



Vancouver Board of Parks and Recreation
Services and Budgets Committee

Active Communities Vancouver
April 28, 2009

Visit the Park Board web site at vancouverparks.ca



Partner with Others - VACnet



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Step It Up 20% Be More Active



www.activecommunitiesvancouver.ca

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Programs

- “Step Out” Walks
- Active Adventure Passports
- Athletes in Vancouver
- Active Outreach - Red Fox
- Stay Active Eat Healthy
- Positive Ticketing

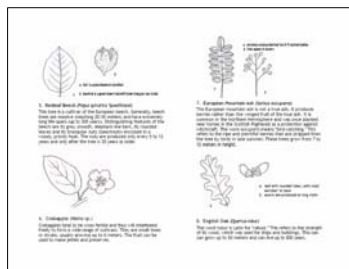


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Step Out Walks



Park Walks
 Jogging Trails
 Running Tracks
 Theme Walks
 Other City Walks



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Active Adventure Passport

- Objectives
 - Complete twelve activities
 - Support youth and families
 - Increase daily activity
 - Promote local fitness
- Distribution - K to 7
 - 20,000 passports in 2008
 - 34,000 passports in 2009
 - ❖ 91 schools
 - ❖ 120 assembly presentations
 - ❖ 10 adventure park days



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Athletes in Vancouver

- Engage Elite Athletes
- Share Their Skills
- Community Opportunity
- Four Grants Annually



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Active Outreach - Red Fox

Active Outreach to
Aboriginal Youth and Families
BCRPA Program Excellence Award



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Stay Active Eat Healthy



- Create “healthy choices” in recreation centres
- Promote health and wellness as part of recreation
- Influence eating behaviors as part of a healthy lifestyle



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Positive Ticketing

Social Responsibility Passes



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Other Active Communities Initiatives

- Active News
- Special Events Calendar
- Active Champions
- Fitness Point Tracker

Go Play!
 It's Fun, Affordable and Accessible

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Measurement

- Annual Ipsos Reid Surveys – 2006 to 2009
 - 69% of Vancouverites exercise 3+ times per week for 30 min. at a time
 - The BC average is 64%
 - Most Popular Activities

Vancouver		BC	
Walking	42%	Walking	45%
Gym Workout	28%	Gym Workout	22%
Cycling	22%	Running	15%
Running	19%	Cycling	12%

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Step It Up 20%

Working Together To Reach The Goal



*Step It Up
20 %*

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