



# ACTIVATE YOUR NEIGHBOURHOOD

Re-imagine, re-think and re-purpose your neighbourhood to increase **physical activity** and **social connections**!

A step-by-step guide for neighbours to participate in a pilot project

Physical activity is vital to our overall physical, mental, and social health and wellbeing, but most of us don't get enough despite our best intentions. During COVID-19, playgrounds, schools, gyms, and community centres closed due to physical distancing restrictions. BUT we re-discovered the value of sidewalks, streets, trails, and open spaces to be active and to connect with friends and neighbours. Our local neighbourhoods became essential spaces for physical activity and social connection.

**Wouldn't it be great to keep that momentum going?**

The Canadian Parks and Recreation Association (CPRA), Recreation Nova Scotia and the Government of Nova Scotia are working together to help do just that...keep the momentum going by implementing a Nova Scotia pilot project called **ACTIVATE YOUR NEIGHBOURHOOD**.

The **Activate Your Neighbourhood** Pilot Project is based on the concept of "Tactical Urbanism", or what we are calling Tactical Placemaking since many areas of the province are not, in fact, urban!

## **What is Tactical Placemaking?**

**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...**

A place is a space that is meaningful to people. **Placemaking** is the process of building on the uniqueness of a place and creating vibrant, distinct, inclusive, authentic places that people love to spend time in - shaping public space to strengthen connections between people and places and, in this case, increase physical activity!

**Anyone can be a neighbourhood placemaker!**

## How do I participate in the **Activate Your Neighbourhood Pilot Project**?

**STEP 1: Contact** [name, title and contact info]. [Name] is your Municipal Physical Activity Leader (MPAL)/Community Lead and [he/she/they] can help you get started and provide some support during the project.

**STEP 2: Check out** the Activate Your Neighbourhood Tactical Guide at:  
<https://activateyourneighbourhood.ca/>.

Use the Tactical Guide to review the seven Tactics (e.g., Naturalize, Activate, etc.) and the activities described under each one. Which ones excite you? Consider which ones you might want to implement or use them as inspiration to brainstorm your own ideas. Share the Tactical Guide with your neighbours to get their input and ideas.

The ideas in the Tactical Guide have been developed to help you:



**Re-imagine and Re-purpose** the spaces and places in your neighbourhood to help you be more active and social.



**Re-think** how you can implement small-scale activities in your neighbourhood spaces to help your neighbours be more active and socially connected.



**Enable and empower** your neighbours to plan and implement tactical placemaking strategies together.

If you are interested in finding ways to be active yourself or helping your neighbours, there are many no- to low-cost activities in the Guide for you to choose from.

If you are interested in some of the activities that require a bit more effort, check out the Tools section of the website for a step-by-step list of how to implement the larger scale activities to encourage physical activity and foster positive social interaction.

**STEP 3: Participate in a focus group** with our Project Team to help us understand what worked, what could be changed and/or improved, and what new ideas you came up with that we can share with the rest of Canada! Focus groups will be held some time at the end of February, beginning of March 2024.

Thank you for your interest in the **Activate Your Neighbourhood Pilot Project**. We are sure you'll find it a deeply rewarding and ... fine, we'll say it ... moving experience!!!