

Village of New Minas

ACTIVE LIVING STRATEGY

INTRODUCTION

In November 2021, the Village of New Minas became a member of the Municipal Physical Activity Leadership (MPAL) program, facilitated by the Province of Nova Scotia. Through the Department of Community, Culture, Tourism & Heritage - Communities, Sport and Recreation Division, the MPAL program provides participating municipalities with a staff person who is responsible for the development and implementation of an Active Living Strategy. The Active Living Strategy has a broad mandate to improve active living and increase movement in New Minas. This is a five-year strategy, spanning 2022-2027. An evaluation and revision to this strategy will commence in 2027.

Provincial documents and national guidelines were used to help guide the direction of this Strategy. The Province of Nova Scotia's *Let's Get Moving Nova Scotia: An Action Plan for Increasing Physical Activity in Nova Scotia*, was reviewed and used to guide the broad intent of the Strategy.

Adding more physical activity to our day can be as simple as walking to school, around our workplace, and in the places we live, or by participating in cultural activities or even just playing in the backyard.

We all need to move more—and sit less—more often.
That's what *Let's Get Moving Nova Scotia* is all about!

Let's Get Moving Nova Scotia—a plan to encourage and support Nova Scotians to move more, and sit less, more often:



- ✓ Redefine movement
- ✓ Reach Nova Scotians where we learn, work, and access health care
- ✓ Advance quality community leadership
- ✓ Enhance opportunities and address inclusion
- ✓ Measure progress

"Recreation is the experience that results from freely chosen participation in physical, social, intellectual, and community well-being"

- A Framework for Recreation in Canada, 2015



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Redefining Movement

The first goal of Let's Get Moving is to redefine movement. The goal states: We want Nova Scotians to form new habits that make regular movement part of our daily lives. This goal encourages us to think about movement in a new way and motivates us to move in ways and at times that work for us.

The World Health Organization defines physical activity as any bodily movement produced that requires energy expenditure. Physical activity refers to all movement including during leisure time, for transport to get to and from places, or as part of a person's work. Breaking up sedentary time, light, moderate and vigorous intensity activity improve health. Opportunities for increased physical activity can exist in all the spaces of our lives.

"All the small bouts of movement in your day count toward your overall activity. When we move more, even a little more, we improve our overall wellness and more importantly – we feel better!"

- Make your Move, Healthy Tomorrow Foundation

Reach Nova Scotians where we learn, work, and access health care

Opportunities for being physically active are not limited to sports and organized recreation. They exist everywhere – where people live and work, schools, health establishments and in our neighbourhoods.

Built Environment

Peoples' participation in physical activity is often influenced by the built and natural environment in which they live, by their social environment and by personal factors such as gender, age, ability and motivation. Design elements in the built environment, such as street layout, land use, the location of recreation facilities, parks and public buildings and the transport system can either encourage or discourage physical activity. People are more active when they can easily access key destinations such as parks, green spaces, workplaces and shops. Other barriers to active living include fears about safety, problems with access and/or a lack of recreation and sport facilities and negative attitudes about physical activity and active transport.

Enhance opportunities and address inclusion

Regular physical activity is one of the most important things you can do for your health. Everyone can experience the health benefits of physical activity; age, abilities, ethnicity, shape, or size do not matter. There are often various barriers that prevent community from engaging in physical activity, such as financial, social, cultural or physical barriers. Creating an inclusive, welcoming and safe environment can help reduce these barriers and assist in increasing opportunities for physical activity.

The goal of the New Minas Active Living Strategy is to help mitigate and to offset risks associated with sedentary behaviour and low levels of activity for all ages and create a new culture of movement for the community.

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VISION

The Village of New Minas is committed to improving active living and increasing movement for those who live, work, and visit our Village.

The Village envisions a community where active living is part of the culture and opportunities are readily accessible, welcoming, easy to incorporate into everyday life, while being inclusive of individuals of all ages, abilities, and income levels.

The purpose of the Active Living Strategy is to increase the uptake in physical activity over the lifespan, for all residents of the Village of New Minas.

GUIDING PRINCIPALS

Foster
Equity

Focus on hard to reach groups and individuals with social or economic barriers with the aim of providing inclusive and easy ways to participate

Targeted
Approach

Focus on populations who currently get very little movement with the aim of encouraging these individuals to get started by incorporating little amounts of movement.

Redefine
Movement

Promote active living and movement as part of a healthy lifestyle that can be easily incorporated into daily routines.

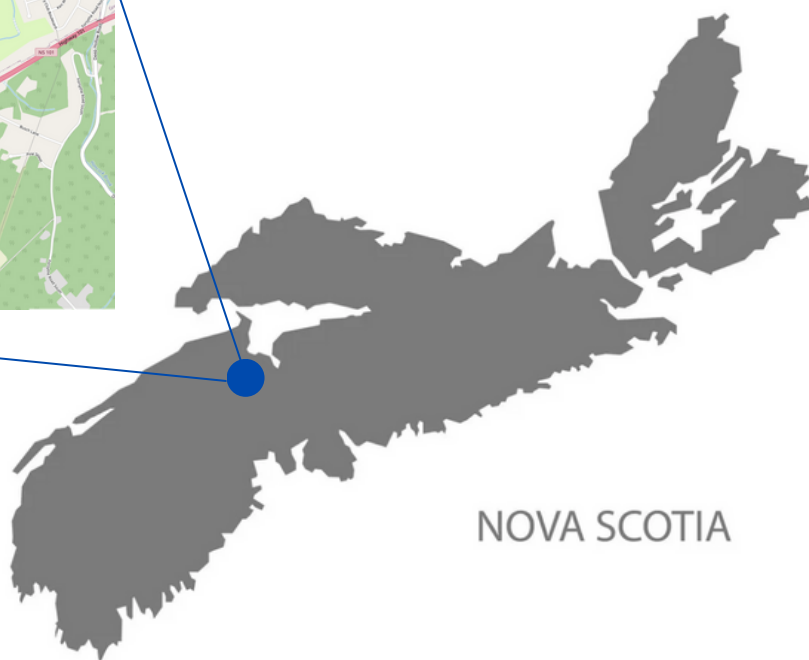
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COMMUNITY PROFILE

New Minas was founded in the early 1700s by Acadians from the Grand Pre area, the largest of the settlements known as Les Mines or Minas after the French copper mines explored at Cape d'Or at the entrance to the Minas Basin in the 1600s. As the Minas settlement grew, families moved westward up the Cornwallis River and founded a new settlement which came to be known as "New Minas".

Over the past ten to fifteen years, New Minas has been witness to a commercial boom which has seen many large retail outlets set up shop, while pre-existing retailers and many others have rebuilt into larger venues.



Population (2016): 4,231

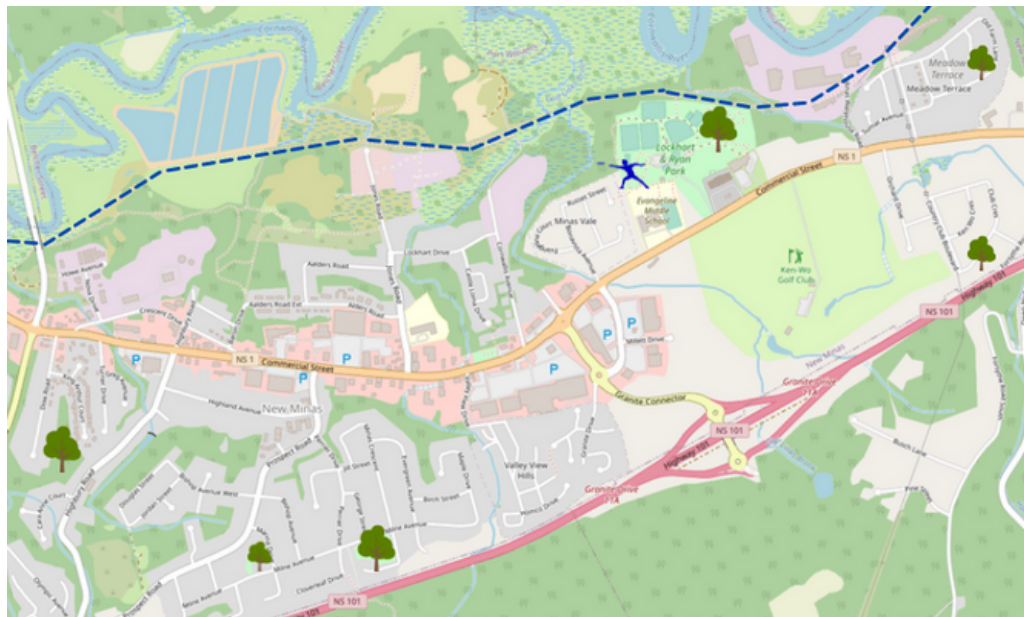
Incorporated: 1968

Land Area: 14km²

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COMMUNITY PROFILE



Parks & playgrounds



Disc Golf Course



Harvest Moon Trail

Physical Assets: Parks and Green Space

The Village of New Minas is home to a variety of parks and recreation spaces. There are six individual playgrounds, with various sizes in equipment and use. Lockhart & Ryan Memorial Park is the most popular recreation area within the Village. Located adjacent to the Louis Millett Community Complex, the space contains two baseball diamonds, three natural soccer fields, two tennis courts, a basketball court, a splash pad and two playground structures. The park is also home to the first permanent disc golf course in Nova Scotia. With 18 holes, it circles Lockhart & Ryan park and encompasses a 2km long trail system. Lockhart & Ryan Park also serves as a connection to the Harvest Moon Trail, providing access to an active transportation option spanning the Annapolis Valley.

In 2012, the Village built the Louis Millett Community Complex (LMCC). The LMCC has a gymnasium, banquet hall, several community rooms, and a recently expanded fitness room. Programs are administered through New Minas Recreation and Community Development and include everything from open jam sessions to prenatal classes, basketball, yoga and pickleball.

New Minas is also home to New Minas Elementary School and Evangeline Middle School. The students and their families, as well as the wider community, enjoy playground equipment, green spaces and sports fields as part of the school properties.

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COMMUNITY ENGAGEMENT

Stakeholders Consultation

In development of the strategy and key projects, a variety of community partners were consulted for input: community groups, schools, municipal partners, etc.

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.

Physical Activity Community Survey

New Minas residents reported on physical activity participation, perceived barriers to physical activity, facilitators to physical activity, current facility use, satisfaction with physical activity services and the affects of COVID on their physical activity as part of the Physical Activity Community Survey Among Adults (Citizen's Survey) conducted by Nova Insights Inc. for the Municipality (December 2021).

As with any quantitative study, the data reported in this research are subject to sampling error, which can be defined as the likely range of difference between the reported results and the results that would have been obtained had we been able to interview everyone in the relevant population.

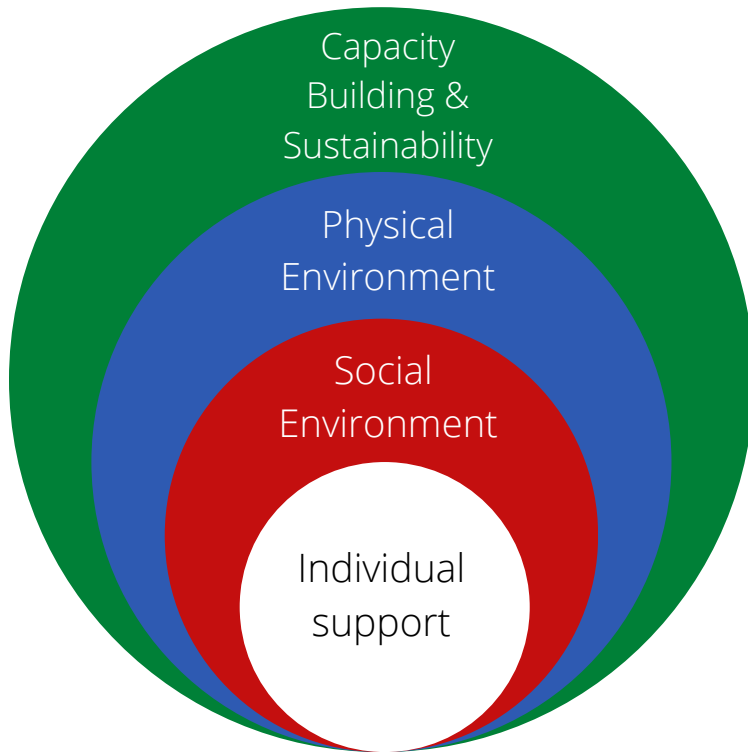
Key Findings

Top Activities on Wish List	Swimming: Top of the wish list (by far) for future activity. Walking: A distant second activity of interest. Yoga/Pilates and Home Exercise: Lead a close third tier.
Most Common Challenges	Infrastructure: Condition and maintenance of bicycle lanes and roads for walking Social: Having someone to be active with Time: Incorporating activity into daily routine and scheduling.
Physical Activity Opportunities	Social Spaces to be meet others, tools to help connect with others, and groups to be active with Non-competitive (recreational) activities Family-friendly spaces and programs.
Active Transportation Motivators	Half walk at least weekly. Very few bicycle weekly. A strong majority would like to walk more often, affected by trails, maps, indoor spaces, and lighting. A third would like to bicycle more often with quieter traffic, better road quality, and affordability of bicycle repair..

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STRATEGY OBJECTIVES



The Strategy is divided into four parts, which organize actions into different categories, based on the Social Ecological Model

The Social Ecological Model is a framework put in place in order to understand the multifaceted levels within a society and how individuals and the environment interact within a social system.

Different factors and determinants exist at all levels of health, making prevention, control, and intervention most effective when the model is addressed from all levels.

#1 Supports for Individuals

Connects to a persons age, race, gender, knowledge, skill, belief, attitude, and/or motivation



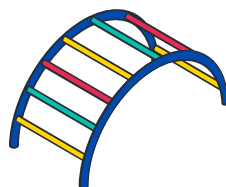
#2 Social Environment

Relates to community culture and relationships within the community (workplace, school, associations)



#3 Physical Environment

Refers to natural or build environments within the community.



#4 Capacity Building & Sustainability

Building consistency through policy, regulations and leadership development



The vision for this part of the Active Living Strategy is all about providing people of all ages and abilities with the information they need to build interest in engaging in more movement.

SUPPORTING INDIVIDUALS

1.1 Objective: Use multiple platforms to communicated physical activity benefits and opportunities

	Timeline
Action Create and promote branding for the Active Living Strategy	2022
Develop and distribute information on parks, trails, and programs	2023-27
Develop and distribute information on physical activity opportunities	2023-27
Share updates related to active living from the Provincial/National level	ongoing
Ensure accurate information is on Valley Connect database	2023
Publish a seasonal brochure listing all recreational activities	annually

1.2 Objective: Develop a “Learn to Play” program for all ages, abilities and family friendly options

	Timeline
Action Create safe spaces for community groups and sport organizations	ongoing
Increase the number of playboxes throughout the community	2024
Ensure playboxes are filled seasonally	annually
Develop and implement an equipment loan program	2023-27

1.3 Objective : Host community events that focus on physical activity.

	Timeline
Action Host all-ages, family friendly events (walks, hikes, snowshoeing, sledding, etc)	annually
Host a wellness event & partner with local organizations	annually
Coordinate free community swim times at local pools	2022

1.4 Objective : Increase awareness of parks and recreation facilities.

	Timeline
Action Install signage that direct attention to park/facility locations	2023-24
Design/Install updated Lockhart & Ryan Park signage/welcome signs.	2023-24

The vision for this part of the Active Living Strategy is to foster a social environment that supports active living and makes movement part of the culture.

2.1 Objective: Develop workplace policies and practices that support daily physical activity.

Action	Timeline
Develop an Active Work Place document to support workplaces in increasing PA opportunities (collaborate with Make Your Move at Work)	2023-24
Implement a workplace wellness policy for Village Office staff- leading by example in the community	2023-27
Develop workplace wellness challenges to implement in Village office	2023-27

2.2 Objective: Develop a recognition program that supports active living in New Minas

Action	Timeline
Recognize individuals, non-profit organizations, community groups, or businesses who provide social or physical environments that support active living.	2023-27
Develop and promote a reward/recognition program - "A-HA" - Active & Healthy Award	ongoing

2.3 Objective: Develop community walking groups.

Action	Timeline
Collaborate with Hike NS and the NS Walk program to facilitate Walk Leader trainings.	ongoing
Schedule and promote walking groups	ongoing
Develop collaboration with County Fair Mall to offer indoor walking programs	2023-27
Invest in equipment to support safe walking	2023-24

2.4 Objective: Develop opportunities and strategies to target underserved populations to make active living more equitable

Action	Timeline
Coordinate with partners to identify underserved populations in New Minas	2023-27
Incorporate diversity in promotion of active living programs & media	ongoing
Coordinate programs that focus on women and girls	2023-27

The vision for this part of the Active Living Strategy is to provide a physical environment that supports active living & makes movement easy & accessible.

SUPPORTS FOR PHYSICAL ENVIRONMENT

3.1 Objective: Facilitate Walkability Program

		Timeline
Action	Compile, promote and distribute a list of existing trail systems and walking routes	ongoing
	Evaluate and design safe and accessible walking routes throughout the Village	2023-24
	Develop signage and maps to post routes in various communities	2022-23
	Advertise walking routes connecting to the Harvest Moon Trail	2022-23

3.2 Objective: Develop green space/parks redesign

		Timeline
Action	Identify and assess under-utilized Village property/land for potential projects	2023-24
	identify opportunities for improvements to the existing Village infrastructure for safety and accessibility	2023-24

3.3 Objective: Design opportunities for spontaneous unstructured outdoor recreation

		Timeline
Action	Install "Spontaneous Play Spaces"	2022-23
	Collaborate with local businesses to incorporate active hallway decals in family used spaces	2024-25
	Develop and install "Active Bench" signage- ideas and directions for physical activity and exercise using benches	2023-24

3.4 Objective: Increase awareness and use of Harvest Moon Trail

		Timeline
Action	Install Way finder signage and maps at connectors	2022-23
	Facilitate installation of safe and accessible parking areas	2024-25
	Install bicycle repair stations	2023-24
	Install solar lighting to address safety concerns	2024-25



The vision for this part of the Active Living Strategy is to ensure there are adequate resources to implement the Active Living Strategy and that it remains effective over time.

CAPACITY BUILDING & SUSTAINABILITY

4.1 Objective: Build capacity through training and skill building opportunities.

Action	Timeline
Develop & build relationships with sport organizations to offer training workshops for leadership positions.	2023-27
Train all summer recreation staff through annual training seminar with Valley Recreation	2022-27
Develop workshop series to address identified professional development needs within the recreation sector.	2022-27

4.2 Objective: Collaborate with primary health care practitioners

Timeline

Action Create opportunities/collaborations to support prescriptive recreation programming (Centre for Lifestyle Studies - Active for Life, Fit to Function, etc)	ongoing
Develop promotional materials to utilize in clinics and office spaces	ongoing

4.3 Objective: Develop Active Transportation Strategy Plan

Timeline

Action Facilitate recommendations based on AT study and Kings County AT Strategy	2023-27
Collaborate with Blue Route Project to create safe cycling routes	2023-24
Collaborate with Kings County to develop safe routes to school.	2023-27

4.4 Objective: Develop Outdoor Play Policy

Timeline

Action Collaborate with The Municipality of the County of Kings and partners to develop and Outdoor Play Policy	ongoing
Implement an Outdoor Play Policy.	2023-24

4.5 Objective: Expand Any Child Can Participate Grant

Timeline

Action Increase awareness of funding opportunity	ongoing
Facilitate fundraisers to increase grant capacity	2022-27

CAPACITY BUILDING & SUSTAINABILITY

4.6 Objective: Ensure that programs and policies foster equity and inclusion

Timeline

Action	Develop and implement Anti Racism policy	2022-23
	Facilitate harassment and discrimination training for all staff	2023