
CITY OF KELOWNA

MEMORANDUM

Date: November 21, 2007

File No.: 8040-20

To: City Manager

From: Sport and Recreation Manager

Subject: **UBCM Grant – Community Health Promotion Fund**

Report Prepared by: Scott Isfan, Community Recreation Coordinator

RECOMMENDATION:

THAT City Council authorize a grant application to the UBCM for the Community Health Promotion Fund – Round 3 in the amount of \$35,000.

BACKGROUND:

The Sport and Recreation health promotion program "KickStart" has been the only registered Active Communities initiative in British Columbia to receive the UBCM Community Health Promotion funding two consecutive years. The UBCM recently announced the third round of funding for the Community Health Promotion Program. The Sport and Recreation Division submitted an expression of interest that was supported in principle by the Evaluation Committee. The next step in the process is to submit a formal application package. The 2008 application requests authorization from Kelowna City Council committing support for the application and the program.

This 2008 UBCM grant application will continue to focus on Community Health – more importantly taking activity into local community businesses. **KickStart Active Workplace** will build partnerships with local businesses in Kelowna, giving and encouraging them to be active in the workplace. In conducting the strategic plan for the KickStart initiative in 2005, two of the biggest influencing factors of why individuals are not active were time and money. By taking activity into local businesses the KickStart program will continue to focus on increasing over-all physical activity levels while providing awareness of the benefits of physical activity in working environments.

The KickStart Active Workplace strategy is a multidisciplinary program that will rely on education and targeted interventions to help change behaviors and environments in ways conducive to health. The KickStart Active Workplace program will help create an organizational culture that fosters vitality, motivation and overall effectiveness of human capital.

The three key elements to the KickStart Active Workplace strategy are:

- Worksite assessment-this is to establish a baseline of current activity levels.



- Design an activity plan based on the assessment. The development of this plan would have appropriate involvement from local health and wellness professionals, and the would include items such as:
 - Short and long term goal setting
 - Targeted activity programs that focus on skill development and lifestyle behavior change
 - Sustainability linkages
- Activity plan implemented in the workplace.

The KickStart program will continue to build on its current successes such as the "Steps Out" program that has more than 1700 citizens of Kelowna and 30 local businesses participating to date. Having sustainability tools such as the pedometer, online newsletter, active workplace toolkit and the educational component of short and long term goal setting will play an important roll in helping make the KickStart Active Workplace program sustainable and effective.

Staff is continuing to complete all the details for the application, and finalize partnership arrangements. The deadline for the final application submission is December 7, 2007

INTERNAL CIRCULATION TO: Director of Recreation, Parks and Cultural Services

Considerations that was not applicable to this report:

LEGAL/STATUTORY AUTHORITY:

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:

EXISTING POLICY:

FINANCIAL/BUDGETARY CONSIDERATIONS:

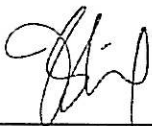
PERSONNEL IMPLICATIONS:

TECHNICAL REQUIREMENTS:

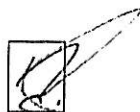
EXTERNAL AGENCY/PUBLIC COMMENTS:

ALTERNATE RECOMMENDATION:

Submitted by:



J. Gabriel, Sport and Recreation Manager



Approved for Inclusion:

Cc: Director of Recreation, Parks and Cultural Services
Financial Planning Manager