



## Nanaimo Gets Everybody Active

For Immediate Release

*February 5, 2010* – The City of Nanaimo has recently completed work on a grant project that aims to connect low income or homeless people in our community with recreation opportunities. The final report is in video format online, and is now available to be viewed by the public at [www.youtube.com](http://www.youtube.com).

Nanaimo's Everybody Active initiative began as a grant project, funded by the British Columbia Recreation and Parks Association's Healthy Living Alliance. In July 2008, Nanaimo was awarded the grant to complete a community wide survey around physical activity. A randomized telephone survey was conducted with 400 residents of the community participating. A correlation was established between people who were classified as low income having lower levels of physical activity. In response, a program intended to address these issues was developed.

In partnership with Nanaimo Family Life, City staff identified the barriers faced by this population and implemented solutions such as providing bus tickets and reduced or free admission to City recreation facilities. "Access to recreation and community facilities is critical for this population to move towards a healthier, more prosperous life," says John Horn, City of Nanaimo Social Planner. Indeed, participants seemed to agree. In interviews conducted for the final report, response from participants was positive.

As a result of this outreach program, the City of Nanaimo now accepts community partner referrals for our Leisure Economic Access Pass (L.E.A.P.). This allows Nanaimo residents who do not have identification to receive financial support for recreation opportunities. The video report can be viewed online on YouTube by following this link: [http://www.youtube.com/watch?v=NbM1\\_soD63w](http://www.youtube.com/watch?v=NbM1_soD63w).

For more information, please contact John Horn at 250-755-4483 ext. 4222 or [John.Horn@nanaimo.ca](mailto:John.Horn@nanaimo.ca).

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