



## ACTIVE STORY

Advance research and awareness about Edmonton's active opportunities and people.

### GOAL S1

Advance an active community by purposefully utilizing a physical activity lens when making decisions from policy to service provision.

### ACTIVE STORY ACTION: S1.1

Create and promote internal awareness of the Live Active strategy, and consider the importance of a physical activity lens when making policy to service provision decisions.

**Desired Outcome(s)** Edmonton is an active, healthy City where citizens value lifelong participation through active living, active recreation and sport and know how to connect to the activity of their choice.

**Lead(s)** Live Active Implementation Team

**Suggested Partner(s)** As identified.

**Output(s)**

- » Communities of practice are created to bring together employees to work on high priority, complex challenges related to the Live Active strategy.
- » Organizational working sessions raise awareness of the need to create opportunities to help make Edmontonians more active.
- » How the Live Active strategy is aligned to and complements stakeholder initiatives is identified.
- » New policy, strategies, projections, initiatives, etc. are developed with consideration to the Live Active strategy and a physical activity lens.
- » Transportation strategies and policies are evaluated and aligned to facilitate safe and affordable access to sports programs, playgrounds and parks.
- » The Government of Alberta is engaged in policy discussions as to physical activity spaces in all provincially funded buildings (schools, hospitals, post-secondary, etc.).

<b>Principle Alignment</b>	Inclusion	Accessibility	Physical Activity has Social Benefit	Supporting Excellence	Collaboration and Innovation	Continued Connections
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<b>Time Frame</b>	Short-term (2019–2021)	<b>Priority Status</b>	Foundational
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**Probable Resources**

- » Common communication tools.
- » Staffing.

<b>Opinion of Probable Cost</b>	2019		2020 – 2023	
	2024 – 2028			

**GOAL S2**

Promote opportunities for all Edmontonians to live active and celebrate Edmontonians who do.

**ACTIVE STORY ACTION: S2.1**

Develop a public communication/marketing plan to increase awareness of the many ways and places Edmontonians can be physically active in their homes, schools, workplaces, and community. This plan should leverage and complement existing physical activity communication plans and resources.

Desired Outcome(s)	Edmontonians are informed and motivated to be physical active through all stages of life.					
Lead(s)	C of E					
Suggested Partner(s)	School Jurisdictions, Post-Secondary, Health, EFCL, YMCA, ESC .					
Output(s)	» A Communication plan is developed, including communications within large sport events and professional sport in Edmonton. » A Communication plan has been implemented and continues to evolve over time.					
Principle Alignment	Inclusion	Accessibility	Physical Activity has Social Benefit	Supporting Excellence	Collaboration and Innovation	Continued Connections
Time Frame	Short-term (2019–2021)		Priority Status	Foundational		
Probable Resources	» Meeting support resources may be required. » Plan resourcing.					
Opinion of Probable Cost	2019		2020 – 2023			
	2024 – 2028	\$100,000				

**GOAL S3**

Advance Edmonton specific research as related to active living, active recreation and sport.

**ACTIVE STORY ACTION: 3.1**

Develop a multi-sector evaluation framework for the Live Active strategy.

Desired Outcome(s)	Qualitative and quantitative evidence contributes to ongoing investment in the Live Active strategy.					
Lead(s)	C of E					
Suggested Partner(s)	ESC					
Output(s)	<p>An evaluation framework which incorporates metrics for:</p> <ul style="list-style-type: none"><li>» Short-term indicators of policies, systems, and environmental changes at the community level:<ul style="list-style-type: none"><li>· New opportunities, programs, initiatives, etc.</li><li>· Advisory Group learning(s), consciousness of learning, dissemination of learnings.</li><li>· Intended and unintended effects of our actions.</li></ul></li><li>» Process evaluation measurements focused on sector workgroup activities and outputs:<ul style="list-style-type: none"><li>· Implementation Plan progress.</li><li>· Changes in stakeholder relationships.</li></ul></li><li>» Vision performance measures:<ul style="list-style-type: none"><li>· Existing cross-sectoral baseline physical activity metrics are identified.</li><li>· A 2019 baseline physical activity metric for children birth to twelve years of age is established.</li><li>· 2020 baseline physical activity levels for youth twelve to seventeen years of age, and adults are established.</li><li>· A cross sector approach evaluation framework is developed in 2020.</li><li>· An approach for measuring the health (mental, physical and social) of students, faculty and staff and the University of Alberta as a whole, and utilize this data to prioritize health needs and to allocate resources appropriately.</li></ul></li></ul>					
Principle Alignment	Inclusion	Accessibility	Physical Activity has Social Benefit	Supporting Excellence	Collaboration and Innovation	Continued Connections
Time Frame	Short-term (2019–2021)		Priority Status	Foundational		
Probable Resources	TBD					
Opinion of Probable Cost	2019			2020 – 2023		
	2024 – 2028					

**GOAL S3**

Advance Edmonton specific research as related to active living, active recreation and sport.

**ACTIVE STORY ACTION: 3.2**

Advance research as related to active living, active recreation and sport, and to share the same across the Live Active Sectors.

Desired Outcome(s)	The Live Active Sectors have a greater understanding of new knowledge related to active living, active recreation, and sport which influences creating an active healthy city.					
Lead(s)	U of A KSR					
Suggested Partner(s)	Government, Active Recreation and Sport, School Jurisdictions, YMCA, Community Leagues, Health, Business, Post-Secondary, ESC.					
Output(s)	» Amount of validated research initiated, especially as a result of the Live Active strategy. » Analysis as to the knowledge transfer from researchers to practitioners as it relates to active living, active recreation and sport. » Statistics from the Sport Conference, Physical Activity Forum, Live Active Summit, and other workshops and seminars (number of sessions, number of Edmonton organizations participating, number of Edmonton community participants, etc.).					
Principle Alignment	Inclusion	Accessibility	Physical Activity has Social Benefit	Supporting Excellence	Collaboration and Innovation	Continued Connections
Time Frame	Long-term (2025 +)		Priority Status		Determined Effort	
Probable Resources	TBD					
Opinion of Probable Cost	2019			2020 – 2023		
	2024 – 2028					