

Kentville

A BREATH OF FRESH AIR

PHYSICAL ACTIVITY STRATEGY



2018- 2022

Overview

In 2006, in response to provincial, national and international research on the benefits of physical activity and the growing trends of physical inactivity, Nova Scotia launched a unique partnership with municipalities to increase physical activity across the province. The Municipal Physical Activity Leadership (MPAL) program is now active in the vast majority of municipalities in the province. Kentville has been a part of the MPAL program since 2008. More information about the principles of the MPAL staff position and the program's principles can be found in Appendix A.

The Physical Activity Strategy is designed to integrate the provincial and municipal objectives around physical activity to guide the work of the work of the MPAL within the Town of Kentville's Parks and Recreation Department.

The Province's Role:

1. Continue to support the MPAL program through cost sharing between the Communities, Culture and Heritage Department and the Municipal units
2. Continue to provide supports (e.g. data, professional development, etc.) to the Municipal units through the Communities, Culture and Heritage Department

The Municipal Unit's Role:

1. Continue to support the MPAL coordinator role
2. Continue to build and strengthen partnerships (e.g. community groups, regional associations, etc.) at the local level
3. Build support for policy development and active transportation

Guiding Research

The development of Kentville's Physical Activity strategy was guided by key elements from a number of relevant studies and publications that focus on physical activity and recreation, representing research from local, provincial, national and international levels: *Town of Kentville 2014 Citizen Survey*; *Town of Kentville Recreation Master Plan*; *Community Health Board Collaborative Community Health Plan*; *Shared Strategy for Advancement of Recreation in Nova Scotia*; *2016 ParticipACTION Report Card on Physical Activity for Children and Youth*; *A Framework for Recreation in Canada 2015: Pathways to Wellbeing*; *Canadian Physical Activity Guidelines*; *Toronto Charter for Physical Activity: A Global Call to Action*.

This strategy applies the social-ecological model to priorities of the Municipal Physical Activity Leadership Program (MPAL) Memorandum of Understanding between the Province of Nova Scotia Communities, Culture and Heritage and the Town of Kentville to identify goals and strategies to promote physical activity in our community.

Community Profile

Town of Kentville Vision:

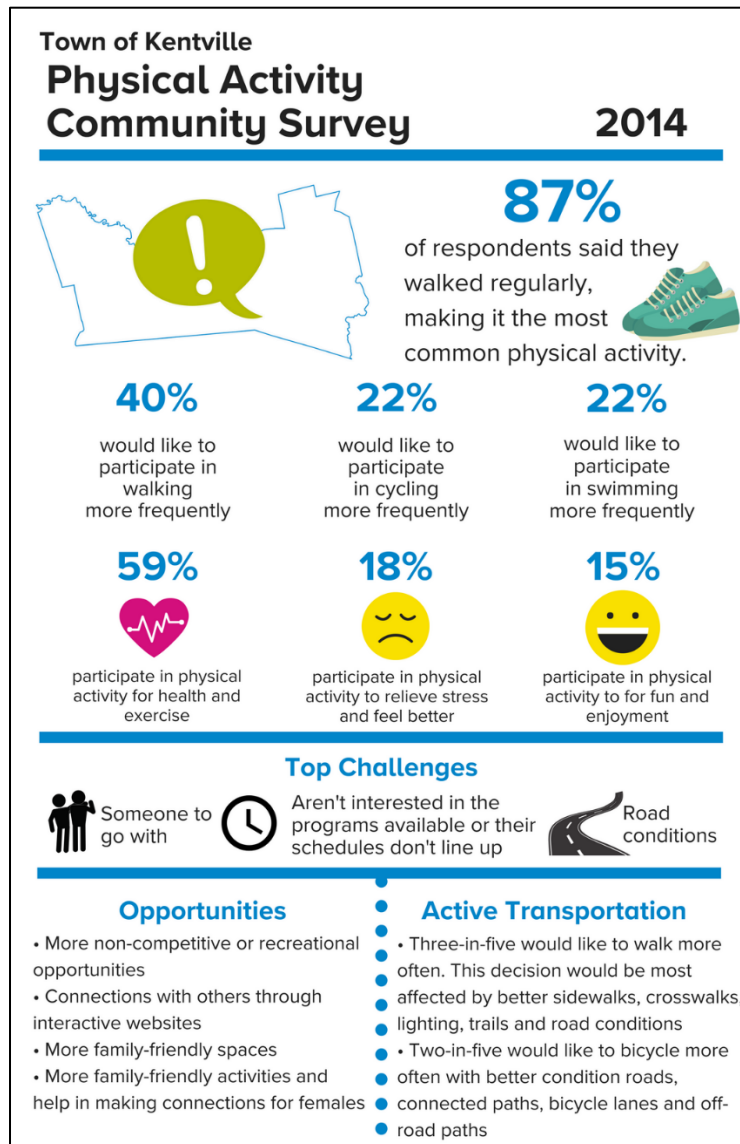
Kentville is a healthy, vibrant, integrated and complete community where citizens can live, work and play in an environment that supports a high quality of life.

Parks and Recreation Vision:

The Parks and Recreation Department works to foster a creative, progressive and inclusive community where everyone belongs and everybody gets to play.

Kentville is located one hour west of Halifax in the centre of the beautiful Annapolis Valley. Kentville prides itself on being a recreation destination and being a hub for professional and community services.

- A map highlighting our municipal recreation assets can be found in Appendix B.
- Demographics gathered from the 2016 Census can be found in the community profile infographics in Appendix C.
- In 2014 a Physical Activity Community Survey was conducted which included telephone interviews of adults in Kentville. The key findings from this survey can be found below:



Approach of Kentville Parks and Recreation

The approach of the Kentville Parks and Recreation Department to increase physical activity is evidence based, strengths-focused, applies equity lenses, is in partnership with community and works across the social-ecological model. We use physical activity and outdoor experiences as tools to engage and build community by creating supportive and inclusive environments and fostering recreation capacity.

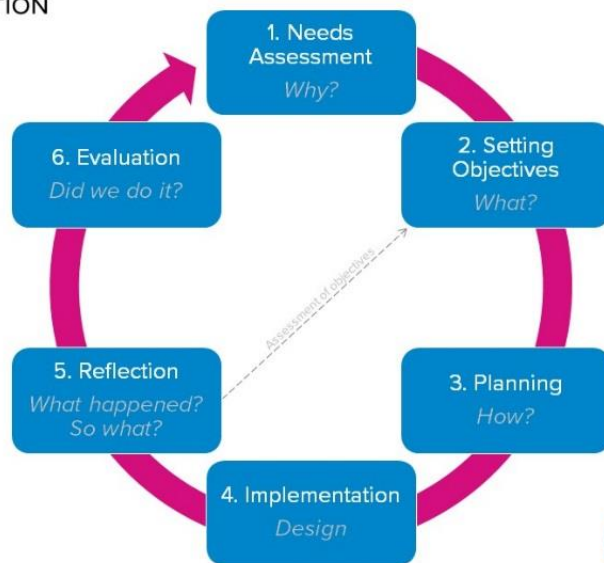
Evidence based

We believe in using evidence, both quantitative and qualitative to inform our decisions around programs, policies, parks and trails, events and capital investments. Data may be generated by our department, come from our partners, or from provincial/national/international research, and is shared to inform, shape and strengthen our programs and partnerships.

For example: One of the provincial priorities is to promote walking as part of daily life (which is based on provincial, national and international data about the importance of walking to increase physical activity levels). As well, local data from our Citizen Survey shows that the vast majority of Kentville residents walk regularly and 40% want to walk more. Additionally, local demographics shows significant portions of the population are over age 65 and under age 14. All this data is used to create a free weekday, daytime indoor walking program, with parent and tot time in the centre of the track. We evaluate our programs, such as indoor walking, by tracking numbers and talking to participants and organizers.

The evaluation model shown below is applied to initiatives, programs and policy development, as part of an evidence-based approach. The model is used to evaluate action items within the Physical Activity Strategy through the annual work plan.

PARKS AND RECREATION EVALUATION



Evaluation model used by Parks & Recreation Department



Strengths focused

We believe in approaching our work from a strengths-based perspective, focusing on our assets which include: quantity and quality of recreation facilities, parks and trails, strong Recreation Department that's supported and valued by Town and Council, and valued community partnerships and community services.

For example: From our Recreation Map (Appendix B) we see the physical recreation assets we have in our community. We use our forests, wetlands, parks and trails in our programming (Trailblazers, summer camps, summer series, etc.), initiatives (Kentville Plays, equipment loans, etc.) and messaging (social media, Recreation Guide, etc.) to connect with nature, promote outdoor recreation and encourage play.

Using equity lenses

We can use an equity lens, or equity lenses, when designing spaces and places, and when creating, delivering and evaluating our programs and policies to explore how our processes and decisions will impact members of and groups in our community.

For example: Given provincial priorities (based on provincial and national data around the declining rate of girls in sport and physical activity as they move into adolescent and teen years), combined with what we see and hear in our programs around female involvement, we develop programs that target girls by creating programs with a welcoming environment and which offer female mentorship. Additionally, we play an active role at the regional gender equity working group which applies an equity lens at a regional level by focusing on developing leadership, communicating and network building and celebrating success across the Valley.

In partnership

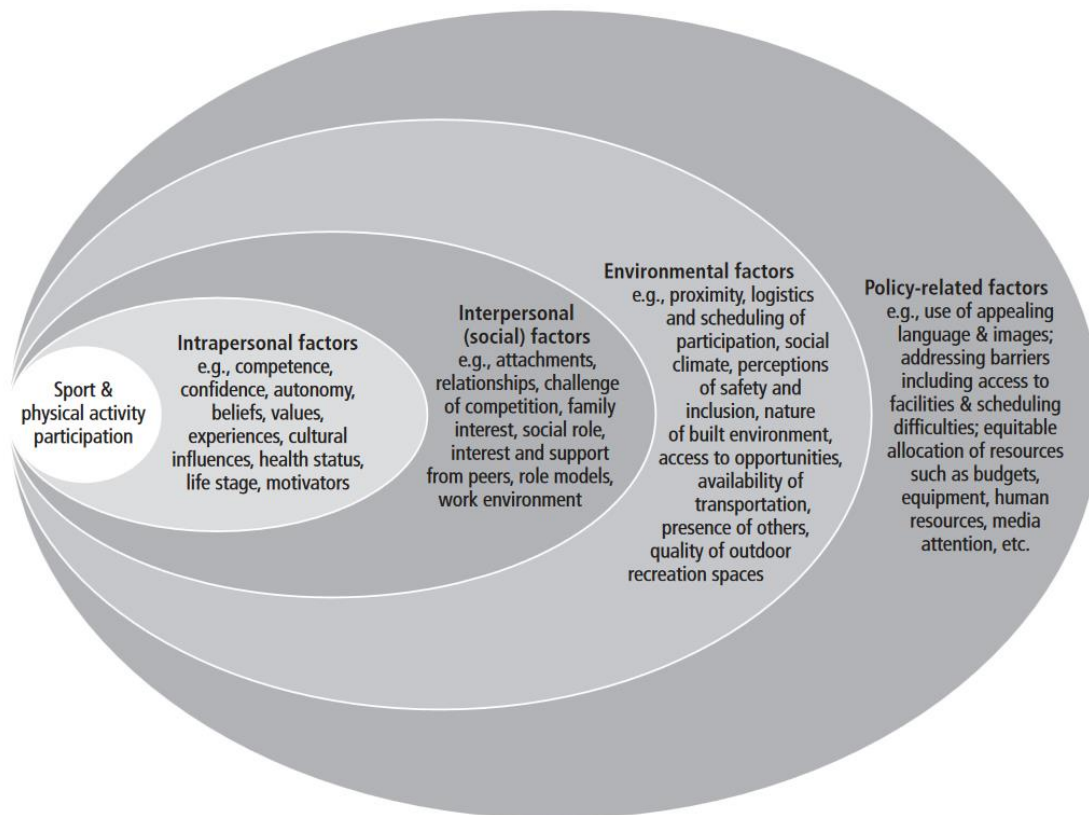
We believe in working with our community, regional and provincial partners to deliver programs and support community initiatives that meet the needs of and are accessible to priority populations in our community.

For example: With a priority focus on youth (from provincial priorities and council directive) we partner with The Youth Portal (who is working collaboratively with Kings County Academy, Department of Community Services, Department of Justice, Canadian Mental Health Association, and others) for the Recreation Buddies program, which increases access to recreation for youth who are typically unengaged.

Across the social-ecological model






We believe in working in ways that touch on each 'ring' of the social-ecological model which are: Intrapersonal factors, or 'engaging individuals'; interpersonal (social factors), we call 'social connections'; environmental factors, or 'welcoming environments'; and policy related factors, or 'enabling policy'. (See Appendix E for a diagram of the model.)

For example: To increase Active Transportation, or walking and wheeling as part of daily life, we partner with KCA to engage individuals (through school messaging and information), build social connections (with Walk and Wheel events) and create welcoming environments (through signage and mapping of safe routes to school). We also work on a community scale to make walking and wheeling the desirable choice with infrastructure and placemaking investments, and we amend policy and bylaw to increase active transportation. The investment in developing and Active Transportation Plan for the municipality will further support the Active Transportation work across the social ecological model.



Social-Ecological Model of Influences on Physical Activity

Strategic Priorities

	<i>Provincial Priorities for the MPAL Program</i>			<i>From the Shared Strategy for Recreation in Nova Scotia</i>	
Priorities	 Females across the lifespan	 Youth aged 12-18	 Active Transportation	 Connecting people with nature through outdoor recreation & play	 Inclusion, access, & disparity reduction
Lens	<i>Through the lens of reducing barriers and promoting fairness, we will create strategies, policies, programs, and initiatives that focus on social inclusion and equitable access while using physical activity as a means of community engagement.</i>				
Goals	Increase the percentage of girls and women who are physically active enough for health benefits, reducing the gap between women and men.	Increase the number of Kentville youth who are active and engaged in a meaningful way in physical activity opportunities of their choosing.	Increase the number of people walking and wheeling as part of daily life, regardless of age and skill level.	Increase the amount of time spent in nature by people of all ages through outdoor recreation opportunities for all, and increased participation in unstructured outdoor play.	Increase inclusion and access to physical activity for populations that face constraints to participation.
Actions	Engaging Individuals Support individuals in the development of skills, knowledge, attitudes, beliefs, behaviours, and motivation to foster their participation in physical activity.				
	Social Connections Facilitate supportive social connections that encourage participation in physical activity and build a strong, caring community.				
	Welcoming Environments Ensure the provision of physical environments that encourage social interaction and participation in physical activity.				
	Enabling Policy Ensure public policy enables equitable access to physical activity opportunities.				

Actions

Grey shading indicates actions led by the Parks and Recreation Department, potentially influenced by, but not led by, the MPAL



Females across the lifespan

Actions	Year	Engaging Individuals	Social Connections	Welcoming Environments	Enabling Policy
Develop and implement participation opportunities targeted towards girls and women	2016-ongoing	🌱	🌱	🌱	
Implement gender equity policies in programs	2016-ongoing			🌱	🌱
Engage with and support the Valley Female Leadership Network	2017-ongoing	🌱	🌱	🌱	🌱
Collaborate with WomenActive-NS and CAAWS for leadership development opportunities for staff and community members	2015-ongoing	🌱	🌱		



Youth aged 12-18

Actions	Year	Engaging Individuals	Social Connections	Welcoming Environments	Enabling Policy
Together with council and partners, develop and implement a plan to engage youth to increase participation and sense of community	2018-ongoing	🌱	🌱	🌱	🌱
Offer recreational opportunities and programming for youth aged 12-18	2016-ongoing	🌱	🌱	🌱	
Identify, and collaborate with key partners to reduce barriers faced by priority populations	Ongoing	🌱	🌱	🌱	🌱
Apply a youth lens to policy and bylaw creation and amendments to ensure youth's physical activity is supported	Ongoing				🌱
Invest in capital projects that support youth physical activity	2017-ongoing			🌱	



Active Transportation

Actions	Year	Engaging Individuals	Social Connections	Welcoming Environments	Enabling Policy
Develop and implement an active transportation plan to support walking and wheeling as part of daily life	2018-ongoing*	🌱	🌱	🌱	🌱
Collaborate with internal municipal departments and provincial stakeholders to create built environments (infrastructure and placemaking) which support active transportation	2017-ongoing			🌱	
Collaborate with partners to support walking and wheeling to school, work and play	2015-ongoing	🌱	🌱	🌱	
Review municipal by-laws to identify barriers and opportunities for physical activity and amend as needed	2019-ongoing				🌱
Develop a policy that formalizes the department's commitment to active transportation in programs and camps	2019				🌱

*A Strategic Priority of Council for 2018-2019



Connecting people with nature through outdoor recreation & play

Actions	Year	Engaging Individuals	Social Connections	Welcoming Environments	Enabling Policy
Promote Kentville Parks and Trails to the public through education, communication and programming	Ongoing				
Collaborate with local and provincial partners to support and promote unstructured outdoor play	2015-ongoing				
Work with school partners to promote outdoor play in the school setting and with school aged kids in community settings	2015-ongoing				
Continue investment in equipment loan and adapted equipment programs to encourage outdoor recreation	Ongoing				
Continue to work with partners to increase access to programming and recreation opportunities in park and outdoors spaces	2015-ongoing				
Continue investment to support Kentville Plays!	2017-ongoing				
Integrate outdoor leadership skills into staff training locally and regionally, building capacity for intentional outdoor play in programs	2015-ongoing				
Develop a policy that formalizes the priority of outdoor play in programs and events	2019				
Develop and maintain trail network to support accessible connections with nature	Ongoing				
Continue to support large community and regional events that prioritize outdoor recreation and promote physical activity	Ongoing				



Inclusion, access & disparity reduction

Actions	Year	Engaging Individuals	Social Connections	Welcoming Environments	Enabling Policy
*Increase awareness among citizens and community organizations of the opportunities, benefits, and barriers to recreation participation in Kentville	Ongoing				
*Increase the number of accessible community recreation opportunities in Kentville	Ongoing				
*Increase inclusion and access to recreation for populations that face constraints to participation with the intention to foster a sense of belonging and safety	Ongoing				
*Strengthen the network of community organizations that support family and individual wellness in Kentville; to ensure multiple points of access to resources	Ongoing				
Prioritize capital projects and infrastructure development based on the impact for inclusion, access and disparity reduction	Ongoing				
Continue wayfinding projects to improve access to parks, trails and recreation facilities	2016-ongoing				
Maintain, grow, and promote the Spike Fund to increase access to sport and recreation	2016-ongoing				

* These actions from the Recreation for All Policy. More details can be found in the Policy and related priorities plan.

Appendix A

MPAL Staff Position Principles

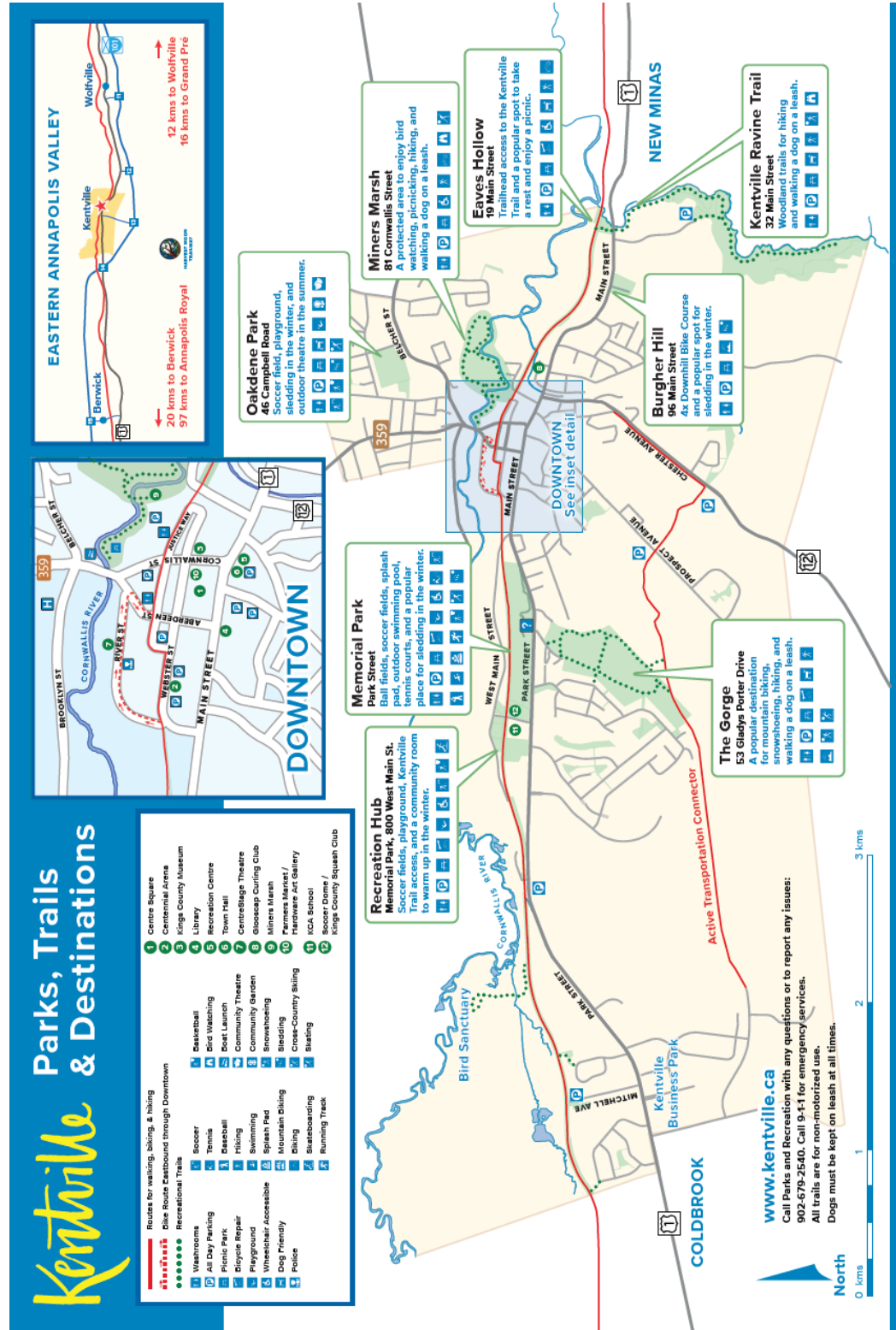
1. The MPAL staff position (the “MPAL Staff”) will work in cooperation with appropriate Municipal staff to use the Plan to identify actions expected by a range of Municipal staff or elected officials. For example, public works staff may need to salt sidewalks at a different time, or the CAO may need to talk with the School Board Superintendent about community use)
2. Cooperation with other key departments and staff (such as recreation, planning, tourism, etc.) is essential.
3. The MPAL Staff is not intended to replace or duplicate ordinary functions of the Municipal recreation department. Some latitude may be given to establish the basic functions of a recreation department where none currently exists, but the priority will remain physical activity outcomes.
4. The duties of the MPAL Staff should reflect the diversity of the Plan in terms of requiring multiple actions covering policy development, program development, public awareness and changes to the social and build environments.
5. The MPAL Staff can be expected to play a fair and equal role with municipal-wide priorities from time to time
6. The MPAL Staff is expected to participate in regional physical activity projects and teams.

Plan Principles

The following principles should guide the development of comprehensive municipal and community wide physical activity plans. It is expected that each strategy will show how each principle is addressed:

1. **Whole of Municipal Government:** Integrate physical activity and the creation of active communities into the existing planning and decision-making processes of all relevant operational areas in the municipal government. Use physical activity to meet municipal objectives by linking municipal physical activity plans to other municipal strategies and aligning physical activity strategies with the priorities of other sectors.
2. **Comprehensive:** Use multiple strategies and multi-level interventions to address factors influencing physical activity behaviour at the individual, social and physical environments, and policy levels. This includes physical activity in settings other than recreation such as active transportation, work or school and the home environment.
3. **Partnerships:** Invite relevant sectors of society to collaborate in promoting physical activity and creating an active community. Potential partners include government and non-government organizations, schools, community groups and businesses, at all levels.
4. **Sustainable:** Seek political, organizational, and financial commitment from active community partners for long-term physical activity strategies.
5. **Community Involvement:** Involve local residents in creating active communities and make it easy for people to participate in community consultations, planning and implementation activities.
6. **Evidence-Informed and Effective:** Use the best available evidence of what works to inform decisions in policy, planning, program development, and practice.
7. **Tailored to the Community:** Adapt physical activity interventions to the local context and ensure that existing community assets are used where appropriate.
8. **Whole Population Reach:** Design physical activity interventions and approaches to reach as many people as possible while recognizing that some groups need special attention. Use a life-course approach to address the needs of people in various phases of human development i.e. children, youth, families, adults, and older adults.
9. **Equity:** Eliminate disparities in access to physical activity opportunities and reduce social and health inequities that arise as a result of factors such as geography, ethnicity, gender, and socio-economic status by focusing on the most inactive groups and groups with inequitable access to physical activity resources.
10. **Capacity Building:** Build the commitment, skills, and knowledge of active community leaders and partners at all levels through training in physical activity interventions.
11. **Focus on populations that are inactive or sedentary:** Moving sedentary people from light or no activity to a point where they accumulate 30minutes of moderately intense activity on 3-4 days per week is the best gain from a population perspective. Achieving the recommended guideline of 150 minutes or more per week is better for health gains but some activity is better than none.

Appendix B Recreation Asset Map



Appendix C

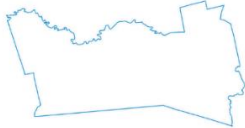
Kentville Community Demographics

Town of Kentville

Community Profile

gyorke@kentville.ca
902.679.2540
www.kentville.ca

Demographics



Average Age 44.2 (42.5 | 45.6)
Median Age 45.4 (43.9 | 46.8)

6271

People living in Kentville

0-14 years old

995

485 515

16%

15-64 years old

3875

1830 2040

62%

65+ years old

1400

590 810

22%

15-19 years old 5% (185 | 155)
20-24 years old 6% (170 | 200)
25-29 years old 8% (155 | 140)
30-34 years old 4% (165 | 170)
35-39 years old 6% (175 | 205)
40-44 years old 6% (175 | 210)

45-49 years old 6% (210 | 215)
50-54 years old 7% (205 | 255)
55-59 years old 7% (220 | 215)
60-64 years old 7% (185 | 270)

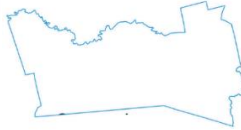
A closer look

Town of Kentville

Community Profile

gyorke@kentville.ca
902.679.2540
www.kentville.ca

Marital Status



Married
44%
(2325)

Common Law
12%
(625)

Never Married
24%
(1270)

Separated
4%
(205)

Divorced
8%
(425)

Widowed
8%
(425)



Town of Kentville

Community Profile

gyorke@kentville.ca
902.679.2540
www.kentville.ca

Family Characteristics



1745

Census families in private households

2.7

Average family size

Family size

2

1010 families
58%

3

345 families
20%

4

280 families
16%

5+

110 families
6%

Couple Families

1440

Lone Parent Families

305

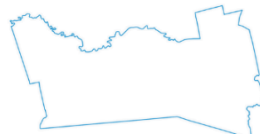
(60 | 245)

Town of Kentville

Community Profile

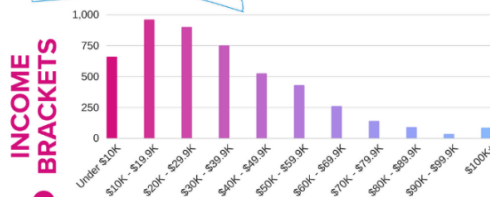
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902.679.2540
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Income



\$28,702

Median (after tax) annual income



Under \$10K (13%)

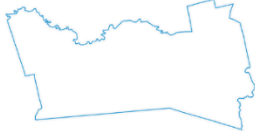
Under \$20K (32%)

Over \$90K (2%)

Over \$100K (3%)

Community Profile

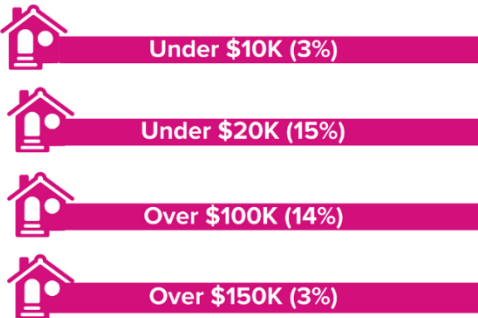
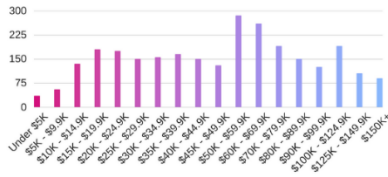
Household Income



\$50,923

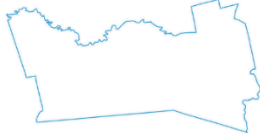
Median (after tax)
annual income

INCOME BRACKETS



Community Profile

Low-Income Status

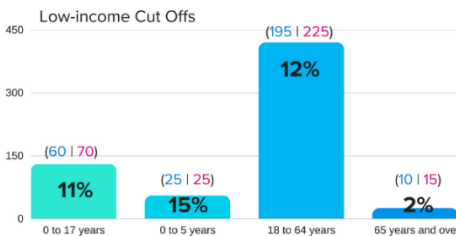
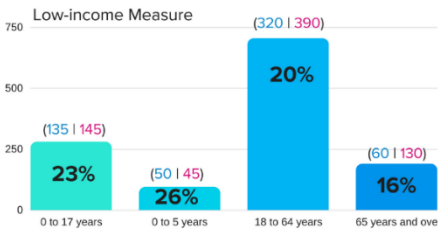


19.5%

Classified as low-income using
low-income measure

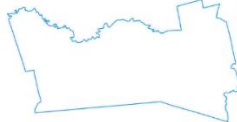
9.6%

Classified as low-income using
low-income cut offs



Community Profile

Income Distribution

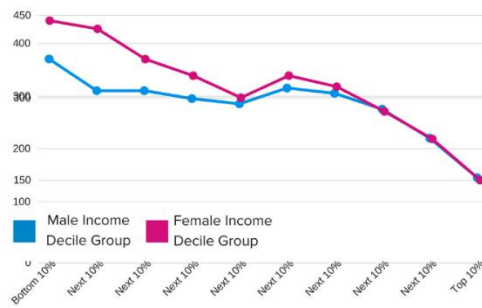
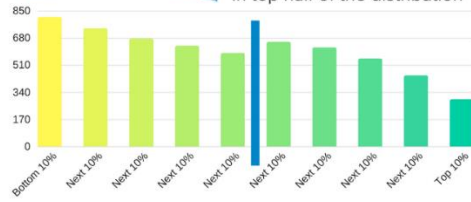


3445 people

In bottom half of the distribution

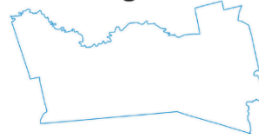
2565 people

In top half of the distribution



Community Profile

Housing



2743

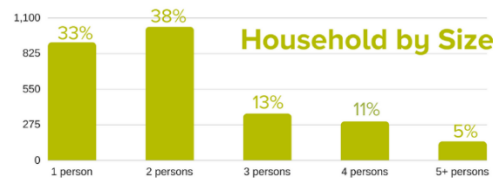
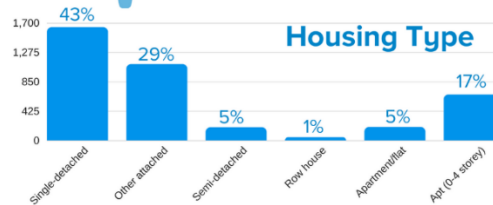
Private dwellings occupied by
usual residents



363 people per 1 square kilometre

6010 people in private dwellings

Average household has 2.2 people

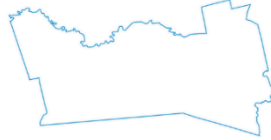


Town of Kentville

gyorke@kentville.ca
902.679.2540
www.kentville.ca

Community Profile

Household Characteristics



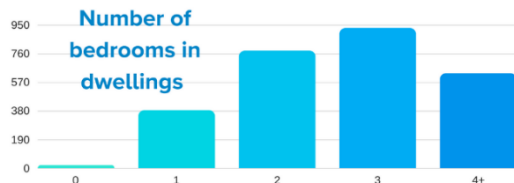
\$1093

Average monthly shelter costs for owned dwellings

\$781

Average monthly shelter costs for rented dwellings

1580 owned dwellings | 1165 rented dwellings



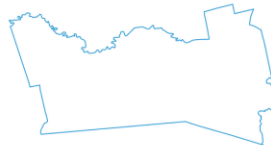
- 61** percentage of owned households with a mortgage
- 12** percentage of people with a mortgage who spend 30% or more of income on shelter
- 10** percentage of people in subsidized housing
- 48** percentage of people renting who spend 30% or more of income on shelter

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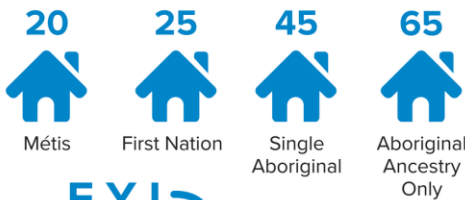
Community Profile

Aboriginal Population



745

Households identified as having Aboriginal ancestry



F.Y.I.



First Nations are the predominant Indigenous peoples in Canada south of the Arctic. There are currently 634 recognized First Nations governments or bands spread across Canada.



Métis are a group of peoples in Canada who trace their descent to First Nations peoples and European settlers.



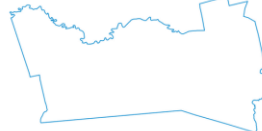
Aboriginal are the indigenous peoples within the boundaries of present-day Canada. They comprise the First Nations, Inuit and Métis. The term aboriginal is used in some legal documents, like the census, though largely it is falling into disfavor.

Town of Kentville

gyorke@kentville.ca
902.679.2540
www.kentville.ca

Community Profile

Citizenship



5900

Canadian citizens

110

Non-Canadian citizens

365 immigrants

40 immigrants between 2011 and 2016



410

First Generation

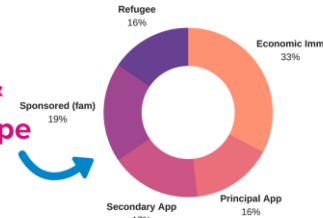
600

Second Generation

4995

Third Generation

Admission Category & Applicant Type



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gyorke@kentville.ca
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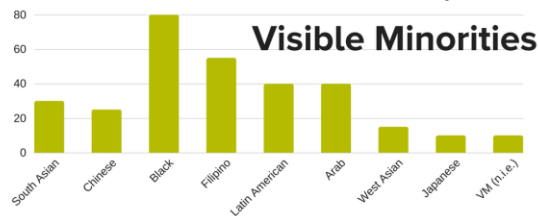
Community Profile

Visible Minorities & Ethnic Origins

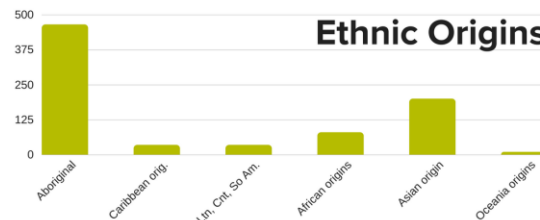


290

Households identified as being a visible minority



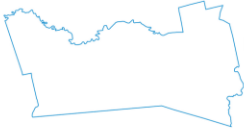
A visible minority is defined by the Canadian government as "persons, other than aboriginal peoples, who are non-Caucasian in race or non-white in colour".



Other North American origins 2735 | European origins 4135

Ethnic origin refers to the ethnic or cultural origins of the person's ancestors

Languages



160

people have a language other than English or French as a Mother Tongue

Mother Tongue

Mother tongue is the first language learned at home

95% English

2% French

3% Other

1st Official Language

1st Official Language (French or English) learned

98% English

1.5% English and French

0.3% French

0.2% Neither

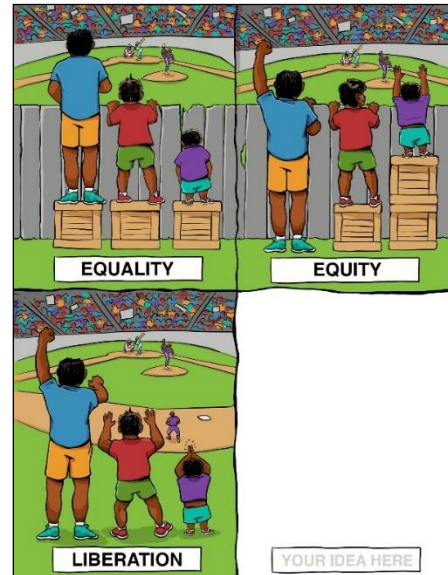
Definitions

Accessible community recreation – Recreation spaces, places and programs that have been intentionally designed to reduce barriers to participation. These barriers can include financial, physical, psychological and cultural.

Equity/Equitable – Refers to fairness. Fair does not always mean equal.

Equity lenses – Some of the different equity lenses include: gender identity, age, ethnicity, sexual orientation, physical and mental ability, socio-economic status, geographical location, education and recreation experience. We can use an equity lens, or equity lenses, when designing spaces and places, and when creating, delivering or implementing and evaluating our programs and policies to explore how our processes and decisions will impact members of and groups in our community.

For example when working to improve physical activity rates of women and girls we may use a gender lens to develop gender equity practices in program registration, to create marketing tools and practices that show women in active roles, and to offer supports such as childcare to reduce barriers for women to be involved.



Leisure education –A process where people become aware of and value leisure, and can create or access a variety of leisure opportunities to meet their individual needs. There are a number of components in a leisure education process ranging from increased awareness and positive attitudes, to resources, skills, planning and decision making. With leisure being very personal, there is a strong focus on self-awareness to ensure that decisions are satisfying and relevant for the individual.

Leisure education is a sustainable practice, equipping individuals to plan for and, create or access activities that are both satisfying and appropriate. The outcome of this leisure learning process is leisure literacy: self-determining, self-sufficient, and proactive individuals, families and communities that value leisure, and are equipped to make informed choices for quality leisure experiences that enhance their health and quality of life.

Recreation – The experience that results from freely-chosen participation in physical, social, intellectual, creative, and spiritual pursuits that enhance individual and community wellbeing.

Recreation experiences include participation in physical activity and sport, and in artistic, cultural, social, and intellectual activities. Spiritual wellbeing may be enhanced through connecting with nature, helping others through volunteering, engaging in artistic expression, meditation, faith communities, and other forms of recreational experiences. Recreational activities can be structured and unstructured. Many are done with other people, while others are done alone.