

Let's Go ;-)



Our Mission...

TO RAISE HEALTHIER GENERATIONS.

We want Canadians of all ages to achieve their optimal health across their lives.

10% SHIFTS VIA PLAY - shifts in the way people live, shifts in the care and design of communities and shifts in decision making at organizational and government levels.



Generation Healthy

GEN H IS OUR COMMUNITY'S VISION of what living well looks like.

It is a generation you choose to be a part of, rather than being born into.



Play Promises...

Co-Creation

Find the spark with your community

Experimentation

Learn by doing

Transform & Measure

Shifting Culture & Business

The Vivo logo is displayed in white on a teal background. It features the word "vivo" in a lowercase, sans-serif font. A small yellow triangle is positioned above the second 'i', pointing to the right.

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5-10Y Agenda...

Individual Level

Gen H Lifestyle Experience @ VIVO

Community Level

Gen H Play Project

Sector Level & Beyond

North Central Calgary Complete
Communities



VIVO

Play Stories

Individual Level

Little Kid's Active Learner's Preschool

Community Level

Healthy Living School

Sector Level & Beyond

Creating Coventry Project



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Play from 3m – 5Y

Little Kid's Active Learners
Preschool

3 Key Ingredients...

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1

Your community is an investment...

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Taking an oath in the act of service.





**Put family needs first, and the rest will come
(time, experience, action)**



**Spend time sharing vision and values (“Family kitchen”,
commit to action (small first), celebrate)**

2

Children take the Lead...

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Learning emerges when a child leads.

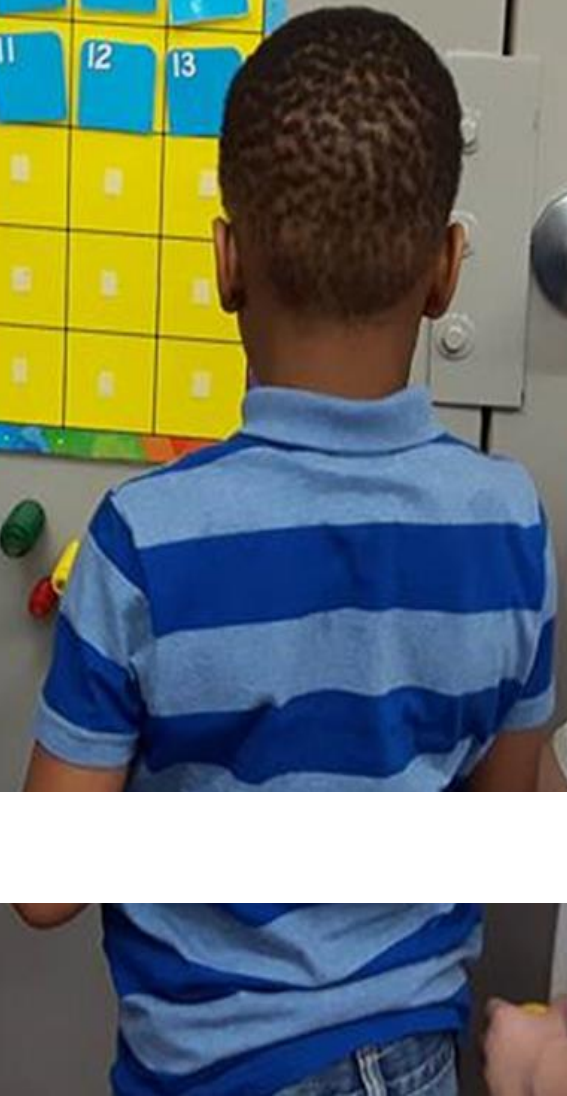


Observation and Action



January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17			



Why?

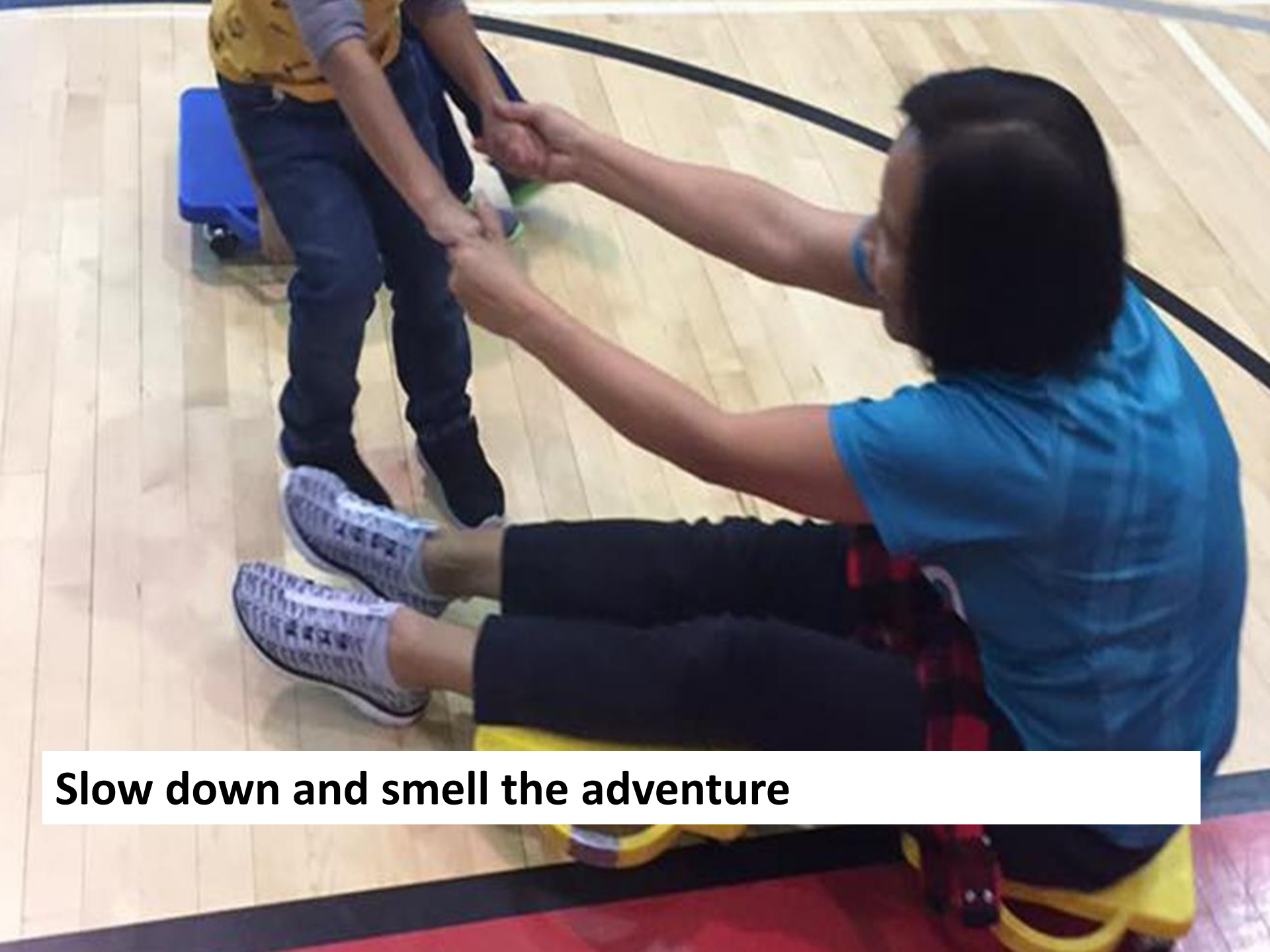
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Active Play in many ways...

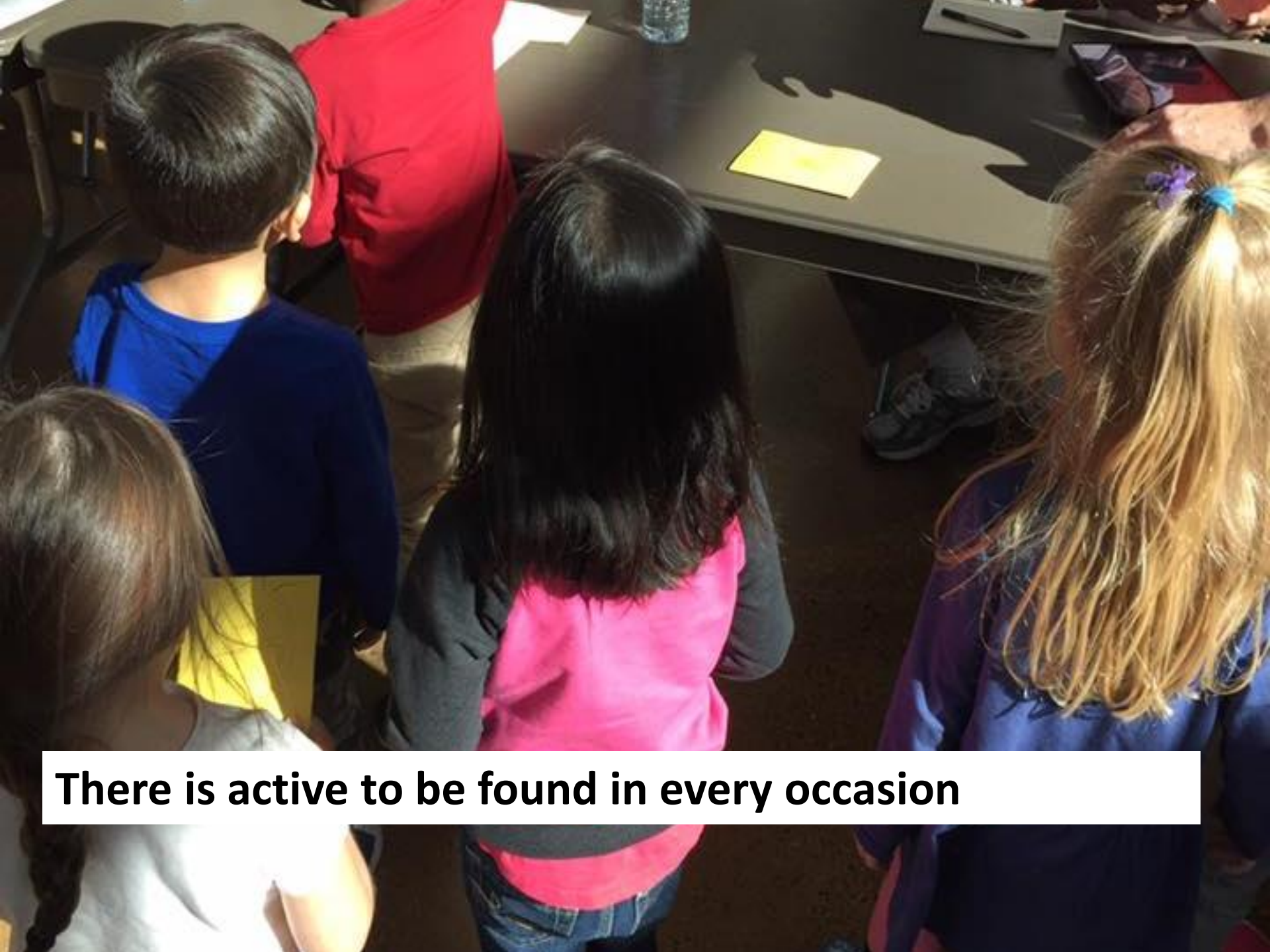
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Embrace the Seasons



Slow down and smell the adventure



There is active to be found in every occasion

Eros:

(Beauty and sexuality)
The erotic lover focuses on beauty and physical attractiveness. They are particularly sensitive to physical imperfections in the ones they love.

Ludus:

(Entertainment and excitement)
Love is not to be taken too seriously. The ludic lover retains a partner only as long as the partner is interesting and amusing.

Storge:

(Peaceful and slow)
Storge love lacks passion and intensity. They are set out to establish a companionable relationship with someone they know and share interests with.

Pragma:

(Practical and traditional)
Pragma lovers want compatibility and a relationship in which their important needs and desires will be satisfied. They rely on logic and background.

Mania:

(Elation and depression)
This is characterized with extreme highs and lows. They love intensely, but become extremely jealous and obsessive.

Agape:

(Compassionate and selfless)
This is unconditional love for all people, even if there is no close ties. It is a spiritual love with no concern for personal gain.

What's love got
to do with it?

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Healthy Living School

3 Key Ingredients...



1

A theme or a big question...

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2

Experiential Learning...
playful, inquiry-based &
connected to the
community

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3

Student-Led Culture focused
on Reflection...

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The Happiness Project...

Tuscany School

Their Own
Gathering
Space

VIVO



Creating Coventry Key Ingredients...

“A community-driven plan to improve and connect our neighbourhood’s parks.”

Moraig McCabe

Northern Hills
Community Association

VIVO

The Challenge.

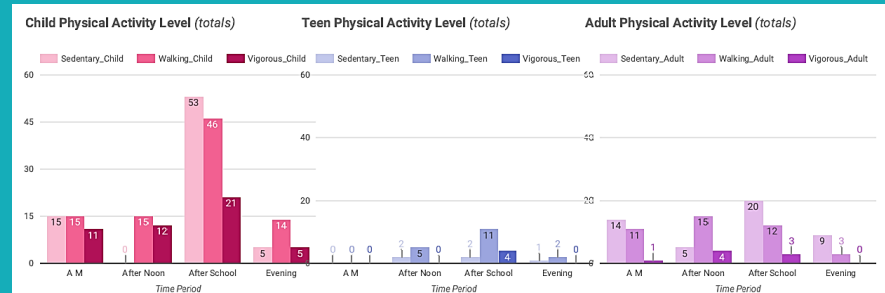
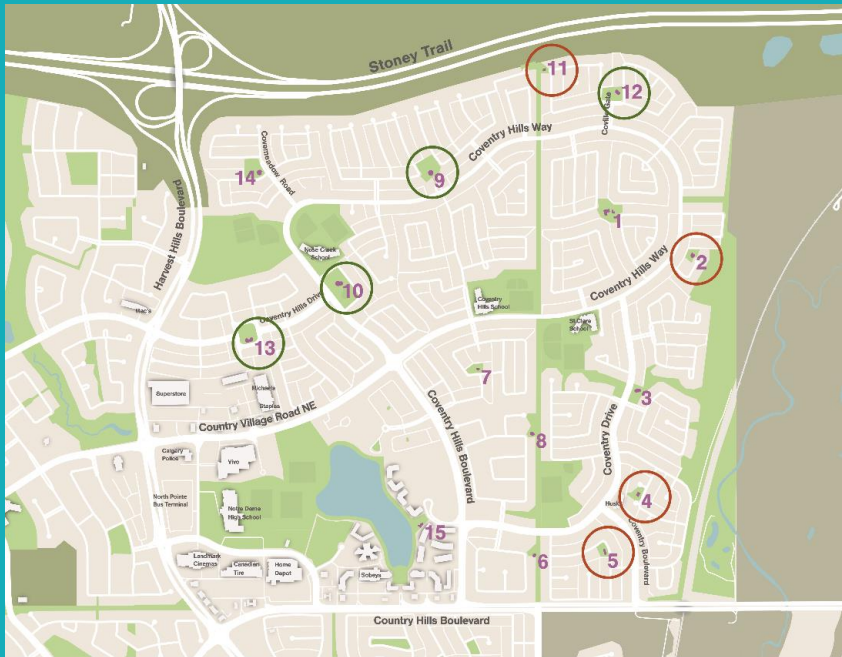
CREATING COVENTRY: PARK LOCATIONS



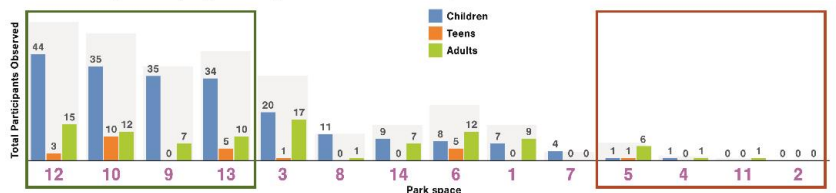
- | | | | |
|---|-------------------------------|----|-----------------------------------|
| 1 | 853 COVENTROD PL NE (COV972) | 8 | 152 COVENTRY CI NE (COV973) |
| 2 | 79 COVERTON GR NE (COV976) | 9 | 85 COVERBROOK PL NE (COV115) |
| 3 | 880 COVENTRY DR NE (COV945) | 10 | 98 COVERPARK SQ NE (COV306) |
| 4 | 303 COVINGTON BAY NE (COV994) | 11 | 303 COVILLE CL NE (COV305) |
| 5 | 258 COVENTRY CL NE (COV925) | 12 | 79 COVILLE CI NE (COV180) |
| 6 | 256 COVENTRY GR NE (COV926) | 13 | 118 COVENTRY HILLS DR NE (COV686) |
| 7 | 304 COVENTRY RD NE (COV876) | 14 | 345 COVENEDOM CR NE (COV886) |

The Process.

1. Create partnerships
2. Gather data



Total Participants by Age Group and Observation Space



June - Sep 2017
 Planning with NHCA, Vivo,
 and community volunteers.
 Systematic observations
 of parks completed by
 volunteer seniors.



4. Community Leads

5. Be flexible

6. Simplify

7. Go to them



Summer 2017

Pilot workshop with Country Hills Public Library Action Squads.

October 2017

First Creating Coventry workshop. 100 community members of varying ages and demographics participate.

Nov 17 – Jan 18

Workshops with Notre Dame High School, Vivo Youth Night, SPRY in the Hills and online survey.

February 2018

Engagements at Family Day, SPRY in the Hills and Vivo Youth Night. Tiger Team meeting at the City of Calgary.v

March 2018

Data analysis and report creation.

Spring 2018

Report launch picnic and walk, report to City of Calgary, forming committees to bring the parks to life.

Activating Coventry.





Want more?

Read all about Creating Coventry, download the full research, or discover how we are bringing our parks to life with #ActivatingCoventry:

- northernhills.ab.ca/creating-Coventry
- vivo.ca/creatingcoventry

Follow us on social media: @CreatingCovYYC @VivoYourLife
@northernhills #CreatingCoventry

Contact us: creatingcoventry@gmail.com



Making Change

The Generation H Play Project

Aspirations...

Gen H is our **community's vision** of what living well looks like.

The logo for Vivo, featuring the word "vivo" in a white, lowercase, sans-serif font. A small yellow triangle is positioned above the second 'i'.

The Hypothesis...

Play is how you
learn to live... well

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The Gen H Play Project

is a social innovation lab run by Vivo.

We believe play can create systems change.

Our goal is to co-create measurable, positive impacts in North Central Calgary & beyond.



Funding & Supporters

- This project is funded in part by The Government of Canada through the Public Health Agency of Canada.
- The Suncor Energy Foundation

Other Partners include

- White Whale Analytics
- Vivametrica
- Mount Royal University
- Brookfield Residential
- YYC Plays
- The University of Calgary
- Earth Day
- MaRS
- Social R & D
- And many more...



Key Ingredients



- Play is a powerful change agent
- Co-Creation is the secret sauce
- Transform the system for better

Impact

10%

- ↑ Physical Activity
- ↓ Sedentary Behavior
- ↑ Social Connection
- ↑ Intergenerational Socialization
- ↑ Outdoor Engagement
- ↑ Spontaneous Play

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Targets

4Yrs

11,000 Participants

300 Play Ambassadors Trained

500 Research Study Participants

6-8 Research Sites

Predictive Health App for Families

Social Impact Dashboard

Local & National knowledge sharing



We want to learn...

How play can impact population wide health & wellness.

What meaningful co-creation looks like with families.

What it takes to work outside our walls and with the community.



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Join us for the ride...

GenHplay.com

& come play anytime...

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