



The Municipality of the
District of St. Mary's
Active Living Strategy
2023

Executive Summary

Municipalities have the ability and resources to bring community partners together in identifying multiple strategies for addressing inactivity throughout their community. Planning for an active community requires a high degree of collaboration between governments, non-profits, businesses, and community members in a wide variety of disciplines, at the local, provincial, and national level. This strategic plan examines the District of St. Mary's and its long-term plan to influence and increase activity levels for the entire community.

The Municipality of the District of St. Mary's Active Living Strategy (ALS) is a document designed to support active living opportunities. The Strategy will guide municipal staff, municipal council, community partners and other collaborators to increase physical activity rates in St. Mary's.

Through the developing phase, community consultations were held in each municipal district to gather information and form discussions around physical activity levels. The municipality also hosted a survey to collect feedback on how the residents of St. Mary's would like to incorporate daily physical activity into their lifestyles.

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What is Active Living?

The World Health Organization's (WHO) definition of active living is a way of life in which physical, social, mental, emotional, and spiritual activities are valued and integrated into daily living. WHO further defines physical activity as any bodily movement produced by skeletal muscles that requires energy expenditure. Physical activity refers to all movement, including during leisure time, for transport to and from places or as part of a person's work. Both moderate and vigorous-intensity physical activity improve health. Popular ways to be active include walking, cycling, wheeling, sports, active recreation, and play, and it can be done at any skill level for enjoyment by everybody.

Active Living is not just participating in an exercise program; it is making physical activity a part of daily life, whether that means taking the stairs instead of the elevator, participating in a walking meeting, walking or biking to work, yoga at lunch, gardening, taking the kids or dog to the park, or skating, or swimming laps in the pool (Canadian Centre for Occupational Health and Safety, 2021). The recommendation is that youth ages 5-17 should participate in 60 minutes of physical activity per day, and adults and seniors should participate in 150 minutes of moderate physical activity per week, (Canadian Society for Exercise Physiology, 2021).

National & Provincial Trends in Active Living

National and provincial research assists in establishing guides for the appropriate amount of movement each day and how it can be achieved. However, over half of Canadians are unaware of the National Physical Activity Guidelines (CFLRI, 2015). Across Canada, 53% of adults self-reported participating in at least 150 minutes of physical activity per week. Specifically in Nova Scotia, 60% of adults self-reported participating in at least 150 minutes of physical activity per week (Statistics Canada, 2021).

Barriers to participation in physical activity that Nova Scotians experience are similar to what has been seen across the country: lack of information about local opportunities, participating is too expensive and the inability to fit physical activity into a daily schedule (CFLRI, 2015).



Introduction

The Municipality of the District of St. Mary's is a member of the Municipal Physical Activity Leadership (MPAL) Program, administered by the Province of Nova Scotia. The MPAL Program provides financial support to participating municipalities to hire staff responsible for developing and implementing the Active Living Strategy (ALS). The Municipality of the District of St. Mary's approved its first Active Living Strategy in 2009. The Strategy is reviewed each year for progress.

The mandate of the ALS is to improve Active Living and increase Movement in residents and visitors of the Municipality of the District of St. Mary's.

Many Provincial documents and national guidelines were used to help develop this ALS. For example, the Province of Nova Scotia's Let's Get Moving Nova Scotia: An Action Plan for Increasing Physical Activity in Nova Scotia, A Shared Strategy for Advancing Recreation in Nova Scotia, 2021 Participaction Report Card on Physical Activity for Adults, and the results from the Physical Activity Community Survey, the Canadian 24-Hour Movement Guidelines were reviewed and used to guide this Strategy. All resource documents and data have been outlined under "References."

Active Living Plan Vision Statement

The Municipality of the District of St. Mary's envisions a community where active living is a part of daily life and opportunities are readily accessible, while being inclusive of individuals of all abilities, ages, family status and income levels.

The Municipality's goal is to utilize the Active Living Strategy (ALS) to create a sustainable culture that supports healthy, active lifestyles for those who live, work, and visit the District of St. Mary's. As a rural municipality, residents value and enjoy beautiful coastlines, lakes, trail systems and various other natural surroundings. Leaders and community organizations collaborate to provide recreation opportunities for all ages throughout the year. To achieve this vision, the Active Living Strategy will outline and guide active living opportunities within and across the Municipality of the District of St. Mary's.

Community Profile

The Municipality of the District of St. Mary's was incorporated in 1879, with a land area of 1,904.08 km² (735.17 sq mi), and a population density of 1.1/km² (2.9/sq mi) in 2021. The Municipality had a population of 2,161 living in 1,047 of its 1,538 total private dwellings, a change of -3.2% from its 2016 population of 2,233 (2021 Census of Population conducted by Statistics Canada). With an average population of 2,118 residents the average age is 51.7 years.

Population and dwellings	
Population, 2021 ¹	2,161
Population, 2016 ¹	2,233
Population percentage change, 2016 to 2021	- 3.2
Total private dwellings ²	1,538
Private dwellings occupied by usual residents ³	1,047
Population density per square kilometre	1.1
Land area in square kilometres	1,904.08

[Profile table, Census Profile, 2021 Census of Population - St. Mary's, Municipal district \(MD\) \[Census subdivision\], Nova Scotia \(statcan.gc.ca\)](#)

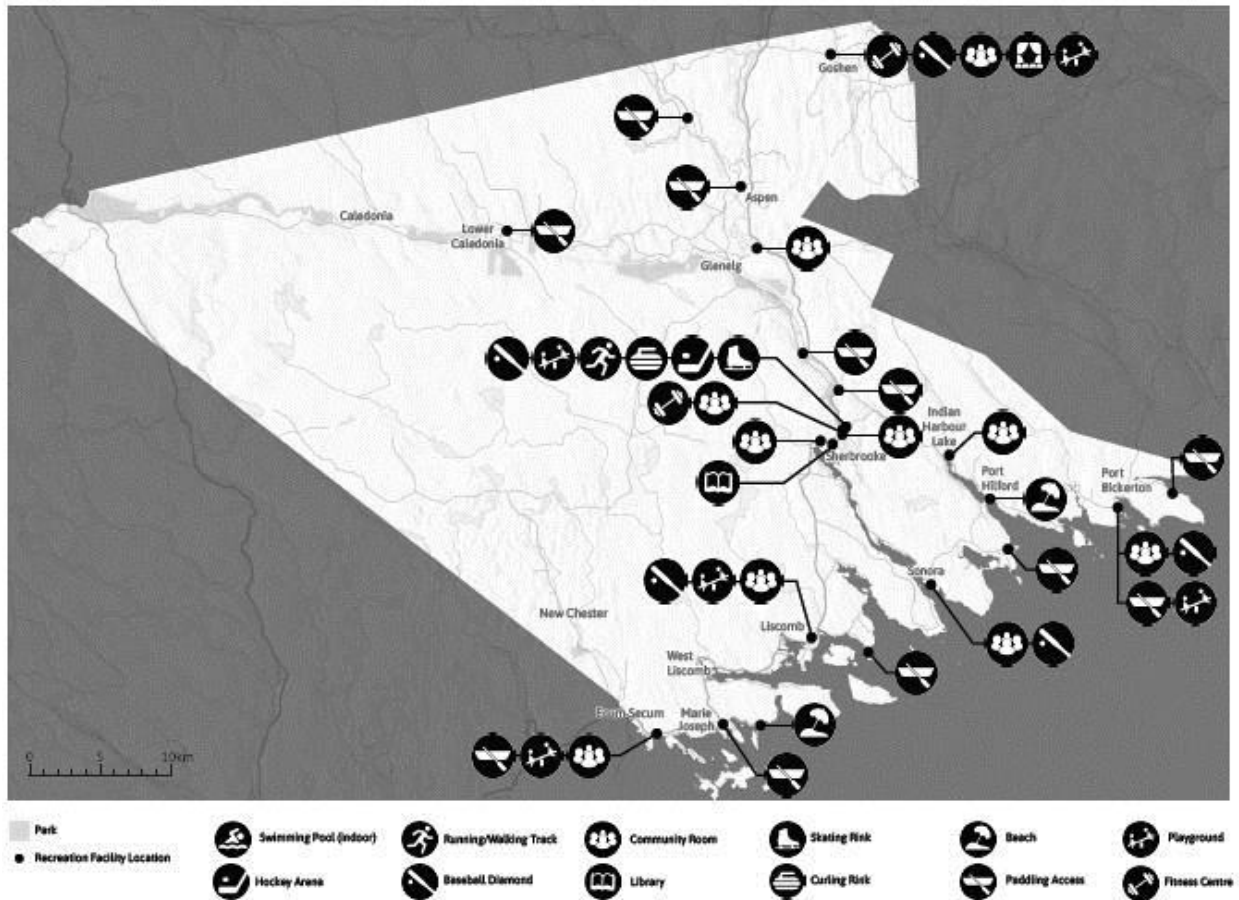
Total - Distribution (%) of the population by broad age groups - 100% data	100.0
0 to 14 years	10.6
15 to 64 years	56.0
65 years and over	33.3
85 years and over	3.7
Average age of the population	51.7
Median age of the population	57.6

[Profile table, Census Profile, 2021 Census of Population - St. Mary's, Municipal district \(MD\) \[Census subdivision\], Nova Scotia \(statcan.gc.ca\)](#)

District of St. Mary's Key Community Areas

- 1: Sherbrooke & Area
- 2: Ecum Secum & Area
- 3: Melrose, Glenelg, Caledonia & Area
- 4: Indian Harbour Lake & Sonora Area
- 5: Goshen & Area
- 6: Liscomb & Area
- 7: Port Bickerton & Harpellville Area

St. Mary's Map of Recreation Facilities



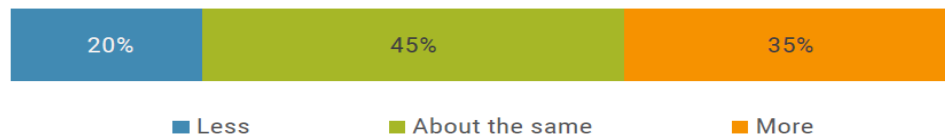
[\(St. Mary's Recreation Master Plan\)](#)

Current State of Active Living in St. Mary's

Between December 5th, 2019, and March 21st, 2020, Nova Insights Inc. conducted eighty-seven telephone interviews with residents who were 25 years plus in age living in the community. The random digit dialling telephone sampling gave the Municipality an overview of vital information to develop this strategy. The figures presented in the following few pages are direct results of the data gathered from the community. Within the District of St. Mary's, 54% of adults engage in moderate physical activity for at least 150 minutes a week. Although these numbers seem promising, interpret them with caution. Self-reported physical activity levels have significantly overestimated actual levels (Nova Insights, 2020). As a result, there is significant room to increase Active Living within the District by addressing everyday challenges.

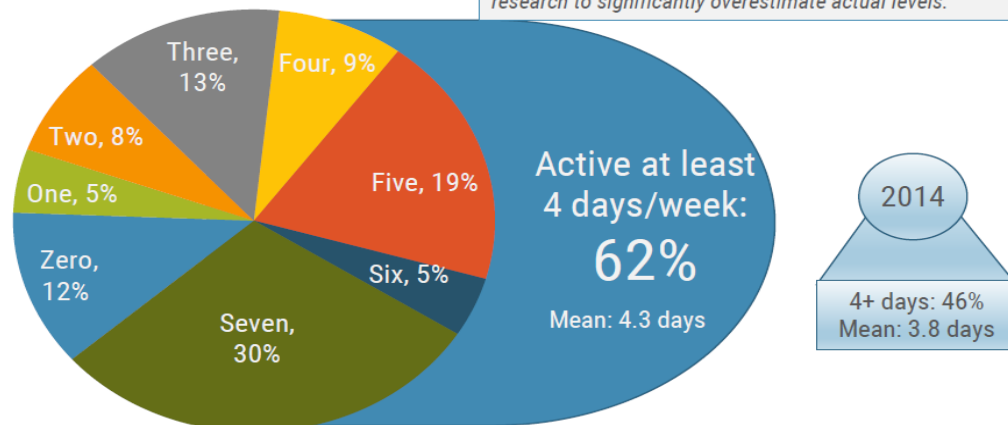
One-third believe there are more opportunities to be physically active in the community than three years ago.

Opportunities for physical activity over past three years



Three-in-five self-report engaging in moderate physical activity (30-min or more) at least four days per week. This is up 16-points since 2014.

These data should be interpreted with caution as it represents self-reported physical activity assessments. Self-reported physical activity levels have shown in other research to significantly overestimate actual levels.



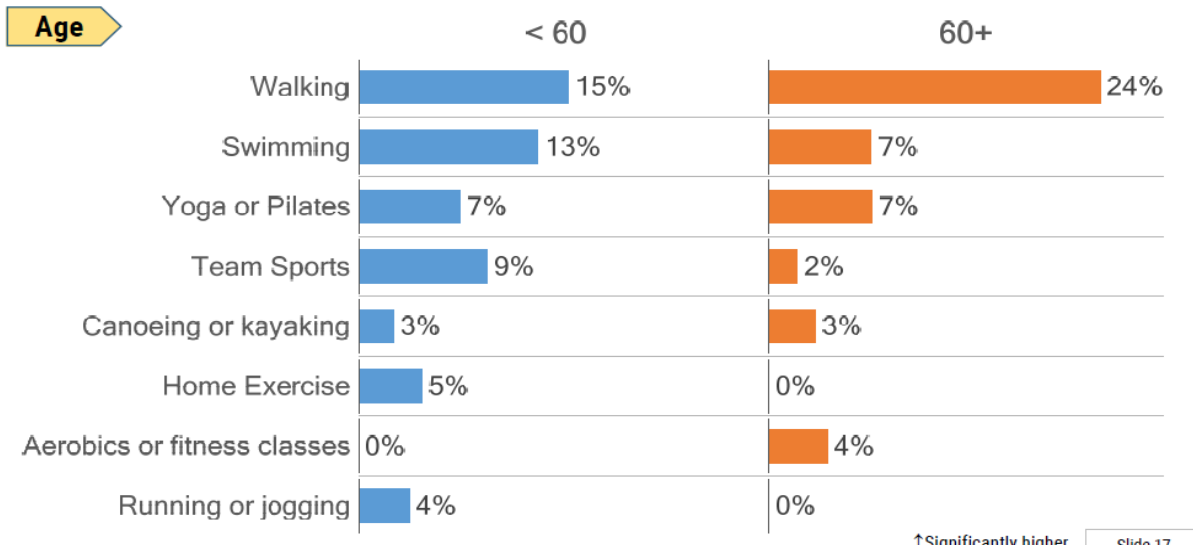
Age 60+: 3.7 days
Females: 3.7 days

A1. In a typical week, how many days do you engage in moderate physical activity or exercise for a period of 30 minutes or more?

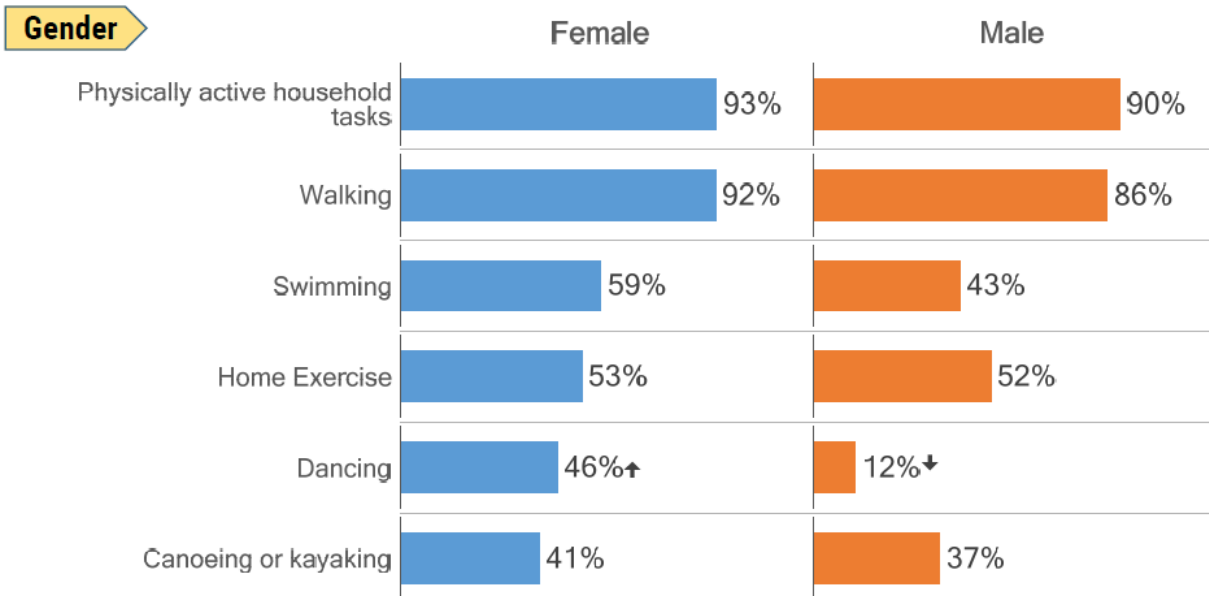
Slide 10
Citizen Survey (2018)
Nova Insights Inc.

(District of St. Marys Physical Activity Survey, Nova Insights- March 2020)

Top Choice for More Frequent Participation



Participation At Least Once Per Week



A3. I'm going to read you a list of activities. Thinking back over the last 12 months and accounting for all seasons, please tell me whether you regularly participated in each of these activities, and if so, how frequently—Every day, several times a week, about once a week, several times a month, about once a month, several times a year, or once a year. First take ...

↑ Significantly higher
↓ Significantly lower

Slide 13
Citizen Survey (2018)
Nova Insights Inc.

Key Learnings

Factors influencing engagement in physical activity can vary across age groups and gender. It is important that opportunities, scheduling, and communications be designed with these differences in mind.

Top Activities on Wish List

Walking: Top of the wish list for future activity
Swimming: Second highest interest overall, especially for females

Most Common Challenges

Infrastructure: Condition and maintenance of bicycle lanes and roadsides for walking
Social barriers: Having someone to be active with
Attitude: Programs in the community are not of interest

Physical Activity Opportunities

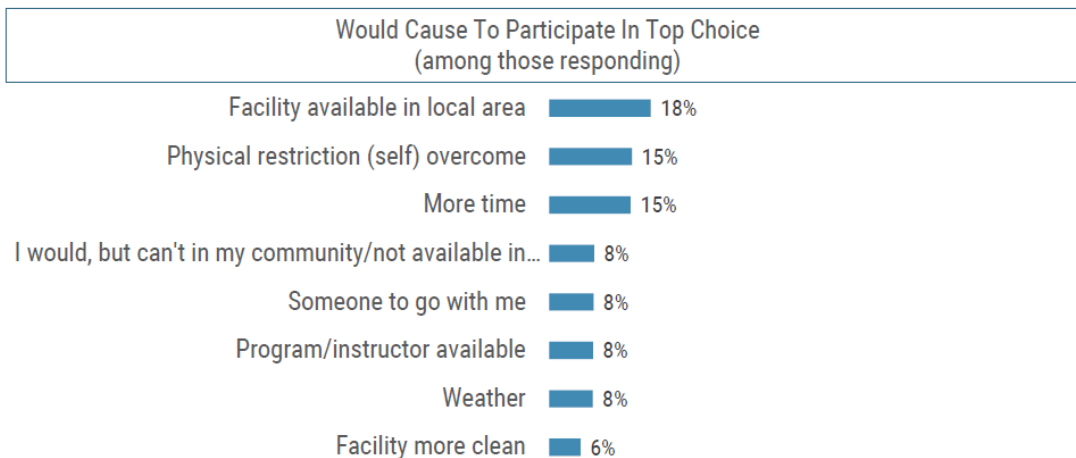
Social: Group activities and spaces to meet for physical activities
Non-competitive (recreational) activities (especially among females)
Family-friendly spaces for activities
Female-only activities, including swimming

AT Motivators

Nearly one-in-three walk at least weekly. One-in-ten bicycle weekly. Nearly three-in-five would like to **walk more often**, affected by sidewalk maintenance, condition of roads, and trails. Nearly half would like to **bicycle more often** with better road conditions, off-road paths, and bicycle lanes.

Slide 7
 Citizen Survey (2018)
 Nova Insights Inc.

To encourage citizens to participate in their top ranked wish list activity, common comments relate to having the facility available, having a physical restriction (often related to age), and the time to participate. There are many demands on time, so offering flexible and less structured physical activity opportunities, responding to community preferences, and supporting the integration of physical activity throughout the day may be valuable to help engage community members.



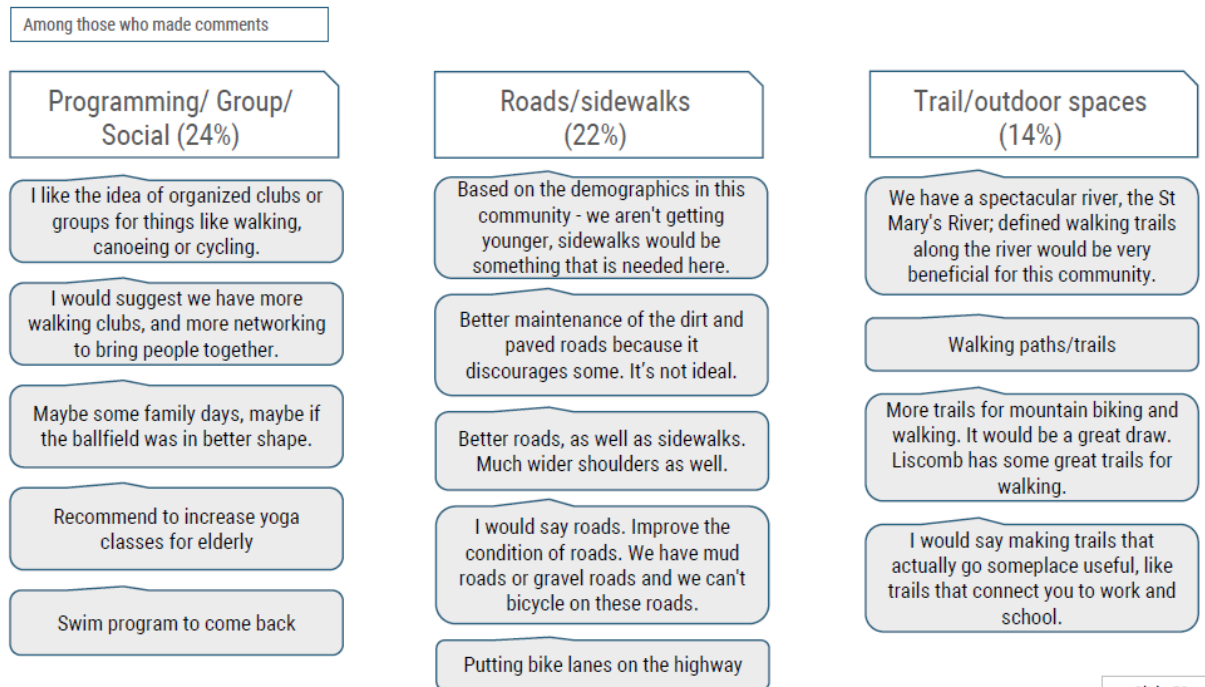
A5. For [TOP RANKED CHOICE], what would cause you to participate more frequently?

Slide 18
 Citizen Survey (2018)
 Nova Insights Inc.

(District of St. Marys Physical Activity Survey, Nova Insights- March 2020)

Community Advice

Given the opportunity to provide advice for increasing physical activity, the highest proportion of comments recommend programming concepts. This is followed by comments related to road conditions and roadsides.



F1. Your community needs your advice. Please tell me the top three things you think need to be done in this community to increase physical activity levels.

Slide 59
Citizen Survey (2018)
Nova Insights Inc.

(District of St. Marys Physical Activity Survey, Nova Insights- March 2020)

More community members may be engaged by improving the accessibility of community-based physical activity opportunities by offering flexible, non-competitive activities that support and facilitate social interactions and connections. Such as:

1. Active Transportation - there is a significant opportunity to increase activity in communities by prioritizing supports for walking.
2. Swimming is also mentioned as a wish list item for increased participation, but to a far lesser degree than walking.
3. Infrastructure for walking and cycling is a clear need based on identified physical activity challenges in general and Active Transportation factors.
4. Interventions to support social connections are important. They address significant barriers and garner significant interest among programming concepts.
5. Time (availability of residents, scheduling of programs) is an important barrier to consider in planning interventions.
6. There may be a role for health care providers in supporting participation in physical activity.

St. Mary's Active Living Strategy – Action Plan Goals 2022-2027

The strategy is divided into **five sections** identified as goals, each with a statement, considerations and actions that are outlined to help achieve success:

Goal 1 – Active Opportunities for All Residents

Goal Statement: To increase the frequency, intensity, and duration of active living opportunities in all age groups, abilities, and backgrounds. Utilize specific tactics to include marginalized residents.



Goal 2 – Foster an Active Love for the Outdoors

Goal Statement: To build supports and awareness on the existing natural resources and environments by fostering a love of the outdoors through active living programming and opportunities that will incorporate St. Mary's environmental surroundings.



Goal 3 – Support and Promote Active Transportation

Goal Statement: Create awareness, education, and opportunities around active transportation and how to incorporate it into community lifestyles for all seasons.



Goal 4 – Actively Promote Community Awareness and Partnerships

Goal Statement: Create greater awareness about active living and explore and strengthen community partnerships that increase active living opportunities that are aligned with the Active Living Strategy.



Goal 5 – Monitoring and Updating Strategy

Goal Statement: Create a matrix that indicates each individual action with predicted timelines, priority levels and assignments to ensure the ALSAP is sustainable and implemented across community programming.



Goal 1 – Active Opportunities for All Residents

Goal Statement: To increase the frequency, intensity, and duration of active living opportunities in all age groups, abilities, and backgrounds. Utilize specific tactics to include marginalized residents.



All actions will have an equity, diversity, inclusion, and mental health lens applied where possible to ensure every measure is taken to promote and sustain equitable practices across programming and communications for community members.

Action 1.1 - Continue to ensure that there is a wide variety of active choices for residents of all ages and abilities within St. Mary's and build on existing programming to offer inclusive options and accommodations.

Action 1.2 – Encourage and organize self-directed walking programs across the community that are suitable for all abilities and ages throughout the seasons.

Action 1.3 - Explore the opportunity to develop virtual active lifestyle programming such as yoga and fitness classes that can be categorized by impact level. Utilize the municipal website and/or social media platforms to provide these programs.

Action 1.4 – Promote the “TRY IT OUT” program for all community members to try one class for free of a program they are unsure about.

Action 1.5 – Provide ongoing community access to the St. Mary's Fitness Centre attached to the St. Mary's Education Centre/Academy through a fob system to reduce hours of operation barriers.

PRE-SCHOOL AND CHILDREN

Action 1.6 - Provide Physical Literacy training for community providers through the Canadian Sport for Life movement to ensure that all pre-school and school age children have the basic skills to become more active (running, jumping, throwing etc.).

Action 1.7 - Create infographics that are suitable for this age group to help introduce and reinforce daily active living activities that can become a healthy habit.

Action 1.8 - Develop and promote a community wide weekly active energizer series that can also be promoted for an in school/daycare initiative.

YOUTH

Action 1.9 - Partner with local associations and educational providers to organize and promote community outdoor activities utilizing the equipment loan program during the summer months that have less time management structures.

Action 1.10 - Schedule regular times for youth drop-in activities that are sponsored or low cost to make regular activity part of the active opportunities for youth and ensure that there are adequate youth centric spaces created.

Action 1.11 – Create and promote youth friendly volunteer opportunities within recreational programs to build awareness and opportunities for the community youth in becoming active with a community purpose and to build transferable skills.

Action 1.12 – Explore opportunities to host “Swim to Survive” and Life Saving Society Swimming Lessons to children and youth.

ADULTS

Action 1.13 - Consider the provision of a fitness station in a park or along an active transportation route to promote casual access to active opportunities.

Action 1.14 - Develop hard copy and virtual tool kits that enable residents to develop walking and physical activity clubs within their community.

Action 1.15 – Provide training resources and links for active living providers for older adults in physical literacy to ensure that all interested older adults are introduced to the basic skills for physical activity.

SENIORS

Action 1.16 – Develop an active living educational package that can be made available to all community seniors that will educate them on healthy living recommendations and provide verified resources to aid them in daily activities that can be done to ensure regular active living becomes a mainstay in their daily habits.

Action 1.17 –Introduce new low impact active living activities and programming across the district within the different communities in St. Mary’s.

Action 1.18 – Initiate and create a seniors friendly seating section at all municipal recreation events that are open to the public for observation.

Action 1.19 - Continue to support and share communication regarding senior socials across St. Mary’s District.

Action 1.20 – Create and promote senior friendly volunteer opportunities within recreational programs to build awareness and opportunities for seniors in becoming active with a community purpose.

LOW INCOME RESIDENTS

Action 1.21 – Promote funding opportunities to local organizations and residents to ensure that cost is not a barrier to participation in active opportunities for low-income residents.

Action 1.22 – Continue to work with St. Mary’s Education Centre/Academy to provide active opportunities before and after school for all students that are low-cost to free to provide barrier free accessibility to activities and programming.

PERSONS OF ALL ABILITIES

Action 1.23 - Provide information and support to organizations that host active living opportunities to assist with creating inclusive and welcoming environments to people of all abilities.

Action 1.24 - Develop and provide a host of programs that are barrier free.

Action 1.25 – Explore and apply for funding opportunities for adaptive equipment to become a sustainable part of the equipment loan program.

FAMILIES

Action 1.26 – Provide sustainable programming that includes entire family units that reduce travel expenses and provide quality experiences for them.

Action 1.27 – Encourage families to participate in self-directed recreational programming.

FEMALES

Action 1.28 – Create targeted active living programs strictly for persons who identify as female to ensure they have safe options for activities that are specific to their needs.

WORKING RESIDENTS

Action 1.29 – Develop a “Workplace Active Living Program” that will promote active living activities to and from workplaces as well as during the workday. Information will be provided to workplace leaders to encourage wellness in the workplace but also to recognize healthy practices.

Goal 2 – Foster an Active Love for the Outdoors

Goal Statement: To build supports and awareness on the existing natural resources and environments by fostering a love of the outdoors through active living programming and opportunities that will incorporate St. Mary's environmental surroundings.



All actions will have an equity, diversity, inclusion, and mental health lens applied where possible to ensure every measure is taken to promote and sustain equitable practices across programming and communications for community members.

Action 2.1 – Continue to offer and expand the outdoor equipment rental program through St. Mary's Community Development and Recreation Department.

Action 2.2 – Contribute to a Municipal Signage and Marketing Strategy by creating a series of signs that will prompt residents to be more active outdoors, including, but not limited to, distance markings on trails, cycling routes and self-guided stretching examples.

Action 2.3 - Continue to refresh and update community outdoor play boxes (buckets, trucks, sand toys, play kitchens, workshops etc.) in playgrounds/community spaces to encourage children and their families to engage in imaginative play, stay outside and be active for longer periods.

Action 2.4 – Develop active events and opportunities along trails and active transportation systems to attract residents to use the trail system more often.

Action 2.5 - Support programs for persons interested in horticulture and gardening that prompts active living.

Action 2.6 – Support and promote outdoor programming hosted by other organizations such as Geocaching, Naturalists Clubs, Trails, and Walking groups.

Action 2.7 – Develop a community education kit (digital/hardcopy) of resources for outdoor stewardship, active living opportunities and safety tips.

Action 2.8 – Organize and/or support outdoor fitness classes in identified green spaces within the district that can be organize and/or self-directed.

Action 2.9 – Continue to provide and build upon the nature-based experience for youth.

Action 2.10 – Promote the use of trails in St. Mary's.

Action 2.11 – Advocate to include the snow-clearing of public parking at Municipal Parks and Trails in the Municipal Snow Clearing Tender.

Goal 3 – Support & Promote Active Transportation

Goal Statement: Create awareness, education, and opportunities around active transportation and how to incorporate it into community lifestyles for all seasons.



*All actions will have an equity, diversity, inclusion, and mental health lens applied where possible to ensure every measure is taken to promote and sustain equitable practices across programming and communications for community members.

Action 3.1 – Develop an Active Transportation (AT) Plan through a qualified consulting firm.

Action 3.2 – Encourage and promote a shift to sustainable active transportation methods that reduce environmental footprints.

Action 3.3 – Review, identify and promote St. Mary’s trail systems and other natural amenities as unique and safe ways to travel within and across the community.

Action 3.4 – Identify, create, and communicate safe travel routes along roads to encourage community awareness and use.

Action 3.5 – Explore funding opportunities that assist the Municipality and community organizations in the implementation of Active Transportation strategies.

Action 3.6 – Identify non-profits and organizations in Nova Scotia that promote walking, cycling and other forms of active transportation and utilize their resources and information

Goal 4 – Actively Promote Community Awareness and Partnerships

Goal Statement: Create greater awareness about active living and explore and strengthen community partnerships that increase active living opportunities that are aligned with the Active Living Strategy.



**All actions will have an equity, diversity, inclusion, and mental health lens applied where possible to ensure every measure is taken to promote and sustain equitable practices across programming and communications for community members.*

Action 4.1 – Through the guidance of the Recreation Master Plan, assist the Community Development and Recreation Director in the development and delivery of an annual community engagement session for residents in St. Mary’s District.

Action 4.2 – Support and communicate existing local/regional/provincial/national and global active living campaigns that encourage residents to become more active.

Action 4.3 – Engage and promote all active living programming and self-serve tools offered through ParticipACTION.

Action 4.4 – Identify potential funding opportunities for various elements of the strategy’s goals and actions.

Action 4.5 – Develop a consistent and sustainable communications strategy for active living updates and initiatives.

Action 4.6 – Brand an “Active Living” section in the Municipal Newsletter with community partners and sponsors to provide updates on all opportunities and recreation initiatives within St. Mary’s.

Action 4.7 – Create training and development opportunities to increase the number of qualified active living program leaders within the community.

Action 4.8 – Develop a map of St. Mary’s including all active living opportunities.




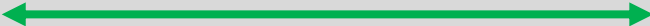
Action 4.9 – Promote and utilize Voyent Alert! to send Active Living Programming information.

Goal 5 – Monitoring and Updating Strategy

Goal Statement: Create a table that indicates each individual action with predicted timelines, priority levels and assignments to ensure the ALSAP is sustainable and implemented across community programming.

Active Opportunities for All Residents

Action	Short Term (First Year)	Mid-term (Years Two & Three)	Long-term (Years Four & Five)
Action 1.1 - Continue to ensure that there is a wide variety of active choices for residents of all ages and abilities within St. Mary’s and build on existing programming to offer inclusive options and accommodations.			
Action 1.2 – Encourage and organize self-directed walking programs across the community that are suitable for all abilities and ages throughout the seasons.			
Action 1.3 - Explore the opportunity to develop virtual active lifestyle programming such as yoga and fitness classes that can be categorized by impact level. Utilize the municipal website and/or social media platforms to provide these programs.			
Action 1.4 – Promote the “TRY IT OUT” program for all community members to try one class for free of a program they are unsure about.			
Action 1.5 – Provide ongoing community access to the St. Mary’s Fitness Centre attached to the St. Mary’s Education Centre/Academy through a fob system to reduce hours of operation barriers.			
Action 1.6 - Provide Physical Literacy training for community providers through the Canadian Sport for Life movement to ensure that all pre-school and school age children have the basic skills to become more active (running, jumping, throwing etc.).			

Action	Short Term (First Year)	Mid-term (Years Two & Three)	Long-term (Years Four & Five)
Action 1.7 - Create infographics that are suitable for this age group to help introduce and reinforce daily active living activities that can become a healthy habit.			
Action 1.8 - Develop and promote a community wide weekly active energizer series that can also be promoted for an in school/daycare initiative.			
Action 1.9 - Partner with local associations and educational providers to organize and promote community outdoor activities utilizing the equipment loan program during the summer months that have less time management structures.			
Action 1.10 - Schedule regular times for youth drop-in activities that are sponsored or low cost to make regular activity part of the active opportunities for youth and ensure that there are adequate youth centric spaces created.			

Action 1.11 – Create and promote youth friendly volunteer opportunities within recreational programs to build awareness and opportunities for the community youth in becoming active with a community purpose and to build transferable skills.



Action 1.12 – Explore opportunities to host “Swim to Survive” and Life Saving Society Swimming Lessons to children and youth.



Action 1.13 - Consider the provision of a fitness station in a park or along an active transportation route to promote casual access to active opportunities.



Action 1.14 - Develop hard copy and virtual tool kits that enable residents to develop walking and physical activity clubs within their community.



Action	Short Term (First Year)	Mid-term (Years Two & Three)	Long-term (Years Four & Five)
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Action 1.15 – Provide training resources and links for active living providers for older adults in physical literacy to ensure that all interested older adults are introduced to the basic skills for physical activity.



Action 1.16 – Develop an active living educational package that can be made available to all community seniors that will educate them on healthy living recommendations and provide verified resources to aid them in daily activities that can be done to ensure regular active living becomes a mainstay in their daily habits.



Action 1.17 – Introduce new low impact active living activities and programming across the district within the different communities in St. Mary’s.



Action 1.18 – Initiate and create a seniors friendly seating section at all municipal recreation events that are open to the public for observation.



Action 1.19 - Continue to support and share communication regarding senior socials across St. Mary’s District.



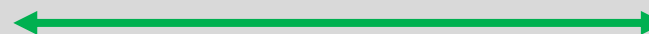
Action 1.20 – Create and promote senior friendly volunteer opportunities within recreational programs to build awareness and opportunities for seniors in becoming active with a community purpose.



Action 1.21 - Promote funding opportunities to ensure that cost is not a barrier to participation in active opportunities for low-income residents.



Action 1.22 – Continue to work with St. Mary’s Education Centre/Academy to provide active opportunities before and after school for all students that are low-cost to free to provide barrier free accessibility to activities and programming.



Action	Short Term (First Year)	Mid-term (Years Two & Three)	Long-term (Years Four & Five)
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Action 1.23 - Provide information and support to organizations to assist with creating inclusive and welcoming environments to people of all abilities.

Action 1.24 - Develop and provide a host of programs that are barrier free.

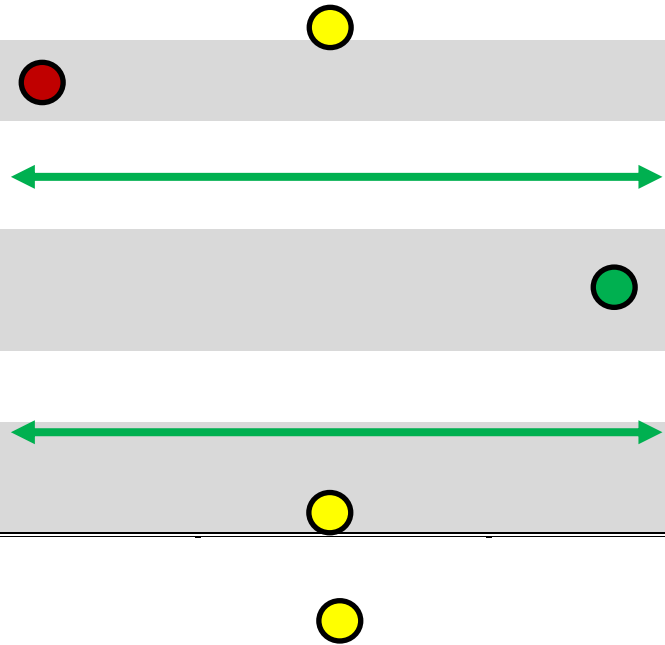
Action 1.25 – Explore and apply for funding opportunities for adaptive equipment to become a sustainable part of the equipment loan program.

Action 1.26 – Provide sustainable programming that includes entire family units that reduce travel expenses and provide quality experiences for them.

Action 1.27 – Encourage families to participate in self-directed recreational programming.

Action 1.28 – Create targeted active living programs strictly for persons who identify as female to ensure they have safe options for activities that are specific to their needs.

Action 1.29 – Develop a “Workplace Active Living Program” that will promote active living activities to and from workplaces as well as during the workday. Information will be provided to workplace leaders to encourage wellness in the workplace but also to recognize healthy practices.









Foster an Active Love for the Outdoors

Action	Short Term	Mid-term	Long-term
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	(First Year)	(Years Two & Three)	(Years Four & Five)
Action 2.1 – Continue to offer and expand the outdoor equipment rental program through St. Mary’s Community Development and Recreation Department.			
Action 2.2 – Contribute to a Municipal Signage and Marketing Strategy by creating a series of signs that will prompt residents to be more active outdoors, including, but not limited to, distance markings on trails, cycling routes and self-guided stretching examples.			
Action 2.3 – Continue to refresh and update community outdoor play boxes (buckets, trucks, sand toys, play kitchens, workshops etc.) in playgrounds/community spaces to encourage children and their families to engage in imaginative play, stay outside and be active for longer periods.			
Action 2.4 – Develop active events and opportunities along trails and active transportation systems to attract residents to use the trail system more often.			
Action 2.5 – Support programs for persons interested in horticulture and gardening that prompts active living.			
Action 2.6 – Support and promote outdoor programming hosted by other organizations such as Geocaching, Naturalists Clubs, Trails, and Walking groups.			
Action 2.7 – Develop a community education kit (digital/hardcopy) of resources for outdoor stewardship, active living opportunities and safety tips.			
Action 2.8 – Organize and/or support outdoor fitness classes in identified green spaces within the district that can be organize and/or self-directed.			
Action 2.9 – Continue to provide and build upon the nature-based experience for youth.			
Action 2.10 – Promote the use of trails in St. Mary’s.			
Action 2.11 - Advocate to include the snow-clearing of public parking at Municipal Parks and Trails in the Municipal Snow Clearing Tender.			

Support and Promote Active Transportation

Action	Short Term	Mid-term	Long-term
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	(First Year)	(Years Two & Three)	(Years Four & Five)
Action 3.1 – Develop an Active Transportation (AT) Plan through a qualified consulting firm.			
Action 3.2 – Encourage and promote a shift to sustainable active transportation methods that reduce environmental footprints.			
Action 3.3 – Review, identify and promote St. Mary’s trail systems and other natural amenities as unique and safe ways to travel within and across the community.			
Action 3.4 – Identify, create, and communicate safe travel routes along roads to encourage community awareness and use.			
Action 3.5 – Explore funding opportunities that create inclusive spaces that promote and encourage active transportation.			
Action 3.6 – Identify non-profits and organizations in Nova Scotia that promote walking, cycling and other forms of active transportation and utilize their resources and information			

Actively Promote Community Awareness and Partnerships

Action	Short Term (First Year)	Mid-term (Years Two &Three)	Long-term (Years Four & Five)
Action 4.1 – Through the guidance of the Recreation Master Plan, assist the Community Development and Recreation Director in the development and delivery of an annual community engagement session for residents in St. Mary’s District.			
Action 4.2 – Support and communicate existing local/regional/provincial/national and global active living campaigns that encourage residents to become more active.			
Action 4.3 – Engage and promote all active living programming and self-serve tools offered through ParticipACTION.			
Action 4.4 – Identify potential funding opportunities for various elements of the strategy’s goals and actions.			
Action 4.5 – Develop a consistent and sustainable communications strategy for active living updates and initiatives.			
Action 4.6 – Brand an “Active Living” section in the Municipal Newsletter with community partners and sponsors to provide updates on all opportunities and recreation initiatives within St. Mary’s.			
Action 4.7 – Create training and development opportunities to increase the number of qualified program leaders within the community.			
Action 4.8 - Develop a map of St. Mary’s that includes all active living opportunities.			
Action 4.9 – Promote and utilize Voyent Alert! to send Active Living Programming information.			

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