

# Active 2010 Physical Activity Plan Update

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# Background Info

- Obesity Problem
- Markham children & youth lack information
- Understanding our diverse community
- Youth participation levels

# Canada's Report Card on Physical Activity for Children & Youth

- Canada's Overall Grade for 2006 is 
- Access to and Quality of Recreation Programs is 
- Over weight / Obesity is 

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# Children & Youth

## Building a Quality Community

1. Increase number of “Living Schools” in Town of Markham
2. Social Marketing to increase Awareness
3. Increase number of after-school programs

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# Living Schools

**Goal: Increase the number of “Living Schools” in the Town of Markham**

Strategies	Indicators of Success
<ul style="list-style-type: none"><li>• Develop a relationship with the York Region District School Board</li><li>• Identify schools that would receive the most benefit from the program</li><li>• Work with the Program Team in the implementation of the ‘Living School’</li><li>• Expand the program to as many schools as possible in the Markham area.</li></ul>	<ul style="list-style-type: none"><li>• A list outlining schools with the greatest need for an enhanced physical activity and health program (<b>Monitored: yearly</b>)</li><li>• Have Program Coordinators responsible for overseeing a few key schools in each area (<b>2006/2007</b>)</li><li>• Track the number of schools with the ‘Living School’ program (<b>2006-2007</b>)</li></ul>

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# Social Marketing

**Goal:** Social Marketing designed to increase awareness of the importance of physical activity for children and youth.

## Strategies

- Include educational information about the importance of physical activity in all children and youth recreation program
- Create new programs specific to teaching self directed physical activity for children and youth
- Work with YMCA to develop a physical education program for children and youth

## Indicators of Success

- Creation of a physical education pamphlet for children and youth to be distributed to camps and schools
- Staff to incorporate a physical component to all camps and as many programs as possible (**Fall 06'**)
- Creation of physical activity specific programs for children and youth (**2007**)
- Creation of YMCA specific programs to promote physical education (**2006**)

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# Increasing After-School Access

**Goal: Increase # of after-school programs offered to children & youth**

Strategies	Indicators of Success
<ul style="list-style-type: none"><li>• Develop a relationship with the York Region District School Board in the implementation of recreation programs in the schools</li><li>• Try to use schools as a facility for program development</li><li>• Increase the number of Drop-in programs offered after school</li><li>• Use student volunteers to help run programs and tournaments</li></ul>	<ul style="list-style-type: none"><li>• An increase in the number of programs offered to students in their schools <b>(2006-2007 )</b></li><li>• An increase in the number of Drop-ins offered in schools and at Community Centres <b>(2007)</b></li><li>• Improved volunteer program making it easier for volunteer recruitment and placement. <b>(2006)</b></li></ul>

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# Public Awareness & Education

## Building a Quality Community

1. Creating a social marketing plan to promote Physical Activity
2. Enhance physical activity education for cultural groups
3. Development of new cycling path.

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# Social Marketing

**Goal:** Create social marketing plan to promote importance of Physical Activity

## Strategies

- Develop a ACTIVE 2010 'tag' for identification of physical activity promotion
- Development of a Marketing Plan to deliver message of ACTIVE 2010 to the residents of Markham
- Development of 'Getting Started Package' for accessing recreation opportunities (including renting facilities) for new residents

## Indicators of Success

- With the assistance of our Corporate Communication Department develop a Marketing Plan and promotional 'Tag'
- Increased awareness of Markham's ACTIVE 2010 plan
- Getting started package to be delivered to new residents in the Town of Markham

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# Enhance Physical Activity ED

**Goal:** Enhance physical activity education and opportunities available to people of various cultural groups

## Strategies

- Develop a social marketing plan specific to the various cultural groups in the Town of Markham
- Have programs reflect greater cultural sensitivity
- Developing partnerships with cultural groups
- Providing recreational staff with cultural information sessions

## Indicators of Success

- Physical Activity message being delivered to cultural community in Markham (**Summer 06**)
- Increased number of cultural program. (**Monitored Yearly**)
- Increased participation in recreation programs in culturally dense areas (**Monitored yearly**)
- Increased facility rentals in culturally dense areas (**Monitored yearly**)

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# Try-It Week

- FREE Recreational programs offered to residents of Markham
- Total of 47 programs were offered during September 9-16
- Try-It programs were offered in most recreational facilities throughout Markham
- Programs provided residents with trial programs
- Programs ranged from sports, fitness, dance to preschool programs fit for all ages.

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# Recreational Display Panel

- A clear definition to what we do and offer
- A showcase of what Markham Recreation offers
- Promotes benefits to our constituents
- Increase awareness of what recreational opportunities are available.



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# Creation of Physical Programs

- Drop-in Programs
- Incorporating physical components to all camp programs
- Use of youth groups as suggestion groups in building children and youth programs
- Increasing walking and cycling paths



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# Social Education for Culture Groups

- Cultural Barriers
- A shift in mindsets
- Serving the different cultural groups
- Cultural awareness in recreation programs

# Healthy Eating & Active Living

- Building a closer bridge to national and provincial projects for a better tomorrow
- Recommended nutritional standards
- Eat Smart! Program
- Informing Markham's Resident



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# Questions

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# Social Marketing Plan

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