

## A Path to Healthy Futures

The Vivo Play Project: The intent of the Vivo Play Project was to get people moving and connecting in North Central Calgary. However, its impacts were much greater than that and sparked holistic improvements in mental, emotional, social and physical well-being of both children and entire communities.

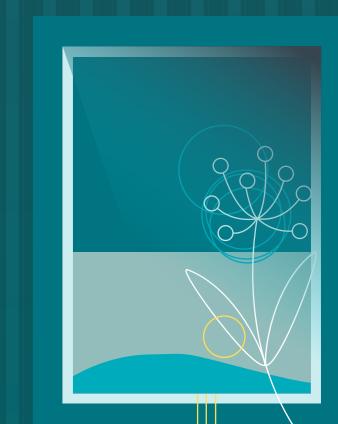


Children's free play, especially outdoor play, has significantly and continuously declined in the last 60 years<sup>1</sup>.

Social relationships are important for good health, and finding ways to support positive neighbourhood connections through community engagement is important for supporting resilience in a community.<sup>2,3</sup>

Only 28% of Canadian children are meeting national physical activity guidelines, and and 82% are exceeding the recommended amount of daily screen time.<sup>4</sup>

Physical inactivity is the 4<sup>th</sup> leading risk factor for death, killing more than 5 million globally per year.<sup>5</sup>



Vivo's ground-breaking training programs empower Play Ambassadors to extend a culture of trust and safety into the community, providing environments where children can grow and flourish.

Levels of play training

7 Ambassadors trained With the help of Play Ambassadors and children of all ages, outdoor gathering spaces are transformed into Play Hubs: dynamic, ever-changing playgrounds that are free to use and filled with extraordinary potential.

Play Hubs are a natural nexus for developing skills, boosting confidence, and forging relationships – for both children and adults!

Play events

Play Hubs activated

Hours of play

The abundance provided by "loose part" materials that can be carried, moved, and combined in an infinite number of ways gives children flexibility and control over their surroundings. It prompts creativity, imagination, resourcefulness, and problem-solving.

Ambassadors

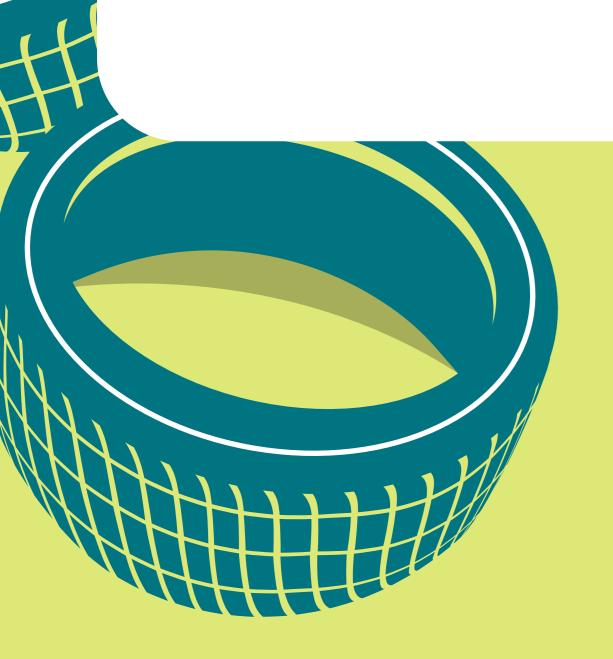
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Using Vivo's interactive Play Map, adventurers can chart their course to local points of interest, including playgrounds, green spaces, seasonal attractions, water features, and hidden gems. Each destination includes photos and recommendations for play activities.

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Vivo boxed up the magic of Play Hubs in the form of Play Kits, allowing families to take carefully curated loose parts home with them to play with how they want, when they want, and where they

Hay Kit rentals

Community-recruited Play Scientists helped Vivo study the effects of wearable fitness trackers and online activity data dashboards. Free access to these tools resulted in significant increases in time spent walking, and significant decreases in time spent sitting, as well as improvements in mental, social, and physical health over 8 weeks.<sup>6</sup>

Play Scientist research participants

41%

Increase in walking time from 180 min/week to 254 min/week 20%

Decrease in sitting time from 334 min/day to 260 min/day

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Methods Study.

More social interaction at Vivo Play Hubs compared to traditional parks



12,616 members of the community learned about and engaged in play



Minutes of moderate to vigorous physical activity (MVPA) per day\* achieved through play at Play Hubs

\*60 minutes of MVPA per day is recommended for children and youth by the Canadian 24-hour Movement Guidelines as well as the World Health Organization to improve health outcomes and promote healthy development.

References:

1. American Journal of Play. (2011). The decline of play and the rise of psychopathology in children and adolescents.

2. Statistics Canada Health Reports. (2002). Community belonging and health.

3. Journal of Sociology. (2017). 'Neighbourhood is if they come out and talk to you': Neighbourly connections and bonding social capital.

4. ParticipACTION. (2022). The 2022 Report Card on Physical Activity for Children and Youth.

5. The Lancet Journal. (2012). Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy.

6. Journal of Medical Internet Research (JMIR). (2022). Effectiveness of an 8-Week Physical Activity Intervention Involving Wearable Activity Trackers and an eHealth App: Mixed

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