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STAFF REPORT: RECREATION DEPARTMENT



REPORT TO: Council
MEETING DATE: October 10, 2012
REPORT NO.: DOR 12 53
SUBJECT: Healthy Communities Fund
PREPARED BY: Shawn Everitt, Director of Recreation

A. Recommendations

THAT Council receive Staff Report DOR 12 53 “Healthy Communities Fund” for information purposes.

B. Background

On September 7, 2012 Staff received confirmation of its successful application to the Healthy Communities Fund. The Ministry of Tourism, Culture and Sport have approved funding in the amount of \$10,000 for the Share the Road initiative.

The Grant Application in the Local/Regional Stream identified 6 Healthy Promotion Priority fields. The Town’s application identified the Physical Activity, Sport and Recreation Field and Injury Prevention as most applicable.

The Local/Regional Stream has 6 Healthy Promotion Priority fields.

- 1) Physical Activity, Sport and Recreation
- 2) Healthy Eating
- 3) Reducing Tobacco Use/Exposure
- 4) Injury Prevention
- 5) Substance and/or Alcohol Misuse Prevention
- 6) Mental Health Promotion

Included as partners in this project are the Share the Road Coalition, Collingwood - The Blue Mountains O.P.P., the County of Grey and the Town Agricultural Advisory Committee.

This project will focus on the marketing and education of the Share the Road Campaign. The Blue Mountains has a large number of cyclists, however, it also has a very diverse group of cyclists. Many local riders are aware of the efforts made through the Share the Road Campaign, however many visiting riders do not have the benefit of seeing the campaign on a more formal and regular basis.

Frustration often results from motorists “Sharing the Road” when recognized Share the Road practices are not being adhered to. Often this results in both cyclists as well as motorists becoming frustrated. Our community has an additional and important component of road user, with that being the agricultural community.

Because of the beauty this area offers, including our agricultural and rural communities, the shared use of roads with motorists, cyclists, as well as agricultural equipment can be very stressful.

The goal of this program is to provide a strong marketing plan that successfully touches the vast range of all the users and the community. Staff believes that the use of social marketing as well as potentially "you-tube" type clips may in fact help capture a multitude of demographics. Staff suggests that creative messaging through historical forms of media will also be utilized.

C. The Blue Mountains' Strategic Plan

- ▶ Addressing the Town's municipal infrastructure needs
- ▶ Supporting the development of social and recreational programs to meet the broad range of needs in the community

D. Environmental Impacts

Enhancing safe and efficient means of Active Transportation

E. Financial Impact

\$10,000 funding from the Healthy Communities Fund

The maximum funding of \$2,000.00 applied to this Grant application is from the 2012 Recreation Department Operational Budget.

In addition to funding, \$5,000.00 of in-kind services through combined Partnerships with The Share the Road Coalition, O.P.P. and County of Grey has been identified.

F. In Consultation With

Ruth Prince, Manager of Revenue
Lisa Kidd, Communications & Economic Development Coordinator

G. Attached

1. Ministry of Tourism, Culture and Sport correspondence

Respectfully submitted,

Signature

For more information, please contact:

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Ministry of Tourism,
Culture and Sport

Minister

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Ministère du Tourisme,
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Ministre

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SEP 07 2012

Her Worship Ellen Anderson
Mayor of Blue Mountains
32 Mill Street
PO Box 310
Thornbury, ON N0H 2P0

Dear Mayor Anderson:

**Re: Healthy Communities Fund Local/Regional Grant Program 2012-2013
Grants Ontario Case # 2012-03-1-2650953**

On behalf of the Government of Ontario, thank you for supporting and promoting health and wellness in our province.

I am pleased to inform you that the Ministry of Tourism, Culture and Sport has approved your Share the Road initiative in the amount of \$10,000.

The government recognizes the importance of community partnerships in planning and delivering integrated programs that will improve quality of life for Ontarians and contribute to positive sustainability. We envision an Ontario where everyone has an opportunity to lead healthier, active lives.

I commend your organization for its effort in fostering a culture of health and well-being for the people of Ontario. Together we are laying an important foundation for healthy, active lives for future generations.

You will be contacted by a ministry regional advisor who will be providing you with information regarding the payment details and reporting requirements for your project.

Again, thank you for all that you do to promote healthy living in Ontario.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Chan".

Michael Chan
Minister

c: Shawn Everitt, Director of Recreation