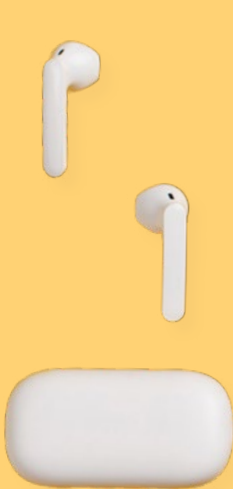




Municipal Engagement Guide



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Saputo

What is the ParticipACTION Community Better Challenge?



The **ParticipACTION Community Better Challenge** is a month-long physical activity challenge that brings communities together with physical activity and sport participation.

The challenge is open to all communities and individuals, ultimately recognizing **Canada's Most Active Community** and awarding the local municipality with **\$100,000**. Prizes will also be awarded for the Most Active Community in each province and territory.

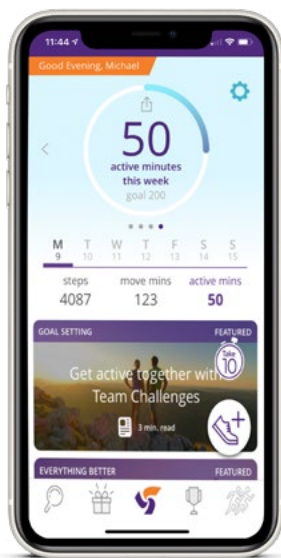
Who can participate?

Municipalities, community organizations, schools, sports clubs and workplaces can **register** and track the physical activity minutes of an event or program from June 1 to 30.

Individual residents can track their own personal activity minutes on the free **ParticipACTION app**. They can also register on the website and track for their family members.

All minutes tracked by organizations and residents go towards your municipality's overall score. The more organizations and residents tracking, the better your chances of winning!

The **ParticipACTION app** is Canada's free and bilingual physical activity app, designed by experts and rooted in behaviour change theory. It helps users get the 150 weekly minutes of heart-pumping physical activity needed to be healthy.



What is the ParticipACTION Community Better Challenge?



Why should my municipality get involved?

The challenge strengthens communities through physical activity and sport. Participating in it has many benefits to communities, including more awareness of programs and facilities, as well as boosted program registration. It can also increase collaboration between organizations and attract media attention and corporate partners. Of course, there is also the **chance to win \$100,000**, alongside provincial / territorial prizes!

How does participating in the challenge increase physical activity levels?

Municipalities engaged in the challenge have shown increases in physical activity participation through individual and organizational changes. Individuals have increased physical activity levels and content consumption on the ParticipACTION app in June! Organizations have noted increases in program registrations after participating. Both organizations and individuals can stay active throughout the year with bi-monthly in-app challenges.

Example: Compared to before the challenge, Calgary residents were more active during and after the challenge.

Calgary weekly average move minutes:

183 – In April 2021 (747 users)

214 – In June 2021 (1580)

201 – In October 2021 (1348)

9% – Sustained increase

Promoting the Community Better Challenge



How can municipalities get involved?

By publicly supporting and participating in the Community Better Challenge, you are inspiring your community to be more physically active, create inclusive programming and be more socially connected. You can participate by:

- Hosting public physical activity events and activities.
- Encouraging residents to download the app and track their own minutes.
- Encouraging community organizations to register programs and track group activities on the challenge [website](#).
- Promoting the challenge through local newspaper and radio stations.
- Using sample messages from our downloadable communications kit to promote the challenge on your social media channels, websites,



Paintearth County AB Father's Day Walk poster

8 tips and tricks to win \$100,000



1



Lead from the top

Mayors, city councillors and other public figures can be tremendously influential and motivational. When they show their support through social media and newsletters, residents and organizations listen. For inspiration, take a look at this [video](#) created by the North Grenville Council, Canada's Most Active Community in 2021.



2



Encourage residents to download the ParticipACTION app before the challenge starts

The more individuals in your community who track their minutes, the better your chances of winning. Get a head start on the competition and build a strong base of app users before June 1!

28% of Ucluelet British Columbia's population was tracking activity on the ParticipACTION app during the 2021 challenge.

This was the highest percentage of population tracking in a single community (of 1,700 people, 480 people tracked activity).

8 tips and tricks to win \$100,000



3



Encourage as many local organizations as possible to register and host events

ParticipACTION provides micro-grants between \$500 and \$1,500 to support organizations that are hosting activities from June 1–30. The annual grant is offered in January and February. Even after the grant application period closes, organizations can still create, host and track events. ParticipACTION supports organizations every step of the way with physical promotional materials, sample digital communications, webinars and outreach support.

4



Coordinate efforts across organizations

The challenge gives an opportunity to connect municipal staff with other local organizations, like schools and sports clubs, who also want to participate. You can connect with these groups to cross-promote activities and create a calendar of events for residents to participate in. Always consider how to make your activities as inclusive and reflective of your community's diversity as possible. The more equitable the programs and events, the more your entire community can benefit!

Community Better Challenge			
ACTIVITY SCHEDULE			
JUNE 14 · JUNE 20			
ALL FOR FREE			
MONDAY	11:00AM-12:00PM GOLF @ EAGLE POINT RESORT	1:00PM-8:00PM MINI GOLF @ JRMCC	8:00PM RUN CLUB - 10KM @ Village Office
TUESDAY	11:00AM-12:00PM GOLF @ EAGLE POINT RESORT	1:00PM-8:00PM MINI GOLF @ JRMCC	4:00PM-5:00PM YOUTH CROSSFIT @ JRMCC
WEDNESDAY	11:00AM-12:00PM GOLF @ EAGLE POINT RESORT	12:00PM-12:50PM DOCS @ LA RONGE MEDICAL CLINIC	4PM-5PM YOUTH CROSSFIT @ JRMCC
THURSDAY	10:30AM-11:30AM KINCHICOM @ PATTERSON PARK	11:00AM-12:00PM GOLF @ EAGLE POINT RESORT	4PM-5PM YOUTH CROSSFIT @ JRMCC
FRIDAY	11:00AM-12:00PM GOLF @ EAGLE POINT RESORT	1:00PM-8:00PM MINI GOLF @ JRMCC	5:00PM-8:00PM YOUTH CROSSFIT @ JRMCC
SATURDAY	11:00AM-12:00PM RACQUET SPORT @ PATTERSON BEACH	12:00PM-4:00PM BEACH VOLLEYBALL @ PATTERSON BEACH	7:00PM-9:00PM ULTIMATE @ PATTERSON BEACH
SUNDAY	11:00AM-12:00PM BEACH VOLLEYBALL @ PATTERSON BEACH	1:00PM-4:00PM RUN CLUB - 10KM @ Village Office	7:00PM-9:00PM ULTIMATE @ PATTERSON BEACH
TO SIGN UP FOR ACTIVITIES, PLEASE TEXT COLIN @ 204-441-1914			

2021 finalists La Ronge posted a weekly calendar of community led events.

8 tips and tricks to win \$100,000



5 Track everyday activity and Community Better Challenge events

All group physical activity can be tracked by local organizations. Here are some activities that can get your community over the one-million-minute mark:

- Schools tracking physical education classes
- Health & fitness centres tracking group fitness classes
- Local walking trail usage

46 communities

tracked one million minutes in 2019

79 communities

tracked one million minutes in 2021

50% of those communities

have a population under 20,000

8 tips and tricks to win \$100,000



6



Share your progress on social media

ParticipACTION has made it very easy to share your progress through the leaderboard features on the ParticipACTION app and website. The leaderboard showcases your community's provincial/territorial and national ranking. Municipal leaders can share both their personal progress and community progress, which is updated daily throughout the challenge.

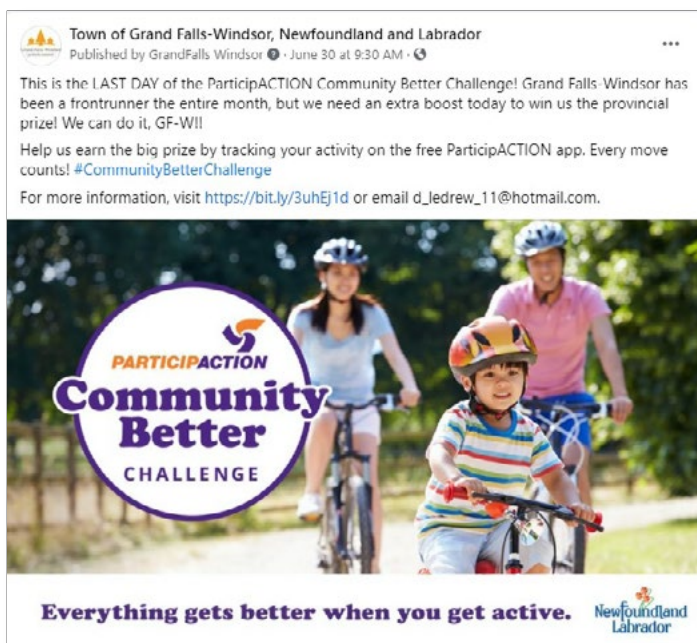


Hay River NT created a poster to share



West Vancouver BC website leaderboard screenshot

8 tips and tricks to win \$100,000



The Town of Grand Falls-Windsor announces the last day of the challenge.



Gather the evidence for your finalist submission

At the end of the challenge, ParticipACTION selects 50 finalists to be considered Canada's Most Active Community. Finalists are selected from each province and territory. All 50 finalists have the opportunity to share why they deserve to be named Canada's Most Active Community in a finalist submission. Finalists have provided evidence such as:

- Videos and photos from local events
- Testimonials from participants
- Social media post summaries showing broad community engagement
- Monthly calendar of events

There is only one week to put together your finalist submission package. Consider gathering evidence before the challenge ends.

8 tips and tricks to win \$100,000

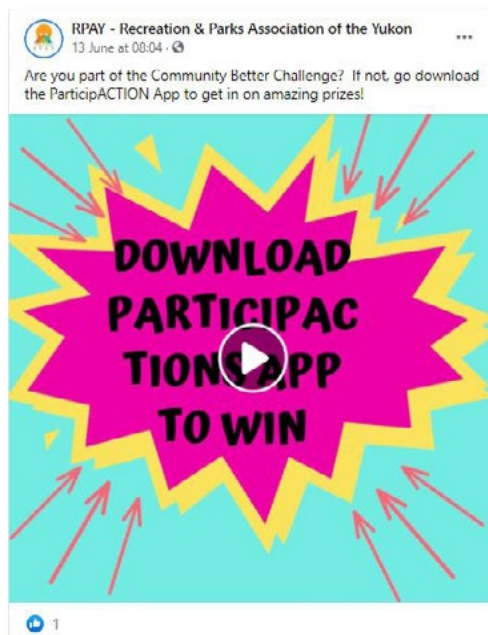


Celebrate your accomplishment

There are over 2,000 competing communities who are eligible to win one of the 13 available prizes. While every municipality cannot win the financial prize, everyone wins by getting their community engaged and physically active. ParticipACTION will provide you with an impact report upon request indicating your:

- Total minutes tracked
- Total number of participants at local events
- Total number of events held
- List of community organizations that participated

We encourage you to use this information to thank everyone for participating and to set a benchmark for next year's goal!



Recreation & Parks Association of the Yukon Promoting the Challenge

Additional resources



The following documents will be available at
www.participACTION.com/challenge:

- **Community Better Challenge FAQs**
- **Community Better Challenge finalist details**
- **Community Better Challenge communications kit**



The ParticipACTION Community Better Challenge is supported by the Government of Canada and Saputo.

For more information contact ParticipACTION's Stakeholder Relations Manager, Ken Zolotar (kzolotar@participACTION.com).