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**STAFF REPORT: RECREATION DEPARTMENT**



**REPORT TO:** Council  
**MEETING DATE:** April 11, 2012  
**REPORT NO.:** DOR.12.23  
**SUBJECT:** Longest Day of PLAY  
**PREPARED BY:** Shawn Everitt,  
 Director of Recreation

**A. Recommendations**

THAT Council receive Staff Report DOR.12.23 entitled “Longest Day of PLAY in Bruce Grey” for their information; and

THAT Council hereby recognize and supports the “Longest Day of PLAY on June 21<sup>st</sup>, 2012” initiative promoted by PLAY in Bruce Grey

**B. Background**

PLAY in Bruce Grey is a partnership with the County of Grey and Bruce County, 17 Municipalities, 2 School Boards, the Grey Bruce Public Health Unit and the Ministry of Health Promotion. The initiative was established 5 years ago with the mandate of increasing physical activity in the region.

In 2010 the PLAY in Bruce Grey Committee developed two specific events to help promote the initiative as well as increase physical activity. These events were the Longest and Shortest Day’s of Play. The purpose of each event is for municipalities to promote physical activity throughout their community on the actual longest day of the year and first day of summer and as well as the first day of winter and shortest day of the year, and have individuals log their hours of physical activity onto the PLAY in Bruce Grey website. The community with the most hours logged of the participating municipalities is named the winner of the Longest Day of PLAY.

Trophies for the most hours logged have been developed, and are awarded to the winning Municipalities. The trophies for each event were designed and crafted by local artist Michael Pocock of Iron Works in Clarksburg. The winning communities for the 2011 Longest Day of Play were Huron Kinloss 1<sup>st</sup> Place with a total of 6,992 hours, Hanover was 2<sup>nd</sup> Place with a total of 2,254 hours, and 3<sup>rd</sup> Place was Southgate with 1,838 hours.

Staff suggests that later in the year, a similar recommendation for supporting the “2012 Shortest Day of Play” would be forthcoming closer to the event to help promote and market the event.

**C. The Blue Mountains' Strategic Plan**

- Supporting the development of social and recreational programs to meet the broad range of needs in the community

**D. Environmental Impacts**

The events associated with the Longest Day of Play promote an active lifestyle and sustainable community

**E. Financial Impact**

There will be a small impact within the existing Recreation Youth and Events budget for the Collaboration of these events in the form of wages and supply of event facilitation equipments such as barricades, garbage receptacles, etc

**F. In Consultation With**

None at this time.

**G. Attached**

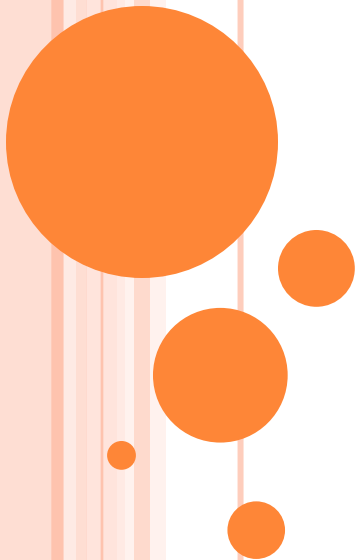
1. Longest Day of Play Information Package

Respectfully submitted,

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Shawn Everitt, Director of Recreation  
For more information, please contact:  
Shawn Everitt  
severitt@thebluemountains.ca

# “THE LONGEST DAY OF PLAY” IN BRUCE GREY – 2011 COUNTYWIDE CHALLENGE



PRESENTED BY: CATHERINE SMART  
CONSULTANT – PLAY IN BRUCE GREY



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



# AGENDA

- History and successes to date
- Statistics – “How are our kids and families doing”?
- What we know...
- What we do not know...
- What is possible...
- The Longest Day of PLAY!
- Next step's...





## COMMON DENOMINATOR:



## IT'S EVERYONE'S RESPONSIBILITY!!

“We must collectively have the foresight to put adequate investment into prevention and health promotion. This requires the attention and coordination of the entire country—governments, corporations, communities, schools and families—to provide the means for children and youth to enjoy physical activity opportunities every single day, as an inherent part of daily life in Canada.”

Dr. Mark Tremblay, Chair, Active Healthy Kids Canada - 2010



# REALITY CHECK...

## LOCAL GREY BRUCE STATS



From the 2007/08 Canadian Community Health Survey:

- 62% of Grey Bruce residents are overweight or obese (52% for Ontario)
- 22% of Grey Bruce residents have high blood pressure (17% for Ontario)
- Motor vehicles crashes account for 79% of youth deaths in Grey Bruce (33% higher than the province)
- Nearly half (48%) of Grey Bruce residents are inactive



# HISTORY OF THE PLAY PROGRAM

Objective:

*“PLAY in Grey Bruce works to create strategies that will increase the physical activity levels of residents, build awareness of the importance of regular exercise and advocate for neighbourhood activities and events. **The primary intent of this initiative is to decrease obesity rates across the counties**”.*





## SUCCESSSES TO DATE – SNAP SHOT

- Strategy launched in June 2007
- 17 municipalities in Grey and Bruce; Bruce County; Grey Bruce Health Unit and the Ministry of Health Promotion became partners
- 2007 – Secured a Communities in Action Fund
- Play in Bruce Grey Committee and local committee's began meeting in October of 2007
- Promotion includes PLAY Notes e-bulletin; PLAY Report Card; website; development of brochures and posters
- Funding was secured through the Ontario Trillium Foundation in the spring of 2010 to hire a consultant over a two-year period to further promote and develop PLAY; as well as to ensure that the initiative is sustainability.





## HOW ARE KIDS DOING TODAY?

About Kids Health – Sick Children’s Hospital – June 16<sup>th</sup>, 2010 newsletter says:

Sadly, it is not news that obesity has grown into a major health concern for all age groups. According to the *Family Guide to Physical Activity for Children*, more than half of our country’s children are not active enough for healthy growth and development. **Research has found, for example, a relationship between the number of hours spent in sedentary behaviours such as watching television or playing video games and increased body weight.**





**Poor eating habits** have also been identified as a cause of rising obesity. Many kids eat too much convenience, junk, or fast foods which are high in fat and calories and contain and low in nutrients, vitamins, and minerals.

Studies have shown that a **lack of physical activity** coupled with poor eating habits can be a major contributor to weight gain and obesity, which contributes to the **development of many life-threatening conditions like type 2 diabetes and cardiovascular disease. About 25% of Canadian children are considered obese.** A study which examined the body mass index of Canadian children from 1981 to 1996 determined that the number of children considered to be obese tripled during that time period.



## 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
  - Eating disorders
  - *In fact, kids today may not live as long as persons who are currently over 40 if this trend continues.*





## WHAT WE DO NOT KNOW...

- What is the root cause in Bruce Grey that influences lack of physical activity?
- What motivates kids and youth (in 2011) to be and stay active?
- What factors encourage kids to choose TV or video instead of a game of tag or basketball after school?
- What societal pressures do kids and families experience to either get active or not get active?
- What other influences may be contributing factors that get in the way from kids feeling good about themselves physically?





## WHAT IS POSSIBLE...??

- Enrolling others in the possibility of “Getting Active”!
- Developing a county-wide strategy that is tangible for everyone to participate including toddlers; persons living with a disability; seniors and persons who are currently inactive.
- Develop a county-wide strategy where success is measurable; has little to no cost to the end user and increases community spirit!
- Set realistic goals that are reachable, measurable and make a long, lasting difference!!



***THE FIRST ANNUAL***  
***“THE LONGEST DAY OF PLAY” IN BRUCE GREY***  
***COUNTYWIDE CHALLENGE !***



The ***PLAY*** in Bruce Grey initiative is inviting your municipality to celebrate the first annual “Longest Day of PLAY” in Bruce Grey countywide challenge. Tuesday, June 21<sup>st</sup> marks the first day of summer and is the longest day of the year! All community members residing in Bruce and Grey are invited and encouraged to participate.

The top three municipalities who log the most number of PLAY hours will win a prize!!



# REQUIREMENTS TO ENSURE PROGRAM IS SUCCESSFUL...



- Municipal and school board buy in
- Support from community groups i.e. Service Clubs; C4YC; Community service groups; seniors clubs
- Identify champion's in every community
- Sponsorship with the assistance of PLAY
- Support from the media
- Contact person in every municipality to receive and log and submit number of PLAY hours through out the day.





# WHAT IS IN IT FOR THE PARTICIPANT'S?



- Community spirit!
- Increased energy
- Increased self awareness
- First 25 participant's in each community will receive a PLAY t-shirt
- Prizes!! i.e. The top three communities who earn the most points receives \$ for new sports equipment.





## WHAT IS IN IT FOR THE COMMUNITIES?

- Increased community spirit!
- Happier, healthier residence
- Opportunity to acknowledge and celebrate residence successes!
- Increased awareness of Bruce and Grey within and outside of Ontario
- Opportunity to join the national “Live Right Now” challenge along with securing CBC coverage!



# REQUEST...



- Sign Memorandum of Support
- Leadership!
- Commit to a minimum of 6 staff and or council members to participate
- Assist with supporting any funding/sponsorship applications
- Promote the initiative on the website and in the local newspaper
- Encourage local community members and other municipalities to participate





## RESOURCES...

- ParticipACTION – [www.participaction.com](http://www.participaction.com)
- Live Right Now - [www.cbc.ca/liverightnow](http://www.cbc.ca/liverightnow)
- Heart and Stroke Foundation - [www.heartandstroke.ca](http://www.heartandstroke.ca)
- Loseit.com – [www.loseit.com](http://www.loseit.com)
- Healthy Schools - [www.edu.gov.on.ca/eng/healthyschools/foundations](http://www.edu.gov.on.ca/eng/healthyschools/foundations)
- Canada Walks - [www.canadawalks.ca](http://www.canadawalks.ca)
- 8 – 80 Cities – [www.8-80cities.org](http://www.8-80cities.org)
- Nutrition Resource Centre - [www.nutritionrc.ca](http://www.nutritionrc.ca)
- About Kids Health - [www.Aboutkidshealth.ca](http://www.Aboutkidshealth.ca)
- Canada Walks e-newsletter - [enews@canadawalks.ca](mailto:enews@canadawalks.ca)
- Active & Safe Routes to School - [www.saferoutestoschool.ca](http://www.saferoutestoschool.ca)
- [www.RealAge.com](http://www.RealAge.com)
- [www.MyRecipes.com](http://www.MyRecipes.com)



# THANK YOU!



[www.playbrucegrey.com](http://www.playbrucegrey.com)

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

