


Thrive!
A plan for a healthier Nova Scotia

Municipal and Mi'kmaq Physical Activity Leadership Program (MPAL)

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MPAL Purpose

To partner with **communities** to increase the number of local staff who are planning and implementing **comprehensive plans** to improve the participation in health enhancing **physical activity**



Local Impact on Inactivity

Local decision makers contribute:

- recreation facilities and programs
- land use planning, community design
- priorities and policy



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Provincial Role

- \$ towards salary of a staff person
- Resource materials to inform strategy development
- Fund citizen survey
- Advice and input into strategy development
- Capacity building support
 - E.g. Physical Activity Practitioners Exchange
- Monitoring

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Community Role

- \$ towards the salary of the staff person
- Employ, provide direction/support to staff person
- Engage partners
- Ensure plan development following outlined principles
- Implement plan



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Some Principles

- Population reach
- Focus areas:
 - Females across the life span
 - Walking and cycling as part of daily life
 - Youth (12-18), especially girls
- Comprehensive approach
- Whole of municipal government
- Community involvement
- Evidence informed



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MPAL Status

- 43/55 municipalities enrolled
- 13 Mi'kmaq communities eligible in 2012-13
 - 9 enrolled
- 6 cooperative community approaches
- 41 MPAL staff (including Mi'kmaq)
- 25 plans completed



MPAL Benefits Story



One of the biggest benefits of MPAL in Mi'kmaq communities:



The development of partnerships!



Mi'kmaq Learn to Surf is the perfect example:



Eskasoni First Nation
Surf Association of Nova Scotia
Municipality of the County of
Richmond
NS Department of Health and
Wellness

Partnership facilitated through MPAL program which resulted in **20+ youth** learning to surf and taking Junior Lifeguard program





A collage of children playing in a park and a swimming pool. Below the collage is the 'Thrive!' logo, which consists of the word 'Thrive!' in large, multi-colored letters (blue, red, green, yellow) with an exclamation point. Underneath the logo is the tagline 'A plan for a healthier Nova Scotia'. Below the tagline is the text 'Thank you' in a dark blue font. At the bottom right of the slide is the Nova Scotia logo, which includes a stylized bird and the text 'NOVA SCOTIA'.