

## Managers' Reports

---



### Request for Recommendation

**Feel Free to Feel Fit / À votre santé, sans rien dépenser!**

Presented To:	Priorities Committee
Presented:	Wednesday, May 20, 2009
Report Date	Thursday, Apr 02, 2009
Type:	Managers' Reports

### Recommendation

Whereas the City of Greater Sudbury through the Community Development Department has funding available to offer free swimming once a week at five municipally owned pools for a pilot period; and

Whereas this initiative is in keeping with the goals of the Healthy Community Strategy (Active Living/ Healthy Lifestyle), the Human Services Strategy (Social Inclusion), the Community Strategy to Reduce Poverty (Determinants of Health), and the Children First Charter (Quality of Life).

Therefore, be it resolved that a "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" five month pilot project, offering free weekly swimming at Dow Pool, Onaping Pool, Nickel District Pool, Gatchell Pool and the Howard Armstrong Recreation Centre be implemented starting Friday June 19th, 2009 for a 23 week pilot period ending Sunday November 22nd, 2009; and

That the success of the program be evaluated to determine the merits of continuing, expanding or terminating the program after the initial pilot phase.

#### Signed By

**Report Prepared By**

Bernadette Walicki  
Program Co-ordinator of Community Initiatives  
*Digitally Signed May 13, 09*

**Division Review**

Rob Blackwell  
Coordinator of Quality, Assurance & Performance Measurement  
*Digitally Signed May 13, 09*

**Recommended by the Department**

Catherine Matheson  
General Manager of Community Development  
*Digitally Signed May 13, 09*

**Recommended by the C.A.O.**

Doug Nadorozny  
Chief Administrative Officer  
*Digitally Signed May 14, 09*

### Finance Implications

The cost of the program, including the wages for additional Lifeguards and lost revenue, is as follows:

•Dow Pool: \$154.00 per week •Onaping Pool: \$171.00 per week •Nickel District Pool: \$156.00 per week  
•Gatchell Pool: \$136.00 per week •Howard Armstrong Recreation Centre: \$104.00 per week •Total: 721.00 per week

23 week program (minus 11 weeks for Onaping Pool closure): \$14,702.00

Advertising: \$2,000

Funding will be provided by the Social Services Division from the following program accounts:

•Ontario Child Benefit (100% Provincial); and •National Child Benefit (100% Provincial).

## **Background**

Part of the corporate mission of the City of Greater Sudbury is to “provide excellent access to quality municipal services”. As a means of bringing families and friends together regardless of socioeconomic status, the Community Development Department is proposing to implement a "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" five month pilot project offering free weekly swimming. The motivation for this policy is to provide individuals and families with an activity whereby no application, no means testing, and no proof of income are required.

Aside from supporting the Human Services Strategy and the Community Strategy to Reduce Poverty, which stress the importance of social inclusion and the determinants of health, the initiative also strengthens the Healthy Community Strategy by recognizing the Healthy Community Charter's pledges to create “a community that encourages individuals to take ownership of their health and well being; supports individual and family wellness and safety programs; and assigns appropriate resources to build capacity and equitable access for all”.

## **Program Description**

### ***What is being offered?***

It is proposed that swimming be offered on a limited basis at no cost.

### ***Where and when will the programs be offered?***

Free weekly swimming will be offered at:

Dow Pool - Sundays 2:30pm to 4:00pm

Onaping Pool - Saturdays 1:00pm to 3:00pm

Nickel District Pool - Fridays 6:30pm to 8:00pm

Gatchell Pool - Saturday 3:00pm to 4:30pm

Howard Armstrong Centre - Friday 6pm to 7:00pm

### ***When is the initiative set to begin?***

The "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" program will begin Friday June 19th, 2009 for a five month pilot period ending Sunday November 22nd, 2009.

### ***Who is eligible to participate?***

The program will be open and free to the public on the scheduled dates.

## **Promotion**

The Corporate Communications and French-Language Services Section will advertise the "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" swim times and locations to the public via the City of Greater Sudbury website. The Section will also produce English and French postcards with the listed swim dates and times for distribution to elementary school students through the four School Boards.

Bilingual posters will be placed at all 13 libraries, 5 community pools, 14 arenas, and the Citizen Services Centre at Tom Davies Square.

Information sheets will be mailed to Ontario Works recipients through the monthly cheque-stub mailout.

Best Start Hubs will be given information sheets to distribute to parents. Best Start Hubs will also be asked to include the swim times and locations on their monthly activity calendars.

Daycare providers throughout the City of Greater Sudbury will also be given information sheets through the Supervisor's Network Meeting to distribute.

The Fall/Winter Leisure Guide, released in August, will also include the schedule of swim times and locations.

Lastly, the Sudbury & District Health Unit has kindly agreed to advertise the "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" program on Big Daddy 103.9 as part of a radio campaign to encourage people to get out and get active by participating in low-cost or no-cost activities.

## **Evaluation**

An evaluation tool to measure the success of the "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" program will be developed in consultation with the Healthy Community Cabinet Research Team. Indicators will include the effectiveness of the advertising campaign, barriers to access, the number of participants (pre and post), and the importance of participation because the activity is free. Evaluations and data collection pertaining to program usage will be summarized at the end of the pilot period to determine the feasibility of continuing, expanding or terminating the initiative. The evaluation results will be brought forward to City Council in December 2009.



## Greater Sudbury RCE Lens:

**Completed by: Community Development Department**

**Date: April 15, 2009**

Using the RCE lens will determine whether the initiative adds value to the Greater Sudbury RCE by contributing to the sustainable development of our community.

1. Is community sustainability considered in the initiative?  
Yes ☒ No
2. Is the initiative multi-sectoral?  
Yes ☒ No
3. Does the initiative seek to transform the community (use the principles of transformative education)?  
Yes ☒ No
4. Are the outcomes of the initiative measurable?  
Yes ☒ No
5. Does the initiative have a research component?  
Yes No ☒
6. Are the outcomes / successes of the initiative being communicated to raise awareness and encourage community involvement?  
Yes ☒ No
7. Will advocacy toward community, corporate or government will move the initiative forward?  
Yes ☒ No





## Healthy Community Lens

**Completed by: Community Development Department**

**Date: April 15, 2009**

Using the Healthy Community lens will determine if an initiative falls within the scope of the Healthy Community Charter.

1. Does the initiative fall within all goals of the Healthy Community Cabinet model?  
Yes ☒ No
2. Does the initiative enhance public awareness of the Healthy Community Charter?  
Yes ☒ No
3. Will the initiative be used as a mechanism to recognize civic responsibility and stewardship of the community?  
Yes ☒ No
4. Does the initiative compliment an existing program or service?  
Yes ☒ No
5. Does the initiative involve more than one (1) pillar?  
Yes ☒ No
6. Will advocacy toward community, corporate or government will move the initiative forward?  
Yes ☒ No
7. Will the initiative generate measureable improvements in one (1) or more of the sustainable development challenges?  
Yes ☒ No

Please identify: The program includes an evaluation component; health status will not be measured directly; however, it will be improved by offering the program.

