

## 1. The innovation of the initiative

### The *Kick Start* initiative

The *Kick Start* initiative is made up of a partnership between the City of Kelowna and the Regional District of Central Okanagan as well as a network of community partners (Appendix A). Research showed that most Active Community models to date relied heavily on the restructuring of what was currently happening in existing organizations and recreation departments. This traditional model only provides support to those individuals who decide to get active. The *Kick Start* initiative recognizes that internal change is necessary but is heavily favoured to take the Active Communities initiative out to the community. The *Kick Start* community based health initiative encourages incremental achievable improvements for a much broader community. The *Kick Start* initiative focuses on the following 5 tenants:

- **Communitywide Campaigns** - large-scale, high visibility community-wide campaigns to foster community buy-in to a clear message that changes people's knowledge, attitudes, or behaviours.
- **Individually-Adapted Behaviour Change Programs** - tailored to specific interests, preferences, and readiness to change stages.
- **Social Support Interventions In Community Contexts** - to develop social networks that support a change in behaviours.
- **Improved Access To Locations Combined With Informational Outreach** - to enhance access to places where people can be physically active and improve people's knowledge.
- **Point-Of-Decision Prompts** - simply placing signs that remind people of active options at locations where they make decisions to be active or not - such as on elevators and escalators and in car parks.

## 2. The health enhancing benefits that the community has realized

The goal of building *Kick Start* Active Communities initiative is to garner support from a much broader community in addition to the sport and recreation industry. The alignment of the City of Kelowna with the Regional District of Central Okanagan brings great credibility to the *Kick Start* program. The addition of the 10 associate partners (Appendix A) plus several network members it has allowed the whole community to see the innovation and multitude of programs that each agency brings forward to the *Kick Start* initiative. The direct beneficiaries begin with the individual citizens who realize lifestyle, productivity and health benefits.

## 3. How the need for policy initiative and change was determined

On July 2, 2003, the International Olympic Committee selected Vancouver, British Columbia to host the 2010 Olympic and Paralympic Winter Games.

The Province of British Columbia has committed to increasing physical activity levels in BC by 20% by 2010 and 2010 LegaciesNow is encouraging all municipalities to become Active Communities and accept the 20% by 2010 challenge for their citizens and employees.

The benefits of increased physical activity can lead to a more productive, healthier citizens and work force as confirmed by the Canadian Medical Association's challenge to all provincial jurisdictions to increase physical activity by at least 10% by 2010.

On November 30, 2004, the City of Vancouver passed the following resolutions:

THEREFORE BE IT RESOLVED THAT the City of Vancouver be the first municipal jurisdiction to join the 20 by 2010 challenge and work with the Provincial Government and 2010 LegaciesNow to help meet the target of increasing physical activity amongst its citizens and employees by 20% by 2010.

THEREFORE BE IT FINALLY RESOLVED THAT a copy of this motion be forwarded to each municipality in the province in order that they can join the City of Vancouver in making our population more physically active by 2010.

On January 4, 2005 Kelowna City Council approved that the **City of Kelowna** join the challenge from the Province of BC to increase physical activity 20% by 2010 and collaborate with the Provincial Government and 2010 LegaciesNow to help meet that target.

There are several initiatives currently emerging in and around Kelowna but they are independent of one another. *Kick Start* Active Communities Strategy has created a more unified approach amongst all partners and builds on all the successes currently being achieved.

The City of Kelowna Sport and Recreation Services is well positioned to participate in this *Kick Start* initiative because of the many relationships and partnerships it has with various sport, recreation and educational organizations within the community. Developing a grass roots community mobilization initiative, which encourages parents, school stakeholders, sport organizations and community members to facilitate the integration of an active healthy living ethic into curricular, extra-curricular and community-based programs, is very much in line with our mandate. The Department's knowledge, experience and expertise makes us poised to lead the way in addressing inactivity and health issues facing the Kelowna community and the development of *Kick Start* is the most comprehensive means to fulfill this need.

Refer to Appendix B for detailed breakdown.

#### **4. How the initiative or change increased the awareness of the opportunities for physical and healthy living.**

##### **4.1. Strategic planning**

The *Kick Start* initiative began after the launch of the *Kick Start* Strategic planning workshop on October 7, 2005 where City of Kelowna staff, Regional District staff and key community stakeholders got together to form the network of the *Kick Start* community based health initiative. This initial workshop brought thirty plus community organizations together in the same room all with the same focus of creating a community based health initiative. This forum was the first time that all the attending groups were in the same room at the same time working together toward one common goal. It gave the group a chance to see what programming was being done by the organizations represented at the forum but also to look at gaps in programming and opportunities that were yet to be developed. It has been these newly discovered opportunities that the *Kick Start* initiative has focused on as well as continuing to nurture and strengthen the bond between the community partners

##### **4.2. Marketing & Branding Plan**

The *Kick Start* initiative recruited Think Marketing Inc. to help brand the logo, tagline and extensive media plan for *Kick Start*. *Kick Start* has had extensive coverage in valley newspapers and radio stations Okanagan Life magazine, activity guides and have also created lifestyle activity photo banners that are displayed at community events and also throughout the Parkinson Recreation Centre. (Appendix H)

#### 4.3. Passport to Activity

The Passport to Activity, a UBCM funded pilot project would be the “glue” that would hold our strategic plan together.

There were two versions of the Passport:

- **School Passport Program, 8,000 A** total of 34 schools grades 4-7 participated in the program. Each school received a package including class orientation and activity outline, incentive prizes and “how to” guidelines. This passport was advertised throughout School District 23 with all teachers motivated and eager to participate in the program.
- **Community Passport Program, 15,000** The community passport Kick-Off was held on April 22 at three Save-on Food Stores, London Drugs and the Volunteer Fair at Orchard Park Mall. Extensive promotions and advertising through on site radio, newsprint ads, community service announcements and photo shoots contributed to a very successful launch.

#### 4.4. *Kick Start* Stairway to Health

Partnership with the *Kick Start* and Interior Health Authority who provided \$5,000 in grant money for the *Kick Start* initiative to develop and install 7,200 point of decision prompt signs to encourage the residents of our community to take the stairs instead of taking the elevators. The launch for this program was April 18 with an unveiling of the sign program by City of Kelowna Mayor Shepherd, Dr. Paul Hasselback; Senior Medical Health Officer for the Interior Health Authority, and Reid Oddleifson; Development Manager for Recreation, Parks and Cultural Services. (Appendix C)

#### 4.5. *Kick Start* Events Team & Promotional Vehicle

The *Kick Start* Events team was formed for the summer to continue to brand the initiative to the community. The *Kick Start* Events team vehicle is a 2006 Chevy Avalanche with a full body wrap (Appendix D). Don Folk Chevrolet, auto dealership, partnered with *Kick Start* to cover costs on the vehicle. The vehicle is very eye catching. The job of the events team is to promote the “**Be Active – Stay Active**” tag line to the citizens of Kelowna at community events throughout the summer. The *Kick Start* program has partnered with Kelowna Community Resources to hire to full time summer students for 14 weeks to run the Events Team program. Save on Foods is the Events team product sponsor for the summer and are providing healthy delicious snacks to giveaway. This *Kick Start* vehicle & Events Team will attend 50 community events throughout the summer exposing more than 100,000 people to the *Kick Start* brand and Healthy Active Living.

#### 4.6. Bikes For Humanity

Bicycles for Humanity is a local community organization that raises money and gathered used bicycles to send to third world countries. The local chapter of the Canadian Mental Health Association contacted *Kick Start* staff to find out if they could obtain bikes for their members to participate in the provincial Bike to Work Week challenge hosted by the City of Kelowna’s transportation department. *Kick Start* partnered with Bikes for Humanity to provide 25 bicycles to members of C.M.H.A. who were able to participate in Bike to Work Week and also start up a Cycling Club for their members. (Appendix H)

#### 4.7. Community Action for Health

*Kick Start* and Interior Health Authority have partnered to deliver a Community Action for Health initiative. The Action Fund will provide grants to a number of community agencies

in support of healthy active living initiatives that address the ActNow BC targets of increasing physical activity, healthy eating and healthy weights. *Kick Start* is the host agency to receive and distribute \$149,750.

**4.8. Website – [www.kickstartkelowna.ca](http://www.kickstartkelowna.ca)**

The *Kick Start* Kelowna website was launched in March 2006 and it is a very important tool to give people more information on the *Kick Start* initiative as well as information on other active living programs through our community partners

**4.9. Comprehensive Detailed Map of City of Kelowna & Regional District of Central Okanagan**

*Kick Start* has put together a detailed map that will outline bike lanes, city and regional parks, trails, water parks, swimming pools, arena's and stadiums, boat launches, tennis courts, Recreation Centres and multi courts and skate board parks. 70,000 copies of this map will be distributed starting in July 2006. (Appendix I)

*Kick Start* mapping partners are:

**City Departments**

- Recreation, Parks and Cultural Services
- Sport & Recreation Division
- Transportation Division
- Parks Division

**External Partners**

- Regional District of Central Okanagan
- Tourism Kelowna

**4.10. Capital Newspaper**

*Kick Start* has partnered with the Capital News to showcase a weekly 1/3 page column in this valley newspaper that spotlights the *Kick Start* initiative, it's community partners and the numerous outdoor events and activities that are going on throughout the Okanagan Valley. Distribution of this paper reaches 50,000 homes, three times a week.

**4.11. Okanagan Boys and Girls Clubs**

*Kick Start* partnered up with the Okanagan Boys and Girls Clubs to provide 2 event tents that display the logo's of both the Boys and Girls Club and also the *Kick Start* logo.

This is only the beginning.....

**5. The processes used to promote collaboration among the partners.**

The goal of building *Kick Start* Active Communities Initiative was to garner support from a much broader community than just the recreation industry. The landscape of organizations with a vested interest in one or more of the benefits provided by active living is very large.

The first *Kick Start* strategic planning workshop was held on October 7, 2005 where key community stakeholders were brought together for a full day of strategic planning. Community support for the *Kick Start* program has remained strong since the inception and to date there have been 3 more Network meetings, Nov 30/05, Feb 2/06 and April 6/06 and more than 30 passport committee meetings and presentations have dealt with various programs that this initiative has implemented.

**6. The cost of the partnership activity, the contribution made by each partner and the service provided to the community – Budget detail attached.(Appendix E)**

## **7. Potential interest generated by the partnership by developing future physical activity/healthy living policies and initiatives.**

The fantastic success that the *Kick Start* initiative has had in the first year has translated into some very promising programs as we move toward future planning of our Active Communities Initiative. There are a number of programs that the *Kick Start* initiative is looking at for future planning including:

- Community Action for Health  
This is a one year **contract** program that ends March 31/07 but this partnership with the *Kick Start* and the Interior Health Authority may lead into future contracts.
- Steps Out  
*Kick Start* Steps Out is an independent walking program that will be launched in September 06. This program is joining forces with already existing steps out programs and with the addition of *Kick Start* there will be a Steps Out program in every community from Osoyoos to Winfield.
- Healthy Foods Policy  
*Kick Start*, IHA and RDCO have partnered in order to apply for a \$20,000 grant to develop a Healthy food policy for the City, IHA and RDCO.
- Bikes For Humanity  
*Kick Start* is looking at Future partnerships with BFH to provide bikes for individuals who cannot afford one similar to the work that *Kick Start* has already done with the Canadian Mental Health Association.
- Save on Foods Recreation Dollars Program  
*Kick Start* is looking to partner with Save on Foods to change their policy so that shoppers of Save on Foods will be able to cash in their Save on More points in exchange for recreation dollars which then can be used for Sport and Recreation programs.

## **8. Describe the value added by the establishing the partnership**

The value added by establishing the *Kick Start* partnerships has enabled the network to bring the new initiative to the entire Central Okanagan Community in a remarkably short period of time. As mentioned earlier, to have such a broad base of community partners all working toward the common goal of increasing the activity levels of our citizens 20% by 2010 is very powerful. With the Regional District of Central Okanagan - *Kick Start* main community partner and the wide range of recreation and community services that they offer all the way to our small network partners; the *Kick Start* philosophy is oriented toward an environment or culture needed for increased physical activity to flourish. We are focused on creating a culture to teach the skills required to make physical activity lifelong, and to target everyone in the community making the healthy choices the easy choices!

## **Note from UBCM & CivicInfo BC:**

Supplemental materials related to this practice exist, however because the electronic files are extremely large, they have not been made available for download.

If you require copies of supplemental materials, please contact the UBCM at [ubcm@civicnet.bc.ca](mailto:ubcm@civicnet.bc.ca), or CivicInfo BC at [info@civicinfo.bc.ca](mailto:info@civicinfo.bc.ca).