

Active Campbell River Plan

Preamble

Active Campbell River has been in existence since February, 06. This Active Campbell River Plan represents the work of the Active Campbell River Committee over the last year and half. This work has included building partnerships, documenting existing opportunities, programs and infrastructure, examining plans and policies, and commencing a regular newsletter. Organizational accomplishments and community event details are described are detailed in the First Year Report.

The following documents have already been produced by the Active Campbell River Committee and were used in the development of this plan:

- Ipsos-Reid Poll on Physical Activity Levels in Campbell River
- Active CR Self-Assessment Checklist and Planning Guide (Mar/07)
- Active CR First Year Report (Mar 07)

In addition, a Strategic Planning Workshop was held in May 2007. Over 30 people attended from diverse areas such as health care, the fitness industry, local politicians and developers, City Parks, Recreation and Culture staff and Regional District fitness staff, Community Advisory Commissions, Access Awareness Committee, Retiree Project, and other interested residents.

The Active Campbell River Committee spent many hours reviewing the information collected from the Strategic Planning Workshop and other sources. It has been a consensus-building process with positive interaction between partner institutions. This Plan lists specific actions deemed to be achievable from Sept 07 to Dec 08, giving current funding and personnel. The plan will be subject to change with changes in personnel and financial support. The Active Campbell River Plan should be updated in the Fall of 08.

Mission Statement

To build on the strength of our existing community to educate, encourage, facilitate and support the residents of the Campbell River area to move towards a more active lifestyle.

Project Goals

Active Campbell River will work to raise public awareness and develop opportunities and supportive environments to encourage residents to make active and healthy lifestyle choices. Our immediate goal is to increase the level of activity of Campbell River area residents by 20% from 2006 to 2010. The long-term goal is to leave a legacy that supports active lifestyle choices and maximizes quality of life beyond 2010.

Target Population

The target population of *Active Campbell River* includes all area residents outside of their normal work and school environments, although the committee will also supplement and support ongoing Active Workplace and Action Schools programs and initiatives. To this end, the project will develop specific programs to target: children, youth, girls and woman, adults, and older adults. In addition all activities will be designed, where possible, with accessibility considerations for: persons living with chronic disease or illness, economically challenged persons, and First Nations communities. The target population will include those people who are not currently active, as well as people who are moderately active.

A. Communication and Awareness

The target group for Active Campbell River is diverse and as such, the nature of communication must be diverse. We will strive to advocate to area residents of all ages and stages of physical ability, as well as those with accessibility concerns.

1. Branding

Preamble:	Active Communities BC recommends that local programs assume a “brand name” to aid in recognition of the program.
Action:	<p>“Everyone Active. Every Day.” Will be the Active Campbell River brand.</p> <p>In the future, walking programs can use the moniker: “Campbell River Rocks Because it Walks”</p> <p>An alternate that can be used for other purposes is: <i>“Your Health is Your Wealth”</i></p>
Committee Member:	All
Target date:	Ongoing

2. Newsletter

Preamble:	<p>Active Campbell River was part of a monthly paid advertisement in the local newspapers called the Family Page, from Spring 06 – Jan. 07</p> <p>Active Campbell River started its own newsletter in May 07 that includes Health Checks, Nutrition articles, Events, and other physical activity pointers and information. Content varies to ensure coverage of different ages and stages of physical ability.</p>
Action:	The Newsletter will continue with a large email distribution using all partners, as well as distribution of printed copies to local health care providers, health supply stores, community centers and schools. The distribution will continue to grow.
Potential Partners:	All (listed at the end of this document)
Committee Member:	<p>Susan Bullock prepares newsletter and distributes to email list (includes most of the participants from the Strategic Planning Workshop)</p> <p>City of Campbell River, Parks, Recreation and Culture Department distributes printed copies throughout the community.</p>
Target date:	Ongoing

3. Active Campbell River Website		
	Preamble:	Active Campbell River has had a single page on the City of Campbell River website for several months. However, the site is located on the “New Residents” section (and is difficult to find) and has minimal content
	Action:	Active Campbell River will work to develop its own page on the Parks, Recreation and Culture page, to contain links to Healthy living websites, active community resources well as current and past newsletters and events.
	Potential Partners:	City of Campbell River Technology Services
	Committee Member:	Susan Bullock, Regional District, and City of Campbell River Parks, Recreation and Culture staff
	Target date:	Dec. 07

4. Advertising Other Active Programs		
	Preamble:	No current directory exists of all programs that offer physical activity choices.
	Action:	Produce a single list of all active programs, services and clubs (e.g. dance schools, martial arts, etc) to be contained on the last page of the Leisure Guide.
	Committee Member:	CSRD (Strathcona Gardens) and City of Campbell River Parks, Recreation and Culture staff including front desk staff and Roving leaders will provide clerical support.
	Target date:	Dec. 07 for the Spring Leisure Guide

5. Communication to Economically-Challenged People		
	Action:	Advertise free and subsidized programs using newsletter and partner groups, especially VIHA (300 new baby packages handed out annually, and other access during subsequent immunization). Programs to include: <ul style="list-style-type: none"> - free parent-tot swim lesson (6 month- 5 years) - free skating lessons (3 – 5 years) - free Family Gym every Mon. 10:30 – 11:30 at the Community Center
	Potential Partners:	VIHA, John Howard Society, Aboriginal Health Authority, Community Living, Children & Family Services, Laichwiltach Family Life Society, Campbell River & Area Multicultural & Immigrants Services Association, Campbell River Family Services, BC Housing Complexes, Sunrise Resources, Foster Parents, Pacific CARE and others.
	Committee Member:	CSRD and City of CR Parks, Recreation and Culture staff, VIHA representative
	Target date:	Spring 08

B. Opportunities Development

1. Community Events

	Preamble:	We recognize that community events are very important for developing a sense of community.
	Action:	To support ongoing events in terms of advertising and word of mouth For example: Greenways 5 km Walk/Run in May, Merville 15 km Run, Women for Women 10 km Walk/Run in September, Miracle Beach 10 km Run
	Committee Member	All
	Target Date	Ongoing

2. Move for Health Day

	Preamble:	May 10 is always Move for Health Day. This provides an opportunity for Active CR to host community event(s) in which we can take advantage of Campbell River's unique programs, facilities and services.
	Action:	To expand on past Move for Health Day events
	Committee Member	CSRD and City of Campbell River Parks, Recreation and Culture staff primary role in organization and planning Other members as required for preparation and event day.
	Target Date	Nov 07 for grant applications Jan 08 for event planning

3. Flying Fitness Squad

	Preamble:	Flying Fitness Squad event last year received a great deal of positive feedback. This event provides an opportunity to increase interaction between partner groups, increase workplace and school spirit, and to demonstrate how activity during the workday can improve wellbeing.
	Action:	To continue and expand where possible the Flying Fitness Squad Program. To provide information about Workplace Wellness to specific workplaces.
	Committee Member	CSRD and City of Campbell River Parks, Recreation and Culture staff primary role in organization and planning Other members as required for preparation and event day.
	Potential Partners	School district, workplaces, fitness industry, health care providers
	Target Date	Oct 07 Grant applications from Spirit of B.C. Week, Winter Active and any other relevant sources. Nov 07 Event planning

4. Pre-registered Programs for Newly Active People		
	Preamble:	<p>A number of programs for inactive people already exist. However, input at the Strategic Planning Workshop indicated that these programs may not be reaching some of the target audience. Programs for newly active people must address a number of barriers and include: drop-in opportunities, subsidized programs, plus-size programs, and programs for specific age groups.</p> <p>Health promotion research recognizes that, in the early stages of change, people do not “see” advertised opportunities. Therefore, alternate promotion methods must be used to reach this target group.</p>
	Action:	<p>a. Analyze programs for newly active people. If needed, create new programs to be offered in January 08.</p> <p>b. Produce a one-page summary of programs for newly active people.</p> <p>c. Partner with health care providers including physicians, diabetes education nurses, and public health nurses to ensure that those in need receive information about these programs.</p>
	Potential Partners:	VIHA diabetes education, NIC Nursing faculty and students, other health care providers, CSRD, City of CR Parks, Recreation and Culture staff, North Island College staff.
	Committee Member:	<p>a and b. CSRD, City of CR Parks, Recreation and Culture staff</p> <p>c. North Island College, VIHA and staff listed above.</p>
	Target date:	<p>Fall 07 for analysis and one-page summary preparation.</p> <p>Spring 08 for promotion of programs</p>

5. Pedometer Program		
	Preamble:	Active Communities encourages the use of pedometer programs to support walking programs. The Campbell River Ipsos-Reid poll shows that walking is by far the preferred choice of activity (52% over 12% and 10% for second and third choice).
	Action:	<p>To apply for funding from the ActNowBC Activity Challenge to receive pedometers.</p> <p>To develop a pedometer program for the appropriate target group(s).</p>
	Committee Member	All
	Potential Partners	School district, workplaces, health care providers
	Target Date	<p>Sept 07 Grant application</p> <p>Fall/Winter 07 Program creation and implementation</p>

C. Partnerships

1. School Board

Preamble:	Schools provide access to a wide diversity of people including school-age children and their families, and adult employees and their families.
Action:	Increase interaction with the school board by having a school board staff member join the Active Campbell River Committee <ul style="list-style-type: none"> - make a presentation to the Trustees about Active CR - plan a professional development event for elementary school teachers
Potential Partners:	Active Communities (resource person for Pro-D event)
Committee Member:	Sandra Milligan will make presentation to School Board Trustees; CSRD, North Island College, and B.C. Cancer Agency to organize PD event
Target date:	Sept 07 – Meeting with trustees Fall 07 - Plan for PD event

2. Workplaces

Preamble:	The workplace provides and excellent way to reach people to advocate the benefits of an active lifestyle. Employers may have limited access to resources to run workplace wellness programs.
Action:	Meet with the Active Comox Valley Active Workplace sub-committee to learn about their Workplace Wellness program and with the CSRD & City of Campbell River staff about existing programs. Develop Active CR Workplace Wellness Resources Provide presentations to the Chamber of Commerce, Rotary (Daybreak and Noon Hour), and other employers were possible. Presentation to include: <ul style="list-style-type: none"> - Information about Active CR - Information about benefits of an Active Workplace - Information about Active CR Workplace Wellness Resources
Potential Partners:	Business owners and employers in Campbell River area; Active Comox Valley Subcommittee Member
Committee Member:	Development of Workplace Wellness package - Presentation to Chamber and Rotary - Sandra and Brenda CSRD and City of CR Parks, Recreation and Culture staff
Target date:	Fall 07 Meeting with Active CV Subcommittee, CSRD and City Staff June 08 – Package complete for Active CR Workplace Wellness Resources Sept 08 – Presentations to Chamber and Rotary

3. Outreach to Other Community Groups

Action:	Meet with some other groups one-on-one to determine whether overlapping goals exist.
Potential Partners:	Aboriginal Health Authority
Committee Member:	VIHA representative
Target date:	Spring 08

4. Outreach to Tourism Sector

Action:	Meet with tourism groups one-on-one to determine shared goals (walking trail maps, signage, parks) and examine potential for beneficial interaction.
Potential Partners:	Tourism sector
Committee Member:	All
Target date:	Spring 08

D. Plans and Policies

1. Pedestrian friendly traffic, greenways and linked neighbourhoods

Preamble:	<p>In the Ipsos-Reid Poll, walking was the most popular choice for physical activity. 52% of people surveyed stated that walking was their preferred exercise method. Second choices were 12% (the gym), or lower numbers. Therefore, an environment designed to encourage and support walking is an excellent way to support active lifestyle choices.</p> <p>A detailed examination of the Campbell River Official Community Plan (OCP) shows that numerous policies are in place to create walkable, neighbourhoods that are linked in a pedestrian friendly way.</p> <p>However, recent development choices show that the policies are not always followed when development occurs.</p>
Action:	<ol style="list-style-type: none"> a. Meet with the City of Campbell River Planning staff to discuss the goals of Active Campbell River and to increase lines of communication. b. Make a delegation to the Community Advisory Commission to update about Active Campbell River Plan
Committee Member:	Sandra Milligan
Target date:	Oct 07

2. Leisure Access Policies

Preamble:	A number of partner groups have leisure access policies that provide increased accessibility to economically challenged people.
Action:	<p>Compile information about leisure access policies and distribute to partner groups that provide services to this group.</p> <p>Specific programs include: City (LIFE program), CSRD (PLAY Program), JumpStart (Canadian Tire), Kidsport, QF Rec bucks, MacDonalds, federal tax rebate, some private fitness centers offer reductions, CAAWS (female athlete and coaches scholarships and bursaries)</p>
Potential Partners:	John Howard Society, Aboriginal Health Authority, Band Councils
Committee Member:	Jan Sandholm and Susan Bullock
Target date:	Nov 07

3. Workplace Policies		
	Preamble:	People spend a great deal of their time in the workplace. Changes in workplace language can help to increase the value that people place on active lifestyles. CSRD recently made some changes in this direction.
	Action:	Partner groups can become involved in their own workplace to change the language at the workplace (e.g. health break instead of coffee break).
	Potential Partners	All where appropriate; various labour unions
	Committee Member:	All
	Target date:	Ongoing

E. Infrastructure		
1. “Places to Walk in Campbell River” Flier and Newspaper insert		
	Preamble:	One of the most frequently received comments was that trail maps are required to inform the public of the existence and accessibility of local trails. This need is also noted in the Strategic Parks Plan.
	Action:	Develop a budget for the production of the 12 Great Places flier and present to Council and tourism groups in the form of a request for funding. Create a flier of “12 Great Places to Walk in Campbell River Area” similar to that produced by Active Comox Valley
	Potential Partners:	Tourism industry; Greenways Land Trust; Community Futures, Community Foundation
	Committee Member:	Production - Susan Bullock Search for funding source (tourism, Community Futures, Community Foundation, Community Partnership Commission, private business) – City of CR Parks, Recreation, and Culture staff
	Target date:	Fall 07

2. Walking Trail Maps, Signage and Kilometer Markers		
	Preamble:	Another one of the most frequently received comments is that many trails in and around Campbell River lack maps and signage at the beginning and/or along the length of the trail. Kilometer markers are also required. Again, this need is also noted in the Strategic Parks Plan.
	Action:	Partner with local groups to determine possibility of producing signage and to find sources of financing for such signage. <ul style="list-style-type: none"> - Seawalk and other city walks (Dogwood, Tyee Spit, Raven lands, Nunn's park, Kingfisher Creek) – City of CR - Beaverlodge Lands and Raven Lands – Greenways Land Trust, Shorers, and the City of CR - Canyon View Trail – Provincial Government and BC Hydro - Regional Parks (Woods Creek) – Regional District - Sayward Forest – bicycle clubs Discuss with City Council and City staff Help to promote existing maps produced by Greenways Land Trust, Shorers, Epic Endeavours, etc.
	Potential Partners:	Tourism industry, Greenways Land Trust, Ministry of Forests and Range, Bicycle clubs (Epic Endeavours)
	Committee Member:	Letter to City Council – Sandra Future projects – All
	Target date:	Sept 07 - Letter to City Council Ongoing

3. Cycling Support – bike racks		
	Preamble:	Few bicycle racks are present downtown, particularly as parking signs have had logs and lighthouses added as part of downtown beautification.
	Action:	Invite City Transportation staff to Active CR meetings. Determine possibility of business support to install bike racks with advertising potential. Include in letter to City Council.
	Potential Partners:	City of CR Transportation Staff, Downtown BIA, Pier Street BIA, Chamber of Commerce, Strathcona Triathlon Club, Spokes
	Committee Member:	Lynn Wark
	Target date:	Sept 07 – Letter to Council Oct 07 - meeting with Transportation staff

4. Access to SeaWalk		
	Preamble:	In the Strategic Parks Plan, and from other input received by Active CR, the seawalk is noted as a major destination for people who want to walk. The Seawalk is not accessible from neighbourhoods above the cliffs between Rockland Road and 1 st Avenue.
	Action:	Ensure that City Planning and transportation staff are aware of the importance of the Seawalk to the residents of Campbell River and area. Determine the possibility of building stairways along some of the City-owned access points along the cliff. Include in letter to City Council.
	Potential Partners:	City Staff, Tourism industry, Rotary clubs
	Committee Member:	Sandra Milligan - Letter to Council Sandra Milligan – Meeting with City Planning Staff
	Target date:	Sept 07 – Letter to Council Fall 07 – Meeting with City Planning Staff

5. Bridge with Strategic Parks Plan to meet Common goals		
	Preamble:	Strategic Parks Plan has numerous common goals with Active CR in terms of development of parks and recreation opportunities. Budget priorities for the Strategic Parks Plan will be worked out in early September.
	Action:	Provide input to Parks, Recreation, and Culture staff that will be determining budget priorities. List specifically those items that are common between the Strategic Parks Plan and Active Campbell River. In this way, the goals of both Active Campbell River and the Strategic Parks Plan may be met.
	Committee Member:	City of Campbell River Parks, Recreation and Culture staff
	Target date:	Fall 07.

Working Committee Members 2007

Susan Bullock	Manager of Programs Comox Strathcona Regional District	Hayley Classen	Public Health Nurse VIHA
Jan Sandholm	Program Coordinator City of Campbell River Parks, Recreation and Culture	Brenda Wagman	Coordinator, Success by 6
Meghan Best	Programmer City of Campbell River Parks, Recreation and Culture	Sandra Milligan	Faculty, Department of Math/Science North Island College

Past Working Committee Members

Lisa Scalapino, Understanding the Early Years

Active Campbell River Partners

Other Active Campbell River Partners support Active Campbell River in a number of different ways including: donations, distribution of the Active CR Newsletter, advertisement of events, providing input and expertise.

- B.C. Cancer Agency Prevention Programs (Teryl Bertagnolli)
- City of Campbell River Parks, Recreation, and Culture (Jan Sandholm, Meghan Best, Michele Sirett, Lynn Wark)
- Comox Strathcona Regional District (Susan Bullock)
- GCS Technology Services (Sean Smith)
- John Howard Society, North Island
- North Island College (Sandra Milligan)
- Retiree Project (Rhonda McDougall)
- School District 72 (Navenka Fair)
- Spokes Bicycle Shop (Lonnie Nathan)
- Shorers runners (Cynthia Durand-Smith)
- Success by 6 (Brenda Wagman)
- Xtreme Fitness (Sara Mellish)
- Understanding the Early Years (Lisa Scalopino)
- Vancouver Island Health Authority (VIHA) (Hayley Classen)