



## **Community Discussion on Health**

UTM Campus – November 12, 2005

### **EVENT SYNOPSIS**

The Healthy City Stewardship Centre (HCSC) held a one-day forum with representatives who are working toward the betterment of health in the community. The event was held at the University of Toronto at Mississauga (UTM) campus and was the first public meeting the Stewardship Centre had organized to date. The objectives for the day were to:

- introduce the HCSC to the public,
- get feedback on the concept, vision and goals of the HCSC,
- develop an understanding of the local community's views, objectives and on-going work on local health issues,
- develop a list of the priority health issues for the five HCSC goals, including potential areas of needed research.

Invitations were sent out to approximately 50 community groups. Representatives from the participating groups were challenged to bring a young member of their organization and/or local neighbourhood to the forum to gain a youth perspective in the discussions. The faculty and students from the UTM campus were also well represented. In total, 80 participants attended the day.

The event was opened by welcoming words from Mayor McCallion and Michael Bator. The President of the University of Toronto, Dr. David Naylor, was the morning's keynote speaker. Many audience members indicated that Dr. Naylor's address was a wonderful start to the day's discussions. The keynote speaker for the afternoon was Peter Fonseca, MPP Mississauga East and Parliamentary Assistant to the Minister of Health Promotion. Mr. Fonseca outlined some of the key issues and priorities of the newly created Ministry of Health Promotion over the next few years. Many of the issues presented were echoed by the participants during the break-out sessions throughout the day.

At the break-out sessions, participants were divided into groups organized around each of the five goal statements of the Health City Stewardship Centre. The size of the groups ranged from 6 – 19 participants and the sessions were run by volunteer facilitators arranged through the United Way of Peel Region.

## **FINDINGS**

(Note: A detailed compendium of all of the comments made in each break-out session is also available.)

To begin the discussion, participants were asked their opinion on the concept, vision and goals of the Healthy City Stewardship Centre. The general consensus was that the HCSC was needed and timely, however, many participants made the point that the work of the HCSC is also very complex. There was a collective agreement that the five goals hit the mark. The idea that the HCSC should not become another bureaucracy was applauded, however some voiced the opinion that there would have to be a basic organizational structure established for the HCSC to really achieve its vision and goals.

The discussion groups then focussed in on the five goals – one for each of the five break-out sessions. Below are the top priorities / issues that the participants concluded upon:

### **GOALS:**

#### **All people in Mississauga will value and strive for optimal health.**

- get people more active (the use of incentives should be explored),
- make people aware of the HCSC (a full-time coordinator position should be established),
- advocate to other levels of government and agencies for resources (research and apply for funding),
- set achievable targets and be aware of the differing needs in various neighbourhoods.

#### **All people in Mississauga will feel safe in their communities.**

- personal safety / crime (violent, unreported, gangs),
- traffic safety (driving behaviours, drunkenness, bicycle safety),
- health (smoking, sexual health (safety aspect)).

#### **All people in Mississauga will have equal access to information and services.**

- information must be given to various communities in a way that is understandable and comfortable to the audience,
- engage the community in the conversation from ground up, including having local leaders/champions/advocates to help initiate ideas, relate important health information, etc.,
- align the messages that the community hears (make the messages the same and memorable).

**All people in Mississauga will live in and contribute to a clean and sustainable environment.**

- clean air, clean water and clean land (ensure the focus is specific),
- the HCSC should have a member organization representing the environment,
- pilot projects should be started and then expanded across the municipality,
- the benefits of a healthy environment must be taught (such as economic benefits through energy conservation, etc.).

**All people in Mississauga will feel part of a larger community and will know that they will be cared for in times of need.**

- the nurturing of our youth is needed to develop healthy ideas that will carry through to adulthood,
- services and information for newcomers to Mississauga must be better (timely, understandable, friendly).

## **CONCLUSION**

The clear message that came out in the Community Discussion on Health, was that in going forward with initiatives to the people of Mississauga, the HCSC must strive to approach the different communities in a way that is both appealing and comfortable for that particular segment of the population. There was often the comment that the information is not the issue, it is the communication process that is more important.

Overall, there was positive feedback from many who attended. Participants found the discussion worthwhile and enjoyed spending time networking with their colleagues and visiting the beautiful UTM campus. A majority of the participants suggested that they would like to continue with an annual 'Community Discussion on Health' and were looking forward to reading the *Healthy Mississauga 2010 Plan* when it is available.

**Special thanks** is extended to the corporate sponsors and staff who contributed greatly to the success of the Community Discussion on Health, including:

- COMPASS Group / Chartwells
- Western GTA Convergence Centre
- University of Toronto at Mississauga
- United Way of Peel Region and volunteer facilitators
- City of Mississauga
- Office of Peter Fonseca, MPP Mississauga East



# ***MISSISSAUGA COMMUNITY ACTION PLAN 2005 – 2010***

***GET ACTIVE MISSISSAUGA!***





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## PROJECT OVERVIEW

In early 2005, the YMCA convened people and organizations in 16 communities throughout Ontario who share a passion for healthy, active living and a sense of urgency related to current levels of physical inactivity. Their common mission: To get people moving and living healthier lives. Their common task: To exchange information, experience and insight toward the creation of a plan of action.

Across the province, more than 250 concerned citizens, educators, and representatives of government, public health, the media, business, and organizations large and small, came together to take stock of their resources and to determine what steps they might take together.

Conversations percolated for several months in Barrie, Brampton, Brighton, Cambridge, Chatham-Kent, Fort Erie, Kingston, Lake Country, **Mississauga**, North Simcoe, Port Hope/Cobourg, Port Perry/Whitby, Sarnia, Sault Ste. Marie, South Georgian Bay, and Sudbury. Each conversation reflected the unique character, conditions and circumstances of these communities. Each plan now provides insight into common and particular challenges or opportunities. Even more importantly, each plan is a map of ideas, partnerships and programs leading to different health outcomes for specific groups of people.

The YMCA facilitated the development of the roundtables in the same spirit as it has supported the holistic development of individuals for more than 150 years. Its focus was on welcoming and including diverse voices, emphasizing strengths or assets over deficiencies, and taking a practical, “people-centred” approach to distinguish this work from other related planning processes.

This project will be evaluated in the Fall of 2005. Learnings will be shared widely to strengthen our collective capacity to learn and lead in ways that improve the quality of life for all Ontarians.



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## **THE MISSISSAUGA COMMUNITY ROUNDTABLE PROCESS**



From January 2005 through August 2005, a group of representatives from a wide range of sectors met, researched, discussed, developed and created the Mississauga Community Action Plan. Roundtable members that represented a wide variety of sectors were invited including: health and wellness, community recreation, education and school boards, children and youth, seniors, families, municipalities, libraries, people with physical and/or developmental disabilities, police services, faith communities, new comers to Canada, ethnically diverse communities, visible minorities, and multicultural services, media and the private sector.

### **Step One: Strengths Based Planning**

From the onset of the process RT members focused on using a *strengths-based* planning approach. Enabling RT members to consider and build upon the strengths and successes of the Mississauga community. This included an informal survey of physical activity options currently available across the city. The resulting inventory, created from members own knowledge, demonstrated the amount and variety of options available across Mississauga.

### **Step Two: Environmental Scan**

RT members studied the issue through reviewing existing research on health and physical activity. Reports confirmed the most effective interventions are community-wide campaigns; point-of-decision prompts and school based physical education. Members learned from one another by sharing their own knowledge and looked at current and projected demographics for Mississauga noting a stabilizing of growth for Mississauga and a shift to a more *seniors* based population.

### **Step Three: Establishing Priorities**

RT members identified barriers to activity and discussed target populations. A key priority for the members was to ensure ALL members of the Mississauga community have access to and become more active. This decision was supported by the participation of the University of Toronto Mississauga (UTM), who has offered research services and support. UTM will gather data which will provide findings and information on participation and non participation.



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#### **Step Four: Vision and Goals**

The vision for 2010 was crafted and the goals for the Mississauga Action Plan set. RT members confirmed the task of developing a community action plan that would meet the provincial goal set under ACTIVE 2010 to increase **Mississauga's physical activity rate to 55%, by 2010, up by 10.7% from 44.3% to 55%.**

#### **Step Five: Strategies, Action Initiative and Crafting the Plan**

Four *strategies for success* were developed as over riding principals in which to develop *initiatives for action*. RT members of the Roundtable selected *walking* as one of the most accessible physical activities, and this become the focus for the plan. RT members also want to see *effective key interventions to physical activity* as part of future action initiatives including – *community-wide campaigns; point-of-decision prompts, and school based PE.*

#### **Step Six: Build Community Support**

Wider-community support for the plan has been garnered through presentations to and discussion with the Healthy City Stewardship Centre and Mayor Hazel McCallion.





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## **PART ONE: GET ACTIVE MISSISSAUGA!**

### **A PLAN FOR ACTION**

The goal for the action plan is to create a community development tool that brings community stakeholders together in working towards a more active Mississauga. The focus is physical activity. Enabling and supporting everyone in Mississauga to be more active everyday so they will receive and enjoy the benefits of an active healthy lifestyle. To help reach this goal, the RT members created the following vision and goals for 2010, and identified the strategies and action initiatives to reach the vision and goals.

### **VISION & GOALS**

**All Mississauga's communities and neighbourhoods embrace and celebrate active healthy living.**

- Mississauga's physical activity rates have increased by 10% reaching the provincial goal of 55% activity.
- Members of the Mississauga community are incorporating physical activity into their everyday lives.



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## **STRATEGIES FOR SUCCESS**

### **Overriding Strategies**

- Ongoing seasonal events and action initiatives for the long-term
- Measuring and evaluating success

### **Program Strategies**

- Building on our strengths
- Partnerships

### **Social Marketing & Communication Strategies**

- Awareness and education
- Communication and promotion

## **ACTION INITIATIVES**

- City-Wide Walking Challenge
- Open Doors
- Communication strategy to build awareness and educate
- Bring-a-friend campaigns
- Point-of-decision prompts



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## **IMPLEMENTATION OF THIS PLAN**

The action plan will be successful as it allows for all community based stakeholders in Mississauga to find a way to take on the challenge, to participate in and work towards the common vision and goals. This process is starting with the RT members who have made a commitment to continue to collaborate and partner to ensure success and a more active Mississauga community.

As the plan is promoted and launched in the fall 2005 RT members will reach out across the community to invite, engage and involve the wider community. Already the work of implementing *action initiatives* has begun. A group of RT members has begun the planning and development of the first *Walking Challenge* set to start this fall.

### **Commitment to Partnership**

*RT members are committed to supporting and achieving the vision and goals laid out in this Mississauga Community Action Plan 2010. They will do this by:*

- Developing and implementing new initiatives to achieve the goals and vision
- Sharing and promoting initiatives of other organizations to achieve the goals and vision
- Promoting and increasing participation in current programs and services
- Partnering with others
- Ongoing communication with partner organizations
- Ongoing promotion of the action plan and solicitation of other organizations to engage in the process towards achieving the 2010 vision and goals

### **Network & Next Step Strategy Group**

Reflecting the commitment of RT members to the sustainability of the plan they have developed a *Network and Next Steps Strategy Group*. This group will meet on a quarterly basis and will focus on:

- Action initiative planning and implementation
- Scheduling and planning events
- Partnering and partnerships
- Resource coordination
- Accomplishments and report backs

*The community action plan, its vision and goals belong, in a sense, to the greater community. No one organization or agency has solitary ownership of or responsibility for the plan. Its success will come through continued efforts to work together, collaborate and combine efforts and resources.*



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## **STRATEGIES FOR SUCCESS**

In developing the plan, RT members highlighted six key strategies that will provide a framework in which to develop action initiatives that will increase activity rates among Mississauga residents. These strategies are important parts of the process in creating a greater-community environment that supports everyone's participation in physical activity.

### **Overriding strategies**

- Ongoing Seasonal Events & Action Initiatives for the long-term
- Measuring & Evaluating Success

### **Program Strategies**

- Building on our Strengths
- Partnerships

### **Social Marketing & Communication Strategies**

- Awareness & Education
- Communication & Promotion

Two overriding strategies will drive the action plan: **Ongoing seasonal events and action initiatives**, and **measuring and evaluating success**.

The RT members have made a commitment to take this plan beyond the 2005 – 2010 timeframe and embed its vision and goals into the greater Mississauga community. Action initiatives will not stop after 2010, they will continue on: seasonally, annually and into the future. The goal is to create the *mind-shift* and provide an environment that demonstrates leadership through its commitment to healthy living.

The involvement and support of the research department at the University of Toronto at Mississauga will enable action initiatives to be carefully measured and evaluated. This research support will provide *action initiative project committees* with the information they need to identify effective action initiatives towards achieving the vision and goals.

The remaining strategies fall into two distinct categories **Program Strategy** – *new or adapted programs that are introduced in the community to increase levels of physical activity*, or **Social Marketing & Communication Strategies Strategy** – *promotional information and media campaigns to encourage physical activity*.



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The focus of the RT members was to look at immediate action items that will increase physical activity rates across the Mississauga community. **Policy and infrastructure strategies** were discussed and identified as key long-term components in moving towards a more active community. As the plan progresses and action initiatives are implemented the more long-term work of reviewing infrastructure and policy strategies will begin. This work will be well supported by the resources in Mississauga such as the Healthy City Stewardship Centre and Mississauga Recreation and Parks who are already discussing issues of policy and infrastructure.



STRATEGIES FOR SUCCESS	
KEY SUCCESS STRATEGY	DESCRIPTION
<b>Seasonal Events &amp; Action Initiatives for the Long Term</b>	The RT members have made a commitment to take this plan beyond the 2005 – 2010 timeframe and embed its vision and goals into the greater Mississauga community. Action initiatives will not stop after 2010 they will continue on: seasonally, annually and into the future. The goal is to create the <i>mind-shift</i> and provide an environment that demonstrates leadership through its commitment to healthy living.
<b>Measuring &amp; Evaluating Success</b>	The involvement and support of the research department at the UTM will enable action initiatives to be carefully measured and evaluated. This research support will provide <i>action initiative project committees</i> with the information they need to identify effective action initiatives towards achieving the vision and goals. As research is shared <i>project committees</i> will know which initiatives they may need to adapt or amend to increase participation and success. They will also be able to identify communities with low participation rates. This will enable <i>project committees</i> to create future action initiatives specific to the needs of any target populations or groups that will benefit from more directed action initiatives.
<b>Building on our Strengths</b>	There already exist many successful programs and services as well as service providers within the community that are doing an excellent job in supporting healthy active living. A key strategy for the plan is to build capacity where Mississauga's capabilities and success already exist. As the greater-community comes together in the manor of collaboration it will be more possible to identify, support and expand success. This strategy will have a two fold effect: Program and service providers will learn from one another and share resources and skills that will increase capacities across Mississauga and; participation rates in current programs and service will increase.



STRATEGIES FOR SUCCESS	
KEY SUCCESS STRATEGY	DESCRIPTION
<b>Partnerships</b>	Partnering across the community is an important strategy to ensure the success of the plan and achieving its vision and goals. Through working in collaboration and combining our efforts, resources and skills it will be possible to extend the reach of the plan and the action initiatives and do more for everyone across Mississauga.
<b>Awareness &amp; Education</b>	Awareness and education are important parts of the process to support an increase in physical activity. Awareness around the issue must be generated before the education and change management process can take place. First it is necessary to draw people's attention to the issue; this is followed by an explanation of what physical activity is and why it is so important; and lastly by demonstrating accessible opportunities and how it can be incorporated into daily life.
<b>Communication</b>	A long-term communication strategy will be effective in positioning the plan, building support and increasing participation at all levels for the long-term. Communication efforts need to be coordinated across the greater-community ensuring consistency of message and action. It is important that all messaging is multi-lingual and sensitive to the many individual communities (age, sex, faith, ability, and socio-economics) across Mississauga.



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## **MISSISSAUGA ACTION INITIATIVES**

*Increasing participation in physical activity by all members of the community will be achieved through working together towards achieving the vision and goals set out in the plan for Mississauga. The following action initiatives are just a start of what can be done to support community members to be more physically active and receive the health benefits of an active life.*

### **Annual/Seasonal Action Initiatives launching Year One:**

- City-Wide Walking Campaign & Challenge
- Open Door Days
- Communication and promotion

### **Annual/Seasonal Action Initiatives launching year two:**

- Bring-a-friend campaign
- Point-of-decision prompts

*Although some action initiatives and events may be listed as one time annual events it is important to note that they can be seasonal events and adapted or altered for seasonal implementation.*





ACTION INITIATIVES	
KEY SUCCESS STRATEGY	DESCRIPTION
<b>CITY-WIDE WALKING CAMPAIGN &amp; CHALLENGE</b>	
<b>Goals</b>	<ul style="list-style-type: none"> <li>• Kick-off for plan, first public acknowledgment</li> <li>• Develop community awareness to the issue</li> <li>• Involve all members of the community in an annual walking event and challenge towards 10,000 steps a day</li> <li>• Build momentum and participation on an annual basis</li> <li>• Demonstrate leadership through participation by wide-variety of community leaders</li> <li>• Residents know more about trails and parks across the city</li> <li>• Encourage walking as a daily activity</li> </ul>
<b>Duration</b>	Year one of the walking campaign and challenge will launch fall 2005. The campaign will continue on an annual basis and become part of the annual events for Mississauga
<b>Target Audience</b>	All members of the Mississauga community (age, sex, faith, ability, and socio-economics)
<b>Current Project Committee</b>	<ul style="list-style-type: none"> <li>• Healthy City Stewardship Centre</li> <li>• MIAG</li> <li>• Mississauga Recreation and Parks</li> <li>• Mississauga YMCA</li> <li>• Office of Peter Fonseca, MPP Mississauga East</li> <li>• Region of Peel Health Department, Public Health</li> <li>• The Mississauga News</li> <li>• Additional community stakeholders that join the process</li> </ul>
<b>Approach</b>	<ul style="list-style-type: none"> <li>• Launch initiative with a series of local community walking events on the 10<sup>th</sup> day of the 10<sup>th</sup> month promoting 10,000 steps per day for 2010</li> <li>• Obtain sponsors</li> <li>• <i>Thanks Giving</i>-walk with family and friends</li> <li>• Highlight the issue and start the process of learning and change</li> <li>• Initiate pedometer challenges between local environments</li> <li>• Media coverage of ongoing challenge results</li> <li>• Involve media from all communities and generate human interest and success stories</li> <li>• E Portal to log steps and monitor progress</li> <li>• Link to other walking (and physical activity) opportunities</li> <li>• Link event to existing Ministry campaign baseline data</li> </ul>
<b>Evaluation/Successes</b>	<ul style="list-style-type: none"> <li>• Annual participation will be measured by UTM. Year one will provide baseline data</li> </ul>



ACTION INITIATIVES	
KEY SUCCESS STRATEGY	DESCRIPTION
<b>OPEN DOORS</b>	
<b>Goal</b>	<ul style="list-style-type: none"> <li>• Open the doors of facilities and fitness centres (providing activity based services and programs) across Mississauga allowing the general public to try something new for free</li> <li>• Develop community awareness to the issue</li> <li>• Build momentum and participation by members of the community on an annual or bi annual basis</li> </ul>
<b>Duration</b>	On going on an annual /bi annual basis following initial launch
<b>Target Audience</b>	All members of the Mississauga community (age, sex, faith, ability, and socio-economics)
<b>Current Project Committee</b>	<ul style="list-style-type: none"> <li>• City of Mississauga</li> <li>• Erinoak</li> <li>• Mississauga Sports Council</li> <li>• Mississauga YMCA</li> <li>• Region of Peel Health Department, Public Health</li> <li>• This Mississauga News</li> <li>• Additional community stakeholders that join the process</li> </ul>
<b>Approach</b>	<ul style="list-style-type: none"> <li>• Welcome and encourage as many service providers as possible to <i>open doors</i> and participate</li> <li>• Partner with community groups to host “try it” sessions</li> <li>• Promote event through media and participating service providers</li> <li>• All events are free to support breaking down the barriers to participation</li> <li>• Volunteer participation</li> <li>• Cultural needs considered and supported</li> </ul>
<b>Evaluation/Successes</b>	<ul style="list-style-type: none"> <li>• Participating facilities and centers will gather participation data and collect feedback from participants</li> </ul>



ACTION INITIATIVES	
KEY SUCCESS STRATEGY	DESCRIPTION
<b>COMMUNICATION STRATEGY</b>	
<b>Goals</b>	<ul style="list-style-type: none"> <li>• Develop a central point for information access <u>SECTOR Strategy</u></li> <li>• Strategy to build understanding, involvement and support for the Community Action Plan <u>POPULATION Strategy</u></li> <li>• Strategy to build overall understanding of the issue and support increase activity levels for members of the Mississauga community</li> </ul>
<b>Duration</b>	Planning and development cycle for this initiative will start in year-one with launch of the initiative in year-two.
<b>Target Audience</b>	All members of the Mississauga community (age, sex, faith, ability, and socio-economics).
<b>Key Partners</b>	<ul style="list-style-type: none"> <li>• All Roundtable members and community-wide supporters of the plan</li> </ul>
<b>Approach</b>	<ul style="list-style-type: none"> <li>• RT member organizations have plan of website with point of contact</li> <li>• Top five Mississauga website host plan and action initiative information</li> <li>• Consistent logo use <u>SECTOR Strategy</u></li> <li>• Through RT members, share plan with all possible community stakeholders building support and participation</li> <li>• Enlist support of community leaders <u>POPULATION Strategy</u></li> <li>• Identify lead partners to plan, develop and manage the process</li> <li>• Using existing resources and tools etc</li> <li>• Long-term plan that looks beyond 2010</li> <li>• Consistent messaging and actions</li> <li>• Involve media from all sectors (mainstream, cultural, ethnic, college etc)</li> <li>• Builds awareness, teaches how, supports change, encourages long-term maintenance</li> <li>• Success stories that motivate to participate</li> <li>• Appropriate for all individual communities</li> <li>• Multi-lingual</li> </ul>
<b>Evaluation/Successes</b>	<ul style="list-style-type: none"> <li>• Long-term increased participation rates and decrease negative health stats</li> </ul>



ACTION INITIATIVES	
KEY SUCCESS STRATEGY	DESCRIPTION
<b>BRING-A-FRIEND CAMPAIGN</b>	
<b>Goals</b>	<ul style="list-style-type: none"> <li>• Annual or bi annual week long campaign where active members of the community can bring a friend to join them for free</li> <li>• Currently inactive community members feel welcomed and encouraged to participate</li> </ul>
<b>Duration</b>	On going on an annual /bi annual basis following initial launch
<b>Target Audience</b>	All members of the Mississauga community (age, sex, faith, ability, and socio-economics)
<b>Key Partners</b>	TBC as planning and development of the initiative are started in year-one
<b>Approach</b>	<ul style="list-style-type: none"> <li>• Participation by a variety of recreational service providers such as; belly dancing, soccer, cricket, golf, curling, skating, gymnastics, lacrosse, yoga, walking, biking, swimming, basketball, etc.</li> <li>• Seasonal</li> <li>• Week long-events are coordinated across the city</li> <li>• Promotion is created through media and participating service providers</li> <li>• Break down the barriers for fear etc</li> <li>• Volunteer participation</li> <li>• Link into annual walking events</li> </ul>
<b>Evaluation/Successes</b>	<ul style="list-style-type: none"> <li>• Annual increase in participation by recreation program providers</li> <li>• Annual increase in participation by members of the Mississauga community</li> </ul>



ACTION INITIATIVES	
KEY SUCCESS STRATEGY	DESCRIPTION
<b>POINT-OF-DECISION PROMPTS</b>	
<b>Goal</b>	Posting of prompt signs to remind community members to participate in an opportunity to be more active. For example signs can be placed by elevators and escalators to remind people to use the stairs and signs can be placed in public transit to suggest people get off the bus one stop early and walk the final stop to their destination
<b>Duration</b>	On going on an annual /bi annual basis following initial launch
<b>Target Audience</b>	All members of the Mississauga community (age, sex, faith, ability, and socio-economics)
<b>Key Partners</b>	TBC as planning and development of the initiative are started in year-one
<b>Approach</b>	<ul style="list-style-type: none"> <li>Placed in general public spaces as well as places of work, schools, etc.</li> <li>Culturally sensitive and appropriate messaging</li> <li>Multi-lingual</li> <li>Alternative messaging format (Braille, accessible web and audio messaging etc)</li> <li>Consistent use of logo</li> </ul>
<b>Evaluation/Successes</b>	<ul style="list-style-type: none"> <li>Difficult to monitor and evaluate success. Can measure through on site observations and counting system</li> </ul>



SAMPLE FIVE YEAR CALENDAR							
	2005	2006	2007	2008	2009	2010	>>>
Winter		Initiate point of decision prompts Initiate open doors A day in winter Winter active Walk the mall challenge	Winter point of decision prompts Winter open doors A day in winter Winter active Walk the mall challenge	Winter point of decision prompts Winter open doors A day in winter Winter active Walk the mall challenge	Winter point of decision prompts Winter open doors A day in winter Winter active Walk the mall challenge	Winter point of decision prompts Winter open doors A day in winter Winter active Walk the mall challenge	Winter point of decision prompts Winter open doors A day in winter Winter active Walk the mall challenge
Spring		Initiate spring bring a friend campaign Walk the valleys and greenbelts Earth week links Link w" Mississauga Marathon	Spring bring a friend campaign Walk the valleys and greenbelts Earth week links Link w" Mississauga Marathon	Bring a friend campaign Walk the valleys and greenbelts Earth week links Link w" Mississauga Marathon	Bring a friend campaign Walk the valleys and greenbelts Earth week links Link w" Mississauga Marathon	Bring a friend campaign Walk the valleys and greenbelts Earth week links Link w" Mississauga Marathon	Bring a friend campaign Walk the valleys and greenbelts Earth week links Link w" Mississauga Marathon
Summer	Community Action Plan Complete Launch/walking committee established	Summer point of decision prompts Summer camp Fit Kit Walk the waterfront Summer active Swimming safety	Summer point of decision prompts Summer camp Fit Kit Walk the waterfront Summer active Swimming safety UTM new athletic wellness centre	Summer point of decision prompts Summer camp Fit Kit Walk the waterfront Summer active Swimming safety	Summer point of decision prompts Summer camp Fit Kit Walk the waterfront Summer active Swimming safety	Summer point of decision prompts Summer camp Fit Kit Walk the waterfront Summer active Swimming safety	Summer point of decision prompts Summer camp Fit Kit Walk the waterfront Summer active Swimming safety
Fall	Walking campaign & challenge kick off event E portal Complete communication strategy	Anniversary walk event (walk a park) Pedestrian only road e portal continues Fall open doors Fall bring a friend	Anniversary walk event (walk your community) Pedestrian only road e portal continues Fall open doors Fall bring a friend Passport to parks	Anniversary walk event (walk the waterfront) Pedestrian only road e portal continues Fall open doors Fall bring a friend Scavenger hunt	Anniversary walk event (walk the valley lands) Pedestrian only road e portal continues Fall open doors Fall bring a friend	Anniversary walk event (walk Mississauga) Pedestrian only road e portal continues Fall open doors Fall bring a friend	Anniversary walk event (walk a park) Pedestrian only road e portal continues Fall open doors Fall bring a friend



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## **Measurement Tools**

Formal measures of success will be found in existing measurements tools and information. Federal, provincial and regional data will identify increases in activity as well as decreases in obesity (Canadian Fitness and Lifestyle Research Institute, Health Canada, Ontario Ministry of Health Promotion, Stats Canada). Mississauga Recreation and Parks measure physical activity rates for Mississauga and the Peel Health Unit measures weight and obesity. The YMCA also measures participant and membership rates which will also be useful in measuring local activity rates.

As members of the Community Roundtable and as part of their commitment to partnership UTM will measure the effectiveness of the walking campaign and challenge initiatives. This support will provide evaluation and success data that will enable modification of initiatives to ensure all members of the diverse Mississauga community are engaged and participating.

Success of the action plan as a community development tool can be measured by the number of organizations and agencies that report they use the action plan as a planning tool within their organization.



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## **PART TWO: ENVIRONMENTAL SCAN**

### **Mississauga - A Dynamic Community**

Mississauga is a successful and dynamic city. Formed in 1974, Mississauga is the 6<sup>th</sup> largest city in Canada with a population of close to 700,000. People from all parts of the world have chosen to make Mississauga their home. Over 18,000 businesses also make Mississauga their home. Fifty of Canada's Fortune 500 are companies located in Mississauga enabling residents to work close to home.

The community of Mississauga is committed to supporting the on going vitality, health and wealth of the city and its residents. Participation in the Community Roundtable process and the development of the community action plan is a good example of how the Mississauga community works together towards a healthy future for all. From the initial meeting and through out this planning process there has been representation for Mississauga's many populations: male, female, children, youth, adults and seniors, culturally diverse and ethnic minorities, newcomers to Canada, and people with disabilities.

Mississauga is also fortunate to have the Mississauga Healthy City Stewardship (HCSC) aimed at creating a health development plan for the City of Mississauga.

It is the strength of the community of Mississauga to work together in partnership that will ensure the success of the city, its people and the community action plan.

### **A Demographic Overview**

Mississauga's population growth has started to steady and the biggest influence on the community in the coming years will be an aging population. Currently over 23% of the population are 45 to 64 years of age and over 33% are 25 to 44 years of age. Over the next 10 to 20 years Mississauga's senior's population will significantly increase.

Over 46% of Mississauga's population are newcomers with the current top three countries for immigration being India (11+ %), Poland (8.5+ %), Philippines (6.5%). Total population of visible minorities is over 40% with the top 3 groups being South Asian (almost 15%), Black (6.+ %) and Chinese (almost 6%). Almost 55% of the population has English as a mother tongue. Close to 42% of the population's mother tongue is an unofficial language with the top five being Polish, Chinese, Punjabi, Portuguese and Italian.





The unemployment rate in Mississauga is around 5.3%. Over 71% of dwellings are owned. 4.9% of the population lives alone, but almost 17% of seniors live alone. The average family income is just over \$80,000. Eleven percent of families are 'low income' families.

### **Mississauga's Physical Activity Rates**

The Ontario Ministry of Tourism and Recreation states Ontario's physical activity rates as 48%. This low level of activity is creating concern for the short and long-term health of all Ontarians. The ACTIVE 2010 strategy calls for a provincial increase of 7% in physical activity bringing the provincial average up to 55% by 2010.

Based on the same research Mississauga's inactivity rates are recorded at 55.7%. **Only 44.3% of the population is physically active enough.** This statistic indicates that Mississauga is below the Provincial average with regards to self reported physical activity levels. We need also to look at other health indicators such as body weight and obesity. Mississauga's obesity rates are recorded at 13.8% and 33.2% are recorded as being overweight. The total overweight and obese population for Mississauga is 47%.

Community	% Physically INACTIVE	% Overweight (BMI 25 - 29.9%)	% Obese (BMI 30+)	Total % Obese & Overweight
Mississauga	55.7 (44.3 active)	33.2	13.8	47.0

*This information provided by Stats. Canada.*

Peel Region Health Unit statistics have identified the differing rates between our male and female members of the community and suggest that 46.6% of men are physically active and but only 44.3% percent of women.

The good news is that research conducted by Region of Peel Healthy Hearth Network suggests that 78% of the community is interested in maintaining a healthy weight and 76% are interested in improving eating habits.

The outcome for this community development plan is to help our community realize the importance of a physically active lifestyle and support them to include activity on a daily basis. The success of this plan will be demonstrated through an increase in activity that is recorded in these above measures in future reports.



## Student Youth Survey

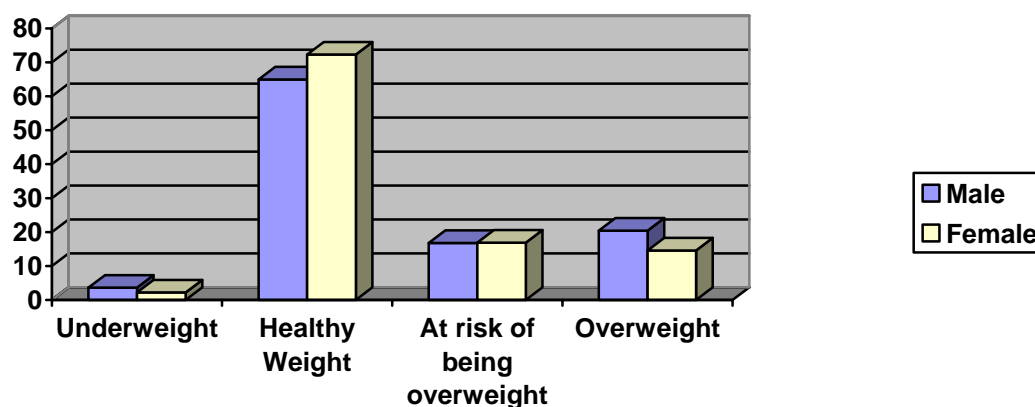
Physical activity rates among Peel's children and youth are declining and the rates of obesity are on the increase. The Peel Health Unit has just released a new report *Student Health 2005: Gauging the Health of Peel's Youth*. This report clearly highlights the situation for Peel's youth.

STUDENT MEASURES (activity/inactivity)	RESULT
Exercise vigorously outside of school everyday of the week.	18% -- fewer than one in five.
Do not exercise vigorously on any day of the week.	11% -- one in ten.
Females who exercise vigorously outside of school everyday of the week.	11%
Males who exercise vigorously outside of school everyday of the week.	26%
Females who exercise everyday during physical activity class.	15%
Males who exercise everyday during physical activity class.	25%
Watch six or more hours of TV, videos or DVDs weekly.	45%
Six or more hours of computer use NOT including school or part-time work every week.	43%

## BMI percent of all students

Underweight	Healthy Weight	At risk of being overweight	Overweight
3%	69%	17%	11%

## Per cent of all students



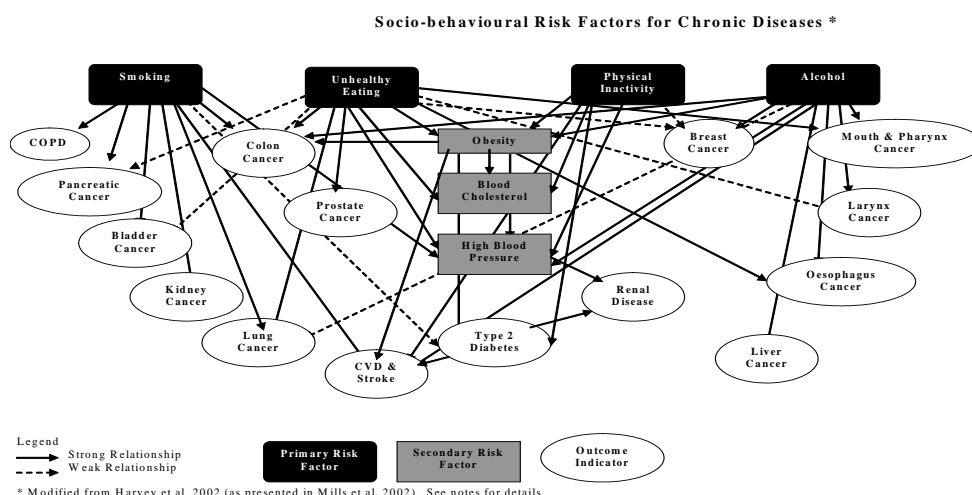


### **PART THREE: BACKGROUND ON HEALTH**

In 2002, the World Health Organization stated that ‘being overweight due to poor nutrition and lack of physical activity is one of the greatest health challenges and risk factors for chronic disease in the 21<sup>st</sup> century.’ They have also stated that ‘lack of physical activity has been found to lead to an increased risk of premature death, obesity, high blood pressure, stroke, colon cancer and depression.’

There are other factors that influence our health including our family history and our social, physical and economic environment. Some of these factors are within our control and others are not. The personal choices we all make can greatly affect our health. Eating well and staying active will help us to feel good about ourselves.

The following chart provided by the Ontario Chronic Disease Prevention Alliance clearly demonstrates the link between physical inactivity and an increased risk for chronic disease. This chart also identifies the negative impact of smoking, poor nutrition and alcohol.



***Reproduced courtesy of Ontario Chronic Disease Prevention Alliance,  
Ontario Public Health.***



## **Physical Activity Definition**

Research suggests that a need to be physically active most if not all days of the week. The target is 60 minutes of activity a day but 30 minutes a day is enough to benefit overall health. Activity doesn't have to be extreme to improve health. It is possible to reach this goal by building physical activities into daily routines. Periods of at least 10 minutes each throughout the day can be added up to reach the daily target. The activity choice is individual.

Time needed depends on effort:

<b>Very Light Effort</b>	<b>Light Effort 60 minutes</b>	<b>Moderate Effort 30-60 min.</b>	<b>Vigorous Effort</b>	<b>Maximum Effort</b>
Strolling Dusting	Light walking Volleyball Easy Gardening Stretching	Brisk Walking Biking Raking leaves Swimming Dancing Water aerobics	Aerobics Jogging Hockey Basketball Fast swimming Fast Dancing	Sprinting Racing
<b>Activity range needed to stay healthy</b>				
No change from rest state	Starting to feel warm	Warmer	Quite warm	Very hot/perspiring heavily
Normal Breathing	Slight increase in breathing rate	Greater increase in breathing rate	More out of breath	Completely out of breath
<b>How activity should feel to be effective</b>				

*Information gathered from the Health Canada Website.*



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### **Barriers to Physical Activity**

As identified by the roundtable members a variety of factors affect a person's ability to be physically active on a daily basis.

- Time or perceived lack of time
- Socio economics
- Transportation
- Car orientated environment
- Weather
- Accessibility
- Language
- Cultural beliefs
- Religious customs
- Focus on work
- Reduced time for physical activity within the school environment
- Lack of awareness and knowledge
- Fear
- Low-self esteem
- Lack of motivation



## Who Needs to be Involved?

There are many components to creating and supporting a physically active environment for the community of Mississauga. The Healthy Weights, Healthy Lives Report published by the Chief Medical Officer of Health in 2004 suggests the following groups all have a role to play.

<b>The Health Sector</b> can promote healthy eating and physical activity as a means to improve health and prevent chronic disease	<b>Governments</b> can establish policies that promote healthy eating, physical activity and healthy environments	<b>The food and recreation industry</b> can develop and promote products and services that encourage healthy eating and physical activity
<b>Workplaces</b> can provide an environment that promotes healthy eating and regular physical activity	<b>Healthy Weights, Healthy Lives for Ontarians</b>	<b>Schools</b> can provide environments that encourage healthy eating and regular physical activity, and help students develop knowledge and skills to make healthy choices
<b>Parents and caregivers</b> can adopt and model healthy behaviours (breast feeding, healthy eating and regular physical activity)	<b>Communities</b> can create an environment that encourages healthy eating and regular physical activity	<b>Individuals</b> can make healthy eating choices and become more active



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## **Effective Physical Activity Interventions**

It is well documented that some of the most effective interventions in supporting people to be more physically active are:

- Community-Wide Campaigns
- Point of Decision Prompts
- School Based Physical Education

The former Ontario Ministry of Health as well as the former Ontario Ministry of Tourism and Recreation also identified these interventions as important components in any successful community action plan focusing on increasing physical activity rates.

### **Community-Wide Campaign**

Community-wide campaigns involve many community sectors in highly visible, broad-based, multiple intervention approaches to increasing physical activity. In addition to incorporating substantial communication activities through mass media, interventions as part of a community-wide campaign typically include some combination of social support.

### **Point of Decision Prompts**

Point-of-decision prompts have proved effective in a number and variety of settings. These signs motivate people to be more active in one of two ways: by reminding people already predisposed to becoming more active about an opportunity at hand to be more active or by informing them of a health benefit from as a result of the sign's suggested activity. Most common use for point-of-decision prompts is elevators and escalators reminding people to take the stairs. To be successful point-of-decision prompts must be culturally and environmental appropriate and respectful.

### **School-based Physical Education**

Typically a successful school-based PE intervention would modify curriculum and policies to increase the amount of time students spend in moderate or vigorous activity while in PE classes. This can be done in a number of ways such as: lengthening existing classes; adding additional classes; and increasing the intensity level of classes.



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- Canadian Mental Health Association
- City of Mississauga
- Community Living Mississauga
- Daniels Corporation
- Dixie Bloor Neighbourhood Centre
- Dufferin-Peel Catholic District School Board
- Elder Help-Peel
- Erinoak
- Family Services of Peel
- Healthy City Stewardship Centre
- India Rainbow Community Services of Peel
- Malton Neighbourhood Community Services
- Multicultural Inter-Agency Group of Peel (MIAG)
- Mississauga Garden Council
- Mississauga Heritage Foundation
- Mississauga Sports Council
- Ontario March of Dimes
- Ontario Ministry of Health Promotion
- Ontario Trillium Foundation
- Peel Children's Centre
- Peel Community Connections
- Peel District School Board
- Peel Heart Health Network
- Peel Literacy Guild
- Peel Multicultural Centre
- Peel Regional Police
- Pepsi-QTG
- PLASP Child Care Services
- Region of Peel
  - Children's Services
  - Health Department, Public Health
  - Social Services
- Social Planning Council of Peel
- Square One Older Adult Centre
- The Mississauga News
- Trillium Health Centre
- University of Toronto at Mississauga (UTM)
- 905 Area Faith Community Leaders
- YMCA - Mississauga





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The support of YMCA Ontario is also acknowledged.

Thank you to Caroline Aston & Associates for coordinating and facilitating the roundtable series and producing the Mississauga Community Action Plan.



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## **REFERENCE MATERIAL**

*Information in the following publications, resource materials and websites was used to support the development of this community action plan.*

DHB Toolkit to Increase Physical Activity, New Zealand Health Strategy 2001.

Effectiveness of Interventions to Increase Physical Activity, The American Journal of Preventative Medicine, volume 22, number 4S.

Evidence of Effective Living Interventions, a report submitted to Health Canada 2001.

Healthy Promotion Programs at Work, The Conference Board of Canada, October 2002.

Healthy Weights, Healthy Lives, 2004 Chief Medical Officer of Health Report.

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Physical Activity Patterns in Canadian Adolescents, Canadian Adolescents at Risk Research Network, February 2004.

Peel Heart Health Survey and Heart Mobile Health Check Reports. Child Health Report, Region of Peel 2002.

Portraits of Peel: Neighbourhood Environmental Scan, the Social Planning Council of Peel, September 2004.

Region of Peel: Youth Food Behaviour and Physical Activity Survey, July 2004.

Student Health Survey 2005: Gauging the Health of Peel's Youth, Region of Peel Public Health.

Social Disparities and Involvement in Physical Activity, University de Montreal, May 2003.



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## **WEBSITES OF INTEREST**

[www.active2010.ca](http://www.active2010.ca)

[www.hc-sc.gc.ca](http://www.hc-sc.gc.ca)

[www.tourism.gov.on.ca](http://www.tourism.gov.on.ca) (former)

[www.health.gov.on.ca](http://www.health.gov.on.ca)

[www.statcan.ca](http://www.statcan.ca)

[www.mississauga.ca](http://www.mississauga.ca)



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## **PARTICIPANTS & SPECIAL THANKS**

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