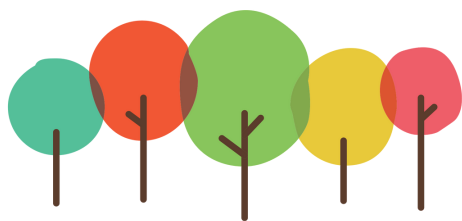


Active Living Strategy

2021-2026



MUNICIPALITY *of the*
COUNTY *of* KINGS

Table of Contents

Executive Summary	1
Overview of Physical Activity & Active Living	2
Why Does Kings County Need an Active Living Strategy?	3
MPAL Program	3
Guiding Principles	4
The Role of the Municipality	5
Potential Partners	5
The Approach: Multi-Level and Collaborative	6
Priority Areas	7
Priority Area: Movement Throughout the Day	8
Priority Area: Access & Inclusion	11
Priority Area: Active Transportation	13
Appendix A: Community Profile	15
Appendix B: Community Consultation Process	16
Appendix C: Example of Action Items for Selected Goals	18
Appendix D: Relationship to Other Municipal, Provincial & National Plans and Priorities	21

Executive Summary

This Active Living Strategy provides a series of strategic and practical actions aimed at creating a healthy and active Kings County community. To improve physical activity in the community, this comprehensive plan focuses on three key strategic priority areas:

- 1. Movement Throughout the Day**
- 2. Access & Inclusion**
- 3. Active Transportation**

In light of the physical activity crisis in Nova Scotia, the Municipality of the County of Kings (Municipality) partnered with the Nova Scotia Department of Communities, Culture, Tourism and Heritage, Community Sport and Recreation Division (CCTH-CSR) under the cost-sharing Municipal Physical Activity Leadership program in 2011. An Active Living Coordinator was hired to develop and implement a local and comprehensive active living strategy aimed at increasing physical activity participation within the Municipality and ultimately contributing to the creation of a healthier, more active Kings County community. The development of this strategy is a part of the Memorandum of Understanding signed by the Municipality and CCTH-CSR.

The goals of this plan are consistent with other provincial and local plans and strategies. Active Living is incorporated into many of Nova Scotia's provincial government strategies including, Let's Get Moving Nova Scotia and Shared Strategy for Advancing Recreation in Nova Scotia. At the municipal level, this strategy is consistent with Active Kings County: An Active Transportation Plan for the Municipality of the County of Kings, Kings Regional Recreation Needs Assessment, Municipal Planning Strategy, Toward Equity and Diversity: A Strategy for Belonging in the Municipality of the County of Kings, and the Municipality of the County of Kings Strategic Plan 2021-2024. Moreover, promoting physical activity is an objective shared by many community organizations.

The development of this plan included an evaluation of the effectiveness of the original strategy, Physical Activity Community Survey (Citizen Survey) Data, data from other recreation-related assessments, and consultation with working groups and stakeholders. Overall, it can be concluded that more community members may be engaged by improving the accessibility and inclusivity of community-based activity opportunities by enhancements to infrastructure and by offering flexible, non-competitive, and family-friendly activities that incorporate social interactions.

This is a five-year strategy, spanning 2021-2026. An evaluation and revision to this strategy will commence in 2025.

Overview

Physical Activity and Active Living are often used interchangeably. While there are certain components of physical activity that are included in active living, not all active living pursuits can achieve the benefits of physical activity.

Physical Activity

Physical activity includes any body movement that uses more energy than when resting. Physical activity describes many forms of movement, including all forms of exercise (i.e. specific training to improve physical fitness), active transportation (i.e. walking, cycling, etc. to get where you are going), sports (organized or informal competition), active work (i.e. moving boxes, delivering mail), and active leisure activities such as gardening and playing catch.

In recent years, Canada has amended their previous guidelines of incorporating 150 minutes of moderate to vigorous physical activity for adults and 60 minutes for children, to a 24-Hour Movement Guidelines. As a whole, three core recommendations are interconnected:

- Move More
- Reduce Sedentary Time
- Sleep Well

By moving more and sitting less, trading light physical activity with more vigorous physical activity, AND getting sufficient sleep, greater health benefits in individuals can be achieved.

Active Living

Active Living is a way of life that integrates physical activity into daily routines. This can be done by walking or cycling for transportation, exercise for pleasure or fitness, sports, playing in the park, gardening, recreation facilities, and taking the stairs. Physical activity must be reintegrated into daily life by creating communities that support physical activity during work, education, and leisure time.

This strategy will focus on active living over physical activity, as it can be less intimidating and appear more manageable for community members to achieve and integrate into their daily routine.

Why Does Kings County Need an Active Living Strategy?

The benefits of active living are well established. Regular physical activity incorporated into an active lifestyle promotes mental, physical, and social health, enhances the well-being of communities, and protects the environment. For the most part, Nova Scotians and Kings County residents are not active enough to achieve the benefits of physical activity. The economic, social, and health burden of inactivity is unaffordable for local governments, communities, and individuals. A comprehensive approach is needed to address the physical inactivity problem and create sustainable long-term change in physical activity participation so that Kings County residents can experience the benefits of physical activity and healthier communities can be created and sustained.

In the Physical Activity Community Survey (Citizen Survey) conducted in November 2017 by Nova Insights Inc., the common barriers for incorporating more activity into daily routines included the physical environment (infrastructure and facilities, especially for walking and cycling) and social environments (having someone to be active with and finding the time to work activity into daily life and schedules). The same survey identified opportunities such as non-competitive opportunities that are drop-in or do not require a specific time registration and are family and ability friendly.

Within these priority areas, we identify goals, action items, timelines, and potential partners. Additionally, we break down the priority areas into three settings where people spend the majority of their time;

- Community
- School
- Workplace

The strategy identifies strategic action areas based on local needs, interests, and resources, all of which are essential for sustainable success.

MPAL Program

The Municipal Physical Activity Leadership (MPAL) program is an initiative that was developed by the Nova Scotia Department of Communities, Culture, Tourism and Heritage, Community Sport and Recreation Division (CCTH-CSR) to reduce the prevalence of inactivity in Nova Scotia. The program provides funding as an incentive for each municipality to hire a physical activity practitioner to develop and implement a local and comprehensive strategy aimed at increasing physical activity in their specific municipality. The MPAL program was designed based on research and best practices, which show that local-level initiatives have the greatest potential to effect positive change.

The Municipality is responsible for hiring an MPAL staff person, referred to as the Active Living Coordinator, and the development, implementation, and monitoring of a comprehensive whole of government strategy to increase physical activity in the Municipality.

Guiding Principles

The development of the Active Living Strategy has been guided by the following principles:

1. **Focus on populations that are less active or sedentary:** Moving sedentary people from light or no activity to a point where they accumulate more activity is considered an important gain from a population perspective.
2. **Equity:** Eliminate disparities in access to physical activity opportunities and reduce social and health inequities that arise as a result of factors such as geography, ethnicity, gender, and socio-economic status by supporting groups with inequitable access to physical activity resources.
3. **Comprehensive and cross setting:** Use multiple strategies and multi-level interventions to address factors influencing physical activity behaviour at the individual, social and physical environments, and policy levels. This includes physical activity in settings other than recreation such as active transportation, work or school and the home environment.
4. **Partnerships:** Invite relevant sectors of society to collaborate in promoting physical activity and creating an active community. Potential partners include government and non-government organizations, schools, community groups, and business, at all levels.
5. **Whole of Municipal Government:** Integrate physical activity and the creation of active communities into the existing planning and decision-making processes of all relevant operational areas in the municipal government. Use physical activity to meet municipal objectives by linking municipal physical activity plans to other municipal strategies and aligning physical activity strategies with the priorities of other sectors.
6. **Sustainable:** Seek political, organizational, and financial commitment from active community partners for long-term physical activity strategies.
7. **Municipality Involvement:** Involve local residents in creating active communities and make it easy for people to participate in community consultations, planning, and implementation activities.
8. **Evidence-Informed and Effective:** Use the best available evidence of what works to inform decisions in policy, planning, program development, and practice.
9. **Tailored to the Community:** Adapt physical activity interventions to the local context and ensure existing community assets are used where appropriate.
10. **Whole Population Reach:** Design physical activity interventions and approaches to reach as many people as possible while recognizing that some groups need special attention. Use a life-course approach to address the needs of people in various phases of human development- children, youth, families, adults, and older adults.
11. **Capacity Building:** Build the commitment, skills, and knowledge of active community leaders and partners at all levels through training in physical activity interventions.

The MPAL program has an emphasis on populations that are less active or sedentary and equity as the two priority principles.

What is the Role of the Municipality?

There are assets and resources in Kings County communities that support active living. The Municipality is well positioned to collaborate with local organizations and community partners to build capacity for physical activity, support local initiatives, and develop and implement partnership-based physical activity strategies. Policy changes at the local level are effective at encouraging physical activity over the long term by making physical activity an easier choice in places where residents live, learn, work, commute, and play.

Collaboration between different sectors is needed to address the individual, social, environmental, and political factors that influence participation in physical activity. A comprehensive strategy is needed to integrate a whole of government and community approach aimed at creating an active Kings County community.

An Active Community is a community where:

- Physical activity and active lifestyles are valued, encouraged, and supported;
- Opportunities for physical activity are available to all;
- Social, physical and policy environments are supportive of physical activity, and;
- Community members are increasingly well informed about the importance of active lifestyles and are motivated to be active.

Potential Partners

The following key partners would be instrumental in the development, implementation, and evaluation of the Active Living Strategy:

Internal

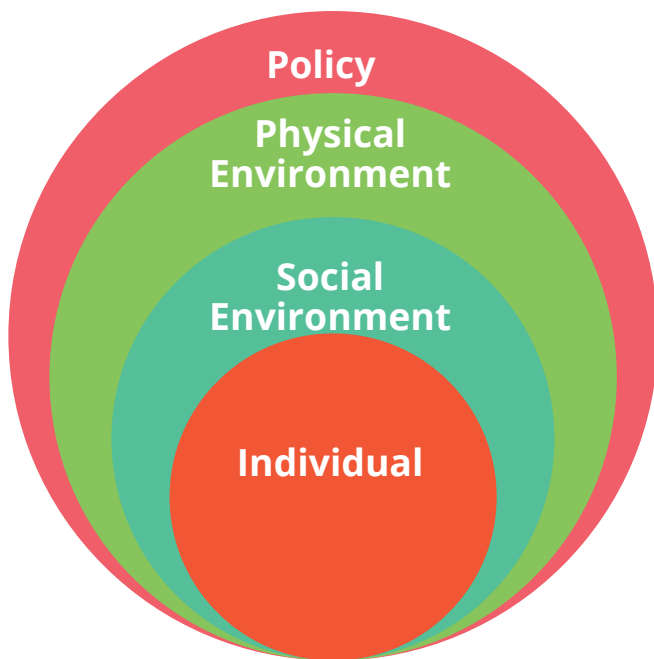
- Recreation
- Diversity and Outreach
- Engineering & Public Works
- Planning
- Economic Development

External

- First Nation Communities (Glooscap and Annapolis Valley)
- Education (Regional Centre of Education)
- Health (Community Health Boards, Health Promoters)
- Community organizations (Y-Reach, ISANS, VANSDA)
- Community services (Justice/Policing & Library Services)
- Town (Wolfville, Kentville, Berwick) and Village (Port Williams, Canning, New Minas and Kingston) Recreation Departments
- Dept. of Communities, Culture, Tourism and Heritage: Sport and Recreation Division (Valley Region)
- Sport Nova Scotia (provincial and community sport organizations)
- Recreation Nova Scotia (provincial and community sport organizations)

The Approach: Multi-Level and Collaborative

Many factors influence physical activity behaviour. Physical activity determinants range from individual and interpersonal factors to community norms, built and natural environments, and policies. Evidence tells us physical activity interventions that focus solely on education and changing individual behaviour have limited success. Solutions to inactivity need to recognize the interaction people have with the physical, social, and political environments in which they live, work, learn, and play. Influencing change within each of these environments requires the expertise of community and inter-government partnerships. The multi-level plus partnerships approach intends to coordinate individual, community, environmental and policy strategies to address inactivity in Kings County in the creation of an active Kings County community.



Policy Environment:

Legislative action, organized guidance, rules, regulations, bylaws.

Examples: Rec-For-All policy, Municipal Planning Strategy, and Land Use

Development Agreements to support trail development

Physical Environment:

Natural and built environment, urban design, transportation, land-use, green space, buildings, parks and trails, lakes, weather, air quality.

Examples: Built trails, Active Transportation networks, open spaces.

Social Environment:

Culture, social cohesion, and support, relationships, income, socioeconomic status, equity.

Examples: Targeted programs, open gym

Individual:

Knowledge, skills, beliefs, attitudes, motivation, confidence, age, gender, ability, health, education.

Examples: Targeted individual intervention, participation in programs, personal training sessions.

Priority Areas

This Active Living Strategy provides a series of strategic and practical actions aimed at creating a healthy and active Kings County community. To improve physical activity in the community, this comprehensive strategy focuses on three key strategic priority areas:



**Movement
Throughout the Day**

**Access and
Inclusion**

**Active
Transportation**

Within these priority areas, we identify goals, action items, and the settings in which they apply. This plan is designed to enhance the capacity of existing community-based physical activity services and promote collaboration, leading to higher quality and more sustainable physical activity experiences in Kings County.

Settings

The identified settings are where people spend the majority of their time; where people work, learn, live and play. The settings are categorized into School, Workplace, and Community.

School

Kings County, as a whole, has 24 public, 2 private, and 2 post-secondary schools, where students typically spend six hours a day. As children age, their social and physical environments often change, which results in fewer opportunities to be active. Children need more opportunities to move throughout the school day, during curriculum and non-curriculum time, as well as traveling to and from school. A school and community approach includes working with teachers, parents, health professionals, and members of the community to plan and implement physical activity programs and services aimed at creating healthy and active school environments.

Workplace

Adults tend to spend 35+ hours a week at work. When coming home from work, other factors are taken into consideration, which could lead to decreased opportunities to be active outside of work hours. Working with workplaces to integrate less sedentary time during the day can lead to a healthier community.

Community

When people are not at school or work, they are typically in the community where they live and play. Whether it is a park or trail, in their homes, at a recreation facility, or in the healthcare setting, there is the opportunity to enhance and increase the opportunity for more movement.

Priority Area: Movement Throughout the Day

Movement throughout the day includes adding small amounts of movement, which leads to more physical activity. **Simply put, it is moving more and sitting less.** The movement can come in a variety of different ways, including physical activity, purposefully moving to achieve benefits (sports, exercise, programs, etc.); and active living, which is more of a lifestyle (taking the stairs instead of the elevator, parking further away from the entrance, gardening, engaging in active play, etc.). Fostering an environment where people can be more active and add movement throughout the day can be done in a variety of different settings and include both indoor and outdoor changes to our physical and social environments and policies.

Demonstrated Community Need

There are many reasons to incorporate movement throughout the day. New research suggests that every minute, as well as bursts of activity, have positive impacts.

The Citizens Survey found that time and the available facilities are the biggest barriers to participation according to the survey participants. Therefore, offering flexible and less structured opportunities that relate to community preferences and integration of physical activity throughout the day may be valuable to help engage community members.

With respect to places and settings, the survey cites people are aware of places to be active, within a reasonable distance from them including trails, beaches, parks, community centres, schools, and sports facilities. However, most are active at home.

The survey also identified challenges to activity. **49%** of survey respondents indicated difficulty incorporating activity into their daily routine. **42%** indicated offerings do not work well for their schedules. These challenges can be addressed by integrating movements throughout the day.

Role of the Municipality

Our role is a supportive one - enhancing the capacity of schools, workplaces, and communities to foster quality active living experiences and supporting their efforts in the creation of active environments.

In the school setting, our role will consist of:

- Increasing quality of existing active living programming;
- Increasing opportunities for physical activity during extracurricular and curriculum time;
- Advocating for active transportation to and from school, and;
- Promoting school-community linkages and leveraging supports.

In the workplace setting, our role will consist of:

- Advocating for active transportation to and from major workplace hubs;
- Providing support to the business community, workplaces, and employers to promote steps to integrate more movement throughout the day, and;
- Working towards collaborating with Annapolis Valley Chamber of Commerce to provide supports to their membership and potentially a Workplace Wellness Award, with emphasis on enabling active living throughout the workday, at their annual awards.

In the community setting, our role will consist of:

- Supporting community groups, organizations, and coalitions via partnership to cultivate opportunities for active living where people live and play, and;
- Providing access and opportunities for active living in open spaces, parks, trails and beaches, local facilities and amenities, and at home.
- Work with developers to incorporate active living opportunities are present in agreements.

Movement Throughout the Day

Goals & Action Items

Overall Goal: Enhance the capacity of a variety of settings and partners to have active living opportunities and support their efforts in the creation of active environments.

Key Area: Policy

Objective: Develop and implement policy that supports a collaborative approach to movement throughout the day

Action

Work with Annapolis Valley Regional Centre of Education (AVRCE) to develop policy to integrate physical activity into curriculum, the before and after school periods, and during lunch.

Timeline
2021-2022

Setting
School

Support local worksites and businesses on active living and wellness policies to integrate within their worksites.

2023-2026

Workplace

Align regional priorities and avoid conflicts for the development of active living initiatives (programming, events, active transportation, parks, and open spaces).

2021-2026

Community

Ensure opportunities for active living are incorporated in Land Use Development Agreements.

2021-2026

Community

Key Area: Physical Environment

Objective: Work to improve access to existing infrastructure and to develop new infrastructure to support movement throughout the day.

Action

Advocate for the utilization of schools' existing infrastructure to be open to the school community after learning hours.

Timeline
2021-2022

Setting
School

Work with the regional centre of education and schools to ensure adequate bike racks are on school grounds.

2023-2024

School

Link schools with infrastructure resources in the community to obtain more space and opportunities for physical activity for students and staff.

2022-2024

School

Promote the Bicycle Nova Scotia Bike Friendly Business program to local businesses.

2024-2025

Workplace

Complete a regional recreation facility feasibility study to examine the impact of such a facility in Kings County.

2021-2022

Community

Implement actions indicated from the regional recreation facility feasibility study.

2022-2025

Community

Engage in partnerships to provide places and activities for physical activity and recreation.

2022-2026

Community

Provide financial support for trail development, community parks, and playgrounds through a community grants program.

2021-2026

Community

Be a community liaison to trail groups and community organizations to provide examples of infrastructure and amenities to enhance outdoor spaces.

2021-2026

Community

Continue to operate Aylesford Lake Beach and seek ways to provide more accessibility, inclusivity, and overall usability.

2022-2023

Community

Support integration of play boxes throughout identified communities.

2022-2023

Community

Movement Throughout the Day

Goals & Action Items Continued

Overall Goal: Enhance the capacity of a variety of settings and partners to have active living opportunities and support their efforts in the creation of active environments.

Key Area: Social Environment

Objective: Work to improve access, inclusion, and social connectedness in previous and new programs and opportunities to support movement throughout the day.

Action	Timeline	Setting
Be an active member of the Healthy School Community partnership and support related physical activity initiatives and policy work.	2021-2026	School
Create physical activity opportunities that are diverse and provide alternatives to team/traditional sport during the extra-circular period.	2022-2026	School
Recognize and promote successful active living practices in schools.	2023-2026	School
Develop partnerships between schools, community facilities, and organizations to increase physical activity opportunities in schools, and communities.	2022-2026	School
Provide training support and initiatives to school support staff related to physical activity.	2022-2026	School
Assist in the delivery of Active Smarter Kids training for schools within Kings County in the AVRCE.	2021-2023	School
Provide toolkits for workplaces to increase social supports for walking and movement throughout the day via walking groups, walking meetings, etc.	2023	Workplace
Promote the use of local trails, parks, and open space Advocate, promote, and assist more movement in workplaces.	2024	Workplace
Advocate and partner with Annapolis Valley Chamber of Commerce (AVCC) for a Workplace Wellness Award.	2025	Workplace
Provide facilitated unstructured play opportunities in various spaces including indoor, and outdoor for families.	2021-2026	Community
Coordinate training for casual recreation leaders to support programming.	2023-2026	Community
Support training and leadership development opportunities for outdoor recreation.	2022-2026	Community
Offer a variety of programs that are universally targeted to create opportunities for community members to explore parks and trails.	2021-2026	Community
Offer seasonally appropriate workshops, Try-It-Series, and other supportive opportunities to allow individuals to participate in active living.	2022-2026	Community
Mobilize community by promotion of provincial and national campaigns for movement.	2022-2026	Community
Liaison with other organizations seeking to increase walking in communities via walking groups and walking programs.	2023-2026	Community

Priority Area: Access and Inclusion

Access and inclusion mean different things to different people. Achieving access and inclusion in programming and community cannot be prescriptive, and must take into consideration the diverse needs of a variety of historically excluded communities. The commonalities of achieving access and inclusion are removing or reducing barriers to participation in the activities and functions by a community, and by ensuring services, programs, facilities, and information are easily available to participants based on their needs. It is important to note that access and inclusion are mutually exclusive, but cannot be used interchangeably; a person can have access to a program or service, but it does not mean they will feel included in that program or service. Similarly, just because they feel included in the program, doesn't mean they have a sense of belonging.

Leading an active lifestyle is strongly influenced by the social, cultural, and economic circumstances of peoples' lives. Disparities in active living often reflect inequalities and inequities in active living opportunities, such as safe opportunities for active transportation, the availability of community-based programs and services, access to parks, open space, and affordable recreation facilities.

Historically excluded groups - especially people and communities with lower incomes - tend to engage in less physical activity and suffer from poorer health and quality of life outcomes than the general population. Other notable disparities in physical activity include lower activity levels in females, older persons, people with disabilities, as well as some ethnic groups.

It is important to consider the influence of daily living conditions on lifestyle choices when planning for active living, and recognize that certain conditions create inequities between population groups. Social and physical environments must support active living, and populations see themselves reflected in the promotion of active living.

Demonstrated Community Need

The Citizens Survey provided insight that regardless of the program's concept, non-competitive, family-friendly spaces and drop-in programming are most likely to increase participation. With respect to female participation, almost one in three women indicated they would be likely to increase their participation in programming if gender-specific programming was offered. Additionally, cost is a barrier for two in five respondents.

Role of the Municipality

The Municipality is positioned to be an advocate and change agent to provide equitable opportunities, with unstructured movement and structured programming, to address these inequities by providing accessible and inclusive physical and social environments.

Part of the role will be carrying out actions identified in *Toward Equity and Diversity: A Strategy for Belonging in the Municipality of the County of Kings*.

Active Living can help the Municipality achieve its vision of "a community of communities where all people belong," by fostering and enabling environments, that are accessible and inclusive, throughout the county; where people live, work, learn and play.

In the school setting, our role will consist of:

- Partnering with organizations that support children and families who typically face barriers to recreation; and,
- Providing support to schools on ways to increase movement throughout the day that is accessible to all students.

In the workplace setting, our role will consist of:

- Providing support to workplaces on ways to increase movement throughout the day that is accessible to all employees.

In the community setting, our role will consist of:

- Ensuring policies and programs foster access and inclusion;
- Improving access to facilities and infrastructure, and;
- Developing targeted initiatives towards historically excluded groups and communities to increase active living.

Access and Inclusion

Goals & Action Items

Overall Goal: Increase access and inclusion in active living pursuits by increasing awareness of, and opportunities for active living for all residents - particularly people and communities with low socioeconomic status, disabilities, immigrants, racial minorities, girls and women across the lifespan and, other historically excluded groups.

Key Area: Policy

Objective: Ensure policies and programs foster access and inclusion

Action	Timeline	Setting
Address accessibility issues by enacting policies that make physical activity opportunities and facilities accessible to all.	2023	Community
Ensure the needs of identified populations are addressed in adopting physical activity policies and practices for land-use policies, active transportation policies, etc.	2025	Community
Creation of Recreation for All Policy.	2024	Community
Inclusion of Community Hall Exchange for access to community groups and organizations within Community Grants Policy.	2026	Community

Key Area: Physical Environment

Objective: Improve access to facilities and active living related infrastructure for all residents.

Action	Timeline	Setting
Ensure future infrastructure that supports active living is accessible to all - including corridors, bike lanes, paths, sidewalks, facilities, etc.	2025	Community
Provide equitable funding for parks and recreation preservation/maintenance in identified communities.	2025	Community
Support groups or seek funding and opportunities for accessibility on Municipally-owned beaches.	2023	Community
Create a recreation map to showcase the opportunities for unstructured play and active living.	2024	Community
Leverage non-traditional spaces for walking (malls, community halls, etc.)	2023	Community

Key Area: Social Environment

Objective: Develop targeted initiatives to address underserved populations; target promotions to underserved and underrepresented communities.

Action	Timeline	Setting
Support and partner with community organizations in programs that increase equitable opportunities for active living.	2021-2026	Community
Provide information on active living via Recreation Guides, ValleyConnect.ca, or others identified mediums.	2021-2026	Community
Increase opportunities for active living in a variety of community-based settings, with a focus on including historically excluded populations.	2022-2026	Community
Seek to recruit, train and retain diverse recreation leaders for programs.	2022	Community
Diversify promotion of active living opportunities and programs by media method and content.	2021-2026	Community

Priority Area: Active Transportation

Active Transportation (AT) is any form of human-powered (non-motorized) travel, such as walking, cycling, using a wheelchair, jogging, or riding a skateboard. Active modes of transportation utilize on-road facilities, such as roads, shoulders, sidewalks, and bike lanes, as well as off-road facilities, such as trails, rivers, lakes, and beaches. In July of 2021, Municipal Council accepted **Active Kings County: An Active Transportation Plan**, to guide the Municipality in its decision making and implementation for advancing quality, accessible, and inclusive AT opportunities within Kings County.

Active Kings County is a **15-year plan (2021-2036)** with the following guiding principles:

- Improved regional connections (community to community)
- Expansion of local connections (within the community)
- Create welcoming spaces
- Prioritizes safety and concerns
- Make it easy and intuitive to navigate
- Reframe transportation values
- Support community resiliency

These guiding principles were used to develop the proposed network design, as well as recommendations related to infrastructure and amenities, education and programming, marketing and promotions, and implementation.

Demonstrated Community Need

In the Physical Activity Community Survey, **78% and 54%** of respondents did not utilize cycling or walking as purposeful active transportation (to get to a destination). Along with this, only **11% of total adults and 9% of females** surveyed indicated that they utilized cycling as active transportation one per week. In comparison, **66% and 49%** of those surveyed **wished** they would walk and utilize their bicycle more often as a mode for transportation. The results indicated that influences to cycle are stronger among those under the age of 60, especially those under the age of 40; who are generally those in the workforce.

When examining walking, more trails and connection trails are major influences as **64% and 57%** of respondents indicated it would impact the amount of walking they do. Similar to cycling, these numbers are consistent amongst men and women and the age demographics surveyed.

Role of the Municipality

Municipalities have a substantial influence on AT through built environment development practices, transportation systems, the design of communities, and the promotion of active transportation.

In the school setting, our role will consist of:

- Promotion of safe routes to school, and;
- Advocate for amenities and infrastructure at schools to support AT

In the workplace setting, our role will consist of:

- Promotion of benefits of using AT for commuting purposes, and;
- Promotion of resources to support AT at workplaces

In the community setting, our role will consist of:

- Policy creation showcasing our commitment to more active communities;
- Enhancement of amenities to make AT more accessible and inclusive, and;
- Increase promotion and awareness of AT.

Active Transportation Goals & Action Items

Overall Goal: To promote and enhance safe and accessible AT in Kings County

Key Area: Policy

Objective: Develop & Implement an AT Plan to inform an AT Policy

Action	Timeline	Setting
Develop an AT plan that informs an AT Policy for the Municipality.	2021	Community
Council to adopt an AT Policy.	2022	Community
Make changes to current policies that reflect recommendations made in AT Plan.	2022-2026	Community
Policy creation of recommended policies coming from the AT plan.	2022-2026	Community

Key Area: Physical Environment

Objective: Connect neighbourhoods to a variety of destinations and support AT infrastructure development; build internal and local capacity for AT planning and establish a coordinated approach to AT implementation based on partnerships

Action	Timeline	Setting
Develop a comprehensive AT plan for the Municipality that addresses a variety of gaps in AT networks to various settings.	2021	Community
Develop a decision-making framework to guide the implementation plan within the AT plan.	2022	Community
Enhance physical environment to support AT by installation of signage and amenities along common routes.	2022	Community
Advocate and form partnerships with other government departments for the implementation of AT Plan recommendations.	2022-2026	Community
Implement a phased approach to AT plan based on recommendations from Consultants and a decision-making framework.	2022-2026	Community

Key Area: Social Environment

Objective: Increase the promotion of existing programs and resources and develop new programs and services that advance AT; advance public awareness of AT benefits, safety, and current opportunities;

Action	Timeline	Setting
Increase promotion of AT in the school setting, including safe routes to schools.	2022	School
Increase promotion of existing community programs and resources to the school setting.	2022	School
Increase promotion and resources available to the business community to support AT with their employees and consumers.	2023-2024	Workplace
Support trail builders and developers through grants, information sessions, programs.	2021-2026	Community
Release local AT success stories.	2021-2026	Community
Input AT and trail information in an online mapping database.	2021-2022	Community
Implement programs and action items identified in AT Plan.	2022-2023	Community

Appendix A

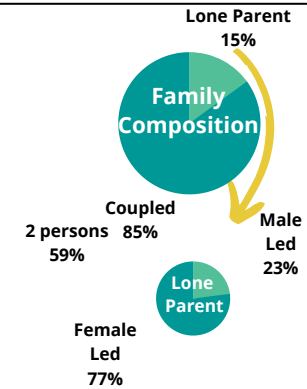
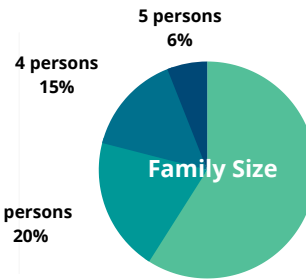
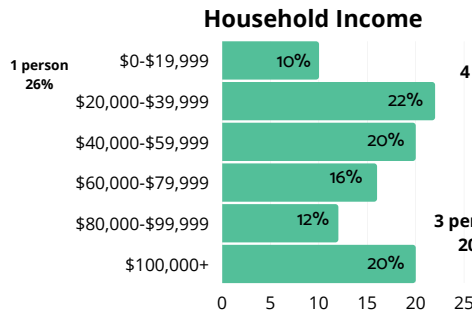
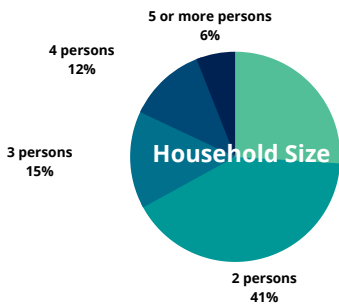
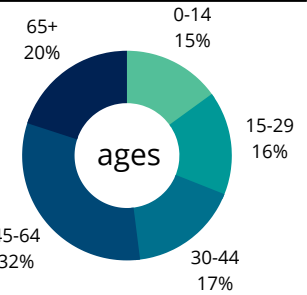
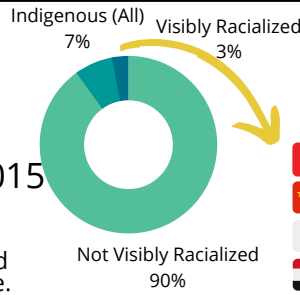
County of Kings

Community Profile



47,000+
population in 2015

Stats inclusive of cis-gender, transgender, and non-binary peoples were not readily available.



2094 KM²
land area



200+ kms
of trails in Kings County

60+
parks and playgrounds



24



public schools
plus 2 post-secondary schools in the Kings region

1



Regional Hospital

55%



businesses
in the Annapolis Valley are in Kings region

Source: Statistics Canada, 2016 Census of Population.

Appendix B

Community Consultation Process

This version of the strategy was built upon work undertaken in the development of the former strategy mentioned above, which was informed by a wide array of community engagement initiatives. New community information was collected via the Physical Activity Community Survey Among Adults conducted by Nova Insights Inc. for the Municipality (November 2017) and the Regional Recreation Needs Assessment completed by Stantec in partnership with Trace Consulting (November 2019) and Active Kings County: An Active Transportation Plan (2021). From there, key informant stakeholders were provided a copy of the strategy and further interviewed to provide their feedback.

Physical Activity Community Survey: Among Adults

Kings County residents reported on physical activity participation, perceived barriers to physical activity, facilitators to physical activity, current facility use, and satisfaction with physical activity services as part of the Physical Activity Community Survey Among Adults (Citizen's Survey) conducted by Nova Insights Inc. for the Municipality (November 2017). The survey was funded by the Department of Communities, Culture, Tourism and Heritage and had the following objectives:

1. To further the development, implementation, and continued evaluation of physical activity strategies in municipalities and Indigenous communities across Nova Scotia.
2. To provide local data to inform the strategies on physical activity – and the extent to which these align with physical activity opportunities in the area.
3. To inform Communities, Sport, and Recreation policy and decision-making.

The results indicated more community members may be engaged by improving accessibility of community-based physical activity by offering social interactions that are flexible, non-competitive, and family-friendly. Below are some of the key findings related to the development of the strategy:

Top Activities on Wish List

- Walking: Top of the wish list for future activity, especially for females.
- Swimming: Second highest interest overall

Most Common Challenges

- Infrastructure: Condition and maintenance of bicycle lanes and roadsides for walking
- Social barriers: Having someone to be active with.
- Finding time: Working activity into daily life and around schedules

Physical Activity Opportunities

- Non-competitive (recreational) activities (especially among females)
- Family-friendly spaces to participate and programs
- Drop-in sport and recreation activities

Citizen's Survey Conclusions

To further the key findings, Nova Insights Inc. was able to draw the following conclusions:

1. With walking as the most popular activity for future participation in general, as well as for Active Transportation, there is a significant opportunity to increase activity in this community by prioritizing support for walking.
2. Swimming is also mentioned as a wish list item for increased participation, but to a far lesser degree than walking.
3. Infrastructure for walking and cycling is a clear need based on identified physical activity challenges in general and Active Transportation facilitators.
4. Interventions to support social connections are important. They address significant barriers and garner significant interest among programming concepts.
5. Time (availability of residents, scheduling of programs) is an important barrier to consider in planning interventions.
6. There may be a role for healthcare providers in supporting participation in physical activity given the proportion who perceive their current health status as a challenge.

List of Key Stakeholders Consulted

Once the draft plan and priority areas were determined, a variety of community partners were consulted and other partners' physical activity plans were reviewed to ensure regional alignment of priorities.

Consulted Partners

- Canning and District Recreation Commission staff
- Village of New Minas recreation staff
- Village of Port Williams recreation staff
- Village of Kingston staff
- Nova Scotia Health Health Promotion staff
- AVRCE School Health Promoter
- Municipality of Kings Diversity and Outreach Specialist

Reviewed Strategies

- Town of Berwick
- Town of Kentville
- Glooscap First Nation

The stakeholder consultation phase of this plan was completed during the COVID-19 pandemic. Additionally, other municipal plans were being developed and the avoidance of partner burnout was taken into consideration.

Moving forward, the plan focuses on working directly with partners and engaging with them during the implementation and evaluation of the plan. This will help foster more diversity, access, inclusion, and equity on action items.

Appendix C

Example of Action Items for Selected Goals Movement Throughout the Day

Overall Goal: Enhance the capacity of a variety of settings and partners to have active living opportunities and support their efforts in the creation of active environments.

Key Area: Policy

Objective: Develop and implement policy that supports a collaborative approach to movement throughout the day

Action

Work with Annapolis Valley Regional Centre of Education (AVRCE) to develop policy to integrate physical activity into curriculum, the before and after school periods, and during lunch.

Support local worksites and businesses on active living and wellness policies to integrate within their worksites.

Align regional priorities and avoid conflicts to the development of active living initiatives (programming, events, active transportation, parks, and open spaces).

Example

Create an equitable funding model/policy for use of After School Program funds, which could be replicated for other uses.

Curate or create the template of policies businesses could adopt.

Memorandum of Understanding or other agreement with neighbouring units.

Key Area: Physical Environment

Objective: Work to improve access to existing infrastructure and to develop new infrastructure to support movement throughout the day.

Action

Link schools with infrastructure resources in the community to obtain more space and opportunities for physical activity for students and staff.

Be a community liaison to trail groups and community organizations to provide examples of infrastructure and amenities to enhance outdoor spaces.

Continue to operate Aylesford Lake Beach and seek ways to provide more accessibility, inclusivity, and overall usability.

Example

Connect with GIS to showcase school-specific maps and routes for active routes to school and play.

Assist in regional procurement of amenities and features to enhance outdoor spaces.

Complete an Aylesford Lake Beach master plan.

Key Area: Social Environment

Objective: Work to improve access, inclusion, and social connectedness in previous and new programs and opportunities to support movement throughout the day.

Action

Recognize and promote successful active living practices in schools.

Advocate and partner with Annapolis Valley Chamber of Commerce (AVCC) for a Workplace Wellness Award.

Provide facilitated unstructured play opportunities in various spaces including indoor and outdoor for families.

Example

Showcase best practices at Family of School Meetings.

Develop criteria and selection process for nominees.

Opportunities could include Open Gym, Pop-Up Play, etc.

Access and Inclusion

Overall Goal: Increase access and inclusion in active living pursuits by increasing awareness of, and opportunities for active living for all residents - particularly people and communities with low socioeconomic status, disabilities, immigrants, racial minorities, girls and women across the lifespan, and other historically excluded groups.

Key Area: Policy

Objective: Ensure policies and programs foster access and inclusion

Action

Ensure the needs of identified populations are addressed in adopting physical activity policies and practices for land-use policies, active transportation policies, etc.

Example

This will align with the impending Strategy for Belonging being completed by the Municipality of the County of Kings.

Inclusion of Community Hall Exchange for access to community groups and organizations within Community Grants Policy.

Leisure exchange that could quantify money granted into hours available for programming or active living opportunities.

Key Area: Physical Environment

Objective: Improve access to facilities and active living related infrastructure for all residents.

Action

Ensure future infrastructure that supports active living is accessible to all, including corridors, bike lanes, paths, sidewalks, facilities, etc.

Example

Follow items and recommendations included in Active Kings County.

Provide equitable funding for parks and recreation preservation/maintenance in identified communities.

Adjust grant scoring materials to reflect equity needs.

Create a recreation map to showcase the opportunities for unstructured play and active living.

Work with our GIS team to tie in active living spaces (AT routes, parks, trails, playgrounds, etc.).

Key Area: Social Environment

Objective: Develop targeted initiatives to address underserved populations; target promotions to underserved and underrepresented communities.

Action

Support and partner with community organizations in programs that increase equitable opportunities for active living.

Example

Continuous conversations with partners to identify needs and how to fill gaps in opportunities.

Seek to recruit, train and retain diverse recreation leaders for programs.

Partner with groups like Valley African Nova Scotian Development Association, Immigrant Services Association of Nova Scotia, etc., to showcase employment opportunities.

Diversify promotion of active living opportunities and programs by media method and content.

Have a photo campaign to showcase the people who represent our communities.

Active Transportation

Overall Goal: To promote and enhance safe and accessible AT in Kings County

Key Area: Policy

Objective: Develop & Implement an AT Plan to inform an AT Policy

Action

Develop an AT plan that informs an AT Policy for the Municipality.

Council to adopt an AT Policy.

Example

Develop an AT policy that includes a decision-making framework, cost-sharing recommendations, and phasing justifications.

Key Area: Physical Environment

Objective: Connect neighbourhoods to a variety of destinations and support AT infrastructure development; build internal and local capacity for AT planning and establish a coordinated approach to AT implementation based on partnerships

Action

Develop a comprehensive AT plan for the County of Kings that addresses a variety of gaps in AT networks to various settings.

Develop a decision-making framework to guide the implementation plan within the AT plan.

Enhance physical environment to support AT by installation of signage and amenities along common routes.

Example

Follow items and recommendations included in Active Kings County.

To be included within policy development.

Install pieces like benches, Fix-It Stations, enhance trailheads, etc.

Key Area: Social Environment

Objective: Increase the promotion of existing programs and resources and develop new programs and services that advance AT; Advance public awareness of AT benefits, safety, and current opportunities.

Action

Increase promotion of AT in the school setting.

Increase promotion and resources available to the business community to support AT with their employees and consumers.

Release local AT success stories.

Input AT and trail information in an online database.

Example

Identify safe route to school options for each school.

Promotion of Bicycle NS Bike Friendly Business program.

Share our success to increase community buy-in of AT initiatives.

Create an online map of Kings County with AT routes and update as new pieces become available. Link this to the parks, playground, open space map.

Appendix D

Relationship to Other Municipal and Provincial Plans and Priorities

Evidence of best practices supports the use of a coordinated approach to increasing physical activity via active living by linking and integrating physical activity with other local and complementary plans. There are many national, provincial, regional, and municipal initiatives on which to build upon and integrate with the Kings County Active Living Strategy. A cross-departmental and multi-sectoral approach is needed to reach Kings County residents and enhance the health of our community through physical activity.

Municipal

The Municipality has identified Active Living as an area of importance for the future of the region. This can be viewed through several documents, including the 2021-24 Strategic Plan, Toward Equity and Diversity: A Strategy for Belonging in the Municipality of the County of Kings, Trails and Vision Plan, Municipal Planning Strategy and Land-Use Bylaws, Active Kings County: An Active Transportation Plan for the County of Kings and the Kings Regional Recreation Needs Assessment. Specific passages from some of these documents are outlined below.

2021-24 Strategic Plan

The Municipality has identified Strong Communities within our Key Strategic Priorities in our Strategic Plan, whereas:

“Support vibrant, diverse, welcoming, and sustainable communities through enhanced infrastructure, programming, engagement opportunities, advocacy, and responsible land-use planning.”

Specifically, the strategic focus areas related to the Active Living Strategy include:

- Support to Community Facilities
- Active Transportation
- Diversity
- Review of Recreation Services

Toward Equity and Diversity: A Strategy for Belonging in the Municipality of the County of Kings (2021)

The Strategy for Belonging will catalyze meaningful change inspired by the Municipality's vision of building a community of communities where all people belong. This is a living document that will guide the evaluation of municipal policies, services, partnerships, and programs through the following key lenses:

- Reconciliation and Mi'kmaq Treaty Rights
- African Diaspora, Anti-Black Racism and Reparations
- Equity, Inclusion, and Diversity

Resulting changes and key action items will be developed in alignment with the following strategic priorities: Demonstrating Leadership and Enhancing Representation, Economic Empowerment, Truth, Awareness and Advocacy, Cultural Celebration and Reflection of Diversity, Creating Safe Spaces (Land and Built Environment), Access and Equitable Service Delivery.

Vision and Strategic Plan for Trails (2009)

County of Kings Vision and Strategic Plan for Trails noted participants focused on active transportation. Key priorities were defined as follows:

- Linking communities and key nodes by a network of trail systems (HIGHEST PRIORITY)
- Safe and accessible routes within communities for cyclists and pedestrians (SECOND PRIORITY)
- Encourage coordinated action of all users and trails groups working together, connecting the communities and working with different levels of government (THIRD PRIORITY)

The document recommended the following Vision:

"The Municipality of Kings County shall support residents and groups within its boundaries and cooperate with others outside its jurisdiction to develop a comprehensive, safe trails network connecting communities, workplaces, and facilities for Active Transportation and healthy recreation."

Active Kings County: An Active Transportation Plan

In July of 2021, Council adopted Active Kings County, to guide the Municipality in its decision-making and implementation for advancing quality, accessible, and inclusive AT opportunities within Kings County. The plan is a 15-year plan (2021-2036) with the following guiding principles:

- Improved regional connections (community to community)
- Expansion of local connections (within community)
- Create welcoming spaces
- Prioritize safety and concerns
- Make it easy and intuitive to navigate
- Reframe transportation values
- Support community resiliency

These guiding principles were used to develop the proposed network design, as well as recommendations related to infrastructure and amenities, education and programming, marketing and promotions, and implementation.

Kings Regional Recreation Needs Assessment

In 2017, a regional recreation working group was formed that consisted of staff members from the Towns of Berwick, Kentville, Wolfville, and the County of Kings. In October of 2018, Stantec, along with Trace Consulting, was awarded a contract to complete a regional recreation needs assessment. In June of 2019, the Kings Recreation Regional Needs Assessment final report was completed and circulated to municipal units and the public.

The goal of the Kings Regional Recreation Needs Assessment was to develop a report that looks at recreation from a responsive perspective and identifies recreational assets, opportunities as well as gaps, and barriers, particularly in terms of recreation service delivery for traditionally marginalized members of our population. The report provided the following leading recommendations:

1. Governance - Establish a Regional Recreation and Culture Committee.
2. Communication - Publicize the availability of recreation and cultural facilities, programs, and events across the Kings Region to all residents.
3. Capacity Building - Enhance access to professional recreation staff throughout the region and improve volunteer recruitment and retention.
4. Collaboration and Coordination - Ensure multi-sectoral collaboration among recreation/health/social organizations working on wellbeing and recreation-related issues throughout the region.
5. Access and Inclusion - Ensure inclusive and equitable access to and benefit from, all recreation and culture services, facilities, and programs provided to, residents regardless of age, gender, race, ethnicity, or mental or physical restrictions.
6. Facilities - Encourage municipalities to enter into joint service agreements to construct and operate regional recreation facilities.
7. Trails, Parks and Open Spaces - Seek to connect recreation needs within the region via walking and cycling trail links.

Throughout the needs assessment report, emphasis on collaboration across the recreation sector throughout the region was pivotal to better improve recreation services; a similar theme can be drawn as it relates to active living.

Provincial Plans

Let's Get Moving Nova Scotia

Let's Get Moving Nova Scotia is a plan to encourage Nova Scotians to include more movement in our daily lives. The goals and themes within this action plan were shaped by a cross-departmental committee and informed by the public, and physical activity stakeholder organizations and leaders, including participants in the Creating Active Communities Together event and Vibrant Active Nova Scotia Symposium, Mi'kmaw, and municipal physical activity leaders, key partners such as the Mi'kmaw Sport Council, the Nova Scotia Health and the Workers' Compensation Board of Nova Scotia, Nova Scotia citizens (through survey data collected as part of the Municipal/Mi'kmaw Physical Activity Leadership Program).

This committee, as noted, has given a voice to many and has created a strategic plan that represents our province as a whole. Goals include:

- Goal 1: Redefine movement. In this goal, the focus is to form new habits to make movement part of our daily lives; in ways and at times that work for us as individuals.
- Goal 2: Reach Nova Scotians where we learn, work, and access healthcare. Most of our population spend 6-8 hours of a waking day at work or school - this creates a major opportunity to redefine movement where we spend a vast majority of our time. Additionally, there is an opportunity to integrate more movement in the healthcare setting and to use healthcare providers as influencers on individual choices around movement.
- Goal 3: Advance Quality Community Leadership. Community-wide plans including key settings will help reach people where they live, work, play and learn in community-based population approaches.
- Goal 4: Enhance Opportunities and Address Inclusion. Being physically active is important for all; it is important for us to think innovatively to remove barriers to ensure more inclusive opportunities that are accessible for all Nova Scotians.
- Goal 5: Measure Progress. It is important to measure progress to evaluate if community-wide plans are in fact increasing physical activity in our regions, then have the ability to adapt to better suit community needs.

Shared Strategy for Recreation in Nova Scotia:

The purpose of the Shared Strategy for Advancing Recreation in Nova Scotia is to clarify a shared vision and set of priorities that reflect the aspirations and the broader potential of the recreation sector in the province. It is also intended to strengthen the alignment of plans and policies and facilitate even richer opportunities for collaboration and resource sharing. Through the designation of five main goals, the Strategy can guide our work and shape our decisions when moving recreation forward in our communities, and our province.

The Shared Strategy is the result of a truly collaborative process, extensive engagement, thoughtful and strategic discussions, and a commitment to focus on a narrow set of priorities where the greatest impact can be achieved.

- Goal 1: Active Living. Foster active living through physical recreation.
- Goal 2: Inclusion and Access. Increase inclusion and access to recreation for populations that face constraints to participation.
- Goal 3: Connecting People and Nature. Help people connect to nature through recreation.
- Goal 4: Supportive Environments. Ensure the provision of supportive physical and social environments that encourage participation in recreation and help build strong, caring communities.
- Goal 5: Recreation Capacity Building. Ensure continued growth and sustainability of the recreation field.

Sport Nova Scotia's Strategic Plan

Vision: Every single Nova Scotian has lifelong opportunities to experience the positive benefits of sport.

Mission: We unite innovative leadership and drive collaboration to build a robust sport community.

Values:

- Inclusion/Accessibility - We work to make sport available to ALL Nova Scotians no matter their ability, background, age, gender, circumstance, etc.
- Safety - We foster a safe and welcoming environment for all.
- Health and Wellness - We promote participation in sport because it provides physical, social, and emotional health benefits.
- Excellence - We strive for a high(er) standard within our organization and throughout the sector.
- Accountability - We are stewards for our stakeholders, manage our resources, and take responsibility for our actions.
- Communications - We connect the sector and are the advocate for sport.
- Social Impact - We will employ sport to intentionally address societal issues.

Goal 1: Increase access and participation for all Nova Scotians

Objectives

1. Partner and collaborate to optimize access to sport facilities including schools across the Province
2. Encourage innovative approaches to lowering participation costs in municipalities
3. Increase programs and services targeted to groups who are underrepresented in sport

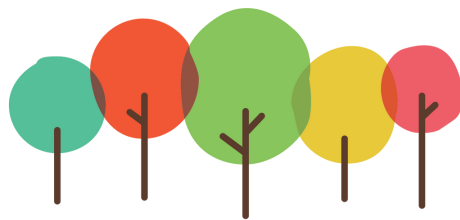
Healthy School Communities Initiative

In the 2012/13 school year the Healthy School Communities (HSC) model for Health Promoting Schools was adopted in the Annapolis Valley Regional Centre of Education (formerly known as the Annapolis Valley Regional School Board). The HSC model is based on an operating structure of working in Family of Schools (FOS). With this operating structure, there is a new integration of FOS-level planning and funding.

National Plans & Priorities

This plan also ties into plans at the national level, including:

- Curbing Childhood Obesity: A Federal, Provincial and Territorial Framework for Action to Promote Healthy Weights
- Canadian Physical Activity and Sedentary Behaviour Guidelines
- Let's Get Moving Canada
- National Framework for Recreation
- Active Canada 20/20
- Ottawa Charter for Health Promotion
- The Toronto Charter for Physical Activity



MUNICIPALITY *of the*
COUNTY *of* **KINGS**

Phone: 902-678-6141 or 1-888-337-2999
181 Coldbrook Village Park Dr. Coldbrook B4R 1B9
Monday - Friday 8:30am - 4:30pm
www.countyofkings.ca