

Active Kids Healthy Kids



Active Kids Healthy Kids BULLETIN
August 2010

From Physical Activity, Sport and
Recreation responsibility area of HPP

To support partners and stakeholders of
Active Kids Healthy Kids

*The contents of this bulletin do not necessarily represent the
position of Department of Health Promotion and Protection.
Much of the content originates from other organizations and is
included here for your reference.*

*BULLETIN Jeune actif, Jeune en bonne santé
août 2010*

*Du secteur de l'activité physique,
du sport et des loisirs de PPS*

*Pour appuyer les partenaires et les intervenants
d'Enfants actifs, enfants en santé*

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position du ministère de la Promotion et de la Protection de la santé.
Il provient en bonne partie d'autres organismes et vous est fourni à
titre d'information.*

Jeune actif, Jeune en bonne santé

Nous apprécions recevoir des articles, tant en français qu'en anglais.

1. Active and Safe Routes to School - Events and Training Programs
2. New Research Released about Built Environments and Youth in Atlantic Canada
3. Heart & Stroke Walkabout's Win a Trip to New York
4. Emily Forrest Completes Nova Scotia's Coastline
5. Encouragement for Walking
6. Job Posting: Walkabout Manager
7. Sports Day in Canada
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11. New England and Eastern Canada Resolution sites Active Transportation
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1. ACTIVE AND SAFE ROUTES TO SCHOOL EVENTS AND TRAINING PROGRAMS



International Walk to School Month may be in October but it will come quicker than we think. Remember to register with Active & Safe Routes to School at www.saferoutesns.ca.

Making Tracks

Active and Safe Routes to School at the Ecology Action Centre is offering an exciting active transportation safety skills training program for youth and children called "Making Tracks." Teachers, recreation staff and high school aged youth mentors can be trained to offer experiential skill training in the areas of pedestrian, cycling, skateboarding, and in-line skating safety. Youth learn contextual and hands-on skills that allow them to walk and wheel in their communities with increased confidence and safety while learning valuable leadership skills.

For schools, the program includes cross-curricular links so that it can be taught as a part of Physical Education, Leadership, Health Education/Healthy Living and other courses. For community and recreation centres, the program fits well into camp and recreational programming.

For more information on Making Tracks please visit www.saferoutesns.ca and select "Making Tracks" or contact Jennifer McGowan at walk@ecologyaction.ca or 902-442-5055.

Active & Safe Routes to School is coordinated by the Ecology Action Center in partnership with the Nova Scotia Department of Health Promotion and Protection as part of the Active Kids Healthy Kids Initiative.



2. NEW RESEARCH RELEASED ABOUT BUILT ENVIRONMENTS AND YOUTH IN ATLANTIC CANADA

The article titled *Barriers to Optimizing Investments in the Built Environment to Reduce Youth Obesity: Policy-maker Perspectives* was published in the Canadian Journal of Public Health (May/June 2010). Researchers include Jill L. Grant, Kathryn C. MacKay, Patricia M. Manuel and Tara-Leigh F. McHugh from Dalhousie University.

The objective of the study was to identify factors which limit the ability of local governments to make appropriate investments in the built environment to promote youth health and reduce obesity outcomes in Atlantic Canada.

Researchers conducted seven focus groups with policy-makers knowledgeable about local government in Atlantic Canada – 29 of 44 participants were from Nova Scotia.



Only a few days left for Nova Scotians to enter the Heart&Stroke Walkabout's Win a Trip to New York contest. **Contest closes August 20, 2010.**

Nova Scotians can visit the walkabout website (www.walkaboutns.ca) and **fill out a form to win a trip for two to New York City.** The package includes airfare, accommodations, spending cash and a walking tour.

The contest is part of a **summer campaign** that includes the support of several **radio stations** (Magic 94.9/AVR in Annapolis Valley; The Giant in Cape Breton; CKDH in Amherst and Kool FM in Halifax) and **television advertisements on CTV and internet ads.**

4. EMILY FORREST COMPLETES NS COASTLINE



Halifax resident **Emily Forrest** began walking the **2,995 km of Nova Scotia's coastline** on May 13 in support of the Heart&Stroke Walkabout and Brigadoon Children's Camp. That's 40 km a day! Her goal was to promote the benefits of walking and having an active lifestyle.

Emily encouraged people to track their steps at www.walkabout.ns.ca and also used the website to map out her daily routes.

On **August 8** Emily returned to the Halifax Commons after walking 2995 km of Nova Scotia's coastline, totaling an **astonishing 3.4 million**. Emily was joined for the last part of her walk by her family, Honourable Ramona Jennex, Minister of Service Nova Scotia and Municipal Relations; the Valley Trekkers walking group and Menna MacIsaac, CEO of Heart and Stroke Foundation of NS with music accompaniment by Brazilian percussion group Samba Nova.

5. SUPPORT FOR INDIVIDUALS TO WALK MORE



Are you a professional wanting to stay in tune with progress about walking promotion in Nova Scotia? Or are you looking for a means for community members to have regular support to keep them walking for physical activity?

Walkabout is now actively using three social media outlets that anyone can subscribe to.

If you are a user of **Facebook**, please consider joining www.facebook.com/walkaboutns

If you are a **Twitter** follower, please consider following <http://twitter.com/walkaboutns>

Please visit our Walkabout **Blog** by visiting the <http://walkaboutns.blogspot.com>

6. JOB POSTING: WALKABOUT MANAGER

The Heart and Stroke Foundation Of Nova Scotia is seeking qualified applicants for the Walkabout Manager position.

Accountability

This is a full time permanent position reporting to the Director of Health Promotion, Policy and Research.

Basic Functions

Coordinates the ongoing development and implementation of a comprehensive walking initiative for Nova Scotia called Heart&Stroke Walkabout™.

Responsibilities

The Walkabout Manager oversees and ensures integration of all components of the walking initiative. In collaboration with the Director of Health Promotion, Policy and Research, the partner management team, and the staff responsible for developing components, the Walkabout Manager will:

- Implement a project management plan and facilitate the completion of its deliverables
- Communicate and facilitate meetings with staff, partners and hired consultants about the project plan, its components' plans and their progress
- Build relationships with stakeholders province-wide and provide ongoing support to implement the program at local and regional levels.
- Monitor and evaluate the initiative and adjust the project plan accordingly
- Other duties as assigned

Skills/Competencies:

- Completion of post secondary education in a relevant field with an emphasis on project management (please explain relevancy in cover letter)
- Minimum of five years relevant experience
- Project management experience
- Proficient skills to apply to managing complex, multi-component initiatives
- Capacity to monitor multiple components simultaneously and identify opportunities for integration and coordination
- Ability to ensure successful implementation of program components through appropriate resource planning
- Ability to collaborate and consult with multiple partners and stakeholders effectively
- Demonstrated ability to maximize the potential of a team approach and to lead others
- Capacity to maintain strategic focus of program implementation
- Excellent communication skills: interpersonal, oral and written
- Demonstrated flexibility, adaptability and creativity
- Ability to multitask and prioritize
- Planning, organizational and monitoring skills
- Grant writing experience
- Understanding of population health approach to addressing physical inactivity strongly preferred
- Knowledge of social marketing as it relates to physical activity behavior change an asset

The Heart and Stroke Foundation thanks all applicants for their interest, however, only those selected for an interview will be contacted. **Reply in confidence, with cover letter and full resume by 9:00am Friday September 10th to:**

Director of Health Promotion, Policy and Research, Heart and Stroke Foundation of Nova Scotia
Park Lane Mall, Level 3, 5657 Spring Garden Road, Box 245 ,Halifax, NS B3J 3R4
Fax: (902) 492-1464 Or via email to: contactus@heartandstroke.ns.ca. (include job title in subject line)

This program is led by the Heart and Stroke Foundation of Nova Scotia in partnership with Nova Scotia Health Promotion and Protection and the Ecology Action Centre.

7. SPORTS DAY IN CANADA



Sports Day in Canada - Saturday, September 18



Sports Day in Canada, on September 18, 2010, is a national celebration of sport, from grassroots to high-performance levels, in communities across Canada. Sports Day in Canada caps off a week of thousands of local sporting events and activities, open houses and try-it days showcasing sport at all levels, and includes a special television broadcast on CBC Sports. Sports Day in Canada is presented by CBC Sports, ParticipACTION and True Sport.

The Sports Day in Canada broadcast - Saturday, September 18

The national day of sport celebration will be marked by a compelling television event airing on CBC Sports. The Sports Day in Canada broadcast will profile five to seven standout cities that embody the Sports Day experience, unified by national anchor, Scott Russell.

In the nine weeks leading up to Sports Day in Canada, CBC Sports will air two new weekly broadcast vignettes to raise awareness and drive participation of organizations and the general public in Sports Day in Canada, called This Week in Canadian Sport and ParticipACTION True Sport Moments.

See the vignettes at: www.cbc.ca/sports/sportsday

Community Engagement - week of September 11 - 18

In the week leading up to September 18, communities and organizations across Canada will throw open their doors to celebrate sport at the local level. There will be festivals, open houses, games, competitions, meet-and-greets, try-it days, tournaments, fun runs, spectator events and pep rallies that celebrate sport at all levels.

Get involved by offering a local celebration event between September 11 – 18 and by register it at www.cbc.ca/sports/sportsday.

Jersey Day - Friday, September 17

Friday, September 17 is a national day to show your love and support for sport by wearing a jersey, team or club uniform to school, work or play.

About the power of sport

Sport has the power to reduce crime, foster character and citizenship, introduce newcomers to their communities, stimulate the local economy, provide adult mentorship for young people, teach kids important life lessons and strengthen community connectedness. Unfortunately, sport participation is on the decline in our country. Over the past two decades, sport participation rates in Canadian youth aged 15 to 18 dropped from 77 per cent to 59 per cent--and in adults, from 45 per cent to 28 per cent.

8. TAKE ME OUTSIDE WEEK

Take Me Outside Week is new and happens **September 20 to 26**. It's part of a growing back-to-nature movement to help entice our children and youth outside for all the benefits it brings (physical activity, nature awareness, stress reduction, healing and more).

Recreation Nova Scotia is coordinating Take Me Outside Week in partnership with **Sense of Wonder Environmental Education** and the **Sharing Nature Foundation**. Funding partners include the IWK Community Grants, the Nova Scotia Department of Health Promotion and Protection and Mountain Equipment Co-op.

Details will be announced soon. For information email wonder@senseofwonder.ca

How can Take Me Outside Week help you? It can complement you in your recreational, physical activity, health, environmental or nature education programming. Organizations will be able to register events they organize and families & small groups may register their plans to take a child or children outside.

Resources will include:

- a list of ideas for event activities,
- Sharing Nature with Children books to purchase,
- Sharing Nature Activities booklet to download,
- Take Me Outside Logo to help promote your event, poster and flyer
- templates you can adjust
- public service announcement templates and other media tool templates

9. PROMOTING PHYSICAL ACTIVITY IN YOUTH

This month's theme for ParticipACTION and Canadian Fitness and Lifestyle Research Institute fact sheets is about inactive youth:

Research File (mainly for **leaders / practitioners**)

Promoting Physical Activity in Youth

<http://www.participaction.com/en-us/TheInactivityCrisis/ResearchFiles.aspx>

Also located at http://www.cflri.ca/eng/research_file/index.php

Lifestyle Tips (mainly **for public**):

Promoting Physical Activity in Youth

<http://www.participaction.com/en-us/GettingActive/LifestyleTips.aspx>





10. SOGO ACTIVE YOUTH CONTEST CAN YOU FILL THESE SHOES?

An opportunity for youth to become Sogo Active Ambassadors

August 6 - November 26, 2010

In 2010, Sogo Active is putting the inactivity crisis on the shoulders of teen leaders to fix! From August to November 2010, all Canadian teens aged 13 to 18 years are eligible to be chosen as 1 of 12 Sogo Active Ambassadors, giving them the opportunity to work with Sogo Active to promote physical activity to their peers across the country. As Ambassadors, these youth will also be rewarded with some amazing prizes from Coca-Cola, adidas and Sport Chek.

To enter, youth register for Sogo Active, create and upload their own ongoing Challenge and then get as many friends as they can to join it. Please visit the www.sogoactive.com for full contest rules.

11. NEW ENGLAND AND EASTERN CANADA RESOLUTION SITES ACTIVE TRANSPORTATION

At the 34th conference of New England Governors and Eastern Canadian Premiers in Massachusetts from July 11 to 13, 2010, the Premiers signed *Resolution 34-2 - Resolution concerning Greenhouse Gas Emissions from Transportation Sources*. The resolution states:

The NEG/ECP will continue to coordinate and share information on the states' and provinces' respective transportation planning processes to identify opportunities to reduce GHG emissions by promoting lower polluting transportation modes and policies through measures that may include an emphasis on efficient intermodal passenger and freight transportation, facilitation of healthy transportation modes of walking, bicycling and public transportation, and policies and programs to encourage higher density, compact and, mixed use development.

See the complete document at: <http://tinyurl.com/2cwlhb3>

12. STUDY LINKS MORE TIME SPENT SITTING TO HIGHER RISK OF DEATH RISK FOUND TO BE INDEPENDENT OF PHYSICAL ACTIVITY LEVEL

July 22, 2010 ~ A new study from American Cancer Society researchers finds it's not just how much physical activity you get, but how much time you spend sitting that can affect your risk of death.

Researchers say time spent sitting was independently associated with total mortality, regardless of physical activity level. They conclude that public health messages should promote both being physically active and reducing time spent sitting. The study appears early online in the *American Journal of Epidemiology*. . .

Complete news release at: <http://pressroom.cancer.org/index.php?s=43&item=257>

Article: "Leisure Time Spent Sitting in Relation to Total Mortality in a Prospective Cohort of US Adults."
Alpa V. Patel, Leslie Bernstein, Anusila Deka, Heather Spencer Feigelson, Peter T. Campbell, Susan M. Gapstur, Graham A. Colditz, and Michael J. Thun. *Am J Epidemiol* Published online July 22, 2010

EXCERPT FROM "SIT AT LEISURE, DIE AT HASTE, AN AMERICAN CANCER SOCIETY" July 23, 2010 *WebMD Health News*, Article by Daniel J DeNoon

In the 14-year study, people who spent at least 6 hours of their daily leisure time sitting died sooner than people who sat less than 3 hours. And people who both sit a lot and exercise little are at even higher risk of death, find ACS epidemiologist Alpa V. Patel, PhD, and colleagues. The effect is stronger for women than for men, but significant for both sexes.

Patel's data come from 53,440 U.S. men and 69,776 women who were 50-74 years old when the study began in 1992. . . After adjusting for smoking, height/weight, and other factors, Patel's team found that compared to sitting less than three hours a day, sitting six or more hours a day:

- Increased the death rate by about 40% in women
- Increased the death rate by about 20% in men
- Increased the death rate by 94% in the least active women
- Increased the death rate by 48% in the least active men

