



Monday, December 4, 2006

### ARPA CONGRATULATES THE 2006 'COMMUNITY CHOOSEWELL CHALLENGE' HIGH ACHIEVERS

**Edmonton, AB** - ARPA has a proven, sound and powerful connection with municipalities, recreation agencies and community groups through the province of Alberta. For this reason, it was selected to market and implement a province-wide program to encourage Alberta communities to improve the health of their residents. The Community Choosewell Challenge is a province-wide initiative and part of the Government of Alberta's larger *Healthy U* campaign.

At this time, ARPA and the Government of Alberta's *Healthy U* initiative would like to congratulate the 2006 Community Choosewell Challenge award winners. The purpose of the Community Choosewell Challenge is to recognize community efforts to promote the message to 'eat right and get active'. During the challenge timeframe, communities submitted reports highlighting their efforts in the three categories of: promotion and participation; innovative programming; and community partnerships.

112 communities participated in the six month challenge. At the end of the challenge an official judging panel from across Alberta reviewed submissions which resulted in the following achievements. **The Overall High Achievers of this year are: City of Grande Prairie, Town of Two Hills, Regional Municipality of Wood Buffalo, Town of Vegreville, and Denwood - MFRC Wainwright.** *The communities recognized in the specific challenge categories are: City of Lloydminster, Town of Didsbury, Village of Waskatenau, City of Medicine Hat, and Town of High Level.* To all those communities that have been recognized as well as to all those other communities who championed the importance of citizens eating healthy and living an active lifestyle - way to go!

Some of the fantastic programs and initiatives that communities are being recognized for included: The *Waskatenau Women Walkers* who focused on active living and healthy eating; the *Indoor Walking Program* for older adults in Vegreville; the *Moving and Choosing* program in Medicine Hat; the *Girl Power Event* that pairs girls with their adult female role models while participating in healthy living workshops in High Level; and the *Family Play and Learn* program offered in Lloydminster. These are just a few of the innovative programs that communities offered to their residents this year. To view the specific progress updates submitted by the communities check out [www.healthyalberta.ca/ccc/communities.asp](http://www.healthyalberta.ca/ccc/communities.asp).

In recognition of the significant efforts put forth, ARPA will be providing support to each of the overall high achievers to host a celebration in their communities as well as \$1,500 towards a local healthy living initiative. Each community will also receive a commemorative plaque highlighting their achievements and a custom framed limited edition *Recreation for Life* Art Series print.

For more information on the Community Choosewell Challenge check out [www.healthyalberta.ca/ccc](http://www.healthyalberta.ca/ccc) or contact:

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# Backgrounder

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## Simple Challenge. Big Rewards.

The Community Choosewell Challenge re-energized Alberta this past spring and summer by encouraging communities across the province to display their innovative programming, participation efforts and partnerships that promoted healthier living to residents.

The Community Choosewell Challenge gave communities of all sizes the opportunity to show how they and their residents are making simple lifestyle changes geared toward healthy eating and active living. The Challenge, which took place from March 1 to August 31, 2006, was part of the Government of Alberta's *Healthy U* initiative encouraging Albertans to "choose well" through healthy eating and active living. This year 112 Alberta communities participated in the Challenge.

Throughout the challenge timeframe, communities recorded their healthy eating and active living programs and activities, their promotional efforts and community partnerships that helped encourage residents to lead healthier lives. In addition to the varied benefits that come with living a healthier life, high achievers in each of these three respective areas would receive acknowledgement for their efforts with recognition awards listed below.

Each participating community first received a Community Choosewell Challenge toolkit including full color posters that acknowledged the community had "accepted the challenge". The toolkit also included some great community giveaway items to encourage participation at community events and additional support materials to help inform people about the Challenge.

## The Categories and Corresponding Recognition Awards are as Follows:

### Innovative Programming

Innovative or unique physical activity and healthy eating programs offered in each community during the Community Choosewell Challenge that helped support the residents in eating better or getting more active. The communities recognized in this category will receive a limited edition framed print entitled "Discovery" by Wendy Risdale along with a custom plaque highlighting their achievement.

### Promotion and Participation

This category focuses on how communities encouraged and supported residents to make simple everyday choices in physical activity and healthy eating including the messages and the methods used to promote the programs to the people. Communities Recognized in this category will receive the limited edition framed print entitled "Grassroots Sport" by Maurade Baynton which is signed by Jarome Iginla of the Calgary Flames, as well as a custom plaque highlighting their achievement.

### Community Partnerships

Focused on healthy eating programs and activities that involved partnerships where a joint effort between multiple groups encouraged residents to lead healthier lives. Communities recognized in this category will receive a limited edition framed print entitled "Timeless Play" by Joan Healey as well as a custom plaque highlighting their achievement.

## Overall Community High Achiever Awards include:

- \$1,500 toward the development of a community recreation or healthy eating project or purchase of equipment. Visit our website, [www.healthyalberta.ca/cc/choosewell\\_champion.asp](http://www.healthyalberta.ca/cc/choosewell_champion.asp), for more details on recognition guidelines.
- A celebration in their community honouring their efforts towards achieving a healthier population.
- Received a limited edition framed print entitled "Winter Games – Small Town Alberta" by Peter Shostak as well as a custom plaque highlighting their achievement.

## Community Choosewell Challenge - Official Rules and Regulations

### Population Categories

Alberta communities participated under one of the following population categories:

- Population Class 1      300 – 1,999
- Population Class 2      1,000 – 4,999
- Population Class 3      5,000 – 9,999
- Population Class 4      10,000 – 49,999
- Population Class 5      50,000 +

### Judging Panel & Evaluation

Community Choosewell Champions were determined by a provincial adjudication panel comprised of recreation and health officials that evaluated community submissions and awarded points based on a pre-determined set of criteria.

Visit [www.healthyalberta.com](http://www.healthyalberta.com) for complete information on the *Community Choosewell Challenge*.