



ACTIVATE YOUR NEIGHBOURHOOD

Activate Your Neighbourhood (AYN) is a joint initiative of the Canadian Parks and Recreation Association (CPRA) and the University of Waterloo designed to increase physical activity and social connections by encouraging people in neighbourhoods to re-think, re-imagine and re-purpose their neighbourhood spaces. The AYN **Tactical Guide** was produced to support Neighbours in this effort.

In 2023, CPRA received a grant from the Government of Nova Scotia, Communities, Culture, Tourism and Heritage to develop a pilot project to test the AYN Tactical Guide to understand the guide's useability and fine tune ideas and the tools to better serve communities in Nova Scotia and apply those findings across Canada.

A number of steps were taken and tools and resources were created to help leaders share the AYN Tactical Guide and encourage its implementation. All AYN resources, including the AYN Tactical Guide and Nova Scotia-specific materials, are freely accessible at ActivateYourNeighbourhood.ca, allowing all MPALs and community organizations in NS to use them to support placemaking and physical activity.

The following describes the steps taken to support the pilot project:



PILOT PROJECT RESULTS

- CPRA established a leadership team to guide the project. It was made up of the provincial government representative, Recreation Nova Scotia, CPRA (Project Lead) and the University of Waterloo (ON).
- CPRA partnered with Recreation Nova Scotia to promote the initiative and support the pilot-community leaders.
- CPRA reached out to all recreation departments in NS, with a special invitation to Communities on the Move. It did so through an online meeting and email. The purpose was to secure a maximum of eight communities to participate in the pilot project. Interested communities submitted

an application form. Criteria were set to assist the leadership team in selecting communities.

- Eight communities were secured; an introductory meeting was held to kick-off the project. It should be noted that due to staff turnover, we lost three communities over the course of the project and another towards the very end.
- A mini grant of \$700/community was provided for use as required to promote the AYN Tactical Guide and/or to implement activities/events. Communities were also offered a small amount for printing as required.

PILOT PROJECT RESULTS

- A set schedule of meetings was put in place for the duration of the project. Ad hoc meetings were also introduced, particularly after the extension of the project.
- Materials were developed*. These included promotional texts and social media posts about AYN, promotional posters (that could be printed or emailed), templates to be used to collect stories.
- A **NS-specific web page** was developed and added to the activateyourneighbourhood.ca website. All materials developed to support community leaders can be found here.
- A suite of evaluation tools were developed (by Troy Glover, University of Waterloo).
- Online meetings were held to introduce and describe the evaluation tools.
- Three in-person meetings were held over the course of the project.
- Individual meetings with the pilot-community leads took place over the course of the project.
- Five online community meetings were scheduled. Pilot-community leaders were asked to invite Neighbours to attend. The CPRA lead was available for all five sessions to present the project and answer questions.
- A one-year extension was given to the project. During that time:
 - A partnership was established with the Healthy Tomorrow Foundation to help promote AYN
 - One webinar was held to promote AYN
 - One in-person event (presentation) took place in Halifax for leaders and community members.
 - Additional social media posts were created and provided to further promote the project during the grant time frame and beyond.

*Materials developed:

For Community Leads/MPALs information materials

- Step-by-step guide as to how to get neighbours involved
- Social media posts to promote the AYN Tactical Guide

For Community Leads/MPALs to use for recruitment

- Bulletin board flyers/posters (with QR codes)
- Blurbs and little graphics to be used in community newsletters, etc.
- Step-by-step guide for neighbours as to how to get involved and use the AYN Tactical Guide
- Pre-made graphics



Public Health
Agency of Canada



FOR MORE INFORMATION:

Activate Your Neighbourhood:

<https://activateyourneighbourhood.ca/>

<https://activateyourneighbourhood.ca/regions/nova-scotia/>



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