

Policy & Strategy Committee Meeting AGENDA

Tuesday, April 20, 2021 – 9:00 a.m., Cookville NS

- 1. CALL TO ORDER**
- 2. ANNOUNCEMENTS, ACKNOWLEDGEMENTS, RECOGNITION**
- 3. APPROVAL OF AGENDA**
- 4. APPROVAL OF MINUTES of March 16, 2021 (as circulated)**
- 5. BUSINESS ARISING FROM MINUTES**
- 6. PRESENTATIONS**
 - 6.1 Flourish Family Well-Being Society – Chris Andrews, Coordinator 9:15 a.m. 1-5
 - 6.2 Lunenburg County Pickleball Park – Wayne Thorburne..... 10:30 a.m. 6-10
- 7. REFERRAL FROM COUNCIL - NIL**
- 8. STAFF REPORTS**
- 9. MAYOR’S/DEPUTY MAYOR’S/COUNCILLORS’ MATTERS**
 - 9.1 Extended Producer Responsibility (EPR) (Councillors Oickle & Haysom).....11
 - 9.2 Initiate a MODL Resilience & Environmental Champion Award (Councillor DeLong)12
 - 9.3 Housing Needs Assessment (Councillor DeLong)13
 - 9.4 Update from Bridgewater & Area Chamber of Commerce (Councillor Haysom)
 - 9.5 Update from South Shore Regional Library Board (Councillor Greek)
- 10. ADDED ITEMS**
- 11. IN CAMERA - NIL**
- 12. NEXT MEETING – May 18, 2021 – 9:00 a.m.**
- 13. ADJOURNMENT**



Flourish

Family Well Being Society

Bridgewater and Lunenburg County, NS

Chris Andrews, Coordinator
MODL Presentation: 2021 04 20
chrisandrews@flourishcentre.ca 902 527-7697
Facebook: <https://www.facebook.com/Flourish-Centre-Bridgewater-1687435784847090>

1

Our Flourish presentation is to:

1. Inform Council of our history and strong mission
2. Highlight the growth of our older adult membership & opportunities for healthy aging activities
3. Promote our Tablet project to partners and users
4. Welcome Lunenburg County people to our exciting new home with the Bridgewater Farmers Coop
5. Enlist support from the Municipality for Flourish as we develop much needed healthy recreation and sustainable programs for our aging Lunenburg County community

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Healthy Active Aging:

- ▶ Active Aging Canada
-Community of Practice
- ▶ <https://www.activeagingcanada.ca/about-us.htm>
- ▶ WHO UN Decade of Ageing
2021-2030
- ▶ <https://www.who.int/initiatives/decade-of-healthy-ageing>
- ▶ Physical Literacy
- ▶ https://adm.viu.ca/sites/default/files/oceanside_pl_presentation_march_2019.pdf

678 LaHave St.
Bridgewater



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Founders: Carol-Ann Brown & Dr Norman Greenburg, Phd. C.Psych

Carol Ann Brown was inspired to create Stay At Home Care, our Senior Care program, in honour of her Grandmother Doris Conrad, and the challenges that she faced living independently in rural Nova Scotia at 94 years of age.

<http://alternativeprogramsfor-youthandfamilies.ns.ca/>

Carol Ann Brown, brings over 20 years of front line and management experience, providing youth and family counseling, medication advocacy and crisis intervention services.

Dr. Norman Greenberg was trained as a Developmental Psychologist and worked in the Capital Health Mental Health program for 25 years.

His experience led to the creation of Alternative Programs for Youth and Families over 25 years ago.

Norman has developed social enterprises in community-based services for people with significant mental health issues. His housing, employment and literacy initiatives have provided opportunities for many people with disabilities to be part of the community.

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Flourish Board and Purpose

Carol-Ann Brown F Charles Ley
Norman Greenburg F Brenda Naugler
Shahin Rana Masad
(2 pending)

Quote from Debbie Bunnell,
1 of 350 Facebook followers

“Bridgewater serves as a centre for many of us seniors out in New Germany area towards Queens County and a centre where we could stop by for a class, or a chat would greatly improve our quality of life.”



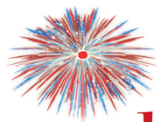
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Inspiration and Mission

Positive Psychology

“A compelling view of a positive human future, for individuals, corporations, and nations, brilliantly told.” —Tony Hsieh, author of *Delivering Happiness* and CEO of Zappos.com, Inc.

**A Visionary New Understanding
of Happiness and Well-being**



Flourish

MARTIN E.P.
SELIGMAN

BESTSELLING AUTHOR OF
AUTHENTIC HAPPINESS

Healthy Aging

The Mission of the Flourish Family Well Being Society is to build a non-profit association of older adults who create and enjoy healthy aging activities within the communities of Bridgewater and Lunenburg County.

Flourish members encourage and support older people to practice healthy, active aging which includes social, physical, and mental recreational and lifestyle activities.

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Flourish Emblem & New Home



7

Flourish 5 'HELPS' for Healthy Aging

1. **H**ave fun and recreation
2. **E**at and Exercise well
3. **L**earn new things
4. **P**articipate daily
5. **S**ocialize

Our Flourish 5 HELPS are inspired by interviews and habits of older people who age well.

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Tablet Project, Community Partners and Cyber Seniors

- ▶ We are currently working to complete delivery of 25 tablets, on loan to seniors in Lunenburg County.
- ▶ The goal is to help up to 500 older adults to learn to use technology.
- ▶ We are working with local groups, volunteer tutors and a National youth volunteer organization called Cyber Seniors to help deliver this resource to isolated seniors.



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Focus: Membership and Activities: 55+ Mental, Social and Physical Recreation



Examples: Exercise, Tech Help, Jams, Walking, Biking, Stretching, Tutoring, Workshops, Games, Fix-it Café, Games, Support Groups, Tool Library, Gym, Lessons, Art/Gallery, Clubs, Meet-ups, Gardening, Library & Community Links

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Lunenburg County Pickleball Park



1

What is Pickleball?

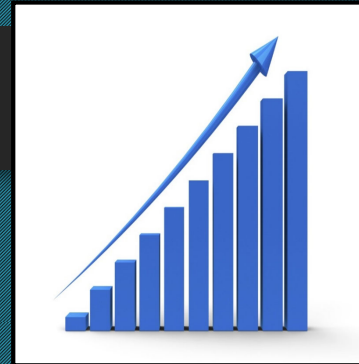
- Sport that combines tennis, badminton and ping-pong.
- Primarily played outdoors on badminton-sized court.
- Sneakers, paddle & pickleball (plastic with holes) is all that's needed to play.



2

Fastest Growing Sport

- Fastest growing sport in NA every year since 2015 (*Economist*, 2021)
- 4.2 million players in the USA (*USAPA*, 2020)
- 75,000 players in Canada, up from 6,000 in 2012 (*Globe & Mail*, 2021)
- 1000% increase in number of outdoor courts from 2017-2020 (*Pickleball Canada*, 2020)



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Why So Popular?

- Enjoyable for people all of all ages.
- Games typically last only 15 minutes.
- Can be played recreationally or competitively.
- Little equipment required.
- Easy to learn in several hours, even without athletic background.
- Many breaks in play & small court size make it a highly social.



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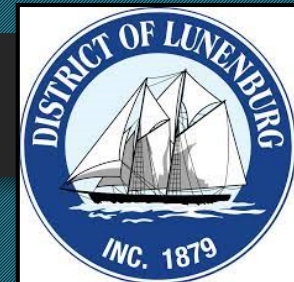
Pickleball in Nova Scotia



- Was introduced to NS in 2013 and is now being played in every region of the province.
- Introduced to Lunenburg County in 2014 when several individuals secured funding for equipment through Parks & Recreation and began playing at Michelin Social Club. That initial group of 4 has swelled to over 250 regular participants in Lunenburg County and includes multiple Provincial and Atlantic Canadian champions.
- The number of players has resulted in local facilities being unable to meet demand.
- Despite being one of the first to play in NS, Lunenburg County is one of the last to build outdoor courts as seen in Amherst, Antigonish, Arisaig, Bedford, Berwick, Cole Harbour, Dartmouth, Halifax, New Minas, Pugwash, Sackville, Shearwater, and Tantallon.

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Perfect for Lunenburg County



- In 2015, average household income in Bridgewater was \$47k, almost \$14k below provincial average (*Stats Canada, 2015*).
- If venue is provided, pickleball is inexpensive compared to other sports requiring only a ball and paddles (set of 4 can be bought for less than \$60).
- South Shore region of NS has highest proportion of people aged 60+ in Canada at nearly 33% (*Global Mail, 2015*).
- Pickleball is perfect exercise for older adults as 65% of regular participants in the US are 55+ (*USAPA, 2020*).

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Popularity Among Older Adults



- Points usually last 30-60 seconds and rules of game rewards shot selection/quality over sheer athleticism.
- Small court size requires less mobility than many sports thus decreasing risk of injury while still benefitting from physical activity.
- Regular exercise is an important part of positive aging & studies show participation in pickleball improves cardiovascular health, bone strength, dexterity, mobility, agility, eye hand coordination, and balance in older adults (*Harvard Health Journal, 2021; AARP, 2018*).

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Social Connection

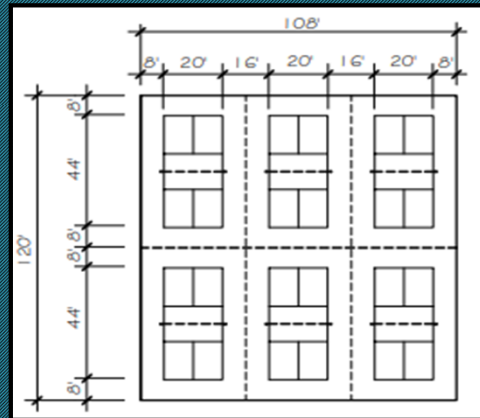


- Research shows over 40% of seniors are lonely with higher numbers reported in rural areas. Loneliness in older adults increases mortality by 26%, an increase comparable to 15 cigarettes a day (*University of California San Francisco, 2021,).*
- Smaller court sizes & many breaks in play, makes pickleball a highly social game. A recent poll of players in Ontario had 50% of players identify social connection as their favorite aspect of playing (*Harvard Health Journal, 2018; Lincoln Pickleball Club, 2018*)
- Unsurprisingly, studies have shown that playing pickleball is linked to significant decreases in depression & anxiety in older adults (*International Journal of Exercise Psychology, 2018;*

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Pickleball Park Proposal

- 6 Courts (less land than 1.5 tennis courts)
- Estimated cost of \$250,000
- Would allow for:
 - Positive aging for MODL residents
 - Increased access to play times
 - Growth of local pickleball community
 - Organized rec & competitive timeslots
 - Large tournaments & social events



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References

- "2020 Pickleball Fact Sheet". USA Pickleball (2021). <https://usapickleball.org/about-us/organizational-docs/pickleball-fact-sheet/>
- "Canada's Oldest Towns Offer Lessons for an Aging Nation". Globe and Mail (2015). www.theglobeandmail.com/globe-investor/retirement/canadas-oldest-towns-offer-lessons-for-an-aging-nation/article27170484/
- "Census Profile". Statistics Canada (2019). www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=POPC&Code1=0096&Geo2=PR&Code2=12&SearchText=Bridgewater&SearchType=Begin&SearchPR=01&B1=All&GeoLevel=PR&GeoCode=0096&TABID=1&type=0
- "Loneliness Linked to Serious Health Problems and Death Among Elderly". University of California San Francisco (2021). <https://www.ucsf.edu/news/2012/06/98644/loneliness-linked-serious-health-problems-and-death-among-elderly>
- "Pickleball Offers Health and Social Benefits". American Association for Retired Persons (2018). www.aarp.org/home-family/friends-family/info-2018/pickleball-health-social-emotional-benefits.html
- "Pickleball: The Game More and More People Relish". The Globe and Mail (2019). www.theglobeandmail.com/sports/article-pickleball-the-game-more-and-more-people-relish/#:~:text=In%20Canada%2C%20it%20has%20been,4%2C000%20from%2023%20affiliated%20clubs
- "Serious Leisure and Depression in Older Adults: A Study of Pickleball Players". Leisure Studies (2018).
- "The New, Old Thing: Pickleball is the Fastest-Growing Sport in America". The Economist, (2021). www.economist.com/united-states/2021/01/28/pickleball-is-the-fastest-growing-sport-in-america
- "The Powerful Play of Pickleball". Harvard Health Journal (2021). www.health.harvard.edu/staying-healthy/the-powerful-play-of-pickleball
- "The Acute and Chronic Physiological Responses to Pickleball in Middle-Aged and Older Adults". International Journal of Research in Exercise Physiology (2018).

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Request for Agenda Items under Mayor's/Deputy Mayor's/Councillors' Matters

TO: Chief Administrative Officer

FROM: Wendy Dickle

DATE: March 17/21

1. Agenda Item Discuss writing a letter to NSFMT

2. On what agenda do you want the item placed? Old Business Based on March 10th Presentation on EPR to Provincial Gov. in support of an EPR for PPP

3. Do you have written material to circulate with the agenda? Yes No

If you do, please attach it to this form. If you do not, please explain.

4. What is its relevance to Council or the committee? To show support for our environment + residents by improving our recycling efforts.

5. What outcome(s) are you seeking? a letter of support to the NSFMT for this topic and to the Provincial Gov. to encourage them to move forward on creating the EPR for PPP within our province

Councillor's Signature Wendy Dickle

Date March 17/21

Approval for agenda: Yes No

Reason for Denial: _____

Mayor or Chair of Committee _____

Date _____

Request for Agenda Items under Mayor's/Deputy Mayor's/Councillors' Matters

TO: Chief Administrative Officer
 FROM: Kacy DeLong
 DATE: April 7, 2021

1. Agenda Item

Can we initiate a MoDL Resilience & Environmental Champion award?

2. On what agenda do you want the item placed?

the Policy & Strategy Committee is scheduled for Tuesday, April 20, 2021, at 9:00 a.m.

3. Do you have written material to circulate with the agenda? Yes No

If you do, please attach it to this form. If you do not, please explain.

I'd like to discuss how the municipality can offer its support to residents that are making meaningful contributions to our community's climate resilience or its climate emergency mitigation or readiness efforts.

4. What is its relevance to Council or the committee?

Council has declared climate emergency and this would further its duty to encourage citizens to engage meaningfully.

5. What outcome(s) are you seeking?

1. Initiation of an award or recognition for active and engaged citizens.

2. Starting a discussion on what tool council can use to engage with citizens and learn more about resilience and mitigation efforts underway in our area.

3. Encouraging other municipalities to do likewise.

Kacy DeLong _____

Digitally signed by Kacy DeLong
Date: 2021.04.07 11:24:03 -03'00'

Councillor's Signature

_____ Date

Approval for agenda: Yes No

Reason for Denial:

Mayor or Chair of Committee

Date

Request for Agenda Items under Mayor's/Deputy Mayor's/Councillors' Matters

TO: Chief Administrative Officer
FROM: Kacy DeLong
DATE: April 7, 2021

1. Agenda Item
Housing Needs Assessment

2. On what agenda do you want the item placed?
Policy & Strategy Committee Tuesday, April 20, 2021, at 9:00 a.m.

3. Do you have written material to circulate with the agenda? Yes No

If you do, please attach it to this form. If you do not, please explain.
Bridgewater has earmarked \$25,000 to do a housing needs survey. In a SSHAC meeting, Councillor Colwell suggested that other municipalities may want to look into performing a concurrent housing survey in order to maximize efficiency.

4. What is its relevance to Council or the committee?
There may be cost savings or opportunities for collaboration should we engage with BW and conduct a housing survey simultaneously. MoDL should have a more accurate picture of its housing inventory and a strategy for supporting its resident's housing needs.

5. What outcome(s) are you seeking?
Better opportunities for MoDL residents. More affordable/equitable housing. A more clear understanding of how the province is working to increase housing and ensure that it is affordable and accessible. Discussion amongst councillors to increase awareness of housing needs.

Kacy DeLong
Councillor's Signature

Digitally signed by Kacy DeLong
Date: 2021.04.07 11:49:18 -03'00'

April 7, 2021
Date

Approval for agenda: Yes No

Reason for Denial:

Mayor or Chair of Committee

Date