



Community Better

at work



Program and Event Manual

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Welcome!



Welcome to the 3rd Annual ParticipACTION Community Better Challenge

The **Community Better Challenge** is a national physical activity initiative that encourages Canadians to get active in search of **Canada's Most Active Community**. From June 1 – 30, 2022 we're asking Canadians to get active and track their physical activity minutes in an effort for their community to be recognized as one that champions active living and win the **\$100,000 grand prize** to support local physical activity initiatives. Additional prizes will be awarded to winning communities in each province and territory.

In 2021, over 365 million move minutes were tracked by individuals on the **ParticipACTION app** and by over 2000 organizations that hosted programs and events across the country. At the end of the challenge, North Grenville, ON was crowned Canada's Most Active Community!

Now, more than ever, physical activity is needed to help us stay healthy in mind, body, and community spirit. Research shows the COVID-19 pandemic negatively impacted the health of Canadians of all ages, with many moving less and spending more time being sedentary.

The Community Better Challenge provides an easy, fun and safe way to get communities moving and socially connecting (either in-person or virtually) through physical activity and sport.

We invite you to use the ideas and resources in this manual so that you can Community Better! Be sure to check out the communications materials on page 13.

While it is important to be physically active every day, all Canadians should follow their respective public health authority recommendations. The contents of this toolkit are considered, to the best of ParticipACTION's knowledge at the time of publication, to align with Canadian public health recommendations. Changes in circumstances after the time of publication may impact the accuracy of the information.

Let's Community Better, while at work



So, you'd like to bring the Community Better Challenge to your workplace, but don't know where to start? This manual includes ideas to help you plan your activities – whether in-person, online, or a combination of both! Whatever activities you plan, be sure to include options for different abilities; we owe it to each other to be inclusive and celebrate our differences. It's always more fun when everyone can participate!

Getting Started

Before planning your event, encourage your employees to download the free **ParticipACTION app** from **Google Play** or the **App Store**. For the month of June, employees will be able to track their physical activity minutes on the **ParticipACTION app**. Workplaces can also track physical activity minutes on the **website**.

Here are some ideas to get you started:



1 Plan a Community Better Challenge Meeting: Arrange a time at an upcoming meeting or gathering to discuss the Community Better Challenge. Invite members of your wellness committee and any known physical activity champions! Explain that the objective of the challenge is to get your workplace moving by hosting an event or series of events where employees can be physically active. And remember, virtual events and activities are an option and offer a safe way for workplaces to encourage their employees to get active together.



2 Outline the benefits of the ParticipACTION app: Employees are encouraged to download the free **ParticipACTION app** to track their physical activity. The app is a fun, and evidence-informed tool that empowers Canadians on their physical activity journey no matter where they are! The app offers educational and inspiring articles, workout and instructional videos and motivational nudges to help them along their physical activity journey. Also, just by getting active with the app, users are automatically entered for chances to win prizes!

Let's Community Better, while at work



Determine your Event(s): Using the resources in this toolkit, decide on the date, location, and time of your event. Remember, for tracking to count towards the challenge, your event(s) must take place between June 1 – 30, 2022.



Find Physical Activity Champions: Having passionate people to help you advertise, plan, and run your event will help ensure great success. Read and share the **“How to be a Community Better Challenge Champion at work” article** with them. Modeling is a great way to inspire change within your workplace.



Promote, Promote, Promote: Using the resources in this document get the word out to those in your organization, with plenty of lead time!

Let's Community Better, while at work



Need some inspiration? Visit the **Exercise Videos webpage** on the ParticipACTION website where you'll have access to a variety of great workout playlists.



Have FUN! Spread the active word, get your coworkers engaged in physical activity and have a lot of fun while you're at it!

Looking for a tool to get your workplace active 365 days a year?

Join other successful organizations and take a step toward improving employee physical and mental wellbeing.

Check out the new **ParticipACTION+** health and wellness program.



Introducing ParticipACTION+

A new premium app experience that supports the health and wellness needs of organizations through physical activity.

ParticipACTION+ is a simple, low-cost tool that easily integrates into existing wellbeing plans to **support physical and mental health** and **improve organizational culture**.



Registering your Community Better Event



Click here to register your event or activities online.



Once you have registered successfully, you will receive an email confirmation from ParticipACTION. Registration opens mid-May.



Don't forget to track your physical activity between June 1 – 30 on the ParticipACTION app or the website. Every minute counts!

Best Practices to Ensure a Successful Community Better Challenge Event



To maximize the success of your ParticipACTION Community Better Event, here are some tips to make sure your employees actively participate.



1 Integrate the Challenge – Consider aligning the Community Better Challenge with other internal wellness initiatives you might already have (i.e. walking group, company bike ride, or annual golf tournament). Remember that all physical activity minutes count, even short bursts of movement like taking the stairs or walking over to a colleague instead of emailing.



2 Know your Audience – Ideate some team-building activities that you think your colleagues might actually enjoy – perhaps a yoga and meditation class, hiking group, or cycling club. Ensure the event(s) you plan are suitable and are desired by your group to maximize the opportunity.



3 Make a BIG Impact – All races start off with a bang! Why not plan a large kick-off event, or company-wide recess? Use the [resource poster](#), or plan fun stations like corn-hole, horseshoes, or mini-putt, where employees can rack up minutes as they go.



4 Take Things Outside – This could be as simple as scheduling daily outdoor walks. Consider combining walking with daily activities like lunch hour or coffee breaks for easy adoption. Time spent getting active in nature is good for our mental health because it lowers cortisol, the hormone associated with stress.



5 Be Inclusive – Whatever you are planning, be sure to consider accessibility and varying fitness levels. Offer options and modifications for all activities and be sure to invite your entire group to all events.

Hosting Community Better Challenge Virtual Events or Activities



If an in-person event is not possible, consider hosting a virtual event. Here are some steps to planning and running a successful Community Better Challenge Virtual Event.



Step 1: Vision

Before creating a game plan, ensure you have leadership buy-in to host an event and rally together a few internal champions to help with ideation and to boost engagement.

Create a game plan! When hosting a virtual event, it's important to know your audience and have a clear understanding of what you want your event to look like. Start by asking yourself these questions:

- Where are my attendees located? Do I need to allot for different time zones?
- Will my event be live or pre-recorded or both? It might be a good idea to record and post your event so that people can participate at a later date.

Hosting Community Better Challenge Virtual Events or Activities

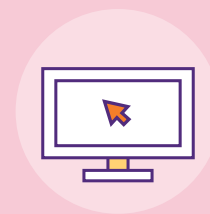


Step 2: Planning is key!

When planning a virtual event, it's important to think about the end user experience. Here are some questions to ask yourself:

- Will I have an event registration and information landing page?
- Will attendees sign up via email and be forwarded an event link?
- What kind of day of support do I need? IT support? A/V equipment?
- Which platform will I use?
 - Live tweeting
 - Social stories (Instagram or Facebook)
 - Webinars (Zoom, GoToMeeting/GoToWebinar, Google Hangouts, YouTube Live, Facebook Live)
 - Social livestreams (IG Live, FB Live, LinkedIn Live, Twitter Live, YouTube Livestream)
 - Microsoft Teams

Hosting Community Better Challenge Virtual Events or Activities



Step 3: Promoting

Promote Promote Promote! Be sure to promote your event and ensure you have the right tactics in place.

- Advertise your event and clearly identify sign-up procedures for your employees. Here are some ideas for what channels you could use to advertise your event and how to manage event sign-up:
 - Email promotion and sign-up via internal communications such as an employee e-newsletter
 - Maybe you write a blog promoting the event and include instructions around how to sign-up
 - You could also consider creating an online poster or infographic that promotes your event and offers a sign-up section
 - Create an event landing page/website to both promote your event and offer sign-up
 - Offer event sign-up via a registration portal on your internal intranet site (potentially in your dedicated HR or wellness section)



Step 4: Executing

Whatever you are planning for your virtual event, be sure to have a day-of game plan! Here's some tips:

- Start your event early to test the platform and work out any technical kinks
 - Consider assigning a co-host — someone who can take over if you have internet issues or the power goes out
- Have someone on standby for any IT support you might need

Hosting Community Better Challenge Virtual Events or Activities



Step 5: Follow Up

After your event, consider following up with your attendees via a post-event survey or email to ask them about their experience.

You may also want to consider posting a recording of your event for those who maybe couldn't make the event time but still want to participate and track their activity.

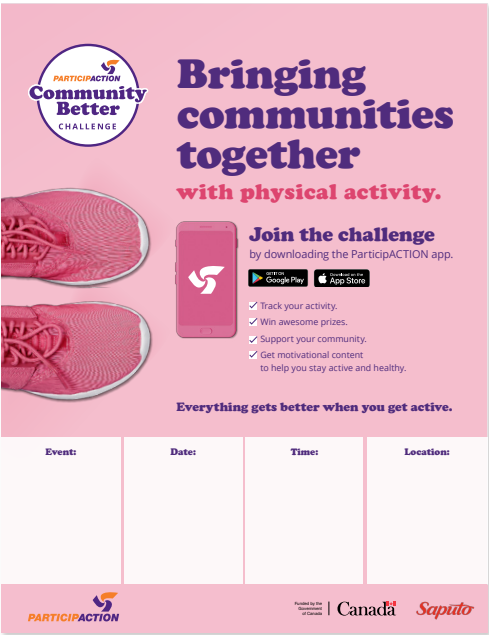
Promotional Resources and Supports



The following tools are available for you to use to promote your event or program and help make your Community Better Challenge event a success.



Poster: To put up around your workplace or email to your employees to promote your events or activities.



[Download image](#)



Logo and Guidelines: We have provided you with the logo and usage guidelines to help you co-brand any additional Community Better Challenge materials that you come up with.



[Download image](#)

Promotional Resources and Supports



Fun Recess Ideas: To put up around your workplace or email to your employees to spark some fun physical activity ideas.



 [Download image](#)

Promotional Resources and Supports



Community Better at Work Event E-blast: Use this promotional and educational e-blast, to be sent from your HR representative, Exec-level employees, or even better, your Physical Activity Champion(s). Fill in your event details to create some positive “permissioning” within your organization.

Hey Team,

In a country of over 37.5 million people 54% of Canadians report feeling lonely or socially isolated. The COVID-19 pandemic has meant that many Canadians have shifted to working from home instead of in office and now more than ever, it's important to find ways to connect with our friends, family, colleagues and communities.

*Let's get together and get active safely, and track our movement to help our community climb the **ParticipACTION Community Better Challenge** leaderboard!*

*Start by downloading the **ParticipACTION app** from **Google Play** or the **App Store**.*

Then join us on [Date] for [Description of the event]

- *[Special instructions]*
- *Meet us [Where] at [Time]*
- *[Agenda/Timing for the event]*
- *Please dress appropriately for [Description: Weather, Activity-Specific]*
- *You are welcome to bring [Equipment, Healthy Snacks]*

Signed,

[Human Resources Representative Name]

Promotional Resources and Supports



Promotional Imagery and Content: Use these social media assets to share news of your event online. Speak to your employees early and often about your upcoming event and remember to tag us @ParticipACTION and use #CommunityBetterChallenge. Follow us on Facebook, Twitter LinkedIn and Instagram, and feel free to retweet or repost our content to help you promote your Community Better Challenge event. Leading up to your event, during and after, share videos, photos, participant feedback and more.

Facebook and Instagram:

- Join the ParticipACTION #CommunityChallenge. June 1 – 30. Get active and track your physical activity on the ParticipACTION app to help your community win \$100,000 and earn the title of Canada's Most Active. You also have the chance to win great prizes for yourself when you use the app. Download the app and start tracking! <https://bit.ly/37Dle3a>
- Who will be Canada's Most Active Community? Download the free ParticipACTION app, track your minutes and support your community in the ParticipACTION #CommunityChallenge – June 1 to June 30. The grand prize is \$100,000! <https://bit.ly/37Dle3a>

Promotional Resources and Supports



 [Download image](#)



 [Download image](#)

Promotional Resources and Supports



Twitter:

- @ParticipACTION is looking for Canada's Most Active Community! Help your community win the \$100,000 grand prize by downloading the free ParticipACTION app and tracking your activity throughout June. <https://bit.ly/37Dle3a>
- Join the @ParticipACTION #CommunityChallenge. June 1 – 30. Get active and help your community win \$100,000 and earn the title of Canada's Most Active. Download the ParticipACTION app and start tracking! <https://bit.ly/37Dle3a>



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Promotional Resources and Supports



How to be a Community Better Challenge Champion at Work: Commit to creating and maintaining an organizational culture that encourages and supports daily physical activity among employees. Share the below tip sheet to help encourage co-workers to move more throughout the workday.



1 Encourage partnering up

Having a physical activity buddy makes you accountable and can have a positive influence on group participation.



2 Be a physical activity role model

If peers see or hear of you being active, they are more likely to be active themselves.



3 Organize daily physical activity opportunities

Be a leader and schedule fit breaks or walks.



4 Get the message out

Print and post event posters on your intranet or in group chats to prompt and remind colleagues to join in the fun!



5 Share your physical activity success on social streams

Use the social resources here to motivate others in your workplace.

Promotional Resources and Supports



12 Ways Workplace Leaders Can Promote Physical Activity at Work: Even if your corporate culture isn't quite ready for a workplace physical activity policy, you can get things moving in the right direction with these ideas:



1 Encourage employees to download the **ParticipACTION app** from **Google Play** or the **App Store**.



2 Conduct a workplace walkability assessment to ensure a safe and pleasant environment for walking, whether indoor or outdoor. Include route maps on intranets or in common spaces.



3 Offer secure bicycle storage and change areas/showers for employees who actively commute.



4 Implement flexible scheduling where feasible — making it easier for employees to carve out time for exercise while juggling work and home responsibilities.



5 Make stairwells more appealing with paint, artwork, and motivational signage.



6 Negotiate a corporate discount with local gyms or near-by classes.



7 Encourage workers to take brief, 2-3-minute fit breaks throughout the day that include brisk walking, stretching, or stair climbing.



8 Sponsor or promote employee participation in community events like 5K or 10K runs, basketball leagues, or charity walk-a-thons.



9 Organize lunchtime walking, running, or cycling groups.



10 Encourage 1:1 walking meetings within all departments, whether virtual or in-person.



11 Place a 30-minute timer in boardrooms or set up a timer during virtual meetings to make standing or pacing vs. sitting during long meetings an acceptable and supported option.



12 Encourage employees to be active at their workstations as much as possible by regularly stretching, standing while on the phone or pumping out a few desk pushups while viewing a web conference, and do the same yourself!

Looking for a tool to get your workplace active 365 days a year? Check out the new **ParticipACTION+** health and wellness program.

Tips for Hosting Accessible, Inclusive and Safe Events



The Community Better Challenge aims to minimize and reduce barriers to participation, because it's more fun when everyone can join! Please consider the following recommendations when planning your event or program:

Make it collaborative: There are many people and organizations 'plugged-in' to equity seeking communities. Settlement workers, guidance counselors, cultural leaders. Set-up a meeting and have a conversation about what an interesting physical activity or sport program or event looks like.

Make it known: You might be doing great stuff already, but are you sharing it in the right places? Share your programs and ideas with the collaborative group above and they'll know how to promote effectively. If the information comes from a trusted source people are more likely to participate.

Make it accessible: Can you bring your program or event to different communities? Try and find some green space or a local community room. If people can walk to an activity, and bring their family, many more will be able to participate.

Improve the quality of the sport and physical activity offered at your event: Use trained leaders such as **certified fitness professionals**, NCCP trained coaches, Instructors with High-Five certification or Sport for Life training and encourage your organization to adopt the **True Sport Principles** and becoming a True Sport Community.

Make your activity safe: Parachute Canada provides information on multiple injury topics including falls, helmets, and drowning. Here are some safety tips from their website specific to **Summer Sports and Recreation**.

Tips for Hosting Accessible, Inclusive and Safe Events



Additional Resources

To ensure that all people living in Canada are encouraged to participate, we connected with leading organizations that serve specific health-equity seeking groups to provide the following tips and resources to create accessible, inclusive and safe events.

Canadian Women & Sport recommends you treat people equitably, rather than equally. The concept of “equality” often results in programs and services for one group simply being made available to another. In contrast, “equity” requires consideration of the unique needs, interests and experiences of a target group when developing and delivering services.

Active Aging Canada supports lifelong healthy active aging. A key step to motivating older adults to move more is to communicate the benefits of physical activity. Take the time to learn about the various factors that can be barriers to the older adult population. For example, transportation, class times, program safety and suitability of class, concern about chronic conditions and costs. Programs should focus on fun, socialization and activity to make older adults feel good! For more information, [click here](#).

The Indigenous Sport, Physical Activity and Recreation Council (I-SPARC) want you to remember that Inclusive participation in sport, physical activity, and recreation occurs when people feel welcome and included. I-SPARC, in partnership with the Aboriginal Sport Circle and the Sport for Life Society, have developed resources listed on the following page that advance reconciliation by providing organizations the opportunity to enhance their understanding of Indigenous cultures and to implement their own unique action plan to create culturally safe and welcoming environments for Indigenous participants.

Sport for Life wants you to remember that many newcomers are not participating in sport, despite a general interest in wanting to. Consider promoting your program widely and connecting with places where newcomers go, such as settlement centres, religious buildings, and community events. For more ideas to engage newcomers in programs, read the [Sport for Life for All Newcomers to Canada](#) resource.

Tips for Hosting Accessible, Inclusive and Safe Events



The Active Living Alliance for Canadians with a Disability says it is important to note that a person with a disability is an individual with equal rights to quality of life and independence and that the most common barriers to full participation are negative public attitudes. Think about how your facility is designed regarding ramps and rails, think about producing your materials in large print, braille and as an audio file. Most importantly, ensure that there are opportunities for persons with a disability to participate fully in events and persons with a disability to participate in planning your event.

Égale Canada identifies many ways for organizations to make their activities inclusive to the LGBTQI2S community. Two recommendations are to ensure event/activity leaders are comfortable with LGBTQI2S language & definitions and to include LGBTQI2S-themed flyers, posters, video, and other media. For further inspiration please visit <https://egale.ca/awareness/tips-for-making-your-eventactivity-lgbtq-inclusive>

FitSpirit wants you to consider creating an all-girl setting, focusing on skill development, making the activity social and engage girls in the planning process to keep girls active during their teen years. To learn more about keeping girls active, [click here](#).

Resource	Description
Engaging Newcomers in Physical Activity Podcast	ParticipACTION had a conversation with Kabir Hosein, Senior Manager of Operations and Newcomers Engagement, Sport for Life, and Nancy Clement, Manager of the Community Engagement Team at the PEI Association for Newcomers to Canada. The conversation focuses on progress we've made in developing programs, barriers that still need to be addressed and advice for the future.
SIRC: COVID-19 Return to Play	A webpage that lists resources for returning to sport after COVID-19 including National Sport organization guidelines, Provincial guidelines, and National frameworks for return to play.

Tips for Hosting Accessible, Inclusive and Safe Events



Resource	Description
Quality Sport for Communities and Clubs	A resource that offers checklists to help sport organizations take action towards delivering quality sport.
True Sport Principles	Offered in 12 languages these principles offer an approach to sport that promotes inclusivity and opportunity to make a difference.
Sport for Life Play Safe Guide	A guide that provides tools for organizations to help establish best practices for reducing risk of injury and building safe and healthy participation in sport and physical activity programs.
Vital Signs: Sport and Belonging	A report that provides strategies that sport and community organizations can use to create sport that is more inclusive, accessible, and fun.
Actively Engaging Women and Girls	Canadian Women & Sport outline the benefits, barriers and psycho-social factors that influence sport and physical activity participation for Women and Girls.
Engaging Newcomer Girls and Women: Physical Activity and Sport Handbook	A handbook that outlines key considerations and provides best practice recommendations and strategies for engaging newcomer women and girls in sport and physical activity.
Playing together: New citizens, sports and belonging	A report that outlines participation barriers for New Canadians, information on how New Canadians engage in sports in Canada, and recommendations for inclusive ways to organize and communicate sport and physical activity programs to ensure more and different people are able to get involved.

Tips for Hosting Accessible, Inclusive and Safe Events



Resource	Description
Sport for Life for All Newcomers to Canada	A guide that identifies 12 barriers with proposed solutions, opportunities and promising practices.
Indigenous Long-Term Participant Development Pathway	A roadmap for developing sport and physical activity among Indigenous peoples with elements for consideration when planning, developing, and implementing programs for and with Indigenous peoples and communities.
Leading the Way: Working with LGBTQ Athletes and Coaches	A comprehensive resource designed for coaches is based on the lived experiences of athletes and coaches. It aims to make sport a more welcoming place for those who identify as lesbian, gay, bisexual, trans (transgender), two-spirited, queer or questioning (LGBTQ).
Canadian Centre for Ethics in Sport Sex and Gender Diversity Resources	CCES has developed resources for creating inclusive environments for Trans participants in Canadian sport and a policy and practice template for sport organizations. These and more resources can be found on the CCES website: https://cces.ca/sex-and-gender-diversity
EverybodyMoves Resource Hub	A database of resources to help make physical activity more welcoming and inclusive for those who face barriers to participation.
Fit for All	A question list provided by the Active Living Alliance for Canadians with a Disability to help ensure full participation in activities.