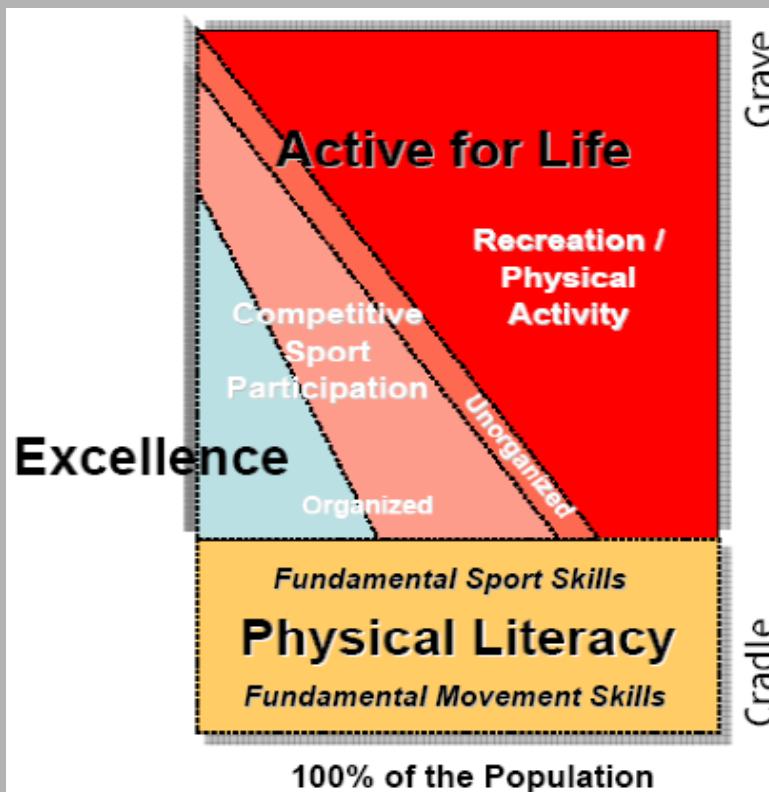
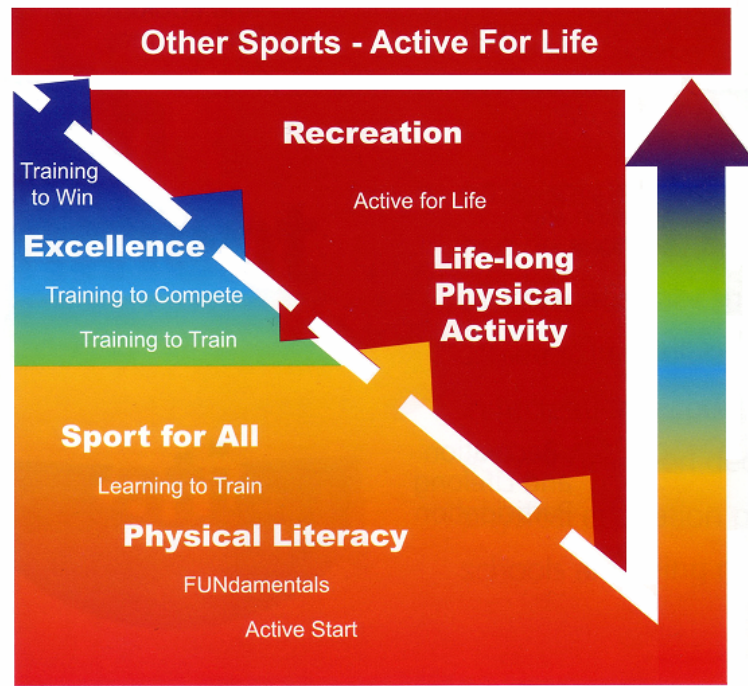


Figure 3 Participation In Lifelong Physical Activity (Way et al, 2005)



VACNet

Companion Document to the Active Communities Vancouver Report

November 13, 2007

Goal: To ensure the widest possible implementation of the goal to increase activity levels of all citizens by 20% by 2010

As directed by Council, the Vancouver Active Communities Network (VACNet) is reporting on the Active Communities Vancouver initiative.

We propose the following recommendations under the three key themes:

- Positive Ticketing
- Sports Infrastructure
- Programming

Theme One – Positive Ticketing Initiative

Lead steering committee member

- Julie Marzolf

Key Message

Youth can be motivated and encouraged towards active lifestyles through positive reinforcement for good behaviour. People who operate in positions of authority can be instruments of change through “tools” like swim/skate passes, admission to sports and other healthy options for living.

Active Communities Vancouver is working in partnership with the Civil City initiative and other VACNet partners to develop a program of positive ticketing. This program will focus on rewarding good citizen acts and behaviour by providing free tickets and passes to active programs such as public swimming and skating sessions as well as, sports events including baseball, soccer, basketball and football. The emphasis of this program will be to recognize good citizen acts and provide the police and other City staff with the tools to reinforce and recognize good citizen behaviour through positive incentives. The program is being planned and will be piloted with Park Board Youth Workers and a division within the Vancouver Police Department.

The key components of this plan would consider:

- acquiring free sport arts and culture tickets from the City and professional sports arts and cultural organizations
- swim, skate and golf passes from the Park Board
- Civil City training of leaders to administer the
- Civil City Appointment of “Kids Up Front” as ticket distributor for Civil City allocation of tickets and passes
- Distribution of some Olympics tickets as part of the inclusivity program

Recommendation

Endorse the concept of pursuing a VACNet positive ticketing initiative that partners with Civil City and the VPD in order to benefit from the strength of all parties working towards the same objective.

Further action items include:

- Continue the dialogue already explored with Civil City Committee, VPD representatives and youth community partnerships towards a workable and valuable program that has potential for broad participation, support and implementation.
- VPB and City Council advocate for the value and benefits to be derived from Sport in a Civil City.
- The City continue the current paradigm shift in how public monies are spent to improve health, recreation sport and social services outcomes for all citizens. This entails a movement from a treatment deficit sickness model of independent silos of service delivery to a proactive integrated delivery system across public departments further enhanced by partnerships with all levels of government, corporate, philanthropic and NGO entities.

Theme Two – Sports Infrastructure

Lead steering committee members

- Cheryl Taunton,
- Ajay Patel
- Dr. Robert Sparks (Active Living Infrastructure)
- in cooperation with PacificSport Vancouver, Sea to Sky, Canadian Sport Centre Pacific, VANOC, Legacies NOW, Sport BC, Rowing BC and various Professional Sports Organizations

Key Message

Sport is an integral aspect both of active living and in helping the City achieve the goal of “20% More Activity By 2010”. One of the most significant methods of increasing and sustaining an active lifestyle is to build and maintain a strong sports infrastructure. This is particularly true for team field sports. To address the needs of athletes in Vancouver, additional infrastructure is necessary to meet the growing demand. A preliminary review was conducted to identify the extent to which the sports facilities of the Park Board can support the Long Term Athlete Development (LTAD) continuum from Active Start, Fundamentals, and Learn to Train, Train to Train, Train to Compete and Train to Win. In certain sports, such as baseball, cricket, rugby, softball and tennis top-level international competition has been, and can be, held at Vancouver Park Board facilities. Other sports such as track, soccer, speed swimming and ultimate have less than ideal facilities for the top end of the “LTAD” continuum (See Appendix 2). VACNet will continue to support the VPB and their partnering with PacificSport to implement the action plan for both improved health outcomes and sport performance outcomes of the Canadian Sport Life framework for the City of Vancouver.

The Sport Strategy task force is in the process of identifying ways and means that the City and Park Board can work together with other civic organizations and adjacent municipalities to ensure an extensive sports infrastructure that supports the LTAD continuum for all Citizens to incorporate “Sport for Life” into their active lifestyle. Sport for Life does not define sport as elite sport; it does not define health as sickness rather based on the accumulated body of sport science

it redefines our joint efforts to ensure the Output (fiscal and human) for health, recreation and sport is less than the health, social, sport performance and economic Outcomes we want to see in our society.

Recommendation

Recognize and value the potential for “public/private” partnerships as a means of building and maintaining the infrastructure we need to increase in participation in active living.

Recognize that definitions have been barriers to progress active living does include sport and that sport includes active living and we have to marry recreation with sport through Active Communities to build the municipal trust needed to work across silos to achieve better health and sport outcomes

Further action items include but are not excluded to this dynamic list

- Continue Development of Trillium as a top quality soccer complex
- Continue Development of a quality South East False Creek Boathouse
- Accelerate Development of a waterfront stadium
- Accelerate Development of more multisport artificial turf fields
- Redevelop Andy Livingstone Park
- Develop and upgrade mini-soccer fields in Mount Pleasant
- Upgrade field maintenance support citywide
- Register need for a quality track and athletics facilities in Vancouver
- Register need for a high performance training site
- Post Olympic planning for Hillcrest facilities
- Build an international quality pool for speed swimming, synchronized swimming, water polo and diving
- Arrange better access to school gymnasiums for indoor team sports
- Develop a basketball and fitness training centre for youth;
- Widen Burrard Street bridge
- Continue to Improve cycling routes (paving and traffic calming)
- Continue to improve sidewalks for walking to prevent tripping on uneven surfaces
- Build more soft surface trails including a 10 K. soft-surface urban trail from Langara to Hillcrest Park
- Enforce bicycle helmet safety legislation
- Maintain painted bike lines and painted crosswalk lines
- Provide bicycle lockers downtown
- Provide more thick tube bike racks
- Provide more walk routes with coloured cement signage
- More signage when walking up stairs in downtown office buildings

Theme Three – PROGRAMMING

Committee leads

- Craig Sheather
- Gulshan Lalani (Diabetes Awareness)
- Rhonda Alvarez – Aboriginal and Homeless Outreach
- Barbara Crocker
- Dick Woldring – Leadership Training

Key Message

In order to meet the “20% more active by 2010” goal, it is imperative that there are programs that will invite broader participation. A number of initiatives have been developed in order to improve the health and social outcomes for Vancouver’s citizens.

Recommendation

Continue to find ways of providing outreach programs and new initiatives that focus on promoting health and active lifestyles in ways that attract Vancouver’s vulnerable population and youth who are forming lifelong habits.

Further actions items to include:

- Continued City support for the Open Door outreach of Helping Spirit Lodge Society and the Street Soccer Program
- Support for Kids Up Front providing attendance at sporting events
- Support for Grants for basketball camps soccer led by aboriginal leaders
- Support for Red Fox Waking grant needed from UBCM
- Keep building the bridges with Vancouver Coastal Health (YMCA has a Partnership) to host diabetes awareness screening events
- Teamwork among agencies to support the Vancouver Southeast area
- Work with the Vancouver East Diabetes Prevention Committee to engage Community Centres
- Continued support for the Ismaili Partnership Walk
- Remove junk food from Community Centers without losing revenue (for example; Dasani water instead of coke given VPB Coca Cola contract)
- Integration of healthy families materials with adventure passport programs
- Increase Urban farming/gardens 30% by 2010
- Funding of Active Adventure Passport as it expands to include health food choices and pilot programs (healthy snacks)
- Build and fund leadership training into program development

In summary

The VACNet steering committee thanks Vancouver City Council for the opportunity to provide meaningful input and recommendations towards a fitter and increasingly “liveable” city. We look forward to collaborating as we work towards these ambitious and achievable goals.

Appendices

- Appendix 1 - Why 20% by 2010
- Appendix 2 – City of Vancouver –Active Infrastructure Review
- Appendix 3 – Vancouver Park Board – Sports Infrastructure