
CITY OF KELOWNA

MEMORANDUM

Date: December 2, 2008
File No.: 0550-01
To: City Manager
From: Director of Active Communities
Subject: **Grade 5 *Get Active!* Pilot Program**

Report Prepared by: *Scott Isfan; Community Recreation Coordinator*

RECOMMENDATION:

THAT City Council approve the Grade 5 *Get Active!* pilot program as outlined in the report from the Director of Active Communities dated December 2, 2008.

BACKGROUND:

The City's KickStart initiative was to increase awareness, education and opportunities for increased physical activity. Over the last few years through the Sport and Recreation Division, the KickStart team has been active with this challenge and introduced a number of short term initiatives through the UBCM's Health Promotion Fund. These initiatives include:

- Community Passport to Activity in 2006
- Steps Out Program (School District #23) involving 2,500 grade 7 students (and 500 SD#23 support staff) in 2007
- Active Workplace initiative in 2008

Along with the short term programs the department has also initiated a number of ongoing programs specifically geared to increasing awareness and opportunities for active lifestyles. Examples include:

- Steps Out Program (since 2006 over 10,000 participants; over 120 workplaces have also been presented the Steps Out Program)
- Family Free Night at PRC
- Highway to Health Guest Speaker Series (Fall/Winter)
- Hearts at Work Active Living Health Fair
- Move for Health Day (May)
- Park and Play Neighbourhood Program (Summer 2008)

A proposed initiative through the Active Communities Department is the Grade 5 *Get Active!* program. The objective of the Grade 5 *Get Active!* program is to encourage pre teens to continue their participation in unstructured physical activity. This program will reinforce the importance of an active lifestyle at an impressionable age.



Key points of the Grade 5 *Get Active!* program include:

- Grade 5 students are provided free participation in public swimming at Parkinson Recreation Centre, drop in gym time at Parkinson Recreation Centre and public skating time as organized by the City's Active Communities Department.
- The Grade 5 *Get Active* program will be for a period from January through June 2009.
- The program is available to grade 5 students residing in Kelowna. There is an expected enrolment of 1452 grade 5 students in School District #23 for 2009. Of these approximately 962 will go to school within the city boundaries.
- The program will be promoted through School District #23 with eligibility letters provided through the grade 5 classes.
- Eligibility letters will be presented to clerical staff at Parkinson Recreation Centre and Pass Cards issued.
- Active Communities staff will review the Grade 5 *Get Active!* program at the conclusion of the initial period and evaluate program use and impact on drop in program time.
- Staff will report back to City Council at the conclusion of the program for consideration for its continuation.

This program has been implemented in other municipalities such as Port Coquitlam, Coquitlam and Port Moody in 2006. Their research has shown that there was minimal direct impact on budgets as the focus of participation is on drop in time that is already staffed. Any additional operational expenses are limited and that any foregone revenues are offset by the participant bringing paying patrons with them. In other municipalities this program has been well received and even expanded to include a modified *Stay Active!* program for grade 6 students.

INTERNAL CIRCULATION TO:

General Manager, Citizen Services; Director of Financial Services

FINANCIAL/BUDGETARY CONSIDERATIONS:

The direct budget impact will be marginal with the cost of the photo ID card being approximately \$.50 cents each. We do not foresee any impact on staffing costs and a limited effect on indirect incidental cost increases for such items as shower use, materials and supplies. It is anticipated that foregone revenues will be partially offset by the participants bringing paying patrons with them. We also expect that many graduates from this program will continue to use our facility.

EXTERNAL AGENCY/PUBLIC COMMENTS:

The program has been reviewed and supported with key School District #23 administrative staff including the Health Promoting School Coordinator and also the Director of Instruction K-12.

Considerations that were not applicable to this report:

LEGAL/STATUTORY AUTHORITY:

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:

EXISTING POLICY:

PERSONNEL IMPLICATIONS:

TECHNICAL REQUIREMENTS:

COMMUNICATIONS CONSIDERATIONS:

ALTERNATE RECOMMENDATION:

Submitted by:



J. Gabriel, Director of Active Communities

Approved for Inclusion:



Cc: General Manager, Citizen Services
Director of Financial Services