



**Re-imagine, re-think and re-purpose the spaces in your neighbourhood to support and encourage physical activity and social connection.**

As Canadians, we know that physical activity is vital to our overall health and wellbeing, but most of us don't get enough to reap the benefits, often despite our best intentions. A perceived lack of time, energy and finances are often the barriers to being more active. Thankfully these, and other obstacles, can be overcome just by looking out your front door!

The COVID-19 pandemic revealed the resilience of people in Canada. When our local playgrounds, schools, gyms and community centres closed due to physical distancing restrictions, we re-discovered the value of sidewalks, streets and open spaces to be active and to connect with friends and neighbours. Our local neighbourhoods became essential spaces for social connection and physical activity. Wouldn't it be great to keep that momentum going and continue to make good use of our neighbourhood spaces to improve our physical, mental and social health?

**You can !! ...**

[activateyourneighbourhood.ca](https://activateyourneighbourhood.ca)

**The Tactical Guide** is based on the concept of “tactical urbanism,” but to capture all of Canada’s communities including rural and “rurban” (somewhere in between urban and rural), we refer to Tactical Placemaking.

## Tactical What?

*Tactical placemaking* refers to low-cost, deliberate grassroots initiatives to make temporary changes or improvements to local neighbourhoods and public gathering places. Temporary alterations can sometimes lead to permanent changes over time.

## But it's really about making change...

*Placemaking* is the process of shaping public space to strengthen connections between people and places. Anyone can be a *neighbourhood “placemaker”* to initiate the change you want to see for yourself and your neighbours. You have the power to make change at a neighbourhood scale, including changes to your own property or using public space.





## How to ...

There are seven Tactics with ideas to inspire and guide you through each idea. The ideas support your own physical activity, they provide ways for you to support your neighbours to be more active and socially connected and there are ideas that neighbourhoods can use to plan together. Finally, there are tips and resources to help you succeed as a Tactical Placemaker!

### Tactics

#### Naturalize



Beautify neighbourhood spaces with plants, flowers, and/or grasses to make them more appealing to spend time or engage in moderate physical activity.

#### Activate



Use visual displays of physical activity, such as sport demonstrations, organized games or the availability of sport equipment (e.g., portable basketball nets) to encourage spectators and participants to be more active.

#### Culinize



Incorporate food, particularly its preparation, distribution, and consumption, into neighbourhood spaces and events.

#### Spectacularize, Festivalize, Eventify



Spectacularizing your neighbourhood involves using featured entertainment to attract people to neighbourhood spaces. Festivalize your neighbourhood by organizing public gatherings to bring a festive atmosphere to neighbourhood spaces.

#### Aestheticize



Use art in its variety of forms to beautify a neighbourhood space and encourage greater activity and connection among residents.

#### Convivialize



Provide features that give neighbours the cue to gather and socialize in neighbourhood spaces.

#### Whimsicalize & Gamify



Add imaginative and sometimes quirky features or illustrations to signify game play to encourage activity in neighbourhood spaces. Play in a public space with some easy changes and other more organized ways to encourage play.

For more information about how to Activate Your Neighbourhood, visit [activateyourneighbourhood.ca](http://activateyourneighbourhood.ca).

