

COMMUNITY PROFILE



Churchbridge 2016-2018

Working together to get more
kids, more active, more often.

Last updated: 2019-05-13



saskatchewaninmotion.ca/churchbridge

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Background

The following community profile identifies the many assets the Town of Churchbridge has to offer and the opportunities that exist to make a real difference for children and youth in the community, schools and families. It is intended to help lay the foundation for community leaders to develop, implement and evaluate an Action Plan to help achieve the Saskatchewan *in motion*: Active Saskatchewan 2020 goal to get more kids, more active, more often in Churchbridge.

Purpose

Gathering data, talking to residents, and compiling a community profile will help identify strengths and assets as well as opportunities to guide the identification of priorities and actions for a long term action plan that meets the needs of the community in our efforts to increase the health and physical activity levels of Churchbridge, children and youth.

Process

Gathered existing data - Demographic and other data about the Town of Canora was gathered from existing sources such as census reports, the Canadian Health Survey and previously compiled profiles.

Consultation process – over 100 community members (including youth) provided information through surveys, focus groups, and one on one conversations.

Moving Together Symposium – All data was compiled and presented to over 10 community leaders at the Coming Action Symposium. Community leaders were provided the opportunity to review the collected information and helped fill in the gaps. Time was also provided to add to the opportunities that had been identified.

Information Analysis

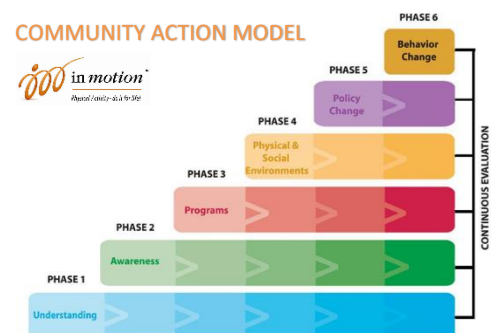
The information in this profile is compiled to follow three models for community action planning;

1. Community Action Model

Built on a foundation of successful models for behaviour change, the Saskatchewan *in motion* Community Action Model is a simple, clear and focused approach to guide community action planning toward behaviour change.

The Community Action Model will help you to;

- Identify a starting line for long term strategies,
- Build momentum,
- Validate existing work,
- Celebrate early success toward long term goals, and
- Identify solutions to bumps along the way.



The model includes six elements to consider when creating an *in motion* community. The elements are dependent on each other for success, therefore it is not a step by step process,

rather a series of building blocks that when put together in your own unique way will help you achieve your objectives.

- **Understanding:** Gaining a clear understanding of the physical inactivity issue in your community.
- **Awareness:** Raising public awareness and support to increase physical activity and for your activities.
- **Programs:** Providing quality, accessible programs that build skills and confidence for lifelong activity participation.
- **Environments:** Ensuring the physical and social environments in your community provide fun, safe, convenient and easy access to a wide range of physical activity opportunities.
- **Policy:** Advocating for healthy public policy that facilitates action and ensures the sustainability of your action plan
- **Behavior Change:** Describes the positive behavior you want to see more of.

2. 30-30-30 A Shared Responsibility:

Saskatchewan *in motion* responds to the inactivity crisis affecting our children & youth with a simple solution.



Parents, Educators and Community Leaders must share responsibility to ensure our kids are active a minimum of 30 minutes each at home, at school and in the community.

3. Asset Based Action Planning:

Saskatchewan *in motion* follows an approach that seeks to uncover and use the strengths within communities as a means for sustainable behavior change.

- The first step in the process is to assess the resources of a community through an inventory or through another process of talking to the residents to determine what types of **strengths, assets and opportunities** are available.
- The next step is to support communities, to discover what they care enough about to act.
- The final step is to determine how citizens can act together to achieve those goals.

Churchbridge

The Town of Churchbridge is a welcoming and inclusive community, which is centrally located, whether for work or play. They pride themselves on having an excellent school system and being community focused.

Located along Highway 16 between the Manitoba border and Yorkton, they are home to a daycare, pre-school and a Kindergarten to Grade 12 school. Being located half way between Yorkton and the Manitoba border and midpoint between Saskatoon and Winnipeg, allows access to much of Canada. They are in close proximity to the Mosaic Potash Mines, and are definitely a growing community. The population has increased by 40% per cent and school enrolment has grown by more than 50 students since 2009

Distance to other major centers: (one way)

Melville – 66 km

Yorkton – 56 km

Regina – 212 km

Saskatoon – 385 km

Demographics

Population

** (SHR are stats for the entire Sunrise Health Region)

Total Population	743	Diversity	
Total Private Dwellings	374	Total visible minority (SHR)	1140
		Aboriginal identity (SHR)	4725
Age			
Median Age	45.8	Family Information	
% population over 15 years	85.4%	1 person household	115
		1 family without children	110
Education (SHR)		Lone parent	30
No certification	13,490	Other	5
High School Certificate	12,445		
College	6,360	Occupation (SHR)	
Apprenticeship	6,665	Sales & Service	6,340
University Degree	875	Trades & Transport	5,240
		Business, Finance & Administration	3,290
Field of Study (SHR)		Management	5,355
Health, recreation, fitness	3,760	Social Science, Education, Government Services	2,485
Business Administration	3,385	Health	2,395
Architecture, Engineering	4,620	Natural Resources (Ag)	2,080
Education	2,280	Art/Culture/Sport/Rec	470
Other	4,440	Natural & Applied Science	680
Employment (SHR)			
Employed	27,860		
Unemployed	1,390		
Not in labor force	15,160		

Government

Municipal	Mayor	Jim Gallant
	Council Members:	Jared Melnyk
		Colleen Craig
		Russell Thies
		Janessa Liepert
		Carter Prier
Provincial	Constituency of Melville - Saltcoats	MLA Warren Kaeding
Federal	Yorkton - Melville	MP Cathy Wagantall

Schools

Churchbridge Public School – Kindergarten – Grade 12

Industry (SHR)

Other Services	1,055
Business Services	40
Retail Trade	3,570
Health Care & Social Services	4,115
Education Services	1,595
Agriculture and Other Resource Based	4,740
Construction	2,385
Other	1,055

Health Care

Churchbridge is part of the Sunrise Health Region in Saskatchewan

Health Status (SHR)

	Total	Male	Female
Well Being			
Perceived health, very good or excellent (%)	49	47	50
Perceived mental health, very good or excellent (%)	63	60	67
Perceived life stress (%)	21	22	19
Health Conditions			
Overweight or obese (%)	67	76	58
Overweight (%)	36	42	30
Obese (%)	31	35	28
Arthritis (%)	26	25	26
Diabetes (%)	9	11	8
Asthma (%)	6	7	5
High Blood Pressure (%)	27	28	26
Mood disorder (%)	5	5	6
Pain or discomfort, moderate to severe (%)	21	17	24
Pain or discomfort that prevents activities (%)	20	16	24
Low birth weight (% of live births)	4	4	5
Chronic obstructive pulmonary disease (COPD) (%)	4	4	F
Injuries within the past 12 months causing limitation of normal activities (%)
Injuries within the past 12 months, sought medical attention (%)
Hospitalized stroke event rate (per 100,000 pop'n)	129	160	100
Hospitalized acute myocardial infarction event rate (per 100,000 pop'n)	234	317	158
Injury hospitalization rate (per 100,000 pop'n)	982	1081	865
Cancer incidences (pre 100,000 pop'n)	432	466	407

Personal Resources			
Sense of community belonging (%)	78	78	79
Life satisfaction, satisfied or very satisfied (%)	89	87	91
Well Behaviors			
Current smoker, daily or occasional (%)	22	23	20
Current smoker, daily	17	18	15
Heavy drinking (%)	17	24	10
Leisure-time physical activity, moderate active or active (%)	51	55	48
Fruit and vegetable consumption, 5 times or more per day (%)	38	31	45
Bike Helmet Use (%)

.. not available for a specific reference period

Physical Activity Facilities

Outdoor Spaces

- Ball Diamonds
- Golf Course
- Pool
- Community Campground
- Playground
- Sport Court

Indoor Spaces

- Arena
- Community Hall
- Curling Rink
- Dance Studio
- Fitness Centre
- Senior Center

Description of Major Facilities

Facility	Description
Arena	Home to Minor Hockey teams, CanSkate, and Old Timers Rec Hockey, between October and March
Aquatic Centre	Beach-entry shallow end– no steps, stairs or sharp drop-offs, just a gradual beach-style entry and exit, child-friendly super-wide water slide, diving board and fun water features. In addition to ample opportunities for public swimming, our drop-in programs include Aquacize, Lane Swimming, Special Needs and Seniors' Swims, all held under the watchful eye of our certified lifeguards. The CAC also holds swimming lesson sessions under the Lifesaving Society Learn to Swim program
Golf Course	Antler Acres is a 9-hole golf course with grass greens

Sports Groups

- Curling Club
- CanSkate
- Karate Club
- Minor Sports
- Old Time Rec Hockey

Recreational Groups

- Dance Studio – Leaps & Bounds
- Churchbridge in Bloom
- Evergreen Club
- Recreation Board

Data Collection Results

Community



Strengths, Assets and Opportunities to provide 30 minutes of physical activity for children and youth in the community

Churchbridge has a good number of amenities that exist in the community to support physical activity. There is a strong volunteerism as shown through community. Churchbridge residents report the community as being easy to walk and cycle. There is support for families that may not have the means to participate through Saskatchewan KidSport and Creative Kids Saskatchewan. The community will have a new dedicated sport court for basketball, tennis, hockey, beach volleyball and a small skate park.

UNDERSTANDING	
Strengths & Assets:	<ul style="list-style-type: none"> • People feel a strong connection to the community • Data has been collected to inform decision making • Support of mayor and council • MLA lives in community
Opportunities:	<ul style="list-style-type: none"> • Maximize the support of regional and provincial partners • Encourage and celebrate success

AWARENESS	
Strengths & Assets:	<ul style="list-style-type: none"> • Community Facebook page • Town website • Newspaper – Credit Union Corner
Opportunities:	<ul style="list-style-type: none"> • Community Registration Night • Community Calendar (similar to arena calendar) • Establishing a contact list • Education on Active & Safe Routes • Sports equipment available for families to rent or borrow (equipment swap) • Engage new volunteers

PROGRAMS	
Strengths & Assets:	<ul style="list-style-type: none"> • Variety of sport and recreation opportunities in the community for everyone to partake in (recreational/competitive/school) • Strong minor hockey program • Variety of pool programs for all ages • Variety of family events (mud run, Halloween Family Dance, Santa day) • KidSport is available in the community • Strong core group of volunteers

<p>Opportunities: Opportunities:</p>	<ul style="list-style-type: none"> • Increased programming outside the school system • Audit of activities/programs available in the community • Family events/programs (football game, street hockey tournament, similar to Halloween dance) • Horseshoe Club • Lacrosse program • More youth involved in the curling program • Workshop or program to teach and encourage kids to play • Hockey and basketball clinic • Water polo • Scouts or Brownies program • Gymnastics club • More drop in programming
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ENVIRONMENTS	
<p>Strengths & Assets:</p>	<ul style="list-style-type: none"> • Variety of municipal and private facilities that support physical activity (rink, curling rink, swimming pool, local gym, golf course, dance studio, seniors center, ball diamonds, sport court, x-country ski trail) • Community feels safe in the community and specifically the recreation facilities • User friendly environments • Proximity to all facilities • Established business area • Residents view community as walkable and bikeable (88% average from survey) • Arena committee • Green spaces – playgrounds, campground
<p>Opportunities:</p>	<ul style="list-style-type: none"> • Outdoor skating rink • Walking path • Dog park • Trail through campground • Outdoor basketball hoops • Community tobogganing hill • Increased use of green spaces for recreation and physical activity

POLICY	
<p>Strengths & Assets:</p>	<ul style="list-style-type: none"> • Recreation board • Supportive council • MLA lives in the community
<p>Opportunities:</p>	<ul style="list-style-type: none"> • Youth advisory committee • Review existing town bylaws and policies with lens of increasing physical activity • Joint use agreement with school

A Strong Foundation

In the area of community, the following points were identified as overarching elements that provide a strong foundation for success:

- Facility infrastructure for sport and recreation
- Support of municipality
- Lots of green space



Strengths, Assets and Opportunities to provide 30 minutes of physical activity for children and youth at school

There are excellent facilities and green spaces within and close to the school. The school is committed to providing 120 minutes of physical activity per week. There are a variety of school sports for students to join.

UNDERSTANDING	
Strengths & Assets:	<ul style="list-style-type: none"> • School is committed to providing 120 minutes of physical activity per week • Some students are walking and biking to school • Teachers understand the benefits of physical activity at school
Opportunities:	<ul style="list-style-type: none"> • Driver education on walkers • Encourage more active transportation to and from school

AWARENESS	
Strengths & Assets:	<ul style="list-style-type: none"> • Announcements can be given through the school • School Community Council • Supportive administration and teachers
Opportunities:	<ul style="list-style-type: none"> • Increase awareness of why kids should walk to school

PROGRAMS	
Strengths & Assets:	<ul style="list-style-type: none"> • School activities and events • Variety of school sports • Physical education classes
Opportunities:	<ul style="list-style-type: none"> • Engage students in activity planning • Drop in programs • Reward program for students walking biking to school • School Travel Planning (highway) • Special events to include physical activity

ENVIRONMENTS	
Strengths & Assets:	<ul style="list-style-type: none"> • Outdoor classroom • School facilities, grounds, playfields and green spaces
Opportunities:	<ul style="list-style-type: none"> • No drop off zone near the school • Active transportation to and from school

POLICY	
Strengths & Assets:	<ul style="list-style-type: none"> • Physical education curriculum • Recess
Opportunities:	<ul style="list-style-type: none"> • Daily physical activity and nutrition policy • Student led physical activity and nutrition committees • All kids outside for recess • Joint use agreement with community

A Strong Foundation

In the area of school, the following points were identified as overarching elements that provide a strong foundation for success:

- Supportive administration and teachers
- Good facilities within and surrounding the school
- Physical education curriculum



Strengths, Assets and Opportunities to provide 30 minutes of physical activity for children and youth at home

There is an opportunity to further gather information from families. The information provided is based on limited opportunity to gather information from a family perspective. However, it was reported that there is a good variety of programs that are accessible. The limited data collected revealed that generally there is good safe public infrastructure to be active (ie. Pool, rink, parks).

UNDERSTANDING	
Strengths & Assets:	<ul style="list-style-type: none"> Parents understand what motivates them to be active (survey results 85% maintain/improve health, 60% have fun, 46% socialize with others)
Opportunities:	<ul style="list-style-type: none"> Educate parents about screen time Increase understanding of benefits of physical activity Model physical activity as a family Increased understanding of benefits of active play

AWARENESS	
Strengths & Assets:	<ul style="list-style-type: none"> Families share opportunities for physical activity with each other
Opportunities:	<ul style="list-style-type: none"> Increase awareness of support programs (KidSport Saskatchewan and Creative Kids Saskatchewan) Parents speak out for family physical activity opportunities

PROGRAMS	
Strengths & Assets:	<ul style="list-style-type: none"> Variety of options for children and adults Variety of family events
Opportunities:	<ul style="list-style-type: none"> Young families are moving back to the community. There is opportunity for new volunteers and programs Ensure programs are affordable for families More outdoor unstructured activities

ENVIRONMENTS	
Strengths & Assets:	<ul style="list-style-type: none"> Community is walkable and bikeable (88% average from survey) Backyards, public green space, community facilities
Opportunities:	<ul style="list-style-type: none"> Enhancing existing facilities to make them more engaging Reporting system for parents to report playground safety concerns

POLICY	
Strengths & Assets:	•
Opportunities:	<ul style="list-style-type: none"> • Consider screen time policy for family • Active transportation policy

A Strong Foundation

- Green space for family activities
- Families feel safe in the community and at local facilities

Priorities and Next Steps

Community Registration Night

Description: Host a community registration night at the school for families to increase awareness of all opportunities in the community.

Next Steps

- Explore opportunity to host (at school during interview nights November & March/April)
 - Aim for BBQ night in the fall
- Tradeshow/Information Night
 - Find a community member who is not a teacher to supervise/organize the event
 - Create a contact list for sport, culture and recreation groups – who do they want to be present at the registration night?
 - Recreation Board – are they active?
 - Audit of programs available in the community/surrounding area
 - Schedule station
 - Put down dates that programs happen on
- Involve current programs offered and investigate interest for new programs
 - Jr. golf
 - Jr. curling
 - Girl Guides (Langenburg)
 - 4H
 - Gymnastics (Esterhazy)
- Engage youth
- Invite closer communities with services
- Equipment swap
- Use this event as a learning opportunity to see what the community needs
 - Have an opportunity board up for people to write what they are interested in along with their names and emails or phone numbers
- Have a demo/try it in the gym

Host “Try it” events

Description: Host events in the community to introduce new opportunities.

Next Steps

- Contact provincial sport governing bodies to see if they could assist/find instructors or find out if they have a try it program that will come out to the community
 - Golf
 - Lacrosse
 - Curling
- Golf Try it event/camp/Jr. golf program
 - Contact Golf Saskatchewan
 - Contact Allan Sauser

One off events

Description: Host events to celebrate and recognize successes in the community.

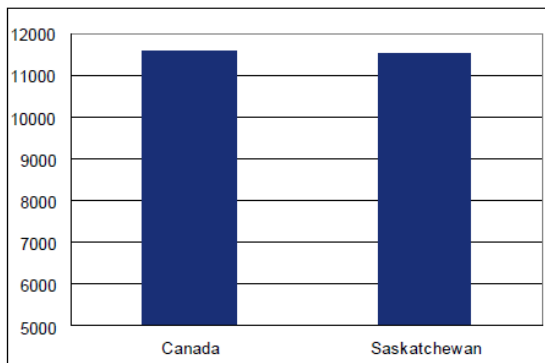
Next Steps

- Pool event in suds (soap)
 - End of pool season
- Bring your dog to the pool event (similar to City of Regina)
- Kaminski Golf Tournament
- Continue Street Hockey Tournament Fundraiser

Physical Activity of Children and Youth

The following reports the best available evidence on the physical activity levels of Saskatchewan children and youth. Although provincial in scope, previous Saskatchewan *in motion* research has shown little or no variation on physical activity levels between communities and regions of Saskatchewan. The CFLRI CANPLAY Study is a joint project of all federal provincial/territorial governments.

The Canadian Fitness and Lifestyle Research Institute's CANPLAY study (Canadian physical activity levels among youth study) has measured physical activity levels of children and youth using pedometers to measure daily steps. Although the majority of the analyses focus on combined data collected in years five and six of collection (2009- 2011), some analyses also reflects trends over time.

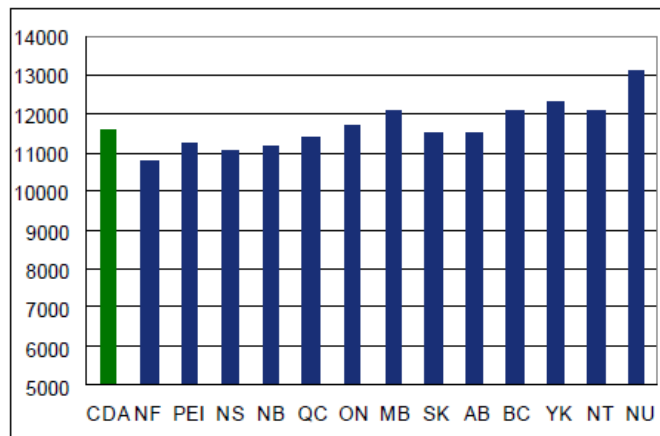


Average daily steps of children and youth, Canada and Saskatchewan, 2009-2011

The CANPLAY study shows that Canadian children, aged 5 to 19, take approximately 11,600 daily steps on average. Children and youth in Saskatchewan take a similar number of steps as the national average, at roughly 11,500 steps.

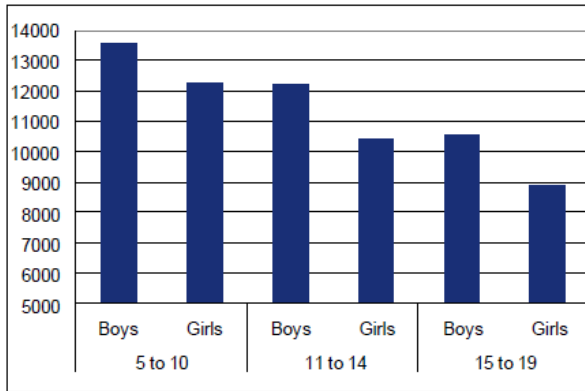
Province and Territory :

Children and youth in Saskatchewan take roughly the same number of steps as children living elsewhere in Canada, with the exception that they take fewer steps than children and youth living in Nunavut (however, it should be noted that data in Nunavut was collected using a different methodology).



Average daily steps of children and youth by province/territory, 2009-2011

Child characteristics:



Average daily steps of children and youth in Saskatchewan by age and sex of child, 2009-2011

Boys in Saskatchewan take more daily steps on average than girls do (almost 1,600 more steps), which is similar to the relationship found nationally. Daily steps decrease by increasing age group.

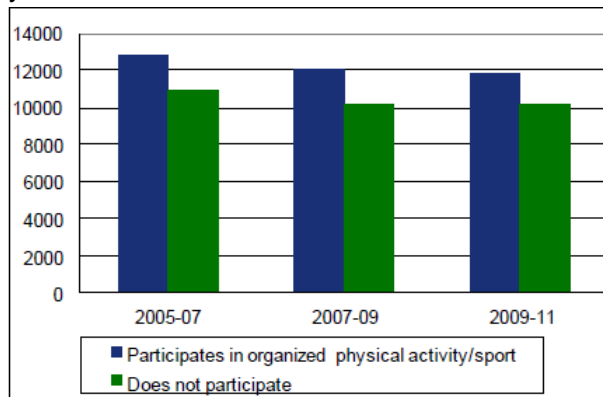
In Saskatchewan, this is particularly evident when comparing younger children to older teens. The age-related decrease in steps is a pattern that appears both nationally and at a provincial level. In Saskatchewan, only boys aged 11 to 14 years take significantly more steps than girls of the same age, however, the age-related decrease in steps generally appears for both boys and girls.

In all years of the CANPLAY study in Saskatchewan, boys took more steps than girls (currently 1,600 more steps). The age-related decrease in steps appears within all study years, and also appears for both boys and girls. The gender differences within specific age groups vary over time. During the first couple of years of the CANPLAY study (years 1 and 2 combined), younger boys (aged 5 to 10) and older boys (aged 15 to 19) took significantly more steps than girls of the same ages, however, in later years of the study, significant gender differences only appeared among 11 to 14 year olds.

Sport Participation:

The relationship between a child’s participation in organized sport and physical activity and a greater number of steps appears within all study years in Saskatchewan.

In Saskatchewan, children who participate in organized physical activities and sport take significantly more daily steps on average compared to children who do not participate in these types of activities (roughly 1,700 more steps). This relationship is similar to that found nationally.



Average daily steps of children and youth in Saskatchewan by child’s participation in organized sport and physical activity, 2005-2011

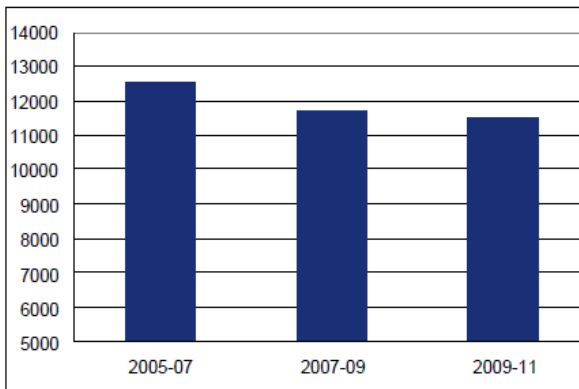
Parent and household characteristics:

In Saskatchewan, there is no significant association between children’s daily steps and household income. This differs from the population as a whole, where nationally: children from the highest income household (≥\$100,000 per year) take more daily steps on average than those from households with incomes between \$40,000 and \$59,999.

In Saskatchewan, there is a relationship between children's daily steps and parent's education level. Children whose parents have a university education take more steps than those children whose parents have less than a high school education. The lack of a relationship between a child's daily steps and parent's education level existed in Saskatchewan in earlier years of the study, however, children whose parents have a university education take more steps than those children whose parents have less than a high school education in years 5 and 6 combined.

A relationship between a child's daily steps and a parent's activity level in Saskatchewan existed during the first couple of years of the study (years 1 and 2 combined) and during year 5 and 6 combined. In addition, children whose parents consider themselves *slightly more* active than their peers take more steps on average than those who parents consider themselves *just* as active as their peers.

Trends in activity level over time:



Compared to the first two years of the CANPLAY study (years 1 and 2), there has been a decrease in overall steps taken by children and youth residing in Saskatchewan (as illustrated in figure 4). This section looks at trends over time in this province.

Average daily steps of children and youth in Saskatchewan, trends, 2005-2011