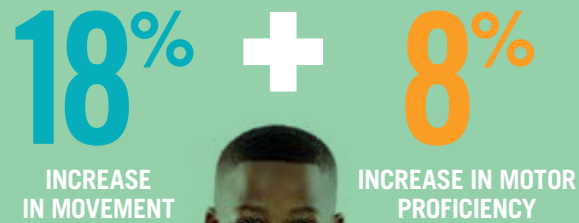


# SOLUTIONS ON THE GROUND

VIVO'S 4 IN 1 PHYSICAL LITERACY PROGRAM HAS YIELDED AN 18% INCREASE IN MOVEMENT AND AN 8% INCREASE IN MOTOR PROFICIENCY COMPARED TO TRADITIONAL RECREATION PROGRAMMING.



# GEN H PROJECT

The community has told us they want more and different ways to get active and establish neighbourhood connections where people join together and take care of each other, making life richer where they live, work, learn and play. The Generation Healthy Project (Gen H) will empower communities to take responsibility for their own health and wellbeing by finding local customized solutions to the day-to-day challenges they face.

Together we're working with communities and organizations across the city, province, country and beyond to foster a culture of healthy living at home, school, work and play:

- Working in and shifting multiple community environments
- Adopting evidence-based practices
- Co-creating with communities
- Using aligned activities, measurements and methodologies

# TOGETHER GETTING MORE ACTIVE, MORE OFTEN

**Vivo for Healthier Generations, Mount Royal University (MRU) and the City of Calgary have teamed up to show how a charity, university and municipality can work together to demonstrate the recreation sector's potential for social impact.**

Our common agenda is building active cities by working jointly to get more Calgarians more active, more often wherever they are.

Recognizing that we can 'do better together', we have come together as a collective to broaden our reach, leverage each others' roles and strengthen our impact to create a lasting legacy of change.

## THE ROLES

**VIVO**  
A living lab in the heart of the community, developing, prototyping and testing solutions

**MOUNT ROYAL UNIVERSITY**  
Evidence gatherer and capacity builder for student development

**CITY OF CALGARY**  
Scaling up partner from community reach to city-wide impact

## WORK-TO-DATE



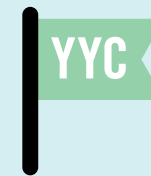
### Education

#GetMovingYYC—a movement to increase physical activity and decrease sedentary behavior



### Advocacy

Leadership Roundtable—bringing people together to advocate for change



### Local Solutions

Affecting people, practices and environments—4 in 1 physical literacy program and baseline studies of city programming



### Research & Evaluation

Developing shared measurement system for physical activity and sedentary behaviours



## LET'S CONNECT!

To learn more about our work and how you can get involved.

Tracey Martin  
SENIOR MANAGER, INNOVATION  
Vivo for Healthier Generations  
tmartin@vivo.ca

Dwayne Sheehan PhD  
PRINCIPAL INVESTIGATOR  
Mount Royal University  
dpsheehan@mtroyal.ca

Jarret Hoebers  
LEAD, OFFICE OF INNOVATION  
Calgary Recreation  
Jarret.Hoebers@calgary.ca

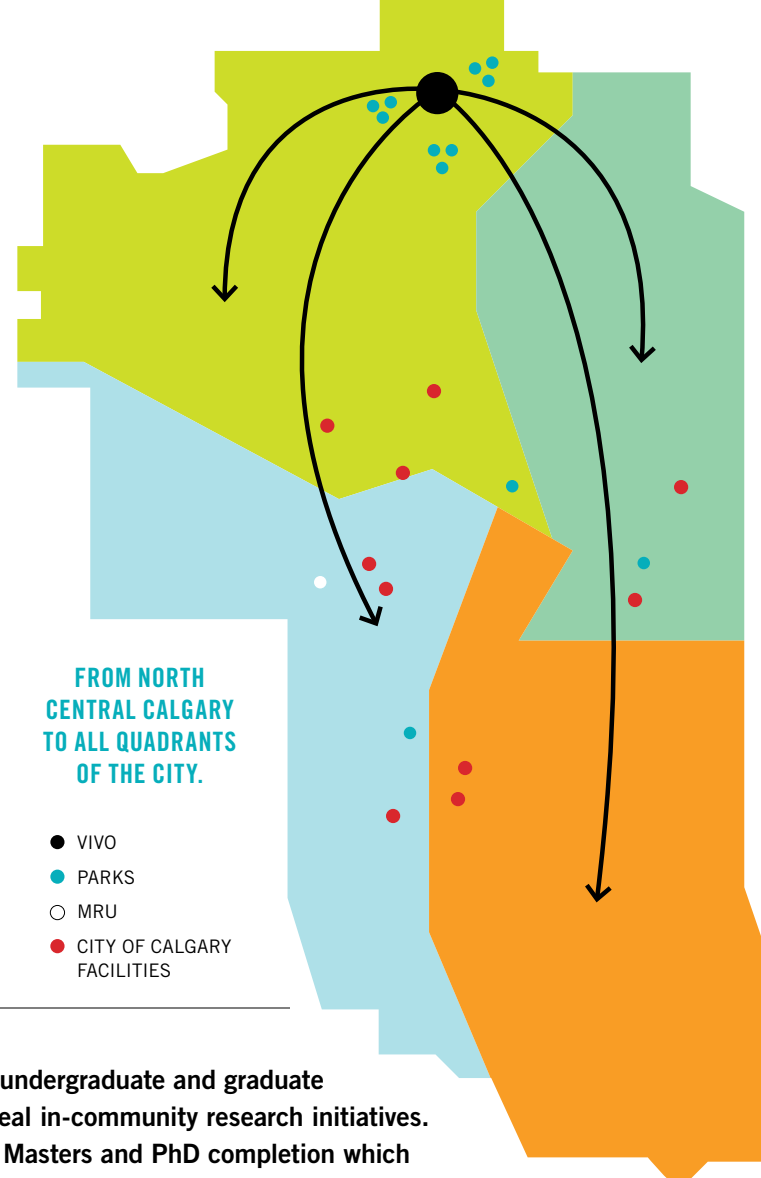


## SUPPORTERS



# SCALING UP FOR BIGGER IMPACT

Vivo in partnership with MRU has been working in the heart of north central Calgary to shift attitudes and shift actions. By joining forces with the City of Calgary, together we've begun a layered process of taking the best practices and learnings at the micro (community) level and scaling them up to the macro (city) level.

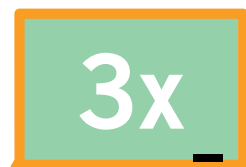


**Engaged 38 undergraduate and graduate students in real in-community research initiatives. Sponsored a Masters and PhD completion which generated new evidence to shift the way we do things.**



**Measured recreational activities across 12 parks and green spaces.**

Haysboro Community Association, Forest Lawn, Telus Spark (Brainasium) and 9 parks in Beddington, Coventry Hills and Panorama Hills



**Tripled amount of programs evaluated—from 60 at Vivo to over 200 across the city.**



**Expanded research from 1 facility test bed to 11 facilities.**

Vivo, Thornhill Aquatic Centre, Sir Winston Churchill Aquatic Centre, Killarney Aquatic Centre, Glenmore Aquatic Centre, Bob Bahan Aquatic Centre, Acadia Aquatic Centre, Renfrew Aquatic Centre, Village Square Leisure Centre, Southland Leisure Centre, Frank McCool Athletic Park

## PARTNERSHIP PROJECTS

- Lawson Foundation Outdoor Play Strategy Grantees - Play Ambassadors and Adventure Mobile Park
- Canadian Assessment of Physical Literacy Study - Mark Tremblay and Eastern Ontario Hospital
- GetMovingYYC Week
- YYC Plays
- Seniors Living in the Suburbs Study
- Active Workplace Study (@VIVO and Calgary Recreation)
- Systematic Observation of City of Calgary Skateparks
- Systematic Observation of Calgary Recreation registered programs
- City of Calgary and Alberta Government shared measurement initiative

## PARTNERS & COLLABORATORS

- University of Calgary
- Calgary Board of Education
- Foundations of the Future Academy
- Conference Board of Canada
- ParticipACTION
- Alberta Centre for Active Living
- Ever Active Schools
- Alberta Health Services
- Alberta Policy Coalition for Chronic Disease Prevention
- International Physical Literacy Assoc.
- Government of Alberta: Recreation and Physical Activity Division
- Calgary Primary Care Network

## ONE BASELINE RESEARCH SUCCESS STORY



### CALGARY RECREATION SUMMER DAY CAMP STUDY OUTCOMES

- Total number of unique observations—36,864 over 8-week period
- First time the protocol has been used to evaluate in a daycamp setting
- Participants in these programs on average were getting close to 3x the daily recommended amount of physical activity for their age group
- Moderate to Vigorous Physical Activity was achieved through 'lightly' structured, self-directed activity

**JOIN THE MOVEMENT**



**#GENE**

**#GETMOVINGYYC**