



Calgary



About our Work

  
for Healthier Generations™

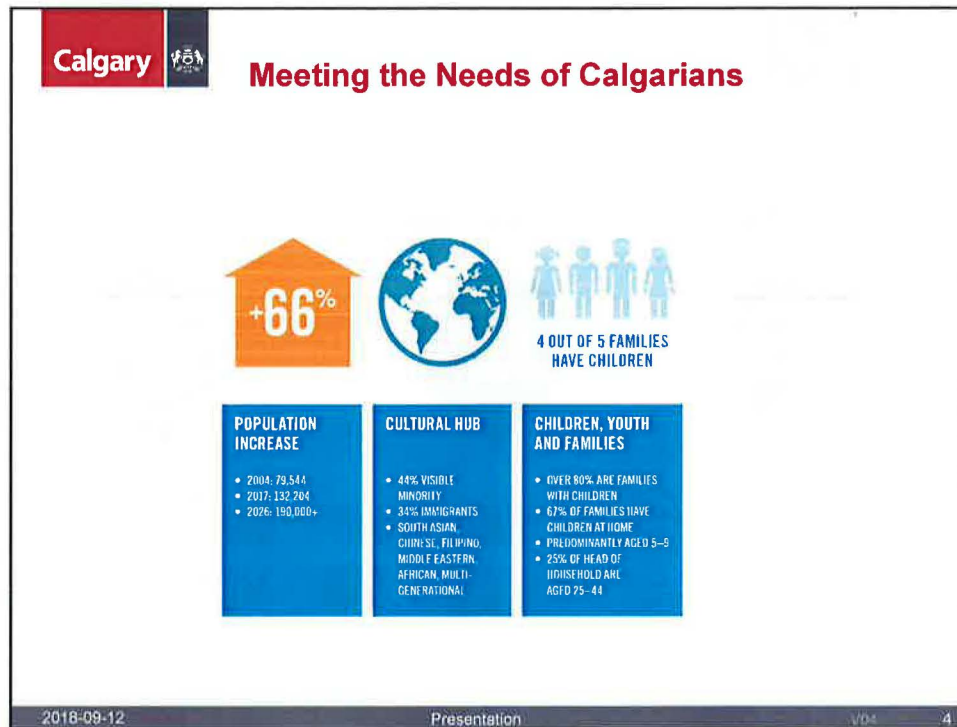
*Vivo is a charitable enterprise on a mission to raise healthier generations at Vivo, in Calgary and beyond. Our roots are in North Central Calgary where we operate The City's regional recreation centre and conduct research and innovation to help people be more active and healthy for life.*

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## *An Ecosystem Approach to Healthier Generations*

### *I. Gen H Lifestyle Experiences - Individual Level Approach*

### *II. Gen H Play Project -Community Level Approach*

### *III. North Calgary 'Complete Communities' Project - Systems Level Approach*



# 4 IN 1

## PHYSICAL LITERACY PROGRAM

4 in 1 Physical Literacy Program is a program that focuses on teaching children and youth the skills, knowledge, and confidence to be physically active. It is a program that is designed to be fun and engaging, and to be inclusive of all children and youth. The program is designed to be a part of the school curriculum, and to be a part of the community's physical activity programs. The program is designed to be a part of the school curriculum, and to be a part of the community's physical activity programs. The program is designed to be a part of the school curriculum, and to be a part of the community's physical activity programs.

**71%** of the participants in the 4in1 program increased their motor proficiency score compared to 59% of the participants in traditional recreation programs.

**58%** Participants taught by physical literacy specialist spent 58% of recreation programming in moderate-vigorous physical activity compared to 40% of participants in traditional recreation programs.





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Trends and Research

Six Big Ideas for Coventry Hills

The following themes emerged during consultations with Coventry Hills residents. These are broader than the needs of individual parks, and should apply anywhere there is an opportunity to improve green space.

1

**Connect** individual parks into a network, linking green spaces to each other and to regional park systems. Parks can be connected by physical elements like pathways and bike racks, and with symbolic elements like signage and maps.

2

**Enrich** the natural environment of park spaces by including native vegetation and 'wild' spaces. Create habitat for urban wildlife, reduce maintenance, and provide beautiful and imaginative play systems for all four seasons.

3

**Equip** park spaces with the best equipment possible that meets the needs of all users. Equip spaces with the best equipment possible that meets the needs of all users. Equip spaces with the best equipment possible that meets the needs of all users.

4

**Activate** park spaces by creating more opportunities for social gathering, play, and recreation. Consider ways to create more social opportunities in the landscape of parks.

5

**Re-imagine** how we use green spaces and explore innovative amenities. Go 'beyond the lawn' by introducing social elements like BBQs and banquet tables, and provide new activity users like bicycle pump tracks and adult fitness equipment.

6

**Provide seating** to make park spaces better for families, seniors, and those with reduced mobility. Ensure frequent, well-shaded seating along common pedestrian routes to parks and throughout green spaces.

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Trends and Research

83%

increase in park usage, major improvements in light to vigorous physical activity levels and community members of all ages are playing more and better together.

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## Trends and Research

64% OF KIDS ARE TRANSFERRING NEW WAYS OF PLAY AT HOME AND SCHOOL.

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## Trends and Research

### HOW WE PLAY

Our trained Play Ambassadors seek to facilitate free play in community space, building community members to play and build connections in the process.

Play Ambassadors enhance the environment by using both traditional sporting equipment and loose parts, along with music and arts of energy!

Play Ambassadors encourage the entire family to play, inspiring adults to step outside of their comfort zones and allowing children to take the lead.

In everything we do—from Play Ambassador training to program times and locations—we evaluate and evolve, making changes to maximize our impact.

LEARN MORE AT [VIVO.CA/PLAYAMBASSADORS](http://VIVO.CA/PLAYAMBASSADORS)

GENEROUSLY SUPPORTED BY  
**LAWSON FOUNDATION**

### COMMUNITY IMPACT

8

Community Spaces

2,603

Participants

426

Hours of Play

71.7%

Growth in Participation

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## Trends and Research

### GEN H PROJECT - VIVO & PUBLIC HEALTH AGENCY OF CANADA

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#### 1. THE ISSUE

**CANADA** is the land of the future. It is a place where the future is being built, one day at a time. It is a place where the future is being built, one day at a time.

**PHYSICAL ACTIVITY** is a key to the future. It is a way to live a healthy life. It is a way to live a healthy life.

**HEALTHY CHILDREN** are the future. They are the ones who will build the future. They are the ones who will build the future.

#### 2. THE CHALLENGE

How do we make physical activity an integral part of kids' everyday life?

#### 3. THE GOALS & IMPACT

**INCREASE** the number of children who are physically active by 10%.

**COMMUNITIES** are the future. They are the ones who will build the future. They are the ones who will build the future.

**HEALTHY CHILDREN** are the future. They are the ones who will build the future. They are the ones who will build the future.

#### 4. THE APPROACH

**THE GEN H PROJECT** is a project that is designed to help children be more active. It is a project that is designed to help children be more active.

#### WHY CREATE A CHILDREN'S HEALTH APP?

- First of its kind app in the market
- Free to use & easy to use
- Health data reporting features
- Personalized & real-time feedback
- Gamification for children
- Real-time feedback loop for parents
- Real-time feedback loop for parents

#### YEAR 1

#### CO-DESIGN

#### PROTOTYPE

#### SCALING

#### WHAT THIS MEANS

Bring together multiple stakeholders to co-design the app with kids & parents in North Calgary.

How will we measure? Quantitative Research

#### YEAR 2 & 3

#### WHAT'S GOING TO HAPPEN

Test, iterate & measure the app in three pilot communities across Calgary.

How will we measure? Quantitative Research

#### YEAR 4

#### WHAT THIS MEANS

Full scale launch of the app in all communities across Calgary.

How will we measure? Quantitative Research

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## Alignment with Citizen Priorities & Council Directives

### I. A Cultural & Community Asset

### II. A Social Innovation Hub

### III. A Social Economic Generator

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## Alignment with Citizen Priorities & Council Directives

### NATIONAL ISSUES, LOCAL SOLUTIONS

#### SOCIAL INFRASTRUCTURE

- Better neighbourhoods for middle class children and families by creating inclusive places for them to improve their quality of life. Our expanded spaces were driven by the community's vision for resources and infrastructure that would empower them to thrive.
- Healthier communities via Voo's social innovation work with targeted 10% increases in physical activity, social connection and play throughout the community over the next decade.



#### ACCESSIBILITY

- Voo believes that accessibility is a right. Recommendations from a universal design audit and other engagement will be incorporated into new and existing facilities ensuring that spaces are accessible for members of the community with different abilities and backgrounds.

#### CLIMATE CHANGE

- Maintaining current LEED Gold Standard while creating a design that maximizes reduction in energy consumption and greenhouse gas (GHG) emissions.
- Aspiring to reach a 25% reduction in energy consumption and GHG emissions relative to the most recent national building and energy codes.



#### STRONGER COMMUNITIES

- The Canada Child Benefit means more families have increased financial capability to access programs and services, especially with Voo's subsidy program.
- Increased economic prosperity as Voo ensures the current \$7 million+ we spend annually as an employer, supplier and purchaser has its greatest impact in the community. While also working together with local groups and residents to support entrepreneurial growth and increase the employability of youth.



**\$7 MILLION+**  
IMPACT IN COMMUNITY

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## 2019-2022 Business Plan

- I. Bring our social cause of Generation Healthy (also known as "Gen H") to life***
- II. Strengthen our charitable brand***
- III. Build organizational and leadership capacity***

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VOA

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## 2019-2022 Business Plan

**Brookfield**  
Residential

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VQ4

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## 2019-2022 Business Plan

Upper Floor Plan  
of Church & 17th

VIVO.CA

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Indoor Park Rendering





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## Results and Measuring Performance

- I. Address current and projected social, recreation and sports needs of residents in North-Central Calgary*
- II. Increase social cohesion and civic engagement through community building*
- III. Act as a catalyst for Calgarians to be more physically, socially and emotionally healthy at home, school, work and play*
- IV. Maintain organizational sustainability through revenue growth, diversification and social impact.*

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## 2019-2022 Operating Budget

*\*Vivo's current approved budget is for 2017 to 2019.*

*The upcoming budget cycle will cover Board Approved 2019 to 2021 priorities and actions.*

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## 2019-2022 Capital Budget

The City's original capital investment was \$26 million  
2004 catchment area: population 79,544

Capital Investment (in \$millions) from 2004 to 2018

City	Province	Feds	Others	Vivo	Total
\$1,786,091	\$1,671,916	\$1,215,167	\$720,592	\$3,844,843	\$9,238,609

Vivo Expansion Project

City Business Case Submitted	Province Confirmed	Feds EOI Submitted	Capital Campaign 2019 Launch	Total
\$22,500,000	\$15,000,000	\$15,000,000	\$7,500,000	\$60,000,000

$\$22,500,000 \text{ City} / 2017 \text{ catchment population } 132,204 = \$170.19 \text{ per person}$

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