

Edmonton Live Active Strategy (2016-2026)

Presentation to
Community and Public
Services Committee



Live Active Strategy

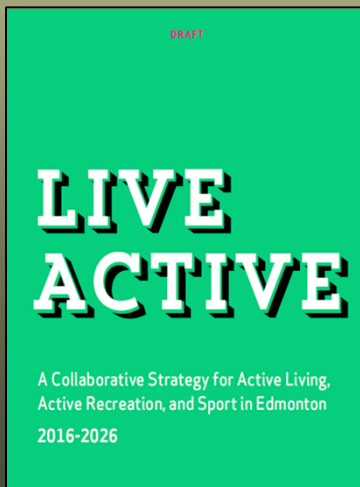
Live Active - Steering Committee Members:

1. Alberta Culture and Tourism - Roger Kramers;
 2. Alberta Recreation and Parks Association - William Wells;
 3. Edmonton Public Schools - Dr. Lorne Parker;
 4. Edmonton Sport Council - Kelly Gibbon and Gary Shelton;
 5. Canadian Sport for Life Management Team & University of Alberta - Dr. Vicki Harber;
 6. City of Edmonton - Rob Smyth, Jackie Araujo, Brad Badger; and
- ❖ Live Active Project Manager - Ian Robertson.

Live Active Strategy

What is the Live Active Strategy?

- A collaborative Strategy for active living, active recreation and sport in Edmonton

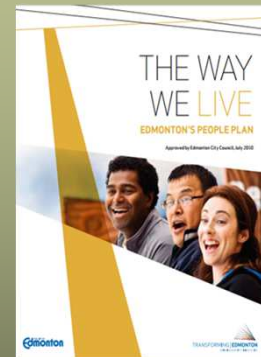


“A healthy, vibrant Edmonton in which people embrace active lifestyles that improve their own individual well being as well as that of their families, neighbourhoods and communities.”

Live Active Strategy

How did we get here?

1. Supporting policy direction from the City's *Way We Live Plan - Liveability*;
2. Sparked by a health and wellness concern due to physical inactivity;
3. Aligning with international, national and provincial policy directives;
4. Bringing multi-sector stakeholders together;
5. Taking time to build understanding for a collective vision.



Live Active Strategy

How can the Strategy help Edmontonians?

1. Encouraging Edmontonians to be physically active to support quality of life in Edmonton.
2. Positively impacting Edmontonian's health and wellness today and into the future.



2015 Participation Report Card on Children and Youth

Live Active Strategy

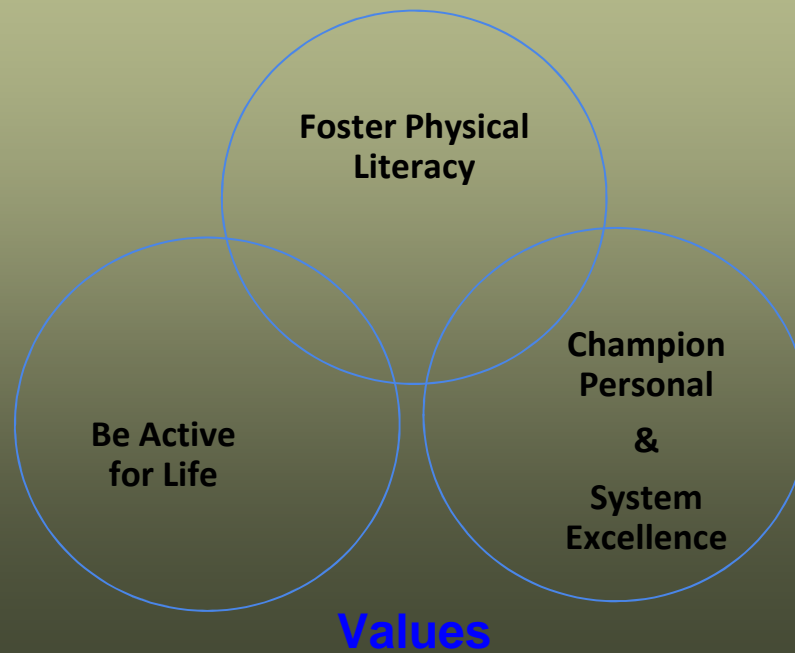
Who contributed to the Strategy?

- Live Active Steering Committee – represented by multi sector agencies;
- Significant public engagement from 2014-2016 from organizations and citizens through advisory panels, focus groups, stakeholder sessions, community leader conversations and online surveys.



Live Active Strategy

What are the Strategy's Values and Benefits?



Live Active Strategy

Foster Physical Literacy



“Physical literacy is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life”

Live Active Strategy

Be Active for Life



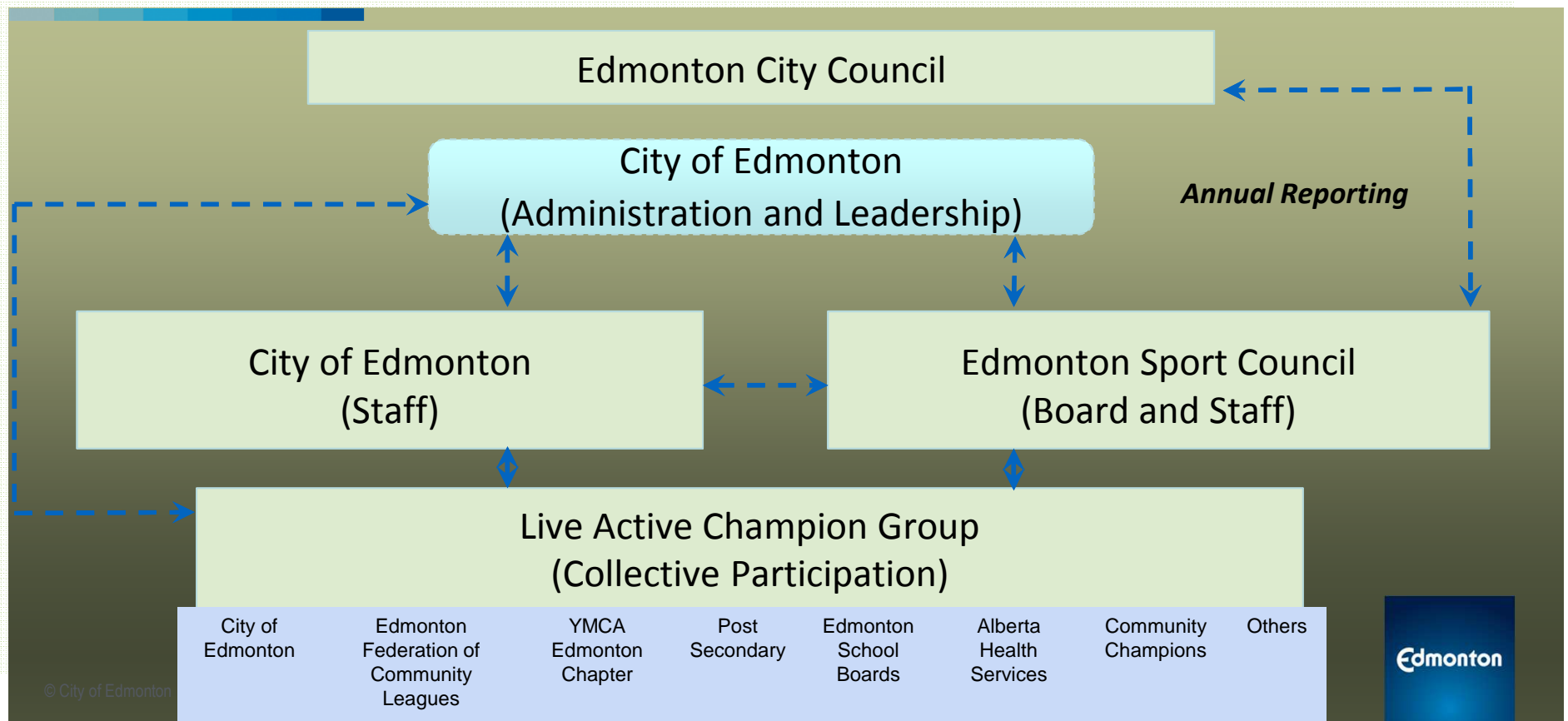
Edmonton

Live Active Strategy

Champion Personal & System Excellence



Live Active Strategy – Shared Implementation



Live Active Strategy

Planned next steps?

1. City of Edmonton, Edmonton Sport Council mobilize; and Live Active Champion Group is formed;
2. Workshops planned with the Champion Group to develop the Live Active Implementation Plan - identifying priority actions, collective measures and success factors;
3. Live Active implementation resources identified;
4. Champion Group organizations to develop separate action plans to support the Live Active Implementation Plan;
5. Live Active Summit - Public Launch in Edmonton April 2017.

Thank You



“Making the active choice the easy choice at home, work, school and at play”