



New Glasgow
flourish

Let's Get Moving New Glasgow

A strategic plan to encourage movement in New Glasgow
2019-2024



Mayor's Message

Physical inactivity and sedentary behaviours are issues faced by our entire country. Here in the Town of New Glasgow, we are taking steps to face these challenges head-on through Let's Get Moving New Glasgow: A strategic plan to encourage movement in New Glasgow.

Incorporating more movement into daily life positively impacts the physical, mental, social, economic and environmental health of individuals and our community. The goals within this strategic plan were informed by public community consultation and shaped by a committee of key stakeholders from New Glasgow.

Let's Get Moving New Glasgow builds on three provincial approaches; Let's Get Moving Nova Scotia: An action plan for increasing physical activity in Nova Scotia, The Shared Strategy for Advancing Recreation in Nova Scotia and SHIFT: Nova Scotia's Action Plan for an Ageing Population, in order to support healthy, active living for all ages.

The Town of New Glasgow is fortunate to have many existing community organizations, partners and facilities that support physical activity in our community. Working in collaboration with our partners, we hope to create a culture where moving more and sitting less is the new normal for people of all ages, abilities and backgrounds.



Let's Get Moving!

A blue ink signature of Nancy Dicks.

Mayor Nancy Dicks



What is Let's Get Moving New Glasgow?

In 2006, Nova Scotia launched the Municipal Physical Activity Leadership (MPAL) program in partnership with municipalities across the Province. The MPAL program was created in response to growing physical inactivity trends in Nova Scotia. The Town of New Glasgow joined the MPAL program in 2018 and since then, the MPAL has worked with the Province, Town and Community to create Let's Get Moving New Glasgow: A strategic plan to encourage movement in New Glasgow.

The Strategy was developed in consonance with the Shared Strategy for Advancing Recreation in Nova Scotia and Let's Get Moving Nova Scotia. The long-term goal of Let's Get Moving New Glasgow is to encourage citizens to live an active lifestyle by incorporating more movement into their daily lives. Moving more every day is associated with physical and mental health, social, economic and environmental benefits^{1,2}. Taking advantage of these benefits by being more active positively impacts the quality of life for individuals and the community.

The Canadian 24-Hr Movement Guidelines indicate how much daily activity individuals should be participating in for optimal health benefits. Self-reported physical activity rates are low in Canada, lower in Nova Scotia and even lower in New Glasgow with only 45.0% of individuals meeting the minimum physical activity guidelines for their age group. It is important to note that self-reported data has been shown to overestimate physical activity participation, so it can be assumed that less than 45.0% of New Glaswegians are meeting the minimum physical activity guidelines for their age group.

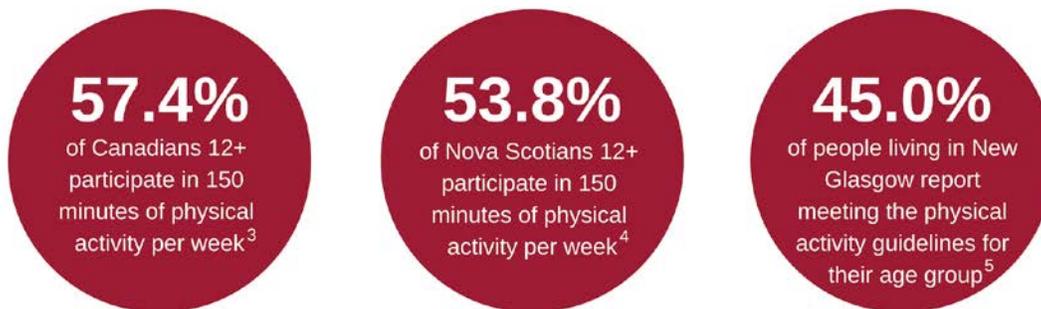


Figure 1: New Glasgow Recreation offers Free Drop in Pickleball for all ages from November - June.

Community Profile

New Glasgow is a riverside town of 9,075 residents, located in Northern Nova Scotia. The Town serves as the commercial-service centre for the region of Pictou County with a population of 43,748³⁹. Individuals living in New Glasgow have access to many municipal and regional assets such as schools, parks, trails, major employers, healthcare facilities, community groups and sport and recreation facilities. A list of active living assets can be found in the Appendix.

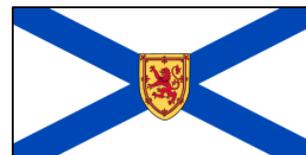


Table 1: Demographics, 2016⁶

Population	9,075	923,598
Population (2011)	9,562	921,727
Population change from 2011 to 2016	-5.1%	-0.2%
African Nova Scotian population	5.2%	2.4%
Aboriginal population	2.8%	5.6%
Gender distribution	46.0% males, 54.0% females	48.4% males, 51.6% females
Age distribution (0-14, 15-64, 65-84, 85+)	14.4%, 61.4%, 19.9%, 4.2%	14.5%, 65.6%, 19.9%, 2.3%
Population considered low income	22.6%	17.2%
Immigrant count	4.3%	6.0%
Unemployment rate	11.1%	10.0%

In comparison to the population of Nova Scotia, New Glasgow's population is unique. The percentage of African Nova Scotians living in New Glasgow is over two times larger than the percentage of African Nova Scotians living in the Province as a whole. 390 citizens are immigrants and 255 individuals are Aboriginal, creating a diverse community. The percentage of older adults (65+) living in New Glasgow is also larger than the percentage of older adults living in the Province as a whole. New Glasgow's population decreased 25.5 times more than the population of Nova Scotia from 2011 – 2016. The high proportion of older adults living in the community and the negative population change indicates that youth are choosing to leave the area. Though the unemployment rate in New Glasgow is comparable to Nova Scotia's, the percentage of the population considered low income is 5.4% higher. Including movement in daily life is important for all people. It is important to consider the demographics of New Glasgow's population in order to address the barriers to physical activity opportunities that each group faces.



Existing Town Plans and Let's Get Moving New Glasgow

The *Action Plan for Ending Racism & Discrimination in the Town of New Glasgow* (2013), the *Age-Friendly Community Plan* (2014) and the *New Glasgow Community Economic Development Plan* (2013-2017) are made up of goals, objectives and actions that align with and complement Let's Get Moving New Glasgow.

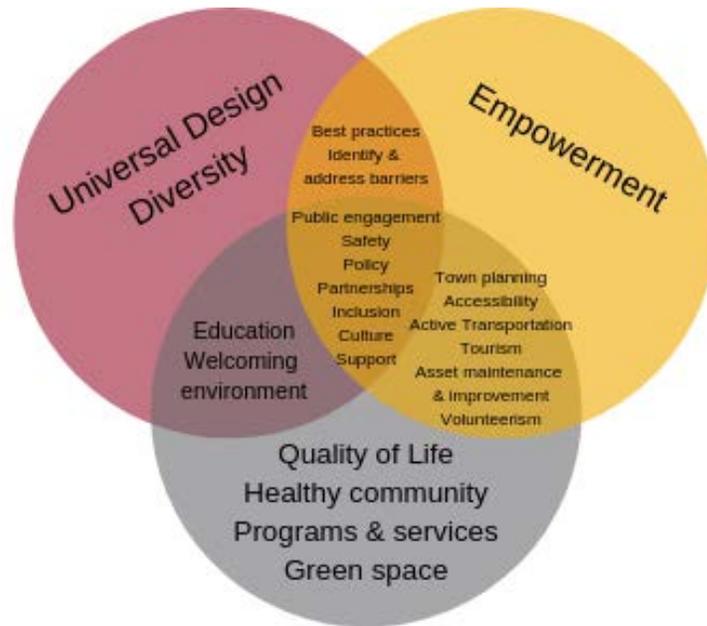


Figure 2: A Venn Diagram comparing three of New Glasgow's community plans.

The Approach to Developing the Strategy

Let's Get Moving New Glasgow's approach to increasing physical activity rates is evidence-based, uses population health and health equity lenses and considers the social-ecological factors influencing physical activity participation. Data was collected during the Active Living Community Input Sessions, Active Living Survey and the New Glasgow Physical Activity Community Survey. The Active Living Advisory Committee meets monthly to advise the creation and implementation of Let's Get Moving New Glasgow.

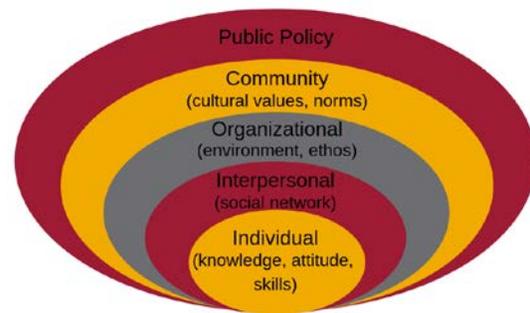


Figure 3: The Social-Ecological Model

Active Living Community Input Sessions

Fourteen Active Living Community Input Sessions were held in New Glasgow from August 21, 2018 to April 8, 2019. Sessions were facilitated by the Active Living Coordinator and included information about the MPAL Program, benefits of physical activity, the Canadian 24-Hour Movement Guidelines as well as physical activity rates in Canada, Nova Scotia and Pictou County. The sessions ended with a discussion focused on active living in New Glasgow.



At all sessions, participants unanimously agreed that physical activity is important and there are recognizable benefits associated with being regularly physically active. Participants noted that physical activity has a positive impact on social, mental and physical wellbeing as well as the health care system. It was suggested that active living is important for New Glasgow specifically due to the ageing population. Older adults could benefit from participating in regular physical activity to live more independent lifestyles and decrease feelings of isolation. Participants also commented on physical activity in New Glasgow increasing community involvement with activities such as the Johnny Miles Running Events and Ride the River. Participants stressed the importance of physical education in schools as well as in the community and admitted that motivation greatly affects physical activity rates in New Glasgow. Suggestions were made to offer more physical activity opportunities to increase participation and motivation. Some participants were surprised by the low physical activity rates presented, but the majority indicated that they expected the physical activity rates in Pictou County to be low and were not surprised at the low levels of activity. This indicates a negative active living culture in Pictou County and highlights the need to create value surrounding movement in New Glasgow.

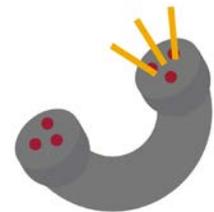
The Active Living Survey

The 2018 Town of New Glasgow Active Living Survey gathered self-reported data from 202 respondents aged 10 – 74 through an online survey (64.8% female, 34.2% male, 0.5% gender fluid and 0.5% unidentified). Only 45.0% of respondents self reported meeting the Canadian 24-Hr Movement Guidelines for their age group. This percentage is lower than the 53.8% that was reported provincially and higher than the 37.0% that was reported for Pictou County in 2014¹⁴.



The New Glasgow Physical Activity Community Survey

On behalf of the Nova Scotia Department of Communities, Culture and Heritage, Nova Insights Inc. conducted the 2018 New Glasgow Physical Activity Community Survey. It gathered self-reported data from 250 respondents aged 18+ through a telephone survey (55% female, 45% male). Key findings include top activities on citizen’s wish lists, most common challenges, opportunities for increased physical activity and active transportation motivators.



Findings from the data collection process can be obtained by contacting the Active Living Coordinator, at 902-755-8363 or veronica.deno@newglasgow.ca.


 "I missed baseball this summer. I made A but couldn't get [drives] to the games and there's no house baseball to play."




 "We are lacking infrastructure to safely and effectively walk, run or cycle to most of the facilities."




 "Partner with businesses and other municipalities to provide free swims, free skates and other kid/parent activities. Especially on in-service days."



Priority Populations

Priority populations face specific challenges that negatively affect the physical activity rates of that group. Let's Get Moving New Glasgow is designed to benefit all citizens of New Glasgow but identified priority populations may require more resources in order to promote equitable access to active living opportunities in the community. Health equity is an approach that recognizes that equal treatment does not lead to equal health and acknowledges that all people are unique and have diverse needs. Intersectionality also needs to be considered when working with priority populations. Intersectionality is the interconnection of social categorizations that create overlapping and interdependent systems of discrimination or disadvantage. Resource allocation based on equitable access to active living opportunities is important for all people to have a fair chance to live an active, healthy lifestyle regardless of their socioeconomic status or ethnic background.



Figure 4: Equality vs. Equity (Robert Wood Johnson Foundation)

Older Adults

24.1%⁶ of New Glasgow's population is made up of older adults aged 65+. As the largest population in New Glasgow (15-64) continues to age, it can be assumed that the population of older adults living in New Glasgow will only increase over time. Increased participation in physical activity will reduce the risk of premature death, developing chronic disease and help to maintain functional independence for this priority group¹⁰.

Children & Youth

New Glasgow is home to three public schools that serve approximately 1850 students in grades pre-primary to 12. Data collected from the Middle Years Development Instrument^{7,8,9}, Active Living Survey and community consultations with students at North Nova Education Centre indicate that the physical activity levels of children and youth in our community are low. Physical activity is crucial for the healthy growth and development of children and youth¹¹. Reduced screen time and regular physical activity participation will positively benefit this priority group¹¹.

Low Income Populations

22.6%⁶ of the population in New Glasgow is low income⁵ and data collected from the Active Living Survey and community consultations report the high cost of participation as a barrier for 32.2% of New Glasgow's population. Increasing access to physical activity opportunities by working to decrease the financial barrier will increase physical activity participation for this priority group.

**Women
& Girls**

54.0% of New Glasgow’s population identifies as female⁵. Data collected from the Active Living Survey and the Women & Girls Active Living Community Input Session indicates that women and girls face more physical activity challenges than their male counterparts. Engaging more females in physical activity opportunities will positively impact the health and wellbeing of women and girls in New Glasgow¹².

**African
Nova
Scotians**

5.2%⁶ of people living in New Glasgow are African Nova Scotian. Discussion from the community consultation at Ward One Community Centre indicates that African Nova Scotians face challenges that negatively affect their willingness and ability to participate in local physical activity opportunities. It has also been shown that Health disparities are prevalent in minority groups¹³. Addressing the challenges faced by this priority group will increase participation in physical activity opportunities for this priority population. Increased physical activity participation is also part of the solution to the challenge of health disparities¹³.



The Strategy to Get New Glasgow Moving

<p>Goal 1: Redefine movement</p> <ul style="list-style-type: none"> • Develop and implement a public awareness initiative to encourage people to include movement in their daily routines. • Reframe thinking surrounding physical activity by including non-traditional activities in recreational programming. • Develop a physical activity opportunity communication strategy. 	<p>Measures</p> <ul style="list-style-type: none"> • Increased participation in physical activity opportunities. • Increased participation in non-traditional physical activity opportunities.
<p>Goal 2: Reach New Glaswegians where we learn, work and access health care</p> <p><i>School</i></p> <ul style="list-style-type: none"> • Support after school programming that encourages movement for children attending school in New Glasgow • Support community and school partnerships that improve physical activity opportunities for students. <p><i>Workplace</i></p> <ul style="list-style-type: none"> • Increase opportunities for people to commute using active transportation. • Develop a plan to encourage daily movement in Municipal workplaces. • Support workplaces that encourage daily movement for their employees. <p><i>Healthcare</i></p> <ul style="list-style-type: none"> • Meet with strategic partners in the healthcare system and discuss how to implement active living in health care settings. • Promote Highland Connect as a destination for information on physical activity opportunities in New Glasgow. 	<p>Measures</p> <ul style="list-style-type: none"> • After School Program registration numbers. • After school program parent and participant survey. • Active minutes during the after school program. • Number of community and school partnerships. • Number of physical activity opportunities available to students. • Number of students participating in physical activity opportunities. • Active transportation infrastructure inventory. • Number of individuals using active transportation. • Active minutes during the workday. • Number of workplaces in New Glasgow with physical activity policies. • Number of up to date New Glasgow records on Highland Connect.
<p>Goal 3: Advance quality community leadership</p> <ul style="list-style-type: none"> • Develop policies that make it easier for citizens to live more active lifestyles. • Support community planning that prioritizes active living. • Develop physical activity social support groups. • Help community members obtain the skills needed to grow and maintain physical activity leadership capacity in New Glasgow. 	<p>Measures</p> <ul style="list-style-type: none"> • Existing policies that influence active living in New Glasgow. • Interdepartmental communication on community planning. • Number of Physical activity support groups. • Participation in physical activity support groups. • Number of qualified physical activity leaders in New Glasgow.

<p>Goal 4: Enhance opportunities</p> <ul style="list-style-type: none"> • Implement the Planning for Active Transportation Trail Feasibility Study. • Support facility stakeholders to make it easier for users to access their facilities. • Work with service providers to create more welcoming and inclusive environments for under-represented groups. • Work with stakeholders to address barriers that may be preventing target groups from being active. Identify opportunities to support target groups in their efforts to incorporate more movement into their daily lives. • Review Let’s Get Moving New Glasgow annually in order to address the current needs of the community. • Implement social supports for those looking to become more active. • Create and distribute physical activity resources. 	<p>Measures</p> <ul style="list-style-type: none"> • Planning for Active Transportation Trail Feasibility Study timeline progress. • Use of facilities by community groups. • Increased usage of facilities by priority populations. • Increased physical activity participation by priority populations.
<p>Goal 5: Measure progress</p> <ul style="list-style-type: none"> • Engage with stakeholders regarding the progress of Let’s Get Moving New Glasgow. • Monitor physical activity trends to learn about community interests. • Monitor usage of the active transportation network in New Glasgow. • Collect citizen feedback through community consultation sessions and citizen surveys. • Report monthly to New Glasgow Town Council. • Create an evaluation framework. 	<p>Measures</p> <ul style="list-style-type: none"> • Physical activity participation rates. • Number of individuals using active transportation. • Active Living Community Input Session Discussion • Active Living Online Survey Data • New Glasgow Physical Activity Community Survey Data • Partners supporting the work related to Let’s Get Moving New Glasgow.

The Town of New Glasgow is committed to achieving our vision of a community where active living is the easy choice by empowering the community’s engagement in active living opportunities through strategic partnerships and quality municipal services. Let’s Get Moving New Glasgow is a guiding document for work to be done by the Town of New Glasgow and its community partners to encourage citizens to move more and sit less so that our community can reap the physical and mental health, social, economic and environmental benefits associated with living an active lifestyle.

Appendix

Table 2: Municipal & Regional Assets

Recreation Departments
Town of New Glasgow Recreation (Community Economic Development)
Schools
A.G. Baillie Memorial School, New Glasgow Academy, North Nova Education Centre
Community Centres
North End Recreation Centre, Ward One Recreation Centre, West Side Recreation Centre
Indoor Facilities
Bluenose Curling Club, Glasgow Square Theatre, NSCAD Community Art Studio, New Glasgow Fire Hall, GoodLife Fitness, New Glasgow Public Library
Outdoor Facilities
Annex field, Kinsmen Baseball Field, New Glasgow Riverfront Marina, Outdoor Exercise Equipment, West Side Tennis Courts, Samson Trail, Pioneer Trail, Johnny Miles Memorial Trail, New Glasgow Farmers Market, S.W. Weeks Complex
Parks & Playgrounds
Africentric Heritage Park, Carmichael Park, Goodman Rotary Park, Laurie Peace Park, Murdoch Park, Westray Memorial Park, Martin Avenue Playground, Munroe Avenue Playground, North End Playground, Parkdale Playground & Skateboard Park, Sierra Drive (Mountbatten) Playground, Ward One Playground, West Side Playground
Community Organizations (New Glasgow)
Pictou County Yoga, Miss Carla's Dance, Morrell Dance Company, Pictou County Gymnastics Club, New Glasgow Karate Club, New Glasgow Pickleball, New Glasgow Kinsmen Minor Baseball, Abercrombie Golf & Country Club, Glen Lovat Golf Club, New Glasgow 50+ Club, Moxie's Riverside Rentals, Pictou County Cycle
Community Organizations (Pictou County)
Albion Boxing Club, Pictou County Minor Hockey, Northern Nova United Soccer Club, Pictou County Lightning Basketball, Pictou County Athletics, Pictou County Mariners Swim Club
Regional Assets
NSCC Pictou Campus, Pictou County Wellness Centre, W.M. Sobeys Complex, Pioneer Coal Athletics Field

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