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CITY OF KELOWNA

# MEMORANDUM

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**DATE:** September 5, 2006  
**FILE NO:** 4940-20  
**TO:** City Manager  
**FROM:** Development Manager  
Recreation, Parks & Cultural Services  
**SUBJECT: UBCM Grant – Community Health Promotion Fund – Round 2**

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**RECOMMENDATION:**

**THAT** City Council authorize a grant application to the UBCM for the Community Health Promotion Fund – Round 2 in the amount of \$35,000;

**AND THAT** City Council continue to support the *KickStart Kelowna - Be Active Stay Active* program.

**Background:**

In 2006, the *KickStart Kelowna - Be Active Stay Active* program was successful in acquiring a Round 1 UBCM grant of \$35,000 towards the Community Wide Passport to Activity Program. The UBCM recently announced the Round 2 - Community Health Promotion Fund, and invites municipalities to submit a preliminary project proposal. KickStart Kelowna wishes to submit an application for further funding to continue with the *KickStart Kelowna Steps Out* program. The 2007 application requests authorization from Kelowna City Council committing support for the application and for the program.

**Discussion:**

This 2007 UBCM Grant application will continue to focus on Community Health through the KickStart Steps Out program. The KickStart Steps Out program is an independent walking/pedometer program designed to create healthier citizens. This program focuses on increasing over-all physical activity levels while providing awareness of the benefits of physical activity in our everyday life. This program fits in with the natural progression of the BCRPA Active Communities theme and provincial tagline “Everyone Active Everyday!” As we move forward with this program we will continue to remove barriers that prevent people from getting active and improving health!

Components of this grant application are;

1. To use the [www.kickstarkelowna.ca](http://www.kickstarkelowna.ca) website featuring:
  - a. unique steps out tracking component
  - b. maps of various areas to ease into the steps out program in your neighborhood.

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2. Target school age children in partnership with School District #23. Grade 7 aged children will be provided with all the information and resources to help students take a step in the right direction while encouraging the continuance of a healthier lifestyle including:
    - a. a higher quality pedometer
    - b. incentive prizes
    - c. a log book.
  3. Target adults through existing workplace wellness programs such as the City of Kelowna, Regional District of Central Okanagan, Interior Health and others. Workplace wellness can incorporate the steps out program by including:
    - a. participate in free guided group walks
    - b. pole walking workshops & classes
    - c. access to walking guide map.

City staff along with the KickStart Network continue to work with community stakeholders to shape this active communities initiative and enhance existing partnerships with:

- Regional District of Central Okanagan
- Interior Health Authority
- Private and commercial businesses
- School District #23 and all private schools
- Not For Profit and community agencies
- Local Media

**“KickStart Steps Out program” Proposed Budget:**

Media, Marketing and Community Awareness	\$ 3,000
Community Events (Kick-off, celebrations)	\$ 1,500
Production of the “KickStart Steps Out Material”	\$ 1,500
Distributing the pedometer through key community partners	\$ 20,000
Partnership Relations	\$ 1,000
Certificates, recognition and prizes	\$ 8,000
Additional staff support	\$10,000
	<b>Sub Total</b>
	<b>\$45,000</b>
Revenue Sources: Sponsorships.	<u>(\$10,000)</u>
	<b>Grant Total</b>
	<b>\$35,000</b>

Staff are continuing to complete all the details for the application, and finalize partnership arrangements. The deadline for the final application submission is September 18<sup>th</sup>, 2007.

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JWR Oddleifson  
Development Manager, Recreation Parks and Cultural Services

Pc     Director of Recreation Parks and Cultural Services  
       Financial Planning Manager