

Active Kids Healthy Kids



Active Kids Healthy Kids BULLETIN
January 2012

From Physical Activity, Sport and
Recreation responsibility area of the
Department of Health and Wellness

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 and Wellness.
Much of the content originates from other organizations and is
included here for your reference.*

*BULLETIN Jeune actif, Jeune en bonne santé
janvier 2012*

*Du secteur de l'activité physique,
du sport et des loisirs du
Ministère de la Santé et du Mieux-être*

*Pour appuyer les partenaires et les intervenants de
Jeune actif, Jeune en bonne santé*

*Le contenu du présent bulletin ne représente pas nécessairement la
position du ministère de la Santé et du Mieux-être.
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.

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1. TAKE THE ROOF OFF WINTER: DECEMBER 21 TO MARCH 20



Schools, community groups, clubs, businesses, families and friends across Nova Scotia are signing up to "Take the Roof off Winter", a physical activity promotions campaign designed to help Nova Scotians of all ages improve their health and quality of life by getting out and getting active this winter! The campaign, delivered by Recreation Nova Scotia and funded by Nova Scotia Department of Health and Wellness, runs from December 21st to March 20th.

Groups are encouraged to sign on as campaign supporters (register online at www.taketheroofoffwinter.ca). Campaign supporters are municipalities, community groups, schools, businesses, families, groups of friends etc. that agree to coordinate events/promotions and/or activities during the TTROW campaign. Supporters can also sign up to organize a Winter Walk Day.



Supporters are recognized on the Take the Roof Off Winter website www.taketheroofoffwinter.ca, made official members of the Red Cap Outdoor Club and are provided with Take the Roof Off Winter promotional materials to use and distribute including posters and Take the Roof Off Winter toques.

NEW – Snowshoeing launch events in our Parks and Protected Areas. This year's official TTROW launch will be held on January 21st with organized snowshoe hikes and activities taking place in parks and protected areas across the Province. Everyone is invited to come out and participate in the launch events and enjoy the breathtaking scenery and inspiring natural surroundings of Nova Scotia's parks and protected areas. Information on the launch and other TTROW events along with where to borrow, rent or buy snowshoes will be available on the TTROW website, www.TakeTheRoofOffWinter.ca.

The site provides tips and ideas on organizing and hosting outdoor events and activities as well as a venue for TTROW supporters and participants to post photos and stories of fun events. In addition, campaign ambassadors (recreation professionals and volunteers) are available across the province to provide support to groups looking to organize events in their communities.



There is also an opportunity to sign up for Winter Walk Day, a partnership with Active & Safe Routes to School and Heart&Stroke Walkabout.



Take the Roof off Winter is sponsored by Nova Scotia Egg Producers.

2. WALKING TO SCHOOL AND FEELING GOOD

December 17, 2011, Lezlie Lowe, The Chronicle Herald

Excerpts of article *Kids who walk to school 'notice things' along the way*;

Read the complete article at <http://tinyurl.com/7deyocy>

- In Nova Scotia today, 24 per cent of kids walk or bike to school. The national average is 29 per cent.
- (Catherine) O'Brien works in the education department at Cape Breton University. For more than 20 years, she's researched sustainable happiness, a concept merging positive psychology and principles of sustainability. Much of her work centres on how children feel about their environments.
- Research that O'Brien co-authored indicates kids take more car trips now than in the '90s.
- "There's a certain amount of unspoken, or spoken, peer pressure from parents to drive their kids," she (O'Brien) says, "as if you are keeping them safe. Parents feel they are good parents by doing that."
- For lots of families, O'Brien says, it's just plain old routine. "Sometimes when we develop a habit, we're not consciously thinking about the actions we're taking," she says.
- "I have anecdotal information from teachers," she (O'Brien) says, "who say children that walk to school come more ready to learn. They feel like they've got some of the jitters out and they've got stories to tell."

3. A BOOST TO THE BRAIN

ParticipACTION in collaboration with the Canadian Fitness Lifestyle Research Institute offers monthly the **Lifestyle Tips** and **Research File** series. The Lifestyle Tips offer practical suggestions for integrating physical activity into one's daily life, and the Research File provides summaries of research findings.

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

Physical Activity and Alzheimer's Disease

<http://www.participaction.com/en-us/Get-Informed/Monthly-Research-Files.aspx>



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

Physical activity: A boost to the brain

<http://www.participaction.com/en-us/Get-Informed/Monthly-Lifestyle-Tips.aspx>



4. PARTICIPACTION WEBINARS FOR PROFESSIONALS

ParticipACTION delivers **free Forums (webinars)** to professionals across Canada. The Forums are designed to facilitate **knowledge exchange** and sharing. Simply send an email to indicate you are interested in participating in this forum: forum@participACTION.com. You then receive the necessary call-in/log-in information for the Forum. You need a computer with internet access and a telephone.

- January 24, 2:00-3:30 PM (ATL) Theme: *Physical Activity; its connection with Alzheimer's Disease*
- February 21, 2:00pm - 3:30pm (ATL) Theme: *Workplace Health*
- March 21, 2:00pm - 3:30pm (ATL) Theme: *Physical Activity Policies*



Canadian Fitness and Lifestyle Research Institute
Institut canadien de la recherche sur la condition physique et le mode de vie

CFLRI eNEWS
NOUVEL de l'ICRCP



www.cflri.ca

New Release: 2011 Physical Activity Levels Among Youth (Kids CANPLAY)

[Bulletin 02: Physical activity levels of Canadian children and youth](#)

New bulletins from the [2010 Physical Activity Monitor: Getting Kids Active](#) are now available.

[Bulletin 08: Availability, use, and suitability of public facilities and programs](#)

[Bulletin 09: Availability, use, and utility of commercial facilities for physical activity or sport](#)

[Bulletin 10: Availability, use, and suitability of parks and outdoor spaces](#)

[Bulletin 11: Availability, use, and utility of non-designated physical activity facilities](#)

[Bulletin 12: Transportation among children and youth](#)

6. 23 AND A HALF HOURS

An online Canadian video is creating a buzz among health promoters in Nova Scotia and apparently many others. The video was posted on December 2, 2011 and one month later has almost one million views.

The video titled *23 and 1/2 hours: What is the single best thing we can do for our health?* was conceived, written and presented by **Dr Mike Evans**. Evans is an **Associate Professor of Family Medicine and Public Health at the University of Toronto** and a **staff physician** at St. Michael's Hospital. He is a columnist for CBC and The Globe and Mail.



Evans founded the **Health Design Lab** at the **Li Ka Shing Knowledge Institute** (St Michael's Hospital). Evans hosts a non-profit web site at www.drMikeEvans.com that aims to distil best health resources and present the information in an easy-to-understand way.

In this *23 and 1/2 hours* video is a filmed illustration of Dr. Evan's presentation. **To view the video on YouTube:** <http://tinyurl.com/18r>

7. HELMET SAFETY CAMPAIGN IN CAPE BRETON

After discovering that helmet use for recreational ice-skating is not mandatory in Nova Scotia (except those 12 years and younger), Aron Ashton, Physical Activity Coordinator with Public Health Services investigated the issue. The only arenas with a helmet policy were St. Margaret's Bay and the Dalplex. All other arenas said there are strong recommendations for helmet use, but no policies.

Armed with Dalhousie's policy paper and evidence-based research on the dangers of not wearing helmets, Ashton made contact with Health and Wellness about Public Health starting a **Cape Breton Helmet Campaign**. Community commitment and support took off in March 2011.

"The campaign consisted **of free skates for all ages at four arenas**, Sydney, Sydney Mines, New Waterford and Glace Bay. Participation meant that **helmet use was mandatory during the event**," says Ashton.

Helmets have been found to be effective in reducing the risk of head injuries in up to 88 per cent of cases. "The majority of injuries, 56 per cent, occurred in those 10-19 years old, with 76 per cent of those linked to recreational activity," says Ashton. "Although concussions may occur even with a helmet, a severe brain injury can result without one, which can cost an estimated \$6-8 million throughout a lifetime."

Ashton hopes to expand the campaign to more arenas in Cape Breton and for a longer period of time.

This campaign was a partnership between the CBRM, Public Health Services, Nova Scotia Department of Health and Wellness, CBVRSV, Think First, RFANS, the Cape Breton Screaming Eagles and Reebok.



8. CAN HALIFAX BECOME THE FITTEST CITY IN CANADA?

A local movement is gearing up to make Halifax earn the distinction of 'most fit city in Canada. Those involved with the MyFitCity project say the installation of 40 outdoor fitness parks within walking distance of every home in the HRM will give Halifax the edge over other communities in Canada struggling to improve youth engagement and reduce growing obesity rates.

The Dartmouth-based GreenGym Outdoor Fitness has proposed to partner with MyFitCity to install fitness parks by the end of 2012 within 40 of the 600 already established parks throughout the HRM. Last month, GreenGym gained national exposure and a \$200,000 investment from The Herjavec Group during an appearance on CBC's Dragon's Den.

MyFitCity is seeking the support of the HRM council. The project is targeting to raise from local and regionally based companies \$1.2 million for the equipment, park site preparation and installation at all 40 locations. GreenGym has committed two years of free maintenance and an \$80,000 donation in the form of an extra piece of equipment valued at \$2000 for each park.

MyFitCity is inviting private, corporate and government investors to come forward to help make the parks a reality; for \$30,000 companies can sponsor an entire park. Information is available at www.myfitcity.ca.

GreenGym founders Guy Chaham and Deb Merry have been working with MyFitCity supporters that include Maritime Heart Center, Stepping Up Halifax and Recreation Nova Scotia among others. Local businesses and organizations endorsing the MyFitCity initiative include the Halifax Chamber of Commerce, Greater Halifax Partnership, Halifax Fusion, Halifax International Airport Authority, Impact Communications Group and Thompson & Sutherland Wholesalers and Distributors. www.greengym.ca



9. NEW RECREATION CENTRE ON SOUTH SHORE

The new Queens Place Recreation Centre in Liverpool officially opened in December. The recreational, social and cultural facility will give Queens County residents access to high-quality sports and recreation opportunities to stay fit and healthy, while having fun.

The province, through the Department of Health and Wellness, committed \$5-million toward the Queens Place Recreation Centre. The government of Canada is providing up to \$6.5 million from the Major Infrastructure Component of the Building Canada Fund, and the Region of Queens Municipality contributed about \$10.1-million.

The new facility's many features include a regulation-sized ice pad with fixed seating for 1,000 spectators. It will also include an indoor, two-lane track, a 4,000-square-foot fitness centre and cardio studio with weight-training equipment, multi-purpose community rooms, meeting spaces and a youth centre.

10. NOVA SCOTIA HIKING AND SNOWSHOEING SUMMIT / SNOWSHOE SERIES

Hike Nova Scotia invites individuals and groups with an interest in hiking, walking and snowshoeing to the first annual Nova Scotia Hiking & Snowshoeing Summit. This one-day event will take place on Saturday, January 28, 2012 at Kejimikujik National Park and National Historic Site in Maitland Bridge.

The Summit is a celebration of Nova Scotia's hiking culture, which includes sharing best practices, stories and networking opportunities. It will help us grow a hiking, walking and snowshoeing culture in the province.

Register early to reserve your spot. Check out the Summit flyer for a draft agenda, registration link, directions and more here: <http://tiny.cc/pn05f>. The Summit is a Take The Roof Off Winter event.



Hike Nova Scotia Winter Guided Snowshoe Hike series:

Jan. 14 West Pubnico Golf Club	10:00 am	Register: gdentremont@munargyle.com
Jan. 15 Crystal Falls Hike (Greenwood)	1.30 pm	Register: recoffice@town.middleton.ns.ca
Jan. 21 Wolfville Watershed Nature Preserve	10:00 am	Register: alice@nsnt.ca
Jan. 21 West Pubnico Golf Club		Register gdentremont@munargyle.com .
Jan. 21 Gully Lake to Nuttby Trail Snowshoe Trek	11:00 am	
Jan. 22 Valleyview Provincial Park (Bridgetown)	1:30 pm	Register: borde@annapoliscounty.ns.ca .

Hike Nova Scotia

info@hikenovascotia.ca

www.hikenovascotia.ca



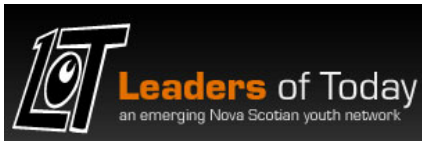
New Virtual Walk Application

The Trans Canada Trail launched its renewed website www.tctrail.ca.

By signing in to the online community users can access the Walk Across Canada application. The site maps the Trans Canada Trail route indicating the status of the route and features information about open sections of the trail. Users can also add to the map.

www.walkaboutns.ca
Site improvements coming soon!
Enhanced mapping & tracking.

12. LEADERS OF TODAY PRESENTS WILD SPACES GRANTS



The deadline is fast approaching for the Wild Spaces Grants to support youth to connect with wild spaces close to their community by accessing a NS Protected Area (e.g. provincial park, hiking trail, etc.). The NS Department of Environment is granting \$3,500 for the fund.

If you know a group of youth who have a great idea or have talked about exploring wild spaces and places then this might be a fantastic opportunity to connect to the outdoors together.

Lead earth education activities, plan a hiking or camping trip for a youth group in your community, go snowshoeing or skiing, biird watching, host a plant identification workshop, do a trail maintenance project, etc.

- You must apply as a team and a team must include youth and supportive adults who want to work together to create a stronger, healthier, more diverse and inclusive community that welcomes and supports all youth!
- Youth must be involved in a meaningful and equal way (be a part of discussions, decision-making, actions, learning opportunities and reflections).
- The Pictou County Youth Council alongside with HeartWood Centre for Community Youth Development will be supporting each team as it moves forward.

For more information: Adrianna MacKenzie at HeartWood Centre for Community Youth Development
adrianna@heartwood.ns.ca 902-444-5885

13. WORKSHOPS FOR MARKETING IN PUBLIC AND NOT-FOR-PROFIT ORGANIZATIONS

In June 2010, about 60 practitioners who promote physical activity participated in a full-day workshop on developing social marketing strategies. A similar workshop (Social Marketing Strategies and Behavioural Change) and associated workshops are available in Halifax, February 6 to 8.

The Centre for Excellence in Communications, The Centre of Excellence for Public Sector Marketing (CEPSM) are offering a series of workshops for the Atlantic Canada public and not-for-profit sectors.



Marketing with Impact: Achieving More for Less in the Public and Not-for-Profit Sectors February 6
Instructor: Bernie Colterman (CEPSM)

Strategic Social Media Engagement in the Public Sector February 7
Instructor: Mike Kujawski (CEPSM)

Social Marketing Strategies and Behavioural Change: Translating Strategies into Action February 8
Instructor: Jim Mintz (CEPSM)

To register or more information: <http://www.comcec.com/atlantic/index.html>