Together, getting more active, more often, everywhere
Play Breaker

#ipacalgary2017
“An active city is a city with a chance and a future. It’s a place designed for people to move and play throughout their day-to-day lives. Not just here or there, but everywhere.

This requires an audaciously bold vision, completely rethinking the way things are done and an intentional course of action.”

Source: Designed to Move: Active Cities, 2015
Shifting the Curve

**PHYSICALLY INACTIVE CHILDREN**
- 30% of children obese
- Misses school 2 days higher than average
- Lower fitness associated with lower test scores

**DRAINS ECONOMIES**
- Earns less at work
- $2,741/yr higher health care costs
- 1 week/yr of extra sick days taken

**INTERGENERATIONAL CYCLE**
- Girls: 51% more likely to be held back a year in school
- Boys: 46% more likely to see themselves as poor students

**MAY LIVE UP TO 5 YEARS LESS**
- 2x as likely to be obese as adults
- Preschoolers with inactive parents are far less likely to be active

**5.3 million premature deaths/yr. due to inactivity**

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Approach

- Public Policy Response
- Program Response

- Population
- Community
- Supportive Environments
- Social
- Individual
Roles

Living Lab

Evidence Generator

Scaling the Work

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Education
#GetMovingYYC—a movement to increase physical activity and decrease sedentary behavior

Advocacy
Leadership Roundtable—bringing people together to advocate for change

Local Solutions
Affecting people, practices and environments—4 in 1 physical literacy program and baseline studies of city programming

Research & Evaluation
Developing shared measurement system for physical activity and sedentary behaviours
PLAYSHP 1.0

2017

Families, Communities & Sectors
Spectrum of Well-Being Initiatives—Social Innovation, Inclusion & Community Development
In the Community & City of Calgary
Local, National & Global Reach

2012

Children & Youth
Physical Activity Focus
Inside Vivo
Community Perspective

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Today’s Playshop Inquiry

How can we design for more people to be playful throughout their day?

How can we transform existing resources into more play resources?

How might we create an ecosystem of play?
Group #1: Mapping a Playful Day
“How can we design for more people to be playful throughout their day?”
Cynthia & Jarret

Group #2: Play Libs
“How can we transform existing resources into more play resources?”
Stephen & Tracey
PLAYING IT SAFE CAN CAUSE A LOT OF DAMAGE IN THE LONG RUN
How can we design for more people to be playful throughout their day?

How can we transform existing resources into more play resources?

How might we create an ecosystem of play?
Balloons on stop
Some houses blue & pink
Colorful parks
Coloring on walls
Art/murals
Face painting
Close street + St. party
Colorful camping site
Mapping

Active transport
imagination
our ability to influence (champ)
music
lack of mention technology
social opportunities
family & friends

Playlibbing
technology outside
kid stuff in 'adulthood'
mischievous - 'breaking rules'
balance support in environments
music
- colour
- lots about the aesthetic
- incorporating 'Art'
- opportunities for imagination
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:15</td>
<td>Singing in shower</td>
</tr>
<tr>
<td>6:45</td>
<td>Milk with cereal</td>
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<tr>
<td>7:30</td>
<td>Telling jokes to kids in car</td>
</tr>
<tr>
<td>7:45 - 12:00</td>
<td>Treadmill desk</td>
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<tr>
<td>12:00 - 1:00</td>
<td>Pizza with friends</td>
</tr>
<tr>
<td>1:00 - 4:00</td>
<td>Take his dog to work</td>
</tr>
<tr>
<td>8 - 9:30</td>
<td>Playing games with family</td>
</tr>
<tr>
<td>9:30</td>
<td>Bed</td>
</tr>
</tbody>
</table>

Balloons on
Some houses by
Colorful parks
Coloring on walls
Art/murals

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