

**ACTIVE2010 Kingston Gets Active Community Physical Activity Action Plan Planning Document: revised Jan'08
March 2008 and for the Trillium Report July'08, revised Oct'08**

Category/Component	Year 1 Trillium Aug'06 – Aug'07	Year 2 Trillium Aug'07 – Aug'08	Year 3 Aug'08- Jan'09
	fall (F) winter (W)/ spring (SP) summer(S)	fall/ winter/ spring/ summer	fall/ winter/ spring/ summer <i>July additions in italics</i>
Events (one offs)	“Just Try It” Campaign (Nov - week) (Spring – over 4 weeks, with a Taboid) Rolling At the Wally (NPCIA) SP (Bike Rodeo) Waterfront Pathway “Launch” SP KGA Launch June 10, 2007	World Record Walk Oct 3, '07 ***new “Just Try It” Campaign – more sites Spring – tied to WinterActive (Jan-Feb) <i>Move For Health Day</i> – May 10'08 **new “catch you being active” campaign tied to SummerActive dates – May 3 rd – June 21st	“Just Try It” Campaign – more sites (Nov and/or Spring – plus WinterActive (Jan-Feb) Move For Health Day – <i>May ?</i> “catch you being active” campaign <i>The Way Forward – planning charrette October 8th?</i>
Initiatives (funding from) *Ontario Trillium Foundation grant received August 2006 Aug '06 – Jan'09 *Community Foundation for CPAA Program (Pilot Training Course) *Heart & Stroke Community Advocacy Grant (5 by 5 Get Moving Project – Nov'07)	Grade 5 Community Physical Activity Pass F Pedometers in Libraries W Free Shuttle bus to Lemoine Point *funded by Canadian Tire, Kingston Centre	New Grade 10 CPAP F <i>Family PA Fair * ??</i> Active Transportation (KCAT)* first meeting April'08 (hearts@work lead) <i>KGA ACTION Crew (continuous)</i> <i>Sunday Summer Promenades ** new</i> <i>Bike Week (June 5-9) * SP</i> Community Physical Activity Activators (CPAA) Nov'07 “5 by 5” Get Moving Project (Nov'07) Pedometers to shoppers at Cat Mall (attended by CPAA's) Get Active Fair – NPCIA (May 3'08) Formation of Community Networking Group – 1 st meeting Mar'08 <i>“Catch You Being Active “ Campaign</i> <i>May 3 – June 21st</i>	1st year of Sunday Summer Promenade Walkabout at Lake Ontario Park* 4 rd Year of Grade 5 and 2nd year of Grade 10 Community PA Pass CPAAs and Action Crew to be Active Spotters at Promenades Move for Health May 10 th 09 Community involvement of CPAA's “5 by 5” Get Moving Project school year Nov'08? <i>Butternut Loop Trail Event</i> <i>Oct 4th</i> <i>Urban Poling Nov 19</i>
Social Marketing & Communication Strategies	Pedometer-lending Program F Community Forum (Nov'06 KFL&A) Communication Plan branding – t-shirts, ads in papers, psa, “family matters , buttons Awareness Presentations Website “ <i>Kingston Gets Active</i> ” (where to get active), www.kingstongetsactive.ca	Garden Show sign (Mar'07) Pedometers in the Cat Mall Queen's students (Mar'07) <i>community survey * ?</i> OutReach Info Opportunities - displays Stay On Your Feet - Stay Alive (Oct'07) MTO Health Fair (Oct'07, PARC (Mar'08) H&S Knowledge Exchange Workshop (Oct'07) Obesity & the Caregiver Conf (Feb'08) Kingston Get Active Resource Directory *(web newsletter) Jan'08 Walking School Bus – Safe Routes to School – attended workshop – (Mar'07) - continue to advocate for enhanced Gr 5 ie. Posters Jan'08 Grade 10 posters with schedules	More “towers of activity” Pedometers to shoppers at Cat Mall (attended by CPAA's) <i>Contract signed with CoreHealthTech, for a no cost set-up of a KGA website , with a direct link to the main website, designed to provide local content to an “ activity tracker”.</i> <i>This initiative is in partnership with Queen's University, Kinesiology and Health Studies, Brenda Bruner will be leading a research study on the use of web-based activity trackers as motivators etc. A promotional package is to be created for this addition to the KGA website.</i>

		<p>enhanced website (local photographs and additional articles) (contract for web content writer – Mar'8)</p> <p>enhance pedometer borrowing program (new poster Mar'08)</p> <p>Connect to www.LogYourSteps.ca added branding opportunities – “family matters”, interviews, Cogeco (Mar'08) website links , CORE, KFL&A</p>	<p><i>KGA-Net, created in March'08 following the Knowledge Transfer Conference, hosted by Heart & Stroke, next meeting end of September</i></p>
Policy Strategies and Advocacy	Focus Kingston Steering Committee (member)	<p>Focus Kingston Steering Committee (member)</p> <p>More focussed work on strategies</p> <p>Active Transportation (advocate for policy change)</p> <p>Bikepaths (advocate for designation)</p> <p>Waterfront Walkway/Pathway</p> <p>Signing of “International Charter for Walking” – Mayor Rosen (Oct'07)</p>	<p><i>KCAT (Kingston Active Transportation Coalition – -includes designated on road cycling facilities</i></p> <p><i>- 3 sub- groups – cycling, walking, Active Communities Charter**</i></p> <p><i>-road hockey policy</i></p>
Infrastructure Strategies	Vibrancy Kingston member (Kingston Roundtable Quality of Life)	<p><i>Wolfe Is. Recreation destination*</i></p> <p>Multiplex/Pool, Wally Elmer (Hub)</p> <p>Input to Terms of Reference, RFP etc for Parks & Rec Master Plan Oct'07</p>	-
Evidence-based Interventions	Research Project – pedometers and Grade 5 Community PA Pass	<p>Evaluation strategies (Lucie, Tanya)</p> <p>Re-Aim Evaluation Strategies and possible survey</p>	<p>More evaluation strategies - Lucie</p>
Other Funding Opportunities	<p>Community Foundation (Feb'07)</p> <p>HSFO Community Advocacy Fund – successful '07</p> <p>CIAF application (Mar'08)</p>	<p>CIHR (Canadian Institute for Health Research) - Research Project Grade 10</p> <p>CPAP- Lucie Levesque</p> <p>CIAF application put in March 20'08</p> <p>(Web-based Inventory of Physical Activity Resources) - to enhance website</p>	<p><i>CIAF – successful application (to hire researcher for database) – rec'd July'08) – seek out more opportunities for physical activity</i></p> <p><i>Heart & Stroke Community Advocacy successful July'08</i></p> <p><i>“KGA for Youth”</i></p> <p><i>- will need to hire project manager , based on 17 hours per week, 2 year funding</i></p>

Note: this is a 3 year planning horizon, there is need to constantly update what can be accomplished Aug'06 Mar'07 Oct'07 Jan'08 Mar'08 And Aug'08 – Jan'09 added in italics * New Initiative – not tried in Kingston before Many of the activities/initiatives are noted in the first year, and are planned to continue in the years following.