



*your way, every day*



Creating *PLAY*- Friendly Opportunities in Grey and Bruce Counties.

How is your community doing?



### 2008 *PLAY* Partners

Arran Elderslie \* Brockton \* Chatsworth \* Georgian Bluffs \* Grey Highlands \* Hanover \* Huron Kinloss  
Kincardine \* Meaford \* Northern Bruce Peninsula \* Owen Sound \* Saugeen Shores \* South Bruce  
South Bruce Peninsula \* Southgate \* The Town of Blue Mountains \* West Grey

County of Bruce \* County of Grey \* Bluewater District School Board \* Bruce Grey Catholic District School Board  
Bruce Power Corporation \* Grey Bruce Health Unit \* Owen Sound Family YMCA

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**ACTIVE2010**

# What is *PLAY* in Bruce Grey?

*PLAY* in Bruce Grey is a physical activity strategy to encourage the residents of our communities to play more. The strategy is important because Grey and Bruce Counties have a higher proportion of residents who are considered obese than the provincial average. Almost half of the people living in our region are considered inactive. The strategy was developed in 2006 and launched in June 2007 through a collaborative approach involving a group of community partners.

The Community Partners include 17 municipalities, Bruce County, Grey County, the Grey Bruce Health Unit, the school boards, the YMCA, and local business. The partners are working together through a *PLAY* Committee to guide the implementation of the strategy.

Community Action Network (CAN) volunteers are community members who are passionate about making their communities more play-friendly. CAN teams are being established in each municipality to promote opportunities for children and families to *PLAY* actively.

The strategy's goal is to create *PLAY*- Friendly Communities in Bruce and Grey Counties. On the next few pages, you will learn more about the desired outcomes of the *PLAY* strategy, as well how you and other concerned community members can work together to make a difference.

## Municipalities can:

- renew the *PLAY* Charter, fly the *PLAY* flag, use the *PLAY* logo in communications with the public.
- provide safe and inviting play environments in neighbourhoods including parks, trails, and facilities.
- work to create environments that are conducive to physical activity.
- commit funding to support ongoing activities or develop new opportunities that support physical activity including parks, trails, and facilities.
- establish policies and practices that consider the urban design, transportation services and infrastructure that healthy communities require to provide optimal opportunity for physical activity.
- provide council and staff support to an active local Community Action Network of volunteers.
- ensure that sidewalks and streets support walking and cycling and are cleared of snow in winter.

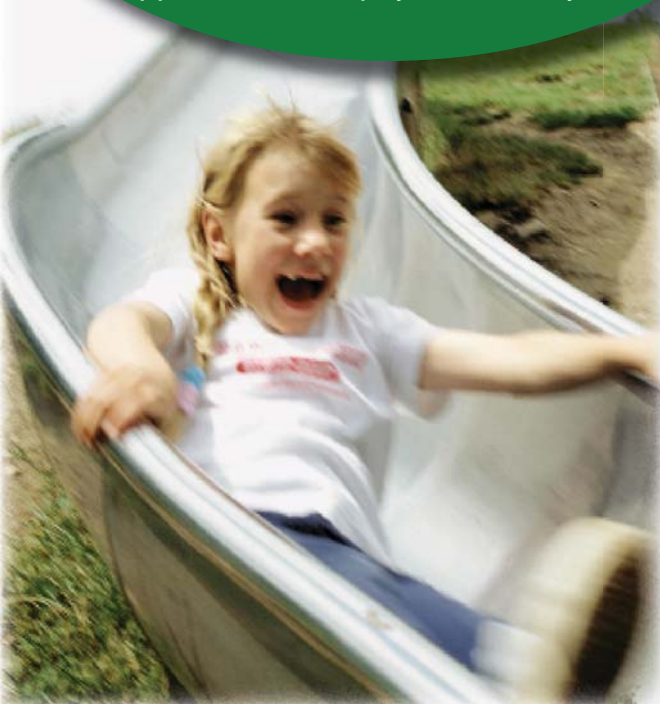


### School Boards and Schools can:

- work with the community to recognize and capitalize on the important role of schools in getting information to and from children and families.
- have signed funding agreements regarding the community use of schools.
- work with local service providers to foster opportunities for physical activity.

### Community Action Networks, workplaces and others in the community can:

- facilitate opportunities for children and families to actively participate in program planning, selection, implementation and evaluation.
- help to ensure that a variety of family friendly information vehicles are in place such as websites, newsletters, bulletins, brochures, newspaper advertisements and articles and community bulletin boards.
- explore innovative ways to ensure that families and children can connect with physical activity opportunities.



## What do we want? How can we make it happen?

Children and families have choices in how they can actively <i>PLAY</i> .	<ul style="list-style-type: none"> <li>• A varied mix of physical activity opportunities are offered for children and families.</li> <li>• Opportunities are active and are structured and unstructured, facility and non-facility-based, competitive and recreational.</li> <li>• Opportunities are offered by public services, not-for profit agencies, private enterprises or through informal groups.</li> </ul>
Children and families have a say about and make decisions about physical activity opportunities.	<ul style="list-style-type: none"> <li>• Children and families actively participate in program planning, selection, implementation and evaluation.</li> </ul>
The municipality promotes active modes of transportation, such as walking and cycling.	<ul style="list-style-type: none"> <li>• The municipality considers the urban design, transportation services and infrastructure for a healthy community.</li> <li>• Sidewalks and streets support walking and cycling and are cleared of snow in winter.</li> <li>• Programs are in place to promote and offer safe walking and cycling to school. Secure bicycle storage is available at schools and work places.</li> </ul>
Facilities are available for children and families to <i>PLAY</i> actively.	<ul style="list-style-type: none"> <li>• The municipality provides safe and inviting play environments in neighbourhoods including parks, trails, and facilities.</li> <li>• The community has available space for physical activity programs and events.</li> <li>• Space is made available at times and locations suitable to child and family physical activity.</li> </ul>
It is easy for families to find information about options for physical activity.	<ul style="list-style-type: none"> <li>• A variety of family friendly information vehicles are in place such as: websites, newsletters, bulletins, brochures, newspaper advertisements and articles and community bulletin boards.</li> </ul>
The community celebrates and recognizes the importance of physical activity.	<ul style="list-style-type: none"> <li>• The municipality renews its commitment to the <i>PLAY</i> Charter annually and is actively working to create environments that are conducive to physical activity.</li> <li>• Events and recognition programs are in place to celebrate successful physical activity strategies in the community.</li> </ul>
The community commits funding and dedicated staff for physical activity.	<ul style="list-style-type: none"> <li>• The community commits funding to support current activities or to develop new opportunities that support physical activity including parks, trails, and facilities.</li> <li>• Some physical activity programs are free or have minimal costs</li> </ul>
The community has models of effective community partnerships.	<ul style="list-style-type: none"> <li>• Municipalities and other public service organizations work cooperatively with each other to provide the best menu of opportunities for children and families to <i>PLAY</i> actively. Community partners include municipalities, workplaces, not-for profit agencies, sports clubs, social services, the faith community, private business, health and education.</li> </ul>
Schools support the <i>PLAY</i> -friendly approach.	<ul style="list-style-type: none"> <li>• The community works with schools to recognize and capitalize on the important role of schools in getting information to and from children and families.</li> <li>• Schools work with local service providers to foster opportunities for physical activity.</li> <li>• School Boards have signed funding agreements regarding the community use of schools.</li> </ul>
All families can get to the physical activity programs that are offered.	<ul style="list-style-type: none"> <li>• The community has explored innovative ways to ensure that families and children can connect with physical activity opportunities.</li> <li>• Activities have been specifically located or relocated to be close to families and children.</li> </ul>
Adults champion the cause for children and families to <i>PLAY</i> actively.	<ul style="list-style-type: none"> <li>• The municipality has an active Community Action Network of volunteers.</li> <li>• Workplaces, service clubs and other community groups, play an active role in creating opportunities for physical activity for children and families.</li> </ul>
Physical activity is accessible to vulnerable families and to persons with disabilities.	<ul style="list-style-type: none"> <li>• All children and their families have the opportunity to participate in physical activity programs. Programs are set up to specifically include vulnerable children and children with physical and intellectual disabilities. The participation of vulnerable children and families or children with disabilities is a seamless part of programming.</li> <li>• Activities are adapted, facilities are accessible, and any required assistance is available on-site.</li> </ul>