



Make Your Move New Glasgow

A Strategic Plan to Encourage Simple Movement
2025-2030

Approved by Town Council on October 20, 2025



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Land Acknowledgement

We would like to acknowledge the Town of New Glasgow is in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People. This territory is covered by the "Treaties of Peace and Friendship" which Mi'kmaq and Wolastoqiyik Peoples first signed with the British Crown in 1725. The treaties did not deal with the surrender of lands and resources, but in fact, recognized Mi'kmaq and Wolastoqiyik titles and established the rules for what was to be an ongoing relationship between nations.

We also recognize the African Nova Scotians whose culture, heritage, and history have been and remain a key part of our province for more than 400 years.



Acknowledgements

This project was supported by funding from the Province of Nova Scotia's Municipal Physical Activity Leadership Program and Communities on the Move Initiative. We are pleased to work in partnership with the Department of Communities, Culture, Tourism and Heritage to develop and oversee the implementation of a community-wide physical activity strategy.

This report was informed through a public engagement process. We would like to thank the community for their contributions, as well as Frank Gallant of Peak Experiences for facilitating the in-person public engagement sessions.

We would also like to thank the following people for participating in the development of the strategic plan at the Leadership Team level; Rae Gunn (Nova Scotia Department of Communities, Culture, Tourism and Heritage), Korede Esan (Nova Scotia Health), Heather Humphries (Nova Scotia Health), Michelle Ferris (Aberdeen Health Foundation), Marla Sim (YMCA of Pictou County), Lori Morrison (YMCA of Pictou County), Shelley Dickson (Ward One Social and Recreation Centre), Rachel MacKenzie (West Side Community Centre), Jennifer Thibeau (North End Recreation Centre), Josh MacKinnon (New Glasgow Academy), Darcy MacDonald (United Way of Pictou County), Pat Craig, Ken MacDonald (New Glasgow Regional Police), Jim McKenna (Town of New Glasgow), Cylde Fraser (Town of New Glasgow), Dawn Peters (Town of New Glasgow), Kim Livingston (Town of New Glasgow), Rebecca MacNeil (Town of New Glasgow) and Tracy Feit (Town of New Glasgow).



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Introduction

In 2006, Nova Scotia launched the Municipal Physical Activity Leadership (MPAL) program in partnership with municipalities across the Province. The MPAL program was created in response to growing physical inactivity trends in Nova Scotia. The Town of New Glasgow joined the MPAL program in 2018 and Town Council adopted Let's Get Moving New Glasgow, a 5-year strategic plan to encourage movement, on April 16, 2019. After 5 years of implementation, the plan required updating to align with current community context.

The Town of New Glasgow became a Nova Scotia Make Your Move Community in March 2024. Make Your Move New Glasgow is a community-driven initiative that aims to contribute to improved mental and physical health, quality of life, productivity and community cohesion through simple movement opportunities.

The Make Your Move New Glasgow Strategic Plan has been informed by a public engagement process which gathered data from the community from November 2023 to January 2025. The focus areas and objectives outlined in the plan reflect the results of the public engagement.

The Town of New Glasgow is committed to achieving its vision of a cultural shift where simple movement becomes the social norm. Replacing sedentary behavior with simple movement opportunities such as neighbourhood walks, gardening, household chores, taking the stairs and parking a bit further away from your destination as part of a daily routine contributes to a healthy 24 hours as defined in the Canadian 24-Hour Movement Guidelines. Every minute of movement counts!



Vision

Make Your Move New Glasgow inspires a cultural shift where simple movement becomes the social norm.



Mission

To enable and empower residents to incorporate simple movement into their daily routines.



Simple movement is low-barrier movement that can be easily incorporated throughout the day in small amounts. This movement does not necessarily require any learned skills, the degree of difficulty can be adapted to suit available time and needs. It can occur through transportation, at home, during leisure, or at work.

Community Context

New Glasgow is a riverside town of 9,471 residents, located in Northern Nova Scotia. The Town serves as the commercial-service centre for the region of Pictou County with a population of 43,657. Individuals living in New Glasgow have access to many municipal and regional assets such as schools, parks, trails, major employers, healthcare facilities, community groups and sport and recreation facilities.

In comparison to the population of Nova Scotia, New Glasgow’s population is unique. The population of people with a Black identity is nearly two times larger than in the Province as a whole. 3.3% of New Glaswegians are indigenous and 5.1% are immigrants, contributing to a diverse community. The percentage of older adults (65+) living in New Glasgow is also larger than the the percentage of older adults in broader Nova Scotia, indicating an ageing local population. Although the 11.9% unemployment rate in New Glasgow is slightly lower than Nova Scotia’s 12.7%, the percentage of New Glasgow residents considered low income is 4.7% higher at 16.6%.

Including movement in daily life is essential for all people. It is important to consider the demographics of New Glasgow’s population in order to address the barriers to movement opportunities that different groups face.



New Glasgow

Nova Scotia

	New Glasgow	Nova Scotia
Population (2021)	9,471	969,383
Population (2016)	9,075	923,598
Population change from 2016 to 2021	+4.4%	+5.0%
Black Identity	5.5%	3.0%
Indigenous Identity	3.3%	5.5%
Age Distribution (0-14, 15-64, 65-84, 85+)	14.4%, 59.3%, 22.4%, 3.9%	14.1%, 63.7%, 19.8%, 2.4%
Population Considered Low Income	19.6%	14.9%
Immigrant Count	5.1%	7.5%
Unemployment Rate	11.9%	12.7%
Visible Minority	9.9%	9.8%

Table 1: Demographics (Stats Can Census, 2021)

The Approach

Make Your Move New Glasgow's approach to encouraging citizens to include more simple movement opportunities in their daily lives is evidence-based, uses Population Health, health equity lenses and considers the social-ecological factors influencing physical activity participation.

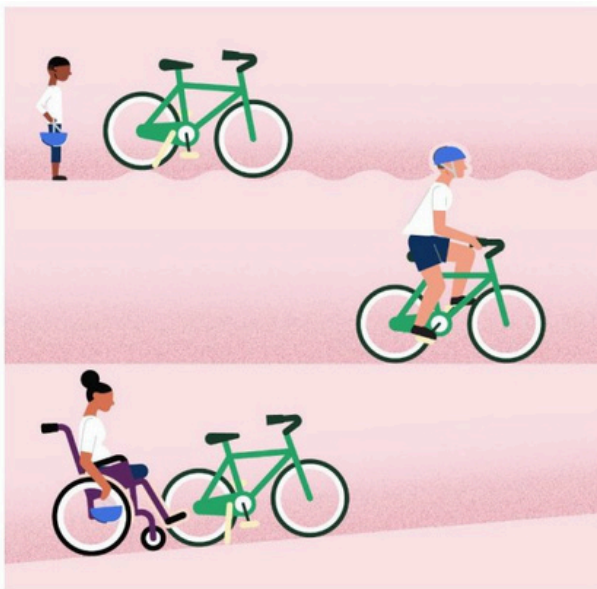
Evidence-based decision making (EBDM) is a process that uses the best available evidence to make decisions. Data is gathered, analyzed and used to inform decision-making. EBDM helps to make quality, informed decisions that are not based on guesswork or instinct.

Population health is an approach that aims to improve the health of the entire population and to reduce health inequities among certain population groups. To reach these objectives, the approach looks at and acts upon the broad range of factors and conditions that have a strong influence on our health, the Determinants of Health.

Make Your Move New Glasgow is designed to benefit all citizens of New Glasgow, but certain population groups face health inequities that are unfair or unjust. **Health equity** is an approach that recognizes that equal treatment does not lead to equal health and acknowledges that all people are unique and have diverse needs. Resource allocation based on equitable access to opportunities for movement is important for all people to have a fair chance to live an active, healthy lifestyle regardless of their background.

Equality:

Everyone gets the same - regardless if it's needed or right for them.



Equity:

Everyone gets what they need - understanding the barriers, circumstances and conditions.



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Figure 1: Equality vs. Equity (Robert Wood Johnson Foundation)

The **socioecological model** recognizes the importance of the individual, the social environment, the physical environment and the policy layer in supporting movement opportunities. This model presents a framework for understanding what influences physical activity and sedentary behaviour - and how barriers can be addressed.

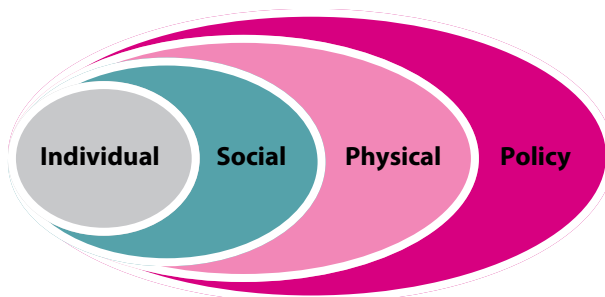


Figure 2: Socioecological Model

Priority populations for Make Your Move New Glasgow include equity-deserving populations and less active populations. **Equity-deserving populations** are groups of people who, because of systemic discrimination, face barriers that prevent them from having the same access to the resources and opportunities that are available to other members of society, and that are necessary for them to attain just outcomes. **Less active populations** are groups of individuals who engage in lower levels of physical activity compared to the general population, often due to specific barriers such as physical limitations, chronic health conditions, socioeconomic factors, limited access to safe or inclusive recreational spaces, or cultural and social influences that discourage participation.



What We Heard

Data was collected during the 2024 New Glasgow Physical Activity Community Survey, 2024 Youth Physical Activity Community Survey and three Strategic Planning Sessions. The Make Your Move New Glasgow Leadership Team and the Community Development Advisory Committee collaborates on a regular basis to advise the creation and implementation of Make Your Move New Glasgow.

2024 New Glasgow Physical Activity Community Survey

Supported by the Nova Scotia Department of Communities, Culture, Tourism and Heritage, Nova Insights Inc. conducted the 2024 New Glasgow Physical Activity Community Survey. It gathered self-reported data from 172 respondents living in New Glasgow aged 18+ through an online survey. Key findings include the unique characteristics of the less active population, the value of simple movement and the importance of evaluating initiatives. Walking and cycling were identified as the top choices for participation.

Key Facilitators

Self-motivation, time/priority, social, weather.

Top Challenges

Cost, social, routine, roadside spaces/lanes, safety, access to information.

AT Motivators

Sidewalk maintenance, trails, lighting, bicycle lanes, off-road paths, access to affordable equipment.



2024 Youth Physical Activity Community Survey

The 2024 Youth Physical Activity Community Survey gathered self-reported data from 114 students in grades 9 to 12 attending high school in Pictou County through an online survey. 40.4% of these students attend North Nova Education Centre and 24.6% live in New Glasgow. Key findings include the unique characteristics of high-school aged youth, social factors influencing simple movement, and walking, running/jogging and bicycling among the top choices for participation.

Key Facilitators

Weather, self-motivation, social, time/priority.

Top Challenges

Social, routine, roadside spaces/lanes, interest.

AT Motivators

Trails, sidewalk maintenance, safety, lighting, off-road paths, bicycle lanes, road conditions, bicycle parking.

Strategic Planning Sessions

Three strategic planning sessions were held at Glasgow Square Theatre in January 2025. The sessions were facilitated by Town Staff and Peak Experiences Consulting. Participants included members of the Town of New Glasgow's Community Development Advisory Committee and representatives from local organizations representing the community, school, workplace and healthcare settings.

The first two sessions included information on the Make Your Move initiative and strategic planning activities to help define goal areas for Make Your Move New Glasgow. At the third session, participants analyzed a draft copy of the strategic plan and provided feedback and edits.



Focus Area #1

Advance opportunities for simple movement and social connection.

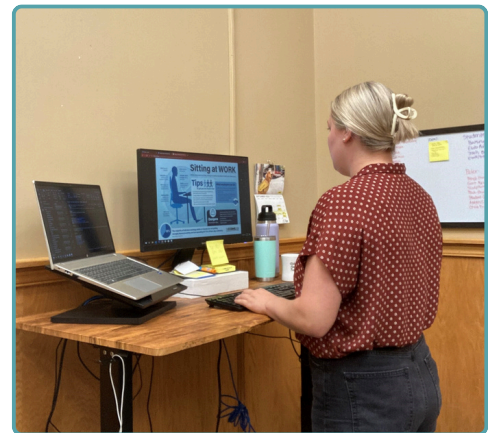
Goal 1.1 Mobilize community members through movement networks.

- Objective 1.1a Develop and support social walking groups in New Glasgow.
- Objective 1.1b Develop and support social cycling group(s) in New Glasgow.
- Objective 1.1c Develop and support social gardening group(s) in New Glasgow.
- Objective 1.1d Develop and support other movement social networks as identified by community partners.
- Objective 1.1e Explore ways to incentivize participation in movement networks.



Goal 1.2 Work across community, school, workplace and healthcare settings to promote simple movement.

- Objective 1.2a Onboard local workplace(s) to the Make Your Move at Work Program.
- Objective 1.2b Engage with local schools to identify opportunities for students to move more during the school day.
- Objective 1.2c Engage with community partners to identify opportunities to promote simple movement in each setting.
- Objective 1.2d Encourage, support and incentivize movement “to and from” various settings (active transportation).
- Objective 1.2e Invest in human resources to improve staff capacity to implement Make Your Move New Glasgow initiatives.



Goal 1.3 Facilitate initiatives that engage people in simple movement activities.

- Objective 1.3a Celebrate Make Your Move Day annually on May 9.
- Objective 1.3b Organize activities for Winter Bike Week and Bike Month annually.
- Objective 1.3c Organize activities for NS Walks Day and Walktober annually.
- Objective 1.3d Target groups to engage in the Participation Community Better Challenge annually.

Focus Area #2

Support community engagement, partnerships and public education on simple movement.

Goal 2.1 Engage partners representing each key setting (community, school workplace, healthcare).

- Objective 2.1a Establish a cross-sectoral leadership team comprised of leaders in community, school, workplace and healthcare settings.
- Objective 2.1b Develop a Terms of Reference for the Leadership Team.
- Objective 2.1c Align partners on goals, priorities and desired outcomes.

Goal 2.2 Ensure engagement from across local government departments.

- Objective 2.2a Invite representation from each municipal department to participate in Make Your Move New Glasgow initiatives.
- Objective 2.2b Explore ways to incentivize engagement across local government departments.
- Objective 2.2c Engage the Town of New Glasgow's Workplace Wellness Committee in MYMNG initiatives.

Goal 2.3 Amplify the Make Your Move initiative within New Glasgow

- Objective 2.3a Promote the Make Your Move initiative through local media, social media, New Glasgow Now and the Town of New Glasgow's website.
- Objective 2.3b Leverage the Make Your Move branding on any simple movement initiative promotions.
- Objective 2.3c Promote the Make Your Move initiative via indoor and outdoor signage at locations where community members engage in simple movement opportunities.
- Objective 2.3d Share stories of residents and organizations that are engaging in and promoting simple movement opportunities. Include information on the changes seen from moving more.
- Objective 2.3e Promote the value of simple movement to influence public perception and intrinsic motivation to move more.



Focus Area #2 (continued)

Support community engagement, partnerships and public education on simple movement.

Goal 2.4 Work to increase reach and support to equity deserving groups.

- Objective 2.4a Engage equity-deserving groups in development of simple movement opportunities.
- Objective 2.4b Engage organizations that serve equity-deserving groups in development of simple movement opportunities.

Goal 2.5 Provide simple movement education opportunities to residents and staff.

- Objective 2.5a Support shared opportunities for creating environments in which people learn about the benefits of engaging in simple movement.
- Objective 2.5b Create and support opportunities for community members to try simple movement activities.
- Objective 2.5c Provide cycling safety and maintenance learning opportunities.
- Objective 2.5d Provide walking safety learning opportunities.
- Objective 2.5e Use a targeted approach to engage priority populations in community engagement, partnership and public education opportunities.



Focus Area #3

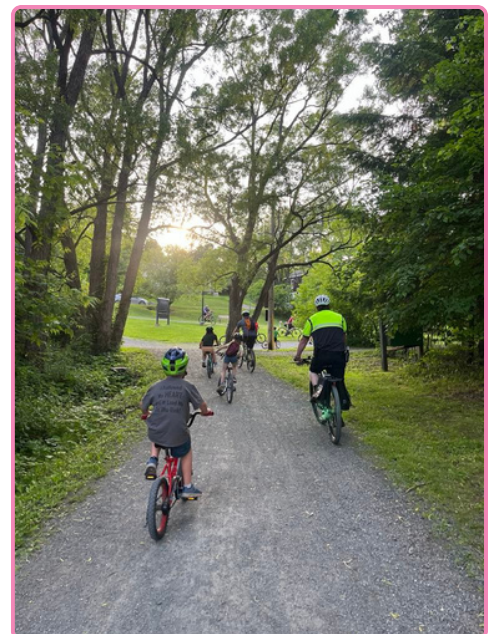
Enhance the local physical environment to support simple movement.

Goal 3.1 Invest in active transportation infrastructure.

- Objective 3.1a Continue the implementation of the Town of New Glasgow's Active Transportation Plan.
- Objective 3.1b Obtain functional designs and preliminary costing for the Core AT Network in partnership with Cycling Nova Scotia.

Goal 3.2 Create safe and welcoming environments for simple movement in New Glasgow.

- Objective 3.2a Complete an annual walking audit with staff and community partners to gather data on walkability in New Glasgow.
- Objective 3.2b Complete an annual cycling audit with staff and community partners to gather data on cyclability in New Glasgow.
- Objective 3.2d Engage in tactical placemaking to draw people into public spaces by leveraging the Canadian Parks and Recreation Association's Activate Your Neighborhood Tactical Guide.
- Objective 3.2e Invest in the creation of a Playground Maintenance Plan.
- Objective 3.2f Invest in the creation of a Recreation Facilities Master Plan.



Focus Area #4

Measure and communicate progress through data collection and analysis.

Goal 4.1 Develop annual workplans that reflect the Make Your Move strategic plan and are informed by the leadership team.

- Objective 4.1a Define key performance indicators.
- Objective 4.1c Communicate progress through Council Reports and annual reporting to the Make Your Move Leadership Team.

Goal 4.2 Participate in and facilitate data collection.

- Objective 4.2a Collect baseline quantitative data on simple movement participation in New Glasgow.
- Objective 4.2b Collect baseline qualitative data on simple movement participation in New Glasgow.
- Objective 4.2c Define a methodology for continued quantitative and qualitative data collection for a 5-year period (2025-2030).
- Objective 4.2d Analyze and communicate relevant data to partners and community to help build and sustain the motivation to move more.



Focus Area #5

Support policy that prioritizes simple movement.

Goal 5.1 Align municipal policy to support a culture of everyday movement.

- Objective 5.1a Conduct a policy review to determine if existing Town Policy enhances or inhibits participation in simple movement opportunities.
- Objective 5.1b Officially proclaim May 9th as “Make Your Move Day” in New Glasgow.

Goal 5.2 Research on policies that support simple movement.

- Objective 5.2a Identify opportunities for new municipal policy that supports simple movement.
- Objective 5.2b Collect information on external organizations with approved policy that supports simple movement.



Glossary

Community Cohesion: the ability of communities to function and grow in harmony ([Plymouth, UK City Council](#)).

Cross-sectoral leadership team: a committee of decision-makers from a range of organizations within the community ([NS Dept. of Communities, Culture, Tourism & Heritage](#)).

Equality: the fact of being equal in rights, status, advantages, etc. ([Oxford Dictionary](#)).

Equity: a situation in which everyone is treated equally ([Oxford Dictionary](#)).

Equity deserving groups: communities that experience significant collective barriers in participating in society. This could include attitudinal, historic, social and environmental barriers based on age, ethnicity, disability, economic status, gender, nationality, race, sexual orientation and transgender status etc. ([NS Dept. of Communities, Culture, Tourism & Heritage](#)).

Evidence-based decision making (EBDM): a process that uses the best available evidence to make decisions. Data is gathered, analyzed and used to inform decision-making. EBDM helps to make quality, informed decisions that are not based on guesswork or instinct ([Nova Scotia Community College](#)).

Health Equity: an approach that recognizes that equal treatment does not lead to equal health and acknowledges that all people are unique and have diverse needs ([World Health Organization](#)).

Less active population (adults, in general): Nova Scotian adults who have reported in citizen surveys that they are physically active 2 days a week or less. Data from the surveys show that less active adults are male and female and come from a variety of income brackets. They mainly get their physical activity through active household tasks and walking. They greatly prefer walking for recreation and active transportation, over any other form of physical activity, when they think of becoming active in the future. While many Nova Scotians prefer walking, less active adults prefer it more than the general population. The most common challenges to being active, according to this group, are lack of time, lack of social support, lack of interest in programming, the built environment, and health issues ([NS Dept. of Communities, Culture, Tourism & Heritage](#)).

Municipal and Mi'kmaq Physical Activity Leadership Program (MPAL): a provincial program that pays for a staff person to develop and oversee the implementation of a community-wide physical activity strategy. The Province of Nova Scotia and participating communities share the cost of that person's salary ([NS Dept. of Communities, Culture, Tourism & Heritage](#)).

Glossary (continued)

Physical environment: includes the natural environment and the built environment. These environments influence how much people move by making it easier or harder to move more ([NS Dept. of Communities, Culture, Tourism & Heritage](#)).

Population health: an approach that aims to improve the health of the entire population and to reduce health inequities among certain population groups. To reach these objectives, the approach looks at and acts upon the broad range of factors and conditions that have a strong influence on our health, the Determinants of Health ([Government of Canada](#)).

Quality of Life: an individual's perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns ([World Health Organization](#)).

Sedentary behaviour: activities that we do while we are sitting, reclining or lying down and expending very little energy. Some examples include watching television, using a computer or tablet, and sitting in a bus, car or train ([Government of Canada](#)).

Simple movement: low-barrier movement that can be easily incorporated throughout the day in small amounts. This movement does not necessarily require any learned skills, the degree of difficulty can be adapted to suit available time and needs. It can occur through transportation, at home, during leisure, or at work ([NS Dept. of Communities, Culture, Tourism & Heritage](#)).

Socio-ecological model: a way to understand and address what contributes to physical activity or sedentary behaviour. It recognizes the importance of the individual, the social and physical environments, and policy in encouraging more movement ([NS Dept. of Communities, Culture, Tourism & Heritage](#)).