

PLAY In Bruce Grey Physical Activity Initiative Year 1 Trillium Funding Outcomes

Play in Bruce Grey encourages YOU to get active!

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PLAY in Bruce Grey Initiative

Vision:

PLAY in Bruce Grey is an initiative encouraging residents to become physically active through PLAY!

Mission:

Grey and Bruce communities work collaboratively to promote PLAY as a key aspect of physical activity and overall health.

The Benefits to promoting PLAY in Bruce Grey

- Increased physical activity in Grey and Bruce
- Increased self awareness and self esteem
- Increased sense of community
- Decrease in health care
- Less stress on community services

Stats...

From the 2007/08 Canadian Community Health Survey:

- 62% of Grey Bruce residents are overweight or obese (52% for Ontario)
- Nearly half (48%) of Grey Bruce residents are inactive
- Only 7% of Canadian children and youth are meeting the new Canadian Physical Activity Guidelines of at least 60 minutes of MVPA (moderate to vigorous physical activity) per day (2007-09 CHMS)
- Canadian children are getting 6 hours of screen time on weekdays and more than 7 hours on weekend days (2005-06 HBSC).

What we know...

- Obesity and lack of physical activity in children and youth is on the rise in Canada.
- Obesity can cause:
 - Depression
 - Lack of confidence
 - Exclusion socially
 - Cardiovascular disease
 - Type 2 diabetes
 - Sleep disorders
 - Disordered eating
 - *In fact, kids today may not live as long as persons who are currently over 40 if this trend continues.*

Successes to date since July 2010...

Individual impact

- A great sense of community belonging i.e. Local Advisory PLAY Network's; Longest Day of PLAY; Walking Clubs; attending community events – i.e. Moving ON forum; Walkability workshops
- Increased awareness of community resources – Revised website
- Enhanced success for students and learners – Moving On Forum
- Enhanced physical activity – Longest Day of PLAY; Walking clubs; drop in programs

Successes to date cont...

Organizational impact

- Enhanced capacity to deliver services or programs
- Increased number of partnerships/networks formed in the community (4) (Green Communities Canada; 8-80 Cities; Canada Walks and ParticipACTION)
- Increased membership
- More active participation of members
- Enhanced technology capacity – Revised website
- Enhanced organizational and/or strategic planning
- Enhanced organizational stability – Development of Operations Manual

Successes to date cont...

- Raised the profile of PLAY in Bruce Grey
- Increased funds raised – \$7,500 through various events including the Moving ON Forum and the Longest Day of PLAY
- Increased donations in kind – i.e. Public Health and local sponsors - \$20,000

Community Impact

- Enhanced services, programs and events – i.e. Walking clubs; Longest Day of PLAY; participating in community events i.e. Bruce Power PLAY day
- Enhanced awareness or profile of issue – Youth Summit; Centurion Race; Walkability Workshop's; Active Transportation Committee's
- Enhanced volunteerism – MovingON Forum; Longest Day of Play

2011/12 Budget (Until July 2012)

| | |
|---------------------------------------|-----------------|
| Trillium funding – Year 2 | \$57,000 |
| Current municipal funds - | \$ 5,000 |
| 2011 Municipal contribution's to date | \$ 2,700 |
| Total | \$64,700 |

Donations in Kind

Grey Bruce Health Unit

Includes:

- Receipt and accounting of all donations and contributions to PLAY
- 20% of one Health Promoters time and expertise
- 5% of three additional Health Promoters time re: Municipal reps
- Access to meeting and workshop space at the Owen Sound site

Other

(i.e. supporting specific events i.e. The Longest Day of PLAY and the MovingON Forum)

Potential Funding options – 2011/12

- Bruce Power Grant
- Heart and Stroke Spark Grant
- Tobacco Free Seed Grants
- Corporations

- Donations in kind

Key partners...

- 17 municipal partners in Grey & Bruce
- Grey Bruce Health Unit
- Bluewater District School Board
- Grey Bruce Catholic District School Board
- Bruce Tourism
- ParticipACTION
- Green Communities Canada
- Canada Walks
- 8 – 80 Cities

The Request...

Sign the revised PLAY Charter and consider the following commitments...

- Support existing and new PLAY initiatives i.e. “The Longest Day of PLAY”; Local PLAY groups; Walking Club; special events; development of an Active Transportation Committee of Council

Return on Investment?

- Consistent leadership
- Coordination of programs and initiatives
- Sourcing ongoing funding options
- Consistent support to PLAY representatives
- Continuation of educational forums geared to PLAY representative and community members

**THANK YOU for you time and
consideration!**



www.playbrucegrey.com

***PLAY in Bruce Grey* encourages **YOU** to get
active!**