

# *PLAY* in Bruce Grey

Regional Physical Activity Strategy Update

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Your way,  
every day!

# Why **PLAY**?

- PLAY is an essential part of childhood development
- PLAY is spontaneous, accessible to all and low cost/free
- PLAY brings families, neighbourhoods and communities together
- PLAY requires no skill and no special equipment
- PLAY is a universal concept
- PLAY can happen anywhere and does not require special facilities or organization



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# History of PLAY



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# Recent Highlights

OSRCF Grant      \$30,030 Rec'd

April 2017 – March 2019

## Key Deliverables:

- Refresh of PLAY logo, PLAY website, Social Media platforms, development of Digital Advertising Templates and Branding Guidelines
- Radio and Facebook promotional campaign
- Fundamental Movement Skills training for Coaches and Rec Providers
- PLAY Kits for various community locations (2/municipality)



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# Council Request

- Sign the revised PLAY Charter
- Pledge ongoing financial support to the initiative by contributing \$300 annually to PLAY
- Host “Longest Day of PLAY” and “Family Day of PLAY” events when possible
- Designate a municipal representative to act as a liaison to PLAY by attending meetings and supporting the work of the collaborative

## Return on Investment:

Consistent leadership from Public Health

Ongoing coordination of programs and initiatives

Pursuit of regular funding opportunities

Professional development for municipal PLAY representatives

Networking opportunities with surrounding communities



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