

**HEALTH PROMOTION & PROTECTION (HPP) VALUES:** Nova Scotians working together to make our province a safe and healthy place in which to live, work and play.

**HPP & PHYSICAL ACTIVITY, SPORT & RECREATION (PASR) ARE COMMITTED** to increasing physical activity through the provision of leadership in policy development, support to the local and provincial sport and recreation delivery system and collaboration with service-providing partners, other government departments and our federal/provincial/territorial counterparts

(Department of Health Promotion and Protection 2007-08 Business Plan)

## MUNICIPAL PHYSICAL ACTIVITY LEADERSHIP PROGRAM

**PROGRAM DESCRIPTION:** There are many health, social, economic and environmental benefits associated with increasing physical activity levels in the community. Recognizing that half of our population is sedentary and that our youth are becoming less active, the Government of Nova Scotia has set a goal of increasing the number of Nova Scotians active enough for health benefits by ten per cent by 2010. This program is intended to support the important role played by municipalities in providing opportunities for physical activity, through the provision of qualified leadership, at the municipal level.

### GOALS

To partner with municipalities to increase the number of staff in local governments that are planning and implementing comprehensive plans to increase participation in health enhancing physical activity.

### PRINCIPLES

This program is guided by the following principles:

- Flexibility - responsive to the unique needs and assets of each community or organization
- Timeliness - responds in a timely manner
- Evidence based - supports proposals that are based on best or promising practices
- Sustainability – responds to sustainability requirements and challenges
- Community Development - follows the Nova Scotia Government Community Development principles
- Strategy - Supports the set of principles of the Active Kids Healthy Kids Strategy (*applicable to projects for youth and family*)

### ELIGIBILITY AND GUIDELINES

Municipal units designated under the *Municipal Government Act* are eligible.

Funding is provided for staffing to develop and implement municipal physical activity plans. Municipalities are responsible for planning, implementation and evaluation of municipal plans to increase physical activity; representing municipal perspective with other sectors with a stake in physical activity (e.g. education and health); joint action with adjacent municipal units; hiring and managing staff; participation in provincially sponsored training and networking events; and annual reporting on progress to the Department of Health Promotion and Protection.

Municipalities and the Department of Health Promotion and Protection will sign a formal (legal) agreement for up to a five year period, renewable based on satisfaction of both levels of government. The first year of the agreement can be used to develop the physical activity plan.

## What is a municipal physical activity plan?

A physical activity plan is a strategic document for a local government that identifies actions aimed at raising awareness and increasing participation in structured and unstructured physical activity. Plans may be based on participation trends, community asset mapping and public consultation and may include multi-level strategies to overcome barriers to participation, an action plan and a budget.

## APPLICATION REVIEW & RESPONSE PROCESS

Municipal units should submit an expression of interest by September of each year for the following fiscal year. A meeting with Health Promotion and Protection staff prior to completing an application is required.

Health Promotion and Protection will fund 50% per municipal unit to a maximum of \$20,000 annually. This amount must be matched by participating municipalities. To encourage inter-municipal

cooperation, an additional \$5,000 will be provided for each additional municipal unit involved.

The number of approved agreements will depend upon the level of funding available. Municipalities accepted into the program are not required to reapply each year.

## PAYMENT OF LEADERSHIP GRANTS

A *Letter of Agreement* will be sent to each successful applicant.

## GRANT RECOGNITION

The recipient is required to acknowledge the financial contribution of the Department of Health Promotion and Protection in all communications and promotions.(e.g. local newspapers, brochures, programs, fliers, posters)

**For more information contact the Nova Scotia Department of Health Promotion and Protection, Physical Activity, Sport and Recreation or visit our website at: <http://www.gov.ns.ca/hp>**

<b>Cape Breton Region</b> Serving Cape Breton Island 380 Kings Road, Sydney, NS B1S 1A8  Coleen Chisholm, Regional Representative (902) 563-2380 Fax (902) 563-2565	<b>Highland Region</b> Serving Counties of Guysborough, Antigonish and Pictou 149 Church Street, Suite 4, Antigonish, NS B2G 2E2  Gerard MacIsaac, Regional Representative 902-863-7380 Fax (902) 863-7477
<b>Central Region</b> Serving Halifax Regional Municipality 5516 Spring Garden Road, Suite 200 Halifax, NS B3J 1G6  Carol Davis-Jamieson, Regional Representative (902) 424-7622 Fax (902) 424-0520	<b>South Shore Region</b> Serving Counties of Yarmouth, Shelburne, Queens and Lunenburg 99 High Street, Suite 200 Bridgewater, NS B4V 1V8  Debby Smith, Regional Representative 902-543-5000 Fax (902) 543-0676
<b>Fundy Region</b> Serving Counties of Cumberland and Colchester and the Municipality of East Hants 90 Research Drive, Suite 122, Truro, NS B2N 6Z4  Jim Campbell, Regional Representative 902-893-6215 Fax (902) 896-2425	<b>Valley Region</b> Serving Municipalities of West Hants, Clare and Counties of Annapolis, Kings and Digby 35 Webster Street, Suite 102 Kentville, NS B4N 1H4  Mike Trinacty, Regional Representative (902) 679-4390 (902) 679-6748