

# Most Active Community Finalist Details

## Who are the finalists?

At the end of the Community Better Challenge ParticipACTION will contact 50 finalists from across Canada and ask them to submit a bid to be named Canada’s Most Active Community.

The 50 finalists will be selected as follows:

- 5 finalists from ON, BC, AB, QC
- 4 finalists from SK, MB, NB, NS, NL, PE
- 2 finalists from NU, NT, YK
- **Total Finalists: 50**

## What are the timelines?

Date	Activity
June 1 <sup>st</sup> , 2022	Community Better Challenge Starts
July 1 <sup>st</sup> , 2022	Community Better Challenge Ends
July 5 <sup>th</sup> , 2022	50 Finalists selected, announced and informed
July 11 <sup>th</sup> , 2022	Finalists Submission are due
July 22 <sup>nd</sup> , 2022	Submission Review Period ends
July 26 – 27, 2022	Canada’s Most Active Communities are announced

## How will the Finalist be evaluated?

Finalist will be evaluated based on the following **two components**:

### 1 – Community Score from Minute Tracking period

- This score factors in minutes tracked as well as the number of unique individuals & organizations that tracked during the Challenge while also factoring in the community population into the final calculation

### 2 – Review of Finalist Submission

- As outlined in the Finalist Submission section below

## What is included in the Finalist Submission?

Finalists will be required to answer the following five questions. In addition, they will be encouraged to submit digital evidence such as photos, stories, promotional efforts, articles and other media, and social media to go along with their written responses.

1. ***Why do you deserve to be named the most active community in Canada?***
2. ***How have you reached and engaged organizations and individuals in your community to get involved in the Community Better Challenge? Please provide examples of any partnerships that were made.***

3. **What did you do to reduce barriers to participation in physical activity among people that experience health inequity in your community (e.g. low-income, people with a disability, newcomers, 2SLGBTQIA+, Indigenous, racialized)? How did you specifically reach and engage these populations?**
4. **How could you use the prize money to increase opportunities for physical activity in your community and address one or more challenges that your community is facing?**
5. **Has your community done any of the following things to support increasing local physical activity?**

<b>Item</b>	<b>Yes</b>	<b>No</b>
<i>Having plans / strategies to promote physical activity</i>		
<i>Declaring <a href="#">National Health and Fitness Day</a> (First Saturday in June) and/or <i>Journée nationale du sport et de l'activité physique</i> (May 2<sup>nd</sup>) in QC</i>		
<i>Ensuring staff that are delivering physical activity initiatives are properly qualified (HIGH FIVE® certified, DAFA, NCCP, Physical Literacy 101 etc.)</i>		
<i>Promoting the <a href="#">True Sport Principles</a> in your community or becoming a True Sport community</i>		
<i>Taking steps to incorporate physical literacy principles in your community</i>		
<i>An accessible and inclusive policy in place to support health equity seeking groups</i>		

## What are the prizes?

There are thirteen prizes available to be won in the Challenge as detailed in the table below

<b>Category</b>	<b>Prizes Available</b>	<b>Category Prize Value</b>
National Prize	1	\$100,000
Provincial / Territorial Prize	12 (one per province/territory, excluding the province or territory who wins the National Prize)	\$7,500 or \$15,000*

\* The value of the “Provincial / Territorial Prize” is dependant on funding commitments from each respective province or territory. Based on these commitments, the prize value per province/territory is as follows:

Provincial/Territorial Prize - \$15,000: BC, AB, SK, QC, PE, NS, NL, NB, NT

Provincial/Territorial Prize - \$7,500: MB, NU, YK, ON

## Funding Guidelines

### What can it be used for?

Funding needs to support physical activity opportunities in the community for example:

- Capital builds (playgrounds, trails, renovation, etc.)
- New or existing programs serving inactive or underrepresented groups
- The acquisition of equipment and supplies to enhance physical activity programs within the community (sport and recreation equipment for a community centre, adaptive equipment for people with disabilities, etc.)
- Physical activity strategy development and implementation

### **When do funds need to be spent?**

Within one year of receiving the funding the municipality will need to confirm plans for spending the money. Within two years after receipt of the funding all funding should be spent.

### **Are there any reporting requirements?**

Yes, ParticipACTION will provide a brief impact measurement report shortly after the completion of the project. We will also require proof of the final project once completed, such as a press release, photos and testimonials.

### **Where does the money need to have impact?**

ParticipACTION will provide you with a brief community report. This report will include information such as your community's boundaries as determined by the Community Better Challenge and the names of community organizations that were involved in supporting you. In some instances, multiple municipalities have been grouped together. We encourage funds to be dispersed with these factors in mind.