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Local Government Toolkit

Become a Challenge Champion



Participate this June

to help your community be crowned
Canada's Most Active and win
\$100,000 to support local sport
and physical activity initiatives!



Additional support provided by



What is the Community Challenge?

The **ParticipACTION Community Challenge** presented by Novo Nordisk is a national physical activity and sport initiative that encourages everyone in Canada to get active throughout June in search of **Canada's Most Active Community**, which will receive the grand prize of \$100,000 to support local physical activity and sport initiatives.

Who can participate?

The Community Challenge is open to everyone! Local governments (local, regional and unincorporated municipalities, Indigenous communities, etc.) can register all their community programs and events taking place between June 1 and 30, 2024 on the [challenge web portal](#). These will count towards a community's total score.

At the end of the challenge, ParticipACTION will select 50 finalist communities from across the country. They will each have the opportunity to share why they deserve to be named Canada's Most Active Community through a finalist submission. The scoring formula is based on individual participation, organization participation and organization tracking. The population of the community is factored into the overall score.

ParticipACTION supports participating local governments and community organizations every step of the way with promotional materials, sample communications, webinars and outreach support.

Getting involved in the Community Challenge

Why should I become a Challenge Champion?

By becoming a Challenge Champion who rallies and inspires residents and organizations within your municipality to participate in the Community Challenge, your constituents will see you as a proactive leader who prioritizes their health and well-being. Engaging businesses, non-profits, schools and community groups can strengthen partnerships and collaboration between the municipal government and these organizations. This can lead to the development of new initiatives, programs and resources that can benefit your community beyond the challenge.

To support your efforts, the last page of this toolkit provides a list of resources available to download, including a Communications Toolkit and customizable event posters and calendars.

Why should my community get involved?

Participating in the challenge:

- Builds a sense of community pride and civic engagement.
- Boosts collaboration between local government and community organizations.
- Increases awareness of facilities, programs and services available in your community.
- Attracts media attention.
- Gives your community the chance to win funds to support local sport and physical activity initiatives.

How can my community get involved?

Step 1: Register

Local governments can register on the [Community Challenge web portal](#). The registration process will launch in mid-April 2024. Starting June 1, 2024, local governments can track their physical activity initiatives and the number of participants that took part in each throughout June. The more activities and participants you track, the higher your community's score!

Getting involved in the Community Challenge

Step 2: Plan and Collaborate

Once you've registered, it's time to start planning and collaborating. Here are some ideas to get you started:

- Host public physical activity events and activities. Always consider how to make them as inclusive, accessible and reflective of your community's diversity as possible. The more equitable your programs and events are, the more your entire community can benefit!
- Highlight existing programs and activities to boost registration.
- Reach out to schools and other community organizations and help them register their programs and track participation (see the "Tips and tricks to win" section below for more information).
- Promote the challenge through local newspapers and radio stations.
- Use sample messages from our [downloadable communications toolkit](#) to promote the challenge on your social media channels, website, newsletter, etc.

Step 3: Track

It's easy to track events and participation through the website. A step-by-step guide on how to register and track your activity will be posted to the [Community Challenge webpage](#) in early May.

Tips and tricks to win



Amplify your efforts through collaboration

The challenge provides an opportunity for local governments to connect and collaborate with schools, public health authorities and other community organizations, such as sport clubs, organizations that serve equity-denied groups, social service organizations and workplaces that also want to participate.

Provide these groups with information on how to participate by entering their events and participation numbers directly on the [Community Challenge web portal](#). Since participation is calculated based on postal code, all of these entries will count towards your community's overall score.

Be sure to include information about why your local government is participating and how it will benefit your community. Share what your community would do if it was awarded the top prize. Leverage existing partnerships but also use the challenge as an opportunity to reach new organizations.

Here are some examples of events and activities that community groups could track:

- School physical education classes
- Group fitness classes offered at private gyms and fitness centres
- Use of a local walking trail recorded through a hiking group
- Workplace physical activity (e.g. active jobs, lunchtime walks)

Every week of the challenge, we'll be offering some great prizes to these partner organizations, such as schools, workplaces, and sport and recreation organizations, who complete specific activities or reach certain activity levels. Visit the [Community Challenge webpage](#) for more details.

COMMUNITY CHALLENGE PARTICIPATION
Get Active **June 1 - 30th** to help Sarnia become Canada's Most Active Community!

COMMUNITY CHALLENGE KICKOFF DAY!
Thursday, June 1st

9 a.m. to 3 p.m. Strangway Centre Lobby	Join the Community Challenge! Bring your tablet or smartphone for assistance downloading the app to track physical activity minutes.
10 to 10:30 a.m. Strangway Centre Concrete Patio	FREE Outdoor Group Fitness Class Please register in advance
10:45 to 11:15 a.m. Strangway Centre Concrete Patio	FREE Outdoor Gentle Group Fitness Class (seated) Please register in advance
11:30 a.m. to 12:30 p.m. Meet in Strangway Centre Lobby	FREE Outdoor Nordic Pole Walking Class Please register in advance

TRY IT TUESDAY SERIES
FREE fitness classes, please pre-register

June 6	11:30 a.m. to 12:15 p.m.	Strangway Centre, Gym	Tai Chi
June 13	11:15 a.m. to 12:15 p.m.	Strangway Centre, Gym	Funfit (Group Exercise)
June 20	2 to 3 p.m.	Strangway Centre, Gym	Flow Yoga
June 27	11:15 a.m. to noon	Strangway Centre, Gym	Aging Backwards (Gentle Group Exercise)

All classes are free of charge. Advanced registration required.

SARNIA
ONTARIO

Sarnia, ON created an activity poster outlining free community activities throughout June.

Tips and tricks to win

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Lead from the top

Mayors, councilors and other public figures can be tremendously influential and motivational. When they show their support through social media and newsletters, residents and organizations listen.

Try challenging local communities in your province or territory or that are near your standing on the leaderboard. This can be a fun motivator to rally your community together.

For inspiration, [watch this video](#) created by the Town of Salisbury, New Brunswick, Canada's Most Active Community in 2023:



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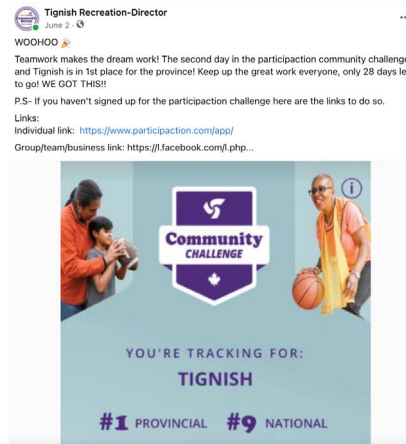


Share your progress on social media

ParticipACTION makes it easy to view your progress through the leaderboard feature on the Community Challenge webpage. The leaderboard showcases the top 20 communities in each province/territory. Local government leaders can share their community progress, which is updated daily throughout the challenge period.



St. John's, NL promotional social media post



Tignish, PEI leaderboard snapshot social media post

Tips and tricks to win



4 Gather the evidence for your finalist submission

As you plan and host events, start gathering additional evidence. In past years, finalists have provided evidence such as the following:

- Videos and photos from local events
- Participant testimonials
- Social media post summaries showing broad community engagement
- Monthly calendars of events
- What they did to make their activities welcoming, inclusive and accessible

Even if you are not chosen to be one of the 50 finalists, you can still use this information in reports to council to illustrate the importance of parks, recreation and physical activity in your community. You can also share your success with the public.

You will only have one week to put your finalist submission package together, so we strongly recommend gathering evidence throughout the challenge.



5 Celebrate your accomplishments

In 2023, there were over 2,000 competing communities eligible to win one of the 13 available prizes.

While every municipality cannot win a financial prize, everyone wins by getting their community engaged and physically active.

We encourage you to thank everyone for participating and getting active with your community.

Resources

The following documents are available to download:

- ↓ [Customizable event poster](#)
- ↓ [Customizable event calendar](#)
- ↓ [Communications toolkit](#)
- ↓ [Logo and brand guidelines](#)
- ↓ [Logo files](#)
- ↓ [FAQ](#)

National Health and Fitness Day is Saturday, June 1, and ParticipACTION is declaring it the official kick-off of the Community Challenge. If your municipality has events or activities planned on June 1 or would like to organize one, check out the [National Health and Fitness Day Communications Kit](#) for tools and resources you can use to engage your community.

**Thank you for becoming
a Challenge Champion!**