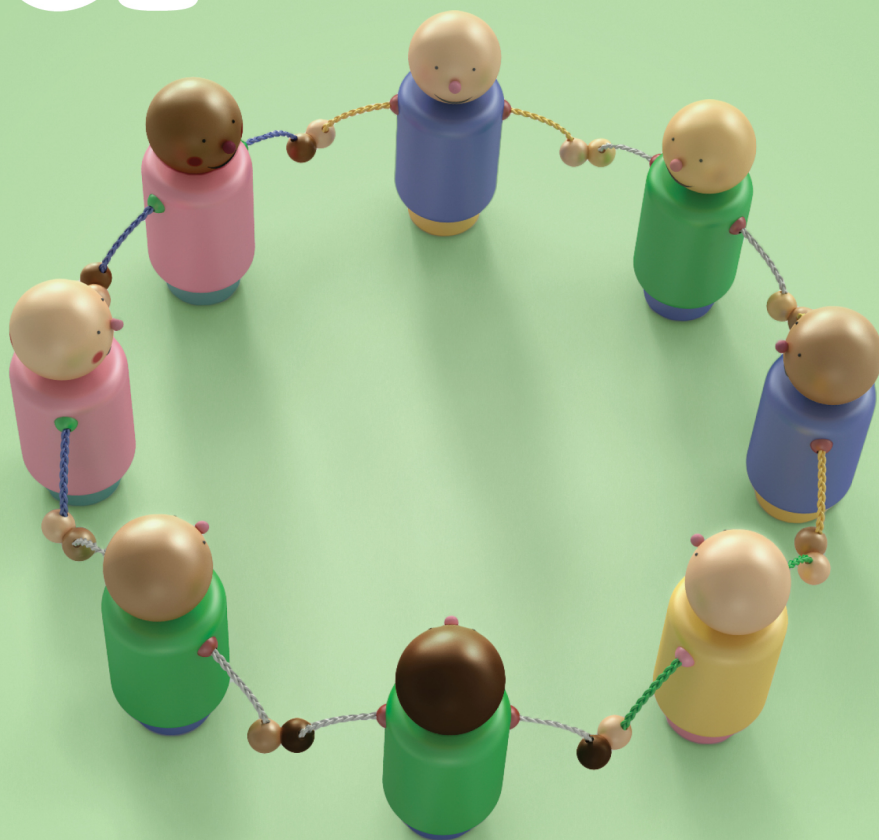




# Community Better



**Program and Event Manual**



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# Program and Event Manual

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## Welcome to The ParticipACTION Community Better Challenge

In a country of over 36 million people, how is it that between 25 and 30% of Canadians report feeling persistent loneliness or social isolation? Between increased screen time, busy schedules and family commitments - it's easier than ever for our neighbourhoods and communities to feel disconnected.

Our mission at ParticipACTION is to help Canadians become more regularly physically active and reconnect with each other while doing so. We know that physical activity has the power to break down walls and build stronger communities. Getting active boosts the confidence and happiness of individuals, while connecting them to others with common interests. Simply put, physical activity brings people together.

The ParticipACTION Community Better Challenge is a brand new annual physical activity challenge that rallies communities to sit less and move more together. We are calling on all Canadians to get active and incorporate physical activity where they live, work and play. And at the conclusion, we'll recognize and celebrate community achievements, crowning regional winners and ultimately appointing one community with the designation of *Canada's Most Active Community!*

**Your challenge is to use the ideas and resources in this manual to bring the ParticipACTION Community Better Challenge to your local neighbourhood, organization or community.**

Take this challenge on, and your community could win the national grand prize of \$150,000 towards physical activity initiatives and be crowned the title of *Canada's Most Active Community!* There will also be regional winners who will win \$20,000 towards physical activity initiatives of their choice.

When we Community Better, we build a better, healthier Canada.

## Let's Community Better, Together

So, you'd like to host a ParticipACTION Community Better event or program, but don't know where to start? Here is a list of ideas to get you inspired and help you plan your event. Whatever you plan, be sure to include options for different abilities; we owe it to each other to be inclusive and celebrate our differences. It's always more fun when everyone can participate!

- **Host a pre-existing event or program.** If you are already hosting a sport or physical activity event or program between May 31 and June 16, 2019, you can register it as an official Community Better Program or Event.
- **Host a Community Better Open House.** Do you work or volunteer with a community group or recreational facility? Host an open house for the general public to come in and try the activities you offer.
- **Host a Community Better Try-It Event.** Host an event that introduces your community to physical activities or sports they may not have experienced yet. Having qualified instructors on hand will help to create a positive first experience. This could result in new membership and momentum for your organization.
- **Host a Community Better Block Party.** People are naturally more active when they spend time outdoors. Why not bring the neighbourhood together with a physical activity-focused block party? Set up different stations so visitors can try their hand at different activities like hula hooping, jump rope, street hockey, or basketball. Many activities could work.
- **Invite an inspiring individual to attend your event.** We can all get inspired by a local high-profile athlete or community member who truly lives an active life. Especially in smaller communities, your local mayor or government official might be interested in participating or challenging another local

mayor to a competition or exhibition game.

- **Brainstorm with your community.** No one knows you better than you know yourself. Ask your local community members what kind of physical activity event they might like to attend or experience. Perhaps cricket, pickleball or dance are activities the group is interested in trying out? Arrange for an instructor to introduce the activity to ensure a positive first experience.

## Register to Community Better

Now that you've decided to host a Community Better program or event, make sure you complete these next steps ahead of time, to ensure you have everything in order before the date.

1. [Click here](#) to register your event or program online.
  - a. If you have registered successfully, you will receive an email confirmation from the team at ParticipACTION.
  - b. If details about your event change as the date approaches, simply contact us [here](#) and your listing can be updated to reflect the changes.

## A Better Event Checklist

This checklist might help you think about the plans you should put in place to ensure that you execute a smooth ParticipACTION Community Better Challenge event or program.

All items may not apply to your event or program, but you can use this as a basis to ensure you're ready to hit the ground running with your event.

- Appoint an organizing committee and determine roles and responsibilities
- Set clear objectives for the event or program and determine budget
- Have a brainstorming session to gather ideas



- Confirm the event date and time (between May 31 and June 16, 2019)
- Develop a venue layout plan to provide a comprehensive placement of all the activities
- Propose special guests (politicians, athletes, etc.) for the event, if any
- Work with any current partners to provide on-site activations such as water or nutrition stations or prizing/contest opportunities
- Develop a publicity plan – generating interest among potential attendees, sponsors and vendors
- Develop a people plan – mobilizing and training volunteers and part-timers, if needed
- Ensure you have a contingency plan in the event of bad weather or other circumstances
- Invite other community organizations and sport clubs to join you to make your event even bigger and better

## How to Promote Your Event

Want to ensure a successful event? Pre-promote, pre-promote, pre-promote! The following tools are available for you to use to promote your event or program and help make your ParticipACTION Community Better Challenge event a success.

- **Printable Poster:** Customize with your event details, print and use it to pre-promote to your community. [Click here](#) to download the editable pdf. poster.
- **Suggested E-blast Content:** Add your event details and send it out to your network to generate excitement for your ParticipACTION Community Better Challenge event or program.

Subject: Celebrating the ParticipACTION Community Better Challenge, *let's get tracking!*

Body Copy: Hi [COMMUNITY/TOWN/CITY NAME],



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We're excited to announce that [COMMUNITY/TOWN/CITY NAME] will be participating in the ParticipACTION Community Better Challenge from May 31<sup>st</sup> – June 16<sup>th</sup>, as we strive to be named **Canada's Most Active Community**.

The ParticipACTION Community Better Challenge is helping strengthen communities through physical activity and sport because *Everything gets better when you get active*. ParticipACTION is awarding **\$150,000** to the community who rallies the most participants and accumulates the most active minutes during the challenge.

We encourage all residents of [COMMUNITY/TOWN/CITY NAME] to attend and support our Community Better event/program:

### Event/Program Details

- [DATE/TIME]
- [PLACE]
- [WHAT]

*O Ex. [ORG NAME] Community Better Play Day, consisting of several stations and teams could visit each of the stations to accrue a prescribed number of minutes.*

*O Ex. [ORG NAME] Community Better Minute Marathon, select a predetermined minute goal, consider it a collective relay and aim to reach the minute target as a group.*

*O Ex. [ORG NAME] Community Better Try-It Event, introduce students to physical activities or sports they may not have experienced yet.*

- [ANY EQUIPMENT DETAILS]

Before the event/program, remember to download the new **ParticipACTION app** – *the active app for everyone* – so you can track and contribute to [COMMUNITY/TOWN/CITY NAME]'s total active minutes.

Physical activity can break down walls and act as a building block to grow stronger communities by boosting the confidence and happiness of individuals. [COMMUNITY/TOWN/CITY NAME] is excited to Community Better *together*.

[Insert Name]

- **Promotional Imagery and Content:** Use these social media assets to share news of your event/program online. Speak to your networks early and often about your upcoming event or program and remember to tag us @ParticipACTION and use #CommunityBetterChallenge. Follow us on Facebook, Twitter and Instagram, and feel free to retweet or repost our content to help you promote your Community Better event. Leading up to your event or program, during and after, share videos, photos, participant feedback and more. Download the file named "Community Better Challenge Social Media Kit" within this toolkit to view and use these assets.
- **Logo and Guidelines:** We have provided you with the Community Better logo and usage guidelines to help you co-brand any additional ParticipACTION Community Better Challenge materials that you develop. Download the file named "ParticipACTION Community Better Challenge Logo Guidelines" within this toolkit to view the guidelines.



## Accessible, Inclusive and Safe Events

The ParticipACTION Community Better Challenge encourages all Canadians to sit less and move more together. We know that in our richly diverse country that Canadians experience physical activity differently. To ensure that all Canadians are encouraged to participate we have put together tips and resources to help your group create accessible, inclusive and safe events.

### To make your event accessible

- Make your event open to the public
- Make your event easy to get to
  - Consider public transit routes and offering transit subsidies
  - Set up a bicycle-parking station
- Reduce costs to participate, or make it free
- Make the event family oriented, or offer child-care services

### To make your activity inclusive use these resources to ensure activities are being welcoming to:

- [Women and Girls](#)
- [Newcomers](#)
- [People with Disabilities](#)
- [The LGBTQ2 Community](#)
- [Indigenous Groups](#)
- [Older Adults](#)

### To improve the quality of the sport and physical activity offered at your event

Use [trained instructors](#) and volunteers

Incorporate [physical literacy](#) principles

Adopt the [True Sport Principles](#)

### To make your activity safe, be sure to review these resources on injury prevention.

[Sport for Life Play Safe Guide](#)

[Parachute Canada resources](#)