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2024 ParticipACTION Community Challenge presented by Novo Nordisk - FAQ

General

What is the ParticipACTION Community Challenge presented by Novo Nordisk?

The ParticipACTION Community Challenge is a national physical activity initiative that encourages everyone in Canada to get active throughout June in search of Canada's Most Active Community.

Kicking off on June 1 and National Health and Fitness Day, organizations and municipalities will take on the challenge and get their communities moving and more active. Following the end of the challenge on June 30, 2024, 50 finalist communities will be invited to submit an application explaining why they deserve to be Canada's Most Active Community.

After all the finalist applications have been reviewed, one community will earn the top prize of \$100,000 and the title of Canada's Most Active Community. In addition to the grand prize for the national winner, there will also be prizes for the most active community in each province and territory, and prizes for organizations.

How do you track a community's progress? What is being counted towards their score?

Unlike in previous years, we're not asking individuals and organizations to track their minutes of physical activity. This year, the focus is on engaging as many people and organizations as possible from your community.

For municipalities and organizations, they can contribute by first registering on the ParticipACTION website. The registration process will launch in mid-April 2024. Beginning June 1, 2024, organizations and municipalities can track their physical activity initiatives along with the number of participants that took part in each one throughout the month of June. The more activities and participants that are tracked, the higher your community's score!

As for individuals, they can help their community by registering on the ParticipACTION website starting in mid-April. By registering, you are committing to getting active during the month of June! ParticipACTION will provide tips on how you can get active throughout



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the month, and you'll also be able to see which other organizations from your community have registered on the ParticipACTION website.

Full challenge contest rules will be posted on the Community Challenge webpage in mid-April.

During which time period will registrations and activity count toward my community's total?

All individual and organization registrations from the launch of the registration process (mid-April) will count towards your community score. In addition, all activity that is tracked by organizations between June 1 – 30, 2024 will also contribute to the overall score. Please ensure all activity has been tracked by 11:59 p.m. PT on June 30, 2024.

Organization tracking

What activity should my organization be tracking toward my community's total? Does it need to be a certain intensity or length of time?

The goal of the Community Challenge is to get people living in Canada moving. There are no set parameters on how intense or long your activity needs to be. From an afternoon office fit break to your hockey team's weekend practice, we want you to track it all!

Can I track more than one activity or event for a given day?

Yes! There are no limitations on how many times your organization can track physical activity for a given day.

When the challenge ends, can I still see my webpage dashboard with my organization activity and participant counts?

Yes. Your dashboard will remain available for viewing for a couple of weeks following the challenge. However, no new activity can be added to the dashboard after June 30, 2024.

How can organizations track their progress throughout the challenge?

During the challenge, there will be a community leaderboard on the ParticipACTION [website](#). Here, you will be able to see the top 20 communities from each province and territory along with the top 20 across Canada. We do not display a leaderboard for organizations.



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Should organizations encourage individuals who participate in their activity to register on the ParticipACTION website?

Yes! The overall community score considers the number of individuals who register for the challenge, so we strongly encourage organizations to tell their community participants to register on the [website](#). They will then receive a challenge welcome email with tips on how to get active throughout the month of June.

Individual participation

How old must I be to register?

There is no age limit to register; however, to sign up for the challenge, you must provide your first name, postal code and a valid email address. Please note that **only one email address per participant can be entered**.

Will the Community Challenge webpage allow me to add all my family members so I can register on their behalf?

All individual registrations represent one individual. You may register a family member or friend, but they must have their own unique email address and be registered individually.

What about my workplace or sport team? Can I track for them as well?

If you're tracking for your workplace or sport team, please register as an organization. After registering as an organization, you'll be able to enter any group activity that will count towards your community score.

Prizes for organizations

I understand there are now prizes for organizations. What are they and how can my organization win?

Yes! Every week of the challenge, we'll be offering some great prizes to organizations who complete specific activities or reach certain activity levels. Stay tuned for more details in mid-April.



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Postal codes and communities

How are competing communities determined?

Competing communities are largely made up of individual municipalities and bands with a population of 1,000 people or more. Municipalities and bands with populations fewer than 1,000 people have been grouped with neighbouring communities to meet the population threshold. The boundaries for a competing community are determined by postal codes.

For example, the competing community of Deer Lake, Newfoundland and Labrador, has a population of 5,249. There are 327 postal codes connected to Deer Lake. Any individual or organization who enters one of those 327 postal codes on the Community Challenge website as part of their profile will be tracking activity that will go toward Deer Lake's overall score.

How is my competing community determined?

All registrants and their related activity that is recorded on the Community Challenge webpage will go towards the score of the competing community associated with the postal code in each individual's or organization's profile. We encourage all participants to sign up with the postal code of the community where they live.

How can I see how my community is doing?

Starting June 1, 2024, participants will be able to follow their community leaders on the Community Challenge website. Here, we will have a leaderboard that will allow you to see the top 20 communities per province and territory. Don't see your community? Keep spreading the word to organizations and individuals to sign up and you may soon see your community in the top 20 of your province or territory.

What if I feel like I don't belong to the identified community? Is there a way to change where my participation is being directed?

We understand that not everyone will necessarily associate themselves with the community that has been assigned to their postal code. In order to meet the community size criteria, we have done our best to define communities based on Canada Post data files that outline how postal codes are defined across Canada. ParticipACTION welcomes feedback as we continue to improve our structure. Feel free to send us an [email](#) and we would be happy to look into your suggestion for the next Community Challenge.



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Do we need to formally register our community?

No. All municipalities are automatically participating in the Community Challenge based on their postal codes. Municipalities are encouraged to support the challenge by doing the following:

- Registering and tracking their programs, events and activities offered in June at [ParticipACTION.com/Programs/Community Challenge](https://ParticipACTION.com/Programs/Community_Challenge);
- Encouraging local community organizations to host programs and events and track activities for their members;
- Encouraging local residents to register on the website; and/or,
- Using ParticipACTION's [resources](#) to help get your community active.

Crowning Canada's Most Active Community

How do you decide which communities win?

Winning communities are determined by a two-step process:

1. Identifying the finalists

The finalists for each province and territory are decided by three factors:

- 1) Total individual registrations
- 2) Total organization registrations
- 3) Number of activities and participants tracked by organizations

All three factors will be evaluated, taking into consideration the total population of the community.

2. Determining the winner

Immediately following the challenge, 50 finalist communities will be invited to complete a brief submission to support their case as to why their community should be selected as Canada's Most Active Community.

The winners are determined based on a combined score that includes their participation as noted above and the finalist submission.

Does my community have a fair chance of winning if we live in a small town?



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Everyone has an equal chance of winning. The scoring formula is based on individual participation, organization participation and organization tracking. The population of the community is factored into the overall score.

What are the prizes?

Canada's Most Active Community will receive the grand prize of \$100,000 to support local physical activity and sport initiatives.

One community in each of the remaining 12 provinces and territories will each receive between \$7,500 and \$15,000 to support local sport and physical activity initiatives (depending on whether there was a provincial or territorial contribution towards the prizes).

In addition to the community prizes, there will be weekly prizes awarded to organizations who complete specific tasks or reach certain benchmarks. More details to follow on prizes for organizations.

How can the prize money be used?

The money must support physical activity or sport opportunities in the community. For example:

- Capital builds (e.g., playgrounds, trails, renovations, etc.)
- New or existing programs serving inactive or underrepresented groups
- Acquiring equipment and supplies to enhance physical activity programs within the community (e.g., sport and recreation equipment for a community centre, recreational groups, etc.)
- Physical activity strategy development and implementation

Who can I contact with unresolved questions?

We're happy to help! Please email projects@participaction.com with any questions.