



Presented by



LOCAL GOVERNMENT TOOLKIT

Become a
Challenge
Champion



Participate this June

to help your community compete for the title of Canada's Most Active
and win \$100,000 to support local sport and physical activity initiatives!



*This project is funded in part by
the Government of Canada.*



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, 2025 on the [challenge web portal](#). These will count towards a community's total score.

At the end of June, 40 finalists will have the opportunity to share why they deserve to be named Canada's Most Active Community through a finalist submission. Finalists are determined through a scoring formula based on the number of organizations and individuals participating as well as organizational tracking. The population of the community is factored into the overall score, so communities of all sizes have a fair chance of winning.

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

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.

WHY SHOULD MY COMMUNITY GET INVOLVED?

Participating in the Challenge:

- » Builds a sense of community pride, inclusion and civic engagement.
- » Increases awareness of facilities, programs and services available in your community.
- » Boosts collaboration between local government and community organizations.
- » Attracts media attention.
- » Gives your community the chance to win funds to support local sport and physical activity initiatives.
- » Encourages new residents to find activities that foster community engagement.
- » Encourages new residents to find traditional, non-traditional and adaptive ways to stay active that foster community engagement.

HOW CAN MY COMMUNITY GET INVOLVED?

Step 1: Register

Local governments can register on the [Community Challenge web portal](#). The registration process will launch on April 17, 2025. Starting June 1, 2025, local governments can track their physical activity initiatives, events and programs and the number of participants that took part in each throughout June. The more you track, the higher your community's overall score will be.

Step 2: Plan and collaborate

Once you have 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 will benefit!
- » Highlight existing programs and activities to boost registration.
- » Reach out to schools and other community organizations and help them register their programs, events and initiatives and track participation (see the "Tips and tricks to win" section below for more information).
- » Promote the Challenge through local newspapers and radio stations or put up posters on local community bulletin boards. Promote the challenge on your social media channels, websites, newsletters, etc.

Step 3: Track

It's easy to register your events, initiatives and programs and track participation on the web portal. A step-by-step video on how to do so will be available on 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 they can participate by entering their events and participation numbers directly on the [Community Challenge web portal](#). Since participation is calculated based on postal code, all program, event or initiative registrations and participant numbers recorded by organizations in your community 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 were 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 by a hiking group
- » Workplace physical activity (e.g., active jobs, lunchtime walks)
- » Try-it days offering free physical activity sessions that target equity-denied groups

Be sure to keep an eye on the [Community Challenge webpage](#) for further details on additional prizing for organizations.



Ottawa, ON shared a screenshot of the leading communities in Canada.

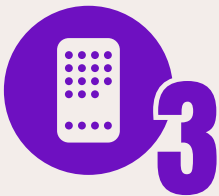


Lead from the top

Mayors, 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.

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

For inspiration, [watch this video](#) created by the Town of Hay River, Northwest Territories, Canada's Most Active Community in 2024.



Share your progress on social media

ParticipACTION makes it easy to view your progress through the leaderboard features 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.



Timmins, ON promotional social media post



Hay River, NT promotional social media post



Gather the evidence for your finalist submission

As you plan and host events, start gathering additional evidence. In past years, finalists have provided 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 40 finalists, you can 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.



Celebrate your accomplishments

In 2024, 1,250 communities competed for 13 available prizes and the title of Canada's Most Active Community.

While every municipality cannot win a 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 to support promotion and engagement:

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

Thank you for becoming a Challenge Champion!

This resource is funded in part by the Sport, Physical Activity and Recreation Council.



SPARC | CSAPL

SPORT, PHYSICAL ACTIVITY & RECREATION COUNCIL
CONSEIL DU SPORT, DE L'ACTIVITÉ PHYSIQUE ET DU LOISIR

With expertise from the Canadian Parks and Recreation Association.



The ParticipACTION Community Challenge presented by Novo Nordisk is proudly funded by the Government of Canada and Novo Nordisk.