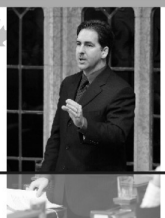
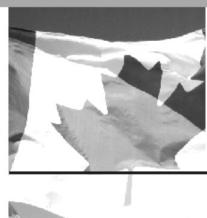


Brian MASSE

M.P. Windsor West



WINDSOR WEST UPDATE

Spring 2018

PROTECTING OJIBWAY SHORES FOR THE HEALTH OF OUR COMMUNITY

In the past year you may have heard a lot of discussion about protecting Ojibway Shores. This vital 33 acre greenspace is the last remaining, undeveloped natural shoreline in Windsor-Detroit, and I am working—with you, and for you—to protect it for the long-term. I want to thank

Ojibway Shores is home to hundreds of endangered species that rely on migration through surrounding local parks for survival. This includes Ojibway Park, Spring Garden Natural Area, Black Oak Heritage Park, and the Tallgrass Prairie Park, to name a few. If connected, this area including the Detroit River could become one of North America's treasures. Ojibway Shores is a vital piece. It serves not only as a home and larger ecosystem to these species, but also provides natural heritage areas that our community can enjoy, appreciate, and use for healthy living space and ecotourism.

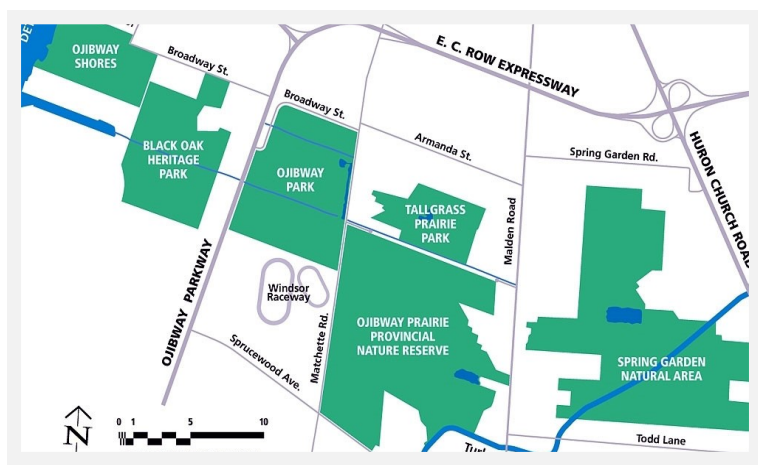
Residents can connect with Ojibway Shores. It's a place to share this natural environment with our children and grandchildren for generations to come. It's a place to learn about species native to our region, to enjoy natural outdoor activities within the city limits, like hiking and cycling while still appreciating and respecting this invaluable natural ecosystem that is a unique place being taken for granted. We should be able to enjoy our land, as a park, and protect it for the long-term. We need to protect and enjoy what is ours.

This fight for protecting Ojibway Shores is a fight for our environment, and our community. I encourage you to stand up and fight for Ojibway Shores by downloading and signing the petition at www.brianmasse.ca.

When I was a member of City Council we saved the Spring Garden area, Peche Island, and restored our riverfront to a park from a railroad and hotel. These decisions were good for our environment, image, and economy.

Ojibway Shores A Plan for Ojibway Shores

- Canadian taxpayers own the Windsor Port Authority, who own and oversee Ojibway Shores. They tried to develop it for industrial use, were stopped, but are still trying.
- The Port wanted money from Sandwich Towne, or from city taxpayers, in order to pay for maintaining this land.
- Instead, Brian wants to transfer Ojibway Shores from the Port Authority to the Ministry of Environment or City of Windsor for its long-term protection.
- Work towards and environmental/ recreational/ ecotourism use for the connecting properties.



Learn More: Healthy Living

The back page of this mailing describes one aspect of being active and healthy. Science and research has proven the long-term benefits of even light exercise can decrease stress, and your risk of developing such diseases as diabetes, heart disease, and arthritis. It also helps boost our immune systems and better sleep!

brian.masse@parl.gc.ca

www.brianmasse.ca

PARTICIPACTION REPORT CARD



For the first time, the grades from the ParticipACTION Report Card on Physical Activity for Children and Youth were compared to grades from 37 other countries across six continents. The global comparisons were led by Dr. Mark Tremblay, Director of the Healthy Active Living and Obesity Research Group at the Children's Hospital of Eastern Ontario Research Institute (HALO-CHEO) and Chief Scientific Officer of the ParticipACTION Report Card.

“Urbanization, mechanization and an increased use of



motorized transport have reduced physical activity levels globally,” said Tremblay. “Canada must resist the decline in habitual movement fueled by these trends – and not just by creating policies, strategies, facilities and bike lanes, but also by encouraging and re-establishing Canadian cultural norms where being physically active year round, through outdoor play, transportation, recreation and sport, are the Canadian standard, not the exception.”

Countries with the most active children and youth overall, including Slovenia, New Zealand and Zimbabwe, rely on very different approaches to get kids to move more, but what is consistent between them is that physical activity is driven by pervasive cultural norms.

Being active is not just a choice, but a way of life.

Slovenia reports the highest grade (A-) for Overall Physical Activity:

86 per cent of boys and 76 per cent of girls 6-to-18 years old get the recommended 60 minutes of heart-pumping physical activity per day, in comparison to just nine per cent of 5-to-17-year olds in Canada (D-). What's driving this behaviour is physical education in Slovenia's school system (A in School) – it's a cultural norm, evaluated on an annual basis and so well established that it provides appropriate measures to deal with overall inactivity levels. For example: Slovenian primary schools offer access to 77 minutes of in-school, professionally taught physical activity each day.

Physical activity is not a priority in Canadian children's lifestyles.

In Canada, we have focused largely on building infrastructure, but less on shifting social norms from a culture of convenience to a culture of encouraging and embracing physical activity throughout the day, every day. Rather than built engineering, we need to focus more on social engineering.

In order to be successful we must create a climate in Canada where making the active choice is the default. Inactive modes of transportation to and from school, too much screen time and being too busy for free play are all contributing to Canada's lagging grades in the comparisons. It will take many facets of Canadian society, working together, to shift behaviours to get our children and youth more physically active.

Loosen the reins a little and let kids be kids.

“Let's look at family life as one arena in which to shift social expectations,” says Elio Antunes, President and CEO of ParticipACTION. Tips for Canadian parents: Get active with your children at a young age. Teach children the importance of physical activity and healthy living.

Avoid hyper-parenting and give children the freedom to decide how to be active, especially outdoors, to encourage more free play, and a love for it.

[Report Cards from each of the 38 countries](#), as well as the results of the global comparisons, were presented at the opening plenary of the International Congress on Physical Activity and Public Health in Bangkok, Thailand and published in the [Journal of Physical Activity and Health](#) on November 16, 2016.

