
CITY OF KELOWNA

MEMORANDUM

Date: January 4, 2005
File No: 6430-01
TO: City Manager
FROM: Recreation Services Manager
SUBJECT: Active Communities – Physical Activity Challenge

RECOMMENDATION:

THAT The City of Kelowna join in the challenge from the Province of BC to increase physical activity **20% by 2010** and collaborate with the Provincial Government and 2010 LegaciesNow to help meet that target;

AND THAT the Council direct staff to proceed with the **Active Communities Initiative** as described in the report from the Recreation Services Manager dated January 4, 2005.

Background:

On July 2, 2003, the International Olympic Committee selected Vancouver, British Columbia to host the 2010 Olympic and Paralympic Winter Games.

The Province of British Columbia has committed to increasing physical activity levels in BC by 20% by 2010 and 2010 LegaciesNow is encouraging all municipalities to become Active Communities and accept the 20% by 2010 challenge for their citizens and employees.

Obesity levels amongst our youth are becoming alarmingly high, adult obesity rates have increased by more than 2.5 times in the past decades and increased physical activity can significantly reduce the risk of many illnesses such as breast cancer, heart disease, strokes and Type 2 Diabetes (CMA).

The benefits of increased physical activity can lead to a more productive, healthier citizens and work force as confirmed by the Canadian Medical Association's challenge to all provincial jurisdictions to increase physical activity by at least 10% by 2010.

On November 30, 2004, the City of Vancouver passed the following resolutions:

THEREFORE BE IT RESOLVED THAT the City of Vancouver be the first municipal jurisdiction to join the 20 by 2010 challenge and work with the Provincial Government and 2010 LegaciesNow to help meet the target of increasing physical activity amongst its citizens and employees by 20% by 2010.

THEREFORE BE IT FINALLY RESOLVED THAT a copy of this motion be forwarded to each municipality in the province in order that they can join the City of Vancouver in making our population more physically active by 2010.

As part of Sport and RecreationNow, 2010 LegaciesNow has engaged over 150 community organizations to work toward an overall objective to increase the number of British Columbians taking part in physical activity by 20 per cent by 2010.

Staff is recommending that the City of Kelowna be among the very first municipalities in British Columbia to join in this challenge.

Discussion:

Active Communities is a new initiative that promotes personal well being through a healthy lifestyle with an emphasis on physical activity and involvement with many worthwhile pursuits. This is a national movement that is being embraced by communities across the country. In 2004, the Recreation Services Department has undertaken a preliminary investigation to determine the City's role in implementing this new initiative. The possibilities of this approach are vast and the potential benefit to the community is significant.

Attached is an initial outline to create Kelowna's Active Communities Initiative.

There has been a substantial reference to "Active Living" and "Active Communities" in the 2010 Legacy Aquatic Centre, and the Mission Recreation Park facilities, and the role that all recreation, sports and parks facilities play in increasing activity levels for Kelowna citizens.

The new City Strategic Plan, 2004 Edition (draft), includes a **Goal** "To foster the social and physical well-being of residents and visitors" an **Objective** "To Promote health and wellness initiatives" and **Action Steps** that include;

- Develop and enhance education and awareness programs that promote the benefits of health and wellness initiatives, including recreational activities, walking, cycling and community activities.
- Work with external agencies, including Interior Health and School District No. 23, which promote health and wellness initiatives.
- Assess physical activity levels of Kelowna residents and promote the Province's goal of increasing activity levels by 20% by 2010.
- Develop or support programs that promote healthy, positive lifestyles for youth.
- Develop or support programs that address the needs and engage the energies of seniors.

City Council has recently approved a budget item which will provide additional resources to create a more defined direction and framework in which to proceed with our Active Communities Initiative.

As staff develops our Active Communities strategy in 2005, Recreation Services will be participating in some existing national and provincial programs related to this movement such as the "Summer Active" program sponsored by Health Canada, throughout May to August by including the many events and activities involving the "Active Communities" concept.

Recreation Services will work closely with other City departments including Human Resources and the Wellness Committee to explore strategies to increase physical activity among City staff, as well as Works and Utilities on promoting alternate transportation programs that increase physical activity among Kelowna citizens.

Although the Provincial target to increase physical activity among its citizens by 20 % by 2010 is a very ambitious and altruistic goal, staff does believe it is still a worthwhile project. Joining the challenge of the Provincial 20% by 2010 initiative, will provide additional incentives for our community to be involved in this exciting Active Communities Initiative.

JWR Oddleifson
Recreation Services Manager

P/c Director of Parks and Leisure Services

Attachment



City of Kelowna Active Communities Initiative



Recreation Services Department Action Plan Outline

- 1) Research the Active Living Movement in Canada:**
 - Examine existing research on the issues of active lifestyles Active Living Initiatives in Canada
 - Further define the purpose and benefits of the Active Communities Initiative in Kelowna
 - Establish partnerships with the 2010 LegaciesNow and BC Recreation and Parks Association Active Communities programs
- 2) Develop Vision & Mission statements and Strategic Plan for the Active Communities Initiative in Kelowna. Key features to include:**
 - Measurable and realistic outcomes
 - Sustainable and challenging programs
 - Marketable concepts and activities with branding slogan
 - Defined and achievable benefits
- 3) Assess physical activity levels and community involvement:**
 - Determine physical activity levels based on demographics
 - age, gender, economic level, education level, location
 - Determine the types of activities and community involvement that Kelowna citizens are engaged in
 - Identify the barriers to individuals becoming active and involved in the community
 - Establish physical activity involvement benchmarks for future comparison, and progress measurement
 - Define Kelowna's contribution to the 20% by 2010 Provincial Challenge
- 4) Identify the key stakeholders and potential partners in Kelowna:**
 - Determine the level of community support for establishing a local Active Community Initiative
 - Recruit individuals and groups to participate in the initiative
- 5) Establish an Active Communities Advisory Committee, finalize the Vision & Mission statements as well as the Strategic Plan, and initiate implementation of the Active Communities Initiative.**

“Get Active, Get Involved”