programming through cross-promotion amongst the businesses in attendance. Social media was considered a very important tool for its ability to update networks in a short amount of time and for the ability to share opportunities and information to additional networks. Participants in the first group mentioned **The Vollmer Complex as an optimal place for a hub of Active Living information in LaSalle.**

**Customer Service Desks** act as key gateways to information providing education to residents, visitors and staff to ensure they have information on available programs, social or organized sports in the region, and additional opportunities or tools for new activities or incentives.

The second group identified **leading by example** as very important. The group suggested that a focus on personal health can motivate family, friends, residents and visitors to follow in those footsteps. **Cross-promotion was seen as a key conductor for moving the message effectively throughout the municipality.** The participants in the second session saw value in collaboration of coordinated communications; sharing costs and increasing distribution.

In the first group, a key takeaway was an overwhelming enthusiasm for Pickleball. All of the elders in the focus group chose Pickleball as an option for active living. Expansion on this sport, for example, could easily be achieved by supporting year-round Pickleball activities.

**Creating friendly competition can become a driver for participation and creating a “movement”:**  
*‘No matter who you are, you’re competitive to some degree’ - focus group respondent*



The following recommendations reflect the core structure and follow through that allows for an Active Living Strategy that is supported with the well-being and interests of the residents as a key priority. The communications and tools for engagement require rolling out ideas that can Educate, Engage and Enlist key stakeholders to become active in support, rollout and joining the movement that supports active living as a way of life.

### **Recommendation #1**

**Define the roles and responsibilities of the Town**

**Outline in a report to Council to accomplish the following:**

- Council approval to adopt strategy
- Data collection including distribution of materials, inventory of partners, programming statistics
- Departmental training for strategy implementation and online mapping resource

### **Recommendation #2**

**Define internal communications process for Active Living Strategy**

- a. Ensure that all communications and actions that relate to the strategy come through the Town's Culture & Recreation office
- b. Establish a key point of contact for Active Living Strategy at a communications level that ensures messaging is working collectively with the Strategy.
- c. Develop a user-friendly process that communicates online map submissions, contacts, partnerships and approval as overseen by the Active Living internal committee.

### **Recommendation #3**

**Active Living Strategy landing page**

Develop a Town website landing page that acts as an online hub for all information relating to the Active Living Strategy & Map including key developments, stakeholders, partners, festival/events, and other initiatives underway. Ensure online metrics tracking to measure online traffic and identification of key demographics.

## PARKS, PLAYGROUNDS & TRAILS



### **Recommendation #4**

#### **Active Living Map integration**

- a. Launch the Active Living Map as a core navigator of community assets to track and share key Active Living activities in LaSalle

### **Recommendation #5**

**Develop a campaign launch for Active Living Strategy and Map roll-out to maximize use of maps via:**

- a. Online/offline tactics
- b. PR strategy
- c. Utilization of established and/or dedicated municipal communication channels
- d. Partnerships
- e. Asset listings

#### **For e.g.**

- Exploring digital marketing options to create short-videos celebrating success and residents achieving an active life.
- Coordinating public murals that display messages related to active living and holistic wellness to reinforce message in active areas - parks, outdoor pool, trails.

### **Recommendation #6**

#### **Establish an incentive program for Active Living**

Identify potential incentives through available municipal and partnership offerings to provide incentives to Active Living participants.

#### **For e.g.**

- Inviting community members to share success and pathways to achievement of an "active lifestyle" through highlights and targeted communication channels
- Highlighting Active Living Ambassadors (business, organizations, and individual champions) in feature profiles
- Coordinating open houses to Active Living partnership facilities to highlight resources and specific features
- Establishing a loyalty program/card/passport to promote regional offerings, consider integrating trackable technology to measure use of various resources



- Establishing recognition of Active Living Partners and incentives for Active Living Ambassadors who champion a healthy lifestyle through wellness
- Displaying special offers and discounts prominently on Active Living Map
- Producing sticker-signage relating to identifiable map icons for businesses and related establishments to establish an offline connection to map offerings
- Coordinating online video profiles hosted on the dedicated webpage
- Featuring profiles, asset/programming listings in Active Living communications and social media posts
- Coordinating visual materials that promote recognition at all locations that participate, this could tie into progressive collective piece that grows with momentum
- Developing a print version of the Active Living map that is interactive, using established map icons as stickers to be collected at identified locations. This map can be distributed to youth and seniors to collect during a targeted campaign with established incentives, i.e. free swim passes or coordinated partnership offerings

## **Recommendation #7**

### **Engage administration to champion the strategy from the inside-out**

Encourage adoption of the Active Living Strategy with management and staff within the corporation to take a leading role in developing an active community.

Provide an online link for feedback regarding the strategy implementation to improve outcomes.

## **Recommendation #8**

### **Provide Active Living awareness training to front line desk staff at the Vollmer Complex, and Town Hall**

Provide information and resources through a workshop or dedicated online portal for information on available resources and programming as it relates to the Active Living Strategy.





## **Recommendation #9**

### **Identify Active Living Strategy Partners & Ambassadors**

Generate collaborative partnerships with organizations that can support wellness as a regional goal for the community. Identify ambassadors who engage or champion projects or services that align with the strategy which could include but are not limited to:

- Senior Housing and Retirement Communities
- Windsor-Essex County Health Unit
- Businesses (participation in map, resources for wellness)
- Organizations and non-profits (participation in map, events, aligned with strategy)

### **List of Partners**

Build on *List of Partners* to establish or expand existing relationships. Provide support and tools to assist in moving the message; ensure regular communication to create additional pathways to program and partnership development.

### **Maximize existing LaSalle relationships:**

#### **Pathway to Potential**

Online survey suggests this strategy has already been effective in increasing physical activity. It is recommended to continue to support *Walk this Way* through sponsorship of the indoor fitness track at the Vollmer Complex.

#### **Life After Fifty**

Utilize the LAF café in Town Hall for resources and outreach to the Senior target market and further expand programming with the guided “walkabouts” at LaSalle Woods. Participation and potential partnership with the 5th Annual Windsor 50+ Show at the WFCU Centre to provide outreach to target audience through programming and/or opportunities for partnership promotion.

#### **Turkey Creek Canoe & Cleanup**

University of Windsor's Freshwater Ecology Restoration Centre/ Detroit River Canadian Clean Up: Focused on Great Lakes Research to conduct research on aquatic systems and lake and river restoration projects steps from the Detroit River. Expand programming of educational projects for students from elementary school to high school to include all targeted populations.

#### **Essex Region Conservation Association**

Participate in community tree planting and stream cleanup events to improve our local environment while creating opportunity for socialization and increasing activity.

#### **SWARG in motion**

Windsor-Essex Communities *in motion* (W-E CIM) is a comprehensive, community-wide health promotion strategy. Types of projects that could be established or expanded include targeted events for ages 55+, local research, and annual week of “in motion” activities.

## SPORTS



### **WEHealthyKids.ca**

Windsor-Essex is one of the 45 communities across Ontario that was awarded a Provincial grant to promote healthy eating, physical activity, and healthy lifestyle choices for children between the ages of 0 and 12. Various community partners including health, education, recreation, and the private sector will work together to implement community-based activities. For example, "Screen Free on Family Day", supporting free swimming and skating activities at the Vollmer Complex.

### **Additional Considerations:**

#### **Compassionate Care Community**

Develop targeted programming and community-based resources to support holistic living.

#### **Canadian Mental Health Association**

Working together with CMHA to establish resources and programming for mental wellness and cross-promotion to support strategy goals.

#### **Primary, Secondary and Adult Educational Institutions**

Coordinate speaking engagements to engage ambassadors and identify potential partnerships and programs that establish inter-generational activity and life-long wellness.

#### **St. Clair College**

Supports connection to millennial target audience and potential access to academic resources from Fitness & Health and Sports Management program. Additional projects and/or established research could engage students in field placements to launch grassroots programs or initiatives that explore inter-generational outreach, technical skill-building for targeted use of Active Living map.

Additional opportunity to target youth through outreach with existing campus health fairs to communicate strategy, volunteer opportunities, and provide education for using the online map as a resource.

#### **University of Windsor**

Potential collaboration for academic research through the Human Kinetics program and integrated applications with nursing, social work, dramatic/visual arts music, and/or education programs. Additional opportunity to target youth through outreach with existing campus health fairs to communicate strategy, volunteer opportunities, and provide education for using the online map as a resource.

#### **Arts Council of Windsor & Region**

Establishing holistic programs to promote well-being through the integration of arts and health to apply for available funding of creative workshops.



## **8 80 Cities.org**

Helps create safe and happy cities that prioritize the well-being of the people. They promote the belief that public spaces should provide inclusive programming for ages 8-80 through sustainable mobility, parks, and public space projects, for example, Open Streets.

## **Windsor Essex Economic Development Corporation & Windsor Essex Regional Chamber of Commerce**

Potential long-term funding partner for sustainability with the online mapping tool to support identified businesses and move the message to access additional partnerships and additional government resources.

## **Windsor-Essex County Health Unit**

Providing additional educational resources, ambassadors for cross-promotion, and outreach opportunities through public health days, involvement in organized tradeshow.

## **Recommendation #10**

### **Establish an Active Living annual review**

Invite regional partners, staff, stakeholders, organizations and business owners to an annual meeting to update and review. This will provide value and insight to identify/fill gaps in programs or skill-development offerings, include updates on any current trends or successes.

## **Recommendation #11**

### **Create and sustain social media promotional campaign**

Create a partnership social media program that encourages checking-in to Active Living hot spots, sharing and commenting on Active Living social posts, and using the Active Living official hashtag: #ActiveLIVINGLASALLE.

## **Recommendation #12**

### **Utilize partnership communication channels**

Utilizing marketing channels through partnerships can be more effective for developing and implementing strategies that are also a cost-effective way of reaching and engaging new audiences.

Provide reciprocal communication advantages – i.e. featured listings, specials, and group offerings listed on municipal communication channels and highlighted on Active Living Map.

Provide easily accessible material to share with partner networks websites, social media channels, and public notice boards (i.e. fitness/locker room public notice boards).



### **Materials Suggested:**

- Social Media Template
- Online Banner Ads
- Hand Outs / Post Cards (for print or electronic circulation)
- Posters – integrating healthy tips or “on-the-spot” challenges (jumping jacks, dancing)
- Co-branded pieces that show support of Active Living Strategy and brand messaging

### **Recommendation # 13**

#### **Update Municipal communications tools to include strategy information**

Coordinate and revise targeted communication materials to support strategy messaging and Living LaSalle initiative.

- Add “Active Living” as a category to the Newsletter, Council Message, LaSalle Messenger, Community Calendar, etc. to support related events

### **Recommendation #14**

Revise the Activity Guide to include strategy information and identified resources (online map and landing page).

### **Recommendation #15**

Re-issue an Active Living online survey with necessary amendments to track and measure impact and outcomes. Provide opportunity to disclose personal information and permission to follow-up on successful responses or follow-up on requests for information.

### **Recommendation #16**

Use high-traffic areas and key municipal events to coordinate free demonstrations of map activities that can highlight the facility or space and develop exposure to new audiences. For example, town-wide/open house events, health expo, etc.

### **Recommendation #17**

Include strategy promotion on parks, trails and facility signage to encourage residents and visitors to join the movement of **#ActiveLIVINGLASALLE**. For example, suggesting yoga poses, distance to activity areas, or cultural/heritage amenities.

### **Recommendation #18**

Create messaging during Recreation Month to encourage local businesses and employers to coordinate workplace "Activity Breaks".

### **Recommendation #19**

Diversify programming and activities to address key target markets to include health professionals, activity leaders, and active champions who can provide a demonstration of service offerings at high-traffic areas, open houses, community centres, and health fairs.

For example, dietitian providing cooking demo on highlighted foods by season, yoga instructor leading meditation session during children's hockey practice, or art instructor leading art therapy.

## **REFERENCES**

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Seniors and disabilities, 1996, National Advisory Council on Aging.

Active Aging Canada, <https://www.activeagingcanada.ca/>

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Population Health, 2013, Health Canada/Government of Canada, [Canada.ca](http://Canada.ca)

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<http://www.mtc.gov.on.ca>



## **Secondary Data**

### **Alberta Centre for Active Living Resource Centre**

Physical activity levels of Albertans have been monitored every other year by the Alberta Centre for Active Living since 1993. The centre has dedicated resources to compiling information and resources through internationally recognized researchers. Their annual survey on physical activity assesses and monitors trends in physical activity participation, walking habits, and other factors related to physical activity participation. The annual survey helped inform the questions to ask focus group participants. Additional data and resources were utilized in the development of the strategy.

### **Halton Hills, Active Living Strategy**

The community of Halton Hills developed an Active Living Strategy to increase the physical activity levels of people who live, work, and play in Halton Hills. The development of the strategy responds to the fact that Canadians generally do not meet the national daily physical activity guidelines and are not maximizing the resultant health benefits. Their Active Living Strategy has 46 recommended goals that aim to improve the "activity-friendliness" in the Town of Halton Hills based on the Canadian Physical Activity Guidelines. (Ref. **Comparable Communities**)

**In 2004, Health Canada published 12 Determinants of Health to improve the health of the entire population and to reduce health inequities among population groups:**

Income and Social Status  
Social Support Networks  
Education and Literacy  
Employment/Working Conditions  
Social Environments  
Physical Environments  
Personal Health Practices and Coping Skills  
Healthy Child Development  
Biology and Genetic Endowment  
Health Services  
Gender  
Culture



**Health  
Canada**

The strategy considers the components of an age-friendly community, which recognizes that seniors have a wide range of skills and abilities, emphasising the importance that all areas of community life meet the age-related needs of seniors. Furthermore, as a key target market, seniors face significant challenges to maintain an active life. As described by the Active Living Coalition for Older Adults:

*"Ageism exists in all areas of active living - in most sports, in dancing studios, in fitness centers, in stadiums, community fields, and ballparks. These places are mainly filled with active children and younger adults. Older people do not often see themselves there. Older people may not mind being observers of sport and physical activity, but they do mind participating. Moreover, they are not often invited to participate. Research shows that the top two barriers for elderly women to participate in fitness programs are a lack of confidence in their ability and lack of social support (O'Brien Cousins, 1996). In the general sports scene, older men feel unskilled, unfit, unwelcome, under-valued, or undeserving. Another barrier for both women and men may be their belief that they will come to harm in activity settings. Being active feels too risky. As a result, if they are active at all, they choose lower intensity activities such as lawn bowling, curling, fishing, and gentle walks."*