

Most Active Community Finalist Details

Who are the finalists?

At the end of the Community Better Challenge, ParticipACTION will contact five regional finalists from each of our six regions and ask them to submit a bid to be named *Canada's Most Active Community*.

The six regions are:

- Northern Canada (Yukon, Northwest Territories, Nunavut)
- Western Canada (British Columbia, Alberta)
- Central Canada (Saskatchewan, Manitoba)
- Ontario
- Québec
- Atlantic Canada (New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador)

What are the timelines

Date	Activity
May 31 st , 2019	Community Better Challenge Starts
June 16 th , 2019	Community Better Challenge Ends
June 18 th , 2019	Top 5 Finalists for each region informed (30 in total)
June 22 nd , 2019	Finalists Submission are due
June 25 th , 2019	Submission Review Period ends
June 27 th , 2019	Canada's Most Active Communities (national and regional) are announced

How will the Finalist be evaluated?

Finalist will be evaluated based on the following **three components**:

1 – Community score from minute tracking period (minutes / population)

- Finalist will be evaluated based on their community score in comparison to the other four finalists within their region
- The finalist with the highest community score will receive the top score for this component
- The other four finalist will receive a lower score based on how well they did in comparison to the leading community

2- Analysis of minute tracking secondary data

- This will include the following data:
 - Number of unique minute tracking individuals during the Challenge period
 - Number of unique minute tracking organisations during the Challenge period
 - Other metrics may be considered
 - Community population will still be factored into the analysis

3 – Review of finalist submission

- As outlined in the finalist submission section below

What is included in the finalist submission?

Finalists will be required to answer the five questions below. In addition, they will be encouraged to submit digital evidence such as photos, stories, promotional efforts, articles, other media and social media to go along with their written responses.

1) *Why do you deserve to be named Canada’s Most Active Community?*

2) *What have you done to promote and engage with the Community Better Challenge? Please share some highlights.*

Examples of evidence include:

- Promoting local organizations to apply for grants/register events
- Encouraging community members to download the app/participate in the challenge
- Encouraging less-active members of your community to get engaged
- Highlighting successful events that brought together many people and partners, news stories, testimonials from community members, etc.
- Please include any evidence such as photos, videos, links, social media stories, news articles etc. that support your submission (up to 10 examples)

3) *What are some challenges your community is facing in regard to physical activity?*

4) *How could you use any prize money to help alleviate the challenges outlined in question #3?*

Factors to consider include:

- Using the funding in a long-lasting, sustainable and impactful way
- Using the funding to support underserved members of your community
- Using the funding to support the less-active members of your community

5) *Has your community done any of the following to support increasing local physical activity?*

Item	Yes	No
Having plans/strategies to promote physical activity		
Declaring National Health and Fitness Day (June 1st) and/or Journée nationale du sport et de l'activité physique (May 2 nd)		
Ensuring staff that are delivering physical activity initiatives are properly qualified (HIGH FIVE [®] certified, DAFA, NCCP etc.)		
Promoting the True Sport Principles in your community or becoming a True Sport community		
Taking steps to incorporate physical literacy principles in your community		
Delivering physical activity in partnership with other organizations or sectors		

Guidelines for the funding

What can it be used for?

Has to support physical activity opportunities for example

- Capital builds (playgrounds, trails, renovation, etc.)
- New or existing programs serving inactive or underrepresented groups
- The acquisition of equipment and supplies to enhance physical activity programs within the community (sport and recreation equipment for a community centre, recreational groups, etc.)
- Physical activity strategy development and implementation

When do you need to spend the money by?

Within one year of receiving the funding you will need to confirm your plans for spending the money. Within two years after receipt of the funding all funding should be spent. This will enable ParticipACTION to share your success in getting your community active and use this information to encourage more communities to participate in the Community Better Challenge in the future.

Are there any reporting requirements?

Yes, we will be sending you a brief impact measurement report shortly after the completion of your project. We will also need to see proof of the final project once completed, such as a press release, photos and testimonials or an invite to a grand opening. We would also welcome one of your staff to write a guest blog for our communication channels. Lastly, we will provide you with a plaque, sign or poster to acknowledge the initiative's connection to the Community Better Challenge.

Where does the money need to have impact?

ParticipACTION will provide you with a brief community report. This report will include information such as your community's boundaries as determined by the Community Better Challenge and the names of community organizations that were involved in supporting you. In some instances, multiple municipalities have been grouped together. We encourage funds to be dispersed with these factors in mind.