

Eastport Peninsula Recreation and Wellness Committee Strategic Plan

Mission Statement:

Statement about terms of strategic plan

Goals and Action Items:

- 1. To maintain, enhance and develop recreation and wellness facilities and infrastructure on the Eastport Peninsula, keeping inclusion and environmental footprint at the fore.**
 - EP Wellness will develop a list of all recreation and Wellness facilities and infrastructure on the Eastport Peninsula. This list will include information about who assumes ownership of each, and any maintenance or enhancements required
 - EP Wellness will work with owners of facilities and infrastructure to maintain and/or enhance as necessary
 - EP Wellness will develop a plan to maintain and/or enhance any facility or infrastructure which does not have a current or apparent owner
 - EP Wellness will develop an action plan to enhance the outdoor skating rink and surrounding recreation grounds
 - EP Wellness will continue renovations to the outdoor rink, making it a four season multi-purpose facility
 - EP Wellness will create a shelter at the outdoor rink
 - EP Wellness will add washrooms in general area of the playground/rink/community garden

- EP Wellness will develop an action a plan to design and build a mountain bike park on the recreation grounds
- EP Wellness will work with Eastport Town Council to enhance the trail around School House Pond

2. To work towards the financial ability to hire dedicated staff for the Eastport Peninsula Recreation and Wellness Committee

- EP Wellness will work to develop actions that are financially self-sustaining
- EP Wellness will work to develop a fundraising plan to ensure financial support is available as needed for new actions and to maintain and sustain existing projects
- EP Wellness will continue to apply for grants at every level of government, and to continue researching for new grants or sponsorships
- EP Wellness will approach large corporate entities, especially those in food distribution, recreation equipment/suppliers and building material suppliers/contractors, for sponsorship for facilities, programs/activities and incentive programs

3. To raise awareness of activities available on the Eastport Peninsula, and of the Eastport Peninsula Recreation and Wellness Committee, its goals and its actions

- EP Wellness will market itself through the use of a catch phrase, hashtags and a logo to develop a brand
- EP Wellness will develop a web page and initiate social media presence (Facebook, Twitter, Instagram)

- EP Wellness will Link to other websites and social media pages when possible for promotion of activities/events
- EP Wellness will use its brand on posters, stickers, banners and letterhead
- EP Wellness will locally produce comedic videos, sketches, etc., illustrating various aspects of Wellness
- EP Wellness will offer presentations to various local organizations to enlist them in the wellness cause, and partner with them when/where necessary and appropriate
- EP Wellness will encourage Wellness Moments at all public/organizations/clubs meetings and events
- EP Wellness will develop a newsletter for physical circulation and email circulation to build awareness and disseminate information throughout the peninsula, and to support fundraising and grant applications

4. **To raise awareness and educate Eastport Peninsula residents about healthier eating habits**

- EP Wellness will work with other local groups such as the Agricultural Committee to support and encourage local food production such as individual/family backyard gardening, use of the community garden facilities, school based gardening, use of composting bins, workshops in fermentation, preserving, freezing, cellaring, salt curing etc.
- EP Wellness will promote the Town of Eastport Healthy Food pledge
- EP Wellness will sponsor workshops/sessions led by health care professionals designed to provide education about healthy eating

- EP Wellness will sponsor healthy cooking seminars
- EP Wellness will sponsor a Wellness Exposition during Agriculture Exhibition 2018, 2019, and 2020

5. To motivate Eastport Peninsula residents to increase activity levels

- EP Wellness will encourage and provide support for activities such as:
 - Walking club
 - Community walk events
 - Running club
 - Community sponsored events
 - Hiking club
 - Organized sports and group fitness activities in school gym and other suitable venues (Badminton, Floor Hockey, Zumba, Yoga)
 - Pop-up events (Walks, Runs, Hikes, Geocaching, Shinny Hockey, Beachcombing)
 - Cross Country Ski/Snowshoe Club
 - Mountain Bike Club/Sprockids Bike Club
 - Youth summer day camp program
 - Dance Clubs (Line dance, Square dance)
 - Kayaking//Canoe club
 - Trash-ercise/Plogging - walk/jog and pick up roadside trash
 - Traditional NL club - Berry picking, troutng trips, ice fishing
 - Volunteering for community projects

6. To improve and enhance the Mental Wellness of Eastport Peninsula residents

- EP Wellness will research methods to enhance and promote Mental Wellness

- EP Wellness will promote involvement in physical activities, and groups that promote social interaction such as 50+ Clubs, Legion membership, craft groups, morning coffee groups, book clubs, committee involvement, and church activities
- EP Wellness will work with the Beaches Library to promote their reading programs
- EP Wellness will develop an action a plan for Youth Group
- EP Wellness will work with service groups such as the ACW/UCW and the Legion to support their plans for Shut-in visitation
- EP Wellness will work with church groups to promote activities with a social component such as Sunday School, prayer walks, spiritual development (Bible club), and sing-a-longs
- EP Wellness will gather and disseminate information regarding stress reduction initiatives
- EP Wellness will sponsor and plan a Mental Health Forum