



## **Brandon Get Active Everyday in May - Physical Activity Calendar**

### **Project Target Risk Factors:**

Physical Activity

### **Target Population:**

All age groups

### **Project Lead:**

Healthy Brandon *in motion*

**Community:** Brandon

**RHA:** Brandon

### **Project Partners:**

Healthy Brandon *in motion* is a subcommittee of Healthy Brandon, the coalition that oversees the Healthy Together Now initiative. Additional partners for this initiative include: Gypsy Jive Dance Studio, Zen Zone Yoga, Kendell Fitness and Conditioning, Enjoy Yoga, Wheat City Lawn Bowling Club, Brandon Field Hockey Club, Brandon University, Westman Wilderness Club, Thunderbird Bowl, Taoist Tai Chi Club, Brandon YMCA, Westman Triumphs Triathlon Club, Perpetual Motion

### **Project Details:**

A multiple event / ongoing project

### **Description:**

To celebrate physical activity month, Healthy Brandon *in motion* put together a calendar of physical activities entitled Get Active Every Day in May. "Free Try It Nights" were offered for the public by generous support from local organizations and individuals. Healthy Brandon *in motion* committee members solicited partners and organizations to offer "free try it nights". The result was 15 local organizations and groups offering a free event for physical activity month.

### **Time:**

Get Active Every Day in May ran for the month of May. Planning started in February of that year.

### **Objectives:**

Healthy Brandon *in motion* wanted to address physical activity and the barriers associated with participating in activities. This project enabled people to try a new physical activity opportunity for no cost. It promoted a variety of physical activity opportunities as well as offered ideas to get active locally within neighbourhoods. A list of all Brandon parks and schools with equipment and services available in each was posted on the Healthy Brandon *in motion* website.

### **Planning Supports:**

Healthy Brandon *in motion* in the past has held a physical activity month event in partnership with the Heart and Stroke Foundation. The committee wanted to expand upon a one-day event and a monthly calendar idea was put forward.

**Results:**

Participation from the 11 "free try it events" that went ahead as scheduled was 48 individuals. We were unable to count the participation of the reduced cost bowling as it ran Monday to Thursday all month long. The participation numbers from karate were also unavailable. Several events were cancelled due to flood evacuation at planned locations and adverse weather conditions. The "free try it night" of cricket, running class and hike in Brandon Hills were cancelled.

**What worked:**

The biggest success of this project was the variety of partners and their willingness to offer a "free try it night". All 16 partners expressed an interest to take part in the Physical Activity Month Calendar again next year. Participation numbers were low but other variables in Brandon at the time such as flooding and evacuations must be taken into account. Adverse weather conditions also affected participation at outdoor events. Two of the 'Free Try it Night' events were cancelled/postponed due to inclement weather. Many participants that attended expressed excitement and had fun with the "free try it nights".

**What didn't work and any changes made:**

Committee would have liked to see more participation in the "Free Try it Nights". Weather and flood situation in Brandon were factors. Also we identified the need for more promotion to generate community awareness. Revise by:

- Start planning earlier
- Expand free opportunities
- Trying to get into more email boxes
- Expand publicity
- Perhaps have a punch card, when participants have 3 activities they can enter for a grand prize

**Unexpected Outcomes:**

The flood interfered with potential participation.

- Some events had to be cancelled.
- Adverse weather conditions affected outdoor activities.

**Other notes:**

A Manitoba *in motion* - Community Physical Activity Grant was applied for and was approved.

**Volunteers:**

Healthy Brandon *in motion* committee members

Partners with "Free Try it Nights" - Gypsy Jive Dance Studio, Zen Zone Yoga, Kendell Fitness and Conditioning, Enjoy Yoga, Wheat City Lawn Bowling Club, Brandon Field Hockey Club, Gillian Richards (Brandon University-badminton), Westman Wilderness Club, Thunderbird Bowl, Taoist Tai Chi club, Brandon YMCA, Westman Triumphs Triathlon Club, Perpetual Motion, Emran Hussein (cricket), James Burr (geocaching)

**Facilities:**

The use of facilities was included as in-kind support from volunteer organizations. Outside activities had no cost associated.

**Equipment:**

Healthy Brandon *in motion* purchased 8 hand-held GPS units. These GPS units were used for participants in the Learn How to Geocache session held for physical activity month. The GPS units are available for free loan for residents of Brandon.

**Total Costs:**

\$2500.00 was received as a grant from Manitoba *in motion*

Expenses included advertising, GPS unit purchase and printing of calendars.

**Materials developed for your program:**

1. [Get Active Every Day in May - Physical Activity Calendar](#)
2. [Park Information Brandon](#)

**Contact Information:** (the person who is willing to answer questions from other communities)

Community: Brandon, Manitoba

Region: Brandon

Contact person: Mari Kitching

Email address: [kitchingm@brandonrha.mb.ca](mailto:kitchingm@brandonrha.mb.ca)